CHAPTER – I

INTRODUCTION

1.1 Background of the Study

Marketing in today's business is getting complex day by day due to globalization. The modern marketing accepts consumer as a king because they have the purchasing power and no force would compel him/her to buy a particular product or service. Marketing aims at delivery of rising standard of living. It must serve customer's demand by offering right goods and services in the right quantity, at the right place as well as price, to the right customer. It aims at creating, capturing and maintaining demand through appropriate marketing mix.

Companies today are becoming more and more internationalized. In their home countries they have already established strong brand recognition and a strong image. This image is in turn visible in their advertising. For the general public, marketing is selling through advertising; however, selling and advertising are parts of marketing. Marketing helps organization to find out what their customers want. It also helps to decide what products to make and is carried on long even after the customer has bought the products. The success or failure of any new product in the market depends in consumers' need satisfaction. Nepal is still known as an agricultural country but it is gradually shifting from the agricultural to an industrial sector for sustaining its economic life. Past experiences of the country have signaled that it cannot bring any significant positive change in its economy depending solely on agriculture. As a result, industrial activities are gradually increasing in the country. Number of units of different types of industry has been significantly

increasing in the last few years basically in the Detergent Industry. Production is the prime activity of each and every industry and successful marketing is an instrument to achieve the ultimate goal. But successful marketing of a product today is a tough job. Any product to be successfully marketed requires factors more than the core quality immanent into it. Core quality or core products alone are not sufficient for successful marketing therefore the products should be presented through proper branding, packaging and labeling. Almost all of the products today have a brand, i.e. a brand is a prominent feature of almost all products. In the modern business world, a brand has become so strong and powerful that hardly anything goes unbranded. Even salt is packaged in distinctive manufacturers' packages. Developing a marketing strategy for individual products, the seller has to confront the branding decision that is the major issue in product strategy. A brand is essentially a seller's promise to consistently deliver a specific set of features, benefits and services to the buyers. The best brand conveys a warranty of quality.

Brands vary in the amount of power and the value they have in the market place. At one extreme, there are brands which are not known by most buyers in the market place. Then there are brands for which buyers have a high degree of brand awareness. Beyond this, there are also brands with high degree of acceptability, in other words, brand that most customers would not resist buying. The marketing management is the growing interest of all types of organizations within and outside the business sector and in countries throughout the world.

1.2 Statement of the Problem

Industrial activities are gradually increasing in the country. Even in the last few years the number of Detergent Company has significantly increased in the country and still is on increasing trend. This development of the industrial sector has provided varieties of Detergent. Different types of Detergent are available in the Nepalese market.

The market is very competitive today and although we have certain favorite brands, with the new generations the brand loyalty is falling and we tend to turn from one brand to the next. Nowadays consumers have many alternatives or choices while selecting a particular brand, hence manufacturers are facing very tough competition to sell their products. At present the consumption of Detergent is increasing tremendously and it is contributing to the national income. This is the main reason to trace out the problems faced by these manufacturing industries. The problems of the study are summarized as:

a. Do demographic variables affect the consumers' brand preference and brand switching on Detergent?
b. Why brand preference is important and what are the driving forces that cause brand preference?
c. How does consumer identify their preferred brand?
d. What should the brand creator do to make the Detergent brand as consumer oriented?

1.3 Objective of the Study

The main objective of the study is to analyze the consumers' brand preference on detergent, especially Arial & Wheel. To achieve such objective, the following specific objectives have been set out;

a. To examine the consumers' brand preference and brand switching on the basis demographic variables.

b. To evaluate the driving force and significance of consumers' brand preference on Detergent.

c. To analyze the tools used by the consumers for identifying the brand of Detergent.

d. To provide guidelines for the brand builder to create consumer oriented brand preference on Detergent.

1.4 Significance of the Study

Knowledge of the brand preference helps change consumers' attitudes towards the brand (i.e. products), and this understanding in turn sheds light on different aspects such as effectiveness of branding policy, advertisement policy, consumers' response to the price and availability of the products and consumers' perception of the total image of the manufacturer.

Brand preference is one way of segmenting a market. On the basis of brand preference we can segment the market as loyal and non-loyal. If the consumers prefer the brand they can be identified as loyal consumer market and if they don't prefer the brand they can be identified as non-loyal consumer market. Brand preference gives sellers or marketers protection from competition and greater control in planning marketing mix.

In conclusion, this study will be a milestone for the entire related field like distributors, retailers, as well as consumers. The study aims to find out the proper attitude regarding the brand and the effect of the promotional activities for the brand.

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1.5 Limitations of Study

The major limitations of the study are as follows;

a. The study focuses on the brand preference of consumers and thus does not embrace the other marketing aspects.

b. This study is limited inside Birgunj Sub- Metropolitan City With Industrial Area and requires areas where targeted responses would be available, so it might not represent the overall consumer's view in terms of low sample size.

c. Only two brands namely, Arial and Wheel, have been chosen for the study, and thus there is the probability that the findings from these two brands may not represent the whole Detergent Industry.

d. The data analysis section has relied on primary data to greater extent, and the accuracy of the data depends upon the reliability of the opinions of the respondents.

1.6 Organization of the Study

The entire study has been organized into five main chapters as:

Chapter-I: Introduction

The first chapter deals with background of the study, focus of the study, statement of the problem, objective of the study, significance of the study and limitations of the study.

Chapter-II: Review of Literature

This second chapter is the brief review of literature related to this study. It includes a discussion on the conceptual framework and review of the major studies. It gives an overview of the related literature done in the past related to this study.

Chapter-III: Research Methodology

The third chapter deals with the research methodology which has been followed to achieve the purposes of the study. It consists of research design, the period covered, nature and sources of data, tools to be used, research variable etc.

Chapter-IV: Data Presentation and Analysis

The fourth chapter deals with presentation and analysis of data. It gives a clear picture of how the collected data has been presented on the study and how it has been analyzed.

Chapter-V: Summary, Conclusion and Recommendations

And at last, the fifth chapter shows the summary of whole study, conclusion drawn and recommendations given. This ends the study paper.

Besides these chapters, **Bibliography** and **Appendices** are included in the end of this study.

CHAPTER - II

REVIEW OF LITERATURE

Under this section, the conceptual review on customer satisfaction, brand, consumer brand preference and others that are related to the study, and the review of journals and articles and theses have been presented.

2.1 Conceptual Review

2.1.1 Marketing and Customer Satisfaction

"In a broad sense, marketing is any exchange activity intended to satisfy human wants. In a business sense, marketing is a system of business action designed to plan, price, promote and distribute want satisfying products, service and ideas to markets in order to achieve organizational objectives. Marketing's evolution has gone through three stages. It has been with a production; pass through a sales orientation and now in the marketing orientation. In this third stage a company's efforts are focused on identifying and satisfying customer's needs. More recently, the societal marketing concept has been proposed as a philosophy by which a company can satisfy its customer and at the same time fulfill its social responsibilities." *(Lindstrom; 2005: 3-4)*

"Marketing is often dynamic, challenging and rewarding. It can also be frustrating and even disappointing. But it's never dull; Welcome to the part of the organization where "the rubber meets the road" the place where an organization's idea, planning and execution are given the acid test of the market acceptance or rejection." *(Stanton; 1994:1)*

"Quality marketing has always been important to consumer as well as marketer; the best measure of quality is customers' satisfaction. In a competitive environment, the ultimate indication of satisfaction is whether or not the customer returns to buy product a second, third, or fourth time. However a firm can't afford or reject those judgments. Instead, managers realize that satisfaction is determined by how closely experience with a product meet or exceeds a customer's expectation. Therefore marketers must do two things. First of all ensure that all marketing activities, such as the price of the product, the claims made for it in advertising, and the places in which it is sold, contributes to creating reasonable expectations on the part of the customer, Secondly, eliminate variation in customers' experiences in purchasing and consuming the product." *(Panta; 1998: 23)*

"Where the buyer is satisfied after purchase depends on the offer's performance in relation to buyers' expectation. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations." *(Aaker; 1991: 37)* As this definition makes clear, satisfaction is a function of perceived performance and expectations. "If the performance falls short of expectations the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds the expectations, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional bond with the brand, not just or rational preference. The result is high customer loyalty." *(Kotler; 2003: 36)*

2.1.2 Meaning of the Brand

"A world economic interest in brands is a recent phenomenon. Indeed, some would argue that for a long time now advertising agencies and marketing managers have been doing their best to convince others that brands are companies' more precious assets." *(McNeal; 1998: 20)*

However, even thought the argument seemed plausible, most people don't believe it, as it shown by the multiple used to value companies for sale; firm making small profit CEOs and financial directors realized that the value of a brands, was a concept distinct from the net income of the company. "The perception of added value of a brand was seized by several sectors of activities even though accounting standards were not allowing companies to include brand on their balance sheet. Financial exports auditing firms and bankers offered the brand is the principal components for mass markets consumer goods." *(Kapferer; 1997: 27)*

"The word brand is comprehensive; it encompasses other narrower term. A brand is a name and/or mark intended to identified the product of one seller or a group of sellers and differentiate the product from competing product. A brand name consists of words, letters and/or numbers that can be vocalized." *(Stanton; 1982: 308)*

"Branding is the art and cornerstone of marketing. Brand should suggest something about the product's qualities such as action or color. It should be easy to pronounce, recognize and remember and distinctive and also should

not carry poor meaning in other countries and language. Perhaps the most distinctive skill of professional marketers in their ability to create, maintains, protect, and enhance brands." *(Kotler; 2003: 401)* Moreover, branding is the art and cornerstone of the marketing.. It is a name, term, sign, symbol or design or a combination of the intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

In essence, "a brand identifies the seller or maker. It can be a name, trademark, logo or other symbol. Under the trademark law, the seller is granted exclusive rights to use of the brand name in perpetuity. Brand differs from other assets such as patents and copyrights, which have expiration dates. A brand is essentially a seller's promise to deliver a specific set of feature, benefits and service consistently to the buyer. The best brand conveys warranty of quality. But a brand name is an even more complex symbol. It can convey up to six levels of meaning i.e., attributes, benefits, values, culture and personality. They define the brand's essence." *(Kotler; 2003: 405)*

"A brand name associated with a quality product is one of the most valuable assets a company have. Most products in the market place are branded: that is, they have name and/or symbol i.e. identified with the product. If we define of a board meaning i.e. a brand means ore than a name. it is also represented by the benefits it convey (the core product), the package it is in (the tangible product), and any warranties and services associated with it the augmented product." *(Panta; 1982: 3)*

A trademark is a brand that is given legal protection because, under the law, it has been appropriated by one seller. Thus, trademark is essentially a legal term. "All trademarks are brands and thus include the words, letters, or numbers that can be pronounced. They may also include a pictorial design (brand mark). Some people erroneously believe that the trademark is only the pictorial part of the brand. One method of classifying brand is who own them. Thus, we have producers' brand and intermediaries' brands, the letter being owned by retailers or wholesalers." *(Stanton; 1982: 3)*

According to Boss (Business Organization Strategy Success) Magazine the information about the Brand is as follows:

i. What is Brand Identity?

A brand identity is a trademark that identifies the business is the mind of the consumer. This can include a name, logo, corporate colour, a style, typeface, tagline or a slogan. A brand should evoke some emotional response in the consumer. A good brand should have a kind of subtext attached to the main text.

ii. How to create brand identity?

The first step in creating the business identity is to answer to the following questions:

- What is the mission?
- What does the company want to communicate?
- What image does the company want to convey?

⟩ Which words best describe the business?

iii. Developing Logo and Brand Identity

There are several ways to get started, first, consider the following points:

⟩ Who is your target audience?
⟩ Who are your main competitors?
⟩ What kinds of logos and brand identities do your competitors have?
⟩ Which of their brands appeal to you? Why?

Once you have determined the answers to these questions, take some time to look at the memorable identities and logos all around you. Look at Nike. The name is shot and catchy, it was inspired by Nike, the Greek goddess of victory. The logo is simple, recognizable and implies speed and forward motion. This is a good name, a nice logo and a great brand ID.

iv. Make your Brand Identity Consistent

Once you have established the name and logo of your business, consider the rest of your brand identity strategy. This includes corporate colors, type faces, tagline, slogans and all the other ways your brand identity is implemented. It's important that your web site matches your signs and that your business cards letterhead, labels and forms are all consistent with each other.

Develop a style guide for your brand. A guide should include the exact colors, typefaces and design specifications for your logo and the way it should be your brand identity can help your business thrive.

2.1.2.1 Reason for Branding

A brand is a name, symbol or other distinguishing features that serve to identify the goods or services of an organization and to set them apart from those of competitors. Most goods and services were unbranded until after the American Civil War Today almost all goods and services are branded. Brand decisions are critical dimension of product management strategy and overall marketing strategy." *(Travis; 2000:37)*

For consumers, "brands make it easy to identify goods or services. They aid shoppers in moving quickly through a supermarket, discount house or other retail stores and in making purchase decisions. Brand also help assure consumer that they will get consistent quality when the order." *(Travis; 2000:38)*

For sellers, "brand can be promoted. They are easily recognized when displayed in a store or included in advertising. Branding reduces price comparisons. Because brands are another factors that needs to be considered in comparing different products branding reduces like hood of purchase decisions based solely on price. The reputation of the brand also influences customers' loyalty among buyers of services as well as business and consumers goods. Finally, branding can differentiate commodities." *(Stanton; 1982: 308)*

"The brand is not just the heritage of organization. It is the heritage of employee as well. It is part of the heritage of employee as well. It is part of

their identification and background. The corporate brand or even the product brand is for the employee, what, where, and how they fit in society and in the community, and how they related to the things around them Brand for the employees signify organizational culture, what they stand for, what they have built. In fact, the disappearing brand may be the things that kept them and the organization going. In short, the zapped brand and its heritage may be what the acquired was buying, not just the tangible assets and corporate relics." *(Schultz; 2002: 9)*

2.1.2.2 Reason for Not Branding

Two responsibilities come with brand ownership:

〗 Promoting the brand and,
〗 Maintaining a consistent quality of output

"Many firms do not brand their products because they are unable or unwilling to assume these responsibilities. Some items remain unbranded because they cannot be physically differentiated from other firms' product. Nails and raw materials (coats, cotton and wheat) are example of goods for product differentiation, including branding, is generally unknown. The perishable nature of products such as fresh fruits and vegetables tend to discourage branding. However, well-known brands such as River land oranges and Below apples demonstrate that even agricultural products can be branded successfully." *(Stanton; 1982: 310)*

2.1.2.3 Brand Loyalty and Switching

"If consumers think a brand is good in comparison with others an available brand in terms of fulfillment needs, wants, an other prejudices, and then they develop positive attitudes towards a brand loyalty. To find out the brand loyalty frequently purchasing action of a product class must be required brand loyalty is a great asset of a company which is not expressed in numerical form of the balance sheet." *(Kumar; 2001: 33)*

"**Brand Loyalty** should be made on continuous basis. Most of consumers showing brand loyalty indicate toward hidden assets of the manufacturers or sellers. They should have knowledge of these valuable assets. It will give them effective guideline for developing successful marketing strategy." *(Travis; 2000:45)*

"**Brand Switching** means consumer habit of consistently shifting from one brand to another. In this scene brand switching in opposite to brand loyalty consumer, which is attached to a specific brand or a set of brands. The buyer who is a habitual to brand switching is loyal to no brand. Understanding why consumers are involved in brand switching behavior in very important for complete understanding of brand loyalty behavior. Because why consumers switch brand explain to great extent, why consumers are not brand loyal." *(Birgelen, Wetzels and Ruyter; 1997; 42)* There are many causes of occurrence of brand switching behavior. It is not unusual to switch brands simply because of variety seeking.

"Some consumer switch brand because they are satisfied or bored with a product, others because they are more concerned with price than with brand name." *(Schiffman and Kanuk; 1997: 260)*

"A consumer having been loyal to a brand for long time may switch to other brand because of being dissatisfied or being bored with the brand he had been using for long time. Similarly, if the consumer is more price conscious than brand then even a slight price cut in the competitive brands may make him move toward those brands. 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." *(Kotler; 2003: 269)*

Hard Core Loyal : Consumer who buy one brand all the time.

Spilt Loyal : Consumer who is loyal on two or three brands.

Shifting Loyal : Consumer who shifts from one brand to another.

Switchers : Consumer who show no loyalty to any brand.

The propensity of the consumer or the end user to buy the product. It is this favorable attitude and in certain cases the attachment or even loyalty to be brand which is the key to future sales. Brand loyalty may be reduced to a minimum as the price difference between the brand and its competitors increases but attachment to brand does not vanish so far; it resist time.

"The brand is a focal point for all the positive and negative impression created by the buyer overtime as he comes into contact with the brand's products, distribution channel, personnel and communication. If the brand is strong it benefits from a high degree of loyalty and thus from stability of future sales. A brand is both memory and the future of its product. Customer loyalty is created by respecting the brand features that initially seduced the buyers. If

the products slacken of, weaken, or show a lack of investment and thus no longer meet customer expectations. In order to build customer loyalty and capitalize on it, brands meet stay true to themselves." *(Kapferer; 1997: 25-53)*

2.1.2.4 Types of Brand

A good brand should possess certain characteristics and such characteristics are through discussed in most advertising and marketing text books. In essence, a brand should be short distinctive, easy to pronounce and able to suggest product benefits without negative conditions. "Although branding provides the manufacturers with some insulation from price competition, a firm most still finds out the whether it is worthwhile to brand the product. In general, the following perquisites should be met;" *(Onknvisit and Shaw; 1997: 429)*

) Quality and quantity consistency, not necessarily the best quality or the greatest quantity.

) The possibility of product differentiation.

) The degree of importance consumer place on product attributes to be differentiated.

According to S.A Sherlekar, the types of brand are as follows;

A. Individual Brand

"Each product has a special and unique brand name. the manufacturer has to promote each individual brand in the market separately. This creates a practical difficulty in promotion. Otherwise it is best marketing strategies (art or tactics)." *(Sherlekar; 1982:133)*

B. Family Brand

"Family is limited to one line of a product, i.e. products which complete the sales cycles. Family brand name can help combined advertising and sales promotion. However, of one member of family brand may be adversely affected. The manufacturers have to take extra ordinary care to guard against this danger. This method of branding assumes that end uses of all products under a family brand are similar and products are not dissimilar. Family brand name enables creation of strong self display. It helps to secure quick popularity. It is preferable to separate brand for each product." *(Sherlekar; 1982:133)*

C. Umbrella Brand

"We may have for all products the name of the company or the manufacturer. All products such as noodles, television, beer, oil etc. manufactured by the Chaudhary group will have the quality product of Chaudhary's as one minimize marketing effort. However, a single bad experience in any one of the line of products, a solitary failure, may be very dangerous to the rest of the products sold by a particular business house under the umbrella brand." *(Sherlekar; 1982:134)*

D. Combination Device

"Each product has an individual name but it also has the umbrella brand to indicate the business houses producing the product. Under this method, side by side with the product image, we have the image of organization also. Many companies use this device profitably." *(Sherlekar; 1982:134)*

E. Private or Middleman's Brand

"Branding can be done by manufacturers or distributors such as whole sellers, large retailer. Its helps small manufacturers who have limited resources and who have to rely on the middlemen for marketing. It is also used by big manufacturer. The manufacturers merely produce goods as per specification and requirements of distributors and he need not worry about marketing." *(Sherlekar; 1982:134)*

2.1.3 Consumer Behavior and Preference on Brand or Product

"Consumer behavior is a cognitive aspect of an individual and it results from the interaction with things, substances, environments, persons and so on. This behavior makes a high effect on purchasing decisions. In course of analyzing consumer behavior for developing different marketing plans and doing marketing planning the analyst needs to examine consumer behavior incorporating their tastes and preference, liking or disliking attitudes, buying patterns, buying frequency, buying decisions, etc. these are influenced by social, cultural, religious and psychological and other various individual factors." *(Sharma; 1997: 25)*

Attitude in the buying process plays the major role because consumers evaluate alternative brands being emotional toward specific object or ideas. "Consumer perceptions of various products and their preference for brands within a product category would also intuitively seem to be related to consumer behavior. Since perceptions and preferences are likely to be rather complex, presenting them in several dimensions should improve understanding of their relationship to consumer behavior. Although the

analytical procedures involved here are quite complex, managerial interpretation of the results often proves useful." *(Murphy; 1987: 207)*

Hence, "marketers need for finding out favorable or unfavorable attitudes of customers about their product or services and try to change the attitudes to be compatible with product and determine what the consumers' attitudes are to change the products." *(Stanton; 1982: 302)*

"Attribute bundles that the consumers perceive to involve somewhat higher level of risk, but for which he or she expect to exert only limited time or monetary effort, are called preference products. The difference, then, between, convenience product satisfaction from alternative choice is relatively. Similarly, but the possibility of social disapproval resulting from a specific choice is sometimes high. Thus, the marketer can develop a preference for and perhaps loyalty to, this type of product usually through advertising. Toothpaste marketers, soft drink marketers, and airlines build customer preference for known and trusted brand." *(Murphy; 1987: 211)*

2.1.4 Customer Brand Preference and Purchase Intention

Today we live in a branded world. "Brands are more than logos and marketing jargon. They are icons of our society, reflecting our personal preference, values and lifestyles. As customers, we have to make so many choices in so little time; we allow the brands to guide us to the right choice. With distinct personalities built by culture, advertising, colors, shape, and sound, brands become larger than any product or service, representing multiple lifestyle value system. Customers learn to trust and respect brands as a validation and

confirmation of what is a better choice. Packaging, advertising, print materials, electronic communications, and all other message carries must be linked and synchronized to the product and service as one brand experience. To truly understand and exploit a brand's potential; marketers and designers alike need to understand how and why it interacts with its target audience. They need to have a clear vision of the brand's core values and be willing to stay in touch with the customer's relationship with the brand." *(Schrubbe-Potts; 2000: 45-46)* "There are many factors that the customers choose one of the brands that they like. For food production, the customer preferences can be from taste, price, promotion or packaging design. One product can be the famous brand and the other can not. Products are the building blocks of lifestyles." *(Solomon; 1999; 176)* "Customer has their own lifestyle that determines their different preferences among each other. Costumers define their lifestyles by the consumption choices they make in a variety of product categories. The brand characteristics are important part of brand equity, which refers to the extent to which a consumer holds strong, favorable, and unique associations with a brand in memory." *(Keller; 1993: 24)*

"Single brand preference can be regarded as a measure of loyalty, which also provides valuable information for customer management and market segmentation." *(Grapois; 1998: 62)* "Consumer values give marketers a direction on how best to satisfy their customer needs and increase brand preference. Businesses that want to develop new brands or expand their product lines can use brand preference as a key factor in allocation of resources to develop effective product strategies. One way to develop the brand preferences can be through packaging design." *(Chudy and Sant; 1993: 156)*

How does the consumer process competitive brand information and make a final value judgement? The consumer arrived at attitudes (judgement, preference) toward the various brand through an attitude evaluation procedure. In the evaluation stage, the consumer forms preference among the brand. However, two factors can intervene between the purchase intention and the purchase decision. The first factor is the attitudes of another person. "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 or her purchase intention." *(Kotler; 2003: 180-182)* The converse is also true. A buyer's preference for a brand will increase if someone he or she respects favors the same brand strongly. The second factor is unanticipated situational factor that may erupt to change the purchase intention. "The stages of consumer decision making process for the purchase shown in the hierarchy of effects model are awareness, knowledge, linking, preference, conviction and purchase." *(Mason and Ezel; 2001: 44-46)*

a. **Awareness:** The ability of the consumer to recall a brand name either with or without prompting.

b. **Knowledge:** The ability of consumer to describe the importance attribute of a product or service.

c. **Linkage:** The attitudes of the consumer towards a product or services.

d. **Preference:** The degree to which a consumer feels more positive about a product or service relative to other offering.

e. **Conviction:** The likelihood that the consumer will purchase the product or services.

f. **Purchase:** The acquisitions of a product or services. Preference and purchase intention are not completely reliable prediction of purchase behavior.

2.1.5 Classification of Consumer Brand Preference Segment

"The brand preference is very vital in reaching the target consumers to fulfill their needs and wants. So it would be better to know the different pattern of preference. In the marketing, preference can be classified in different preference segments;" *(Kotler; 2003: 261-62)*

a. Homogeneous preference

A market where all consumer having a roughly the same preference is homogeneous preference. The market shows no natural segments. We would predict that existing brand 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 guilty in their preference. The first brand in the center minimizes the sum total of consumer dissatisfaction. A second competitor could locate next to the first brand and fight for market share or, it could locate in a corner to attack a customer group that was not satisfied with center brand. If several brands are in the market they are likely to position

throughout the space and show real difference to match consumer preference differences.

c. Clustered preference

The market might reveal distinct preference clusters, called natural market segments. The first firm in the market has three options. It might position in the center hoping to appeal to all groups. It might position in the largest market segments. If the firm is developed, only one competitor would enter and introduce brands in the other segments.

Competitors in every sector is increasing tremendously so it would be far better to know the proper consumer preference which shall overcome all the marketing related problems and assist to enhance the brand preference in the mass majority of population. Brand preference, a very important marketing variable, is becoming a very popular among all manufacturers. The market share of particular brand today depends upon the shoulder of a brand preference, so the brand preference is the crucial element to upgrade the sales in the entire market. All the businessmen are using various tools and techniques to enhance the brand such tools and techniques i.e. Bagpiper and McDowell, San Miguel and Tuborg, Yak and Shikhar etc. could be taken as example. Brand preference is very important to attract the consumers towards the product in a highly competitive market.

2.1.6 The Function of the Brand for the Consumer

"The brand is a sign whose is to disclose the hidden qualities of the products which are accessible to contact (sight, touch, hearing, smell) and possibility

those which are accessible through experience but where the consumer doesn't want to take the risk of trying the product. Lastly, a brand, when it is well- known, adds an aura of make- believe when it is consumed." *(Kapferer; 1997: 28)* "The informational role of the brand covers a very specific area which varies according to the product or services, the consumption situation and the individual. Thus a brand is not always useful. On the other hand, a brand becomes necessary once the consumer loses his traditional references points." *(Panta; 2002: 32)*

"A brand provides not only a source of information (thus revealing its values) but performs certain other functions which justify its attractiveness and its monetary returns (higher price) when it is valued by buyers. What are these functions? How does a brand create value in the eyes of consumer? The eight function of the brand are presented below. The first two are mechanical and the essence if the brand, that is, to function as a recognized symbol in order to facilitate choice and gain time. The following three functions reduce the perceived risk. The last three functions have a more pleasurable side to them. Ethics show that buyers are expecting more and more responsible behavior from their brands." *(Kapferer; 1997: 30-31)*

Functions	Consumer Benefit
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 services.
	To be sure of buying the best product in its category, the best performance for a particular purpose.

Optimization:	To have conformation of yourself image or the image that you present to others.
Characterization:	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years.
Continuity:	Satisfaction lined to the attractiveness of the brand, to its logo, to its communication.
Hedonistic:	Satisfaction linked to the responsible behavior of its relationship with society (ecology, employment, citizenship, advertising which doesn't shock)
Ethical:	

The usefulness of these functions depends on the product category. There is less need for reference point or risk reducers when the product is transparent (i.e. its inner qualities are accessible through contact). These functions are neither law now dues, not are they automatic, they must be defended at all times. Only a few brands are successful in each market thanks to their r supporting investment in understand foreseeable changes in demand. A prior nothing confines these perform these functions to producer's brands. Moreover, several producers' brand doesn't perform these functions.

2.2 Review of Journals and Articles

Huang, Perloff and Villas-Boas (2006), in their article, *"Sales and Brand Preference",* have stated that consumers surprisingly exhibit little preference to either national brands or private labels for orange juice. Consumers also

switch frequently between frozen and refrigerated orange juice. Switching is enhanced when stores hold frequent sales of orange juice products. Some consumers, known as loyal, always buy a particular brand-name food. Other consumers, called switchers, chose which brand they buy in a given shopping trip depending on relative prices of the products. Stores try to induce these consumers to switch to a given brand by putting it on sale.

As household income rises, consumers are more likely to be loyal to a national brand, less likely to be loyal to a private label and less likely to switch. In short, wealthy households buy a leading national brand and stick with it, even though it may cost more than other brands. As household size increases, consumers are more likely to buy a private label. The reward to buying inexpensive brands rises with family size. This increase comes at the expense of leading national brands; however, the share of switchers remains relatively unchanged.

Renters are more likely to be loyal than are home owners. Surprisingly, renters are slightly more likely to be loyal to both leading national brands and to a private label than are home-owners. Consequently, renters are less likely to be switchers. Race affects loyalty to a national brand for refrigerated orange juice. Race has negligible effects on loyalty to a private label or for frozen juice.

Senior citizens exhibit less brand loyalty for refrigerated orange juice than do younger consumers. In the refrigerated sample, older consumers are less likely to be loyal to either a name brand juice or a private label. This result contrasts with pharmaceuticals, where older consumers were more likely than

others to buy a name brand instead of a generic drug. Age has virtually no effect on switching behavior in the frozen or combined samples.

Gommans, Krishnan & Scheffold (2007), in their article, *"From Brand Loyalty to E-Loyalty: A Conceptual Framework"* have stated that the drivers of e-loyalty have immediate implications for marketing management in terms of developing and maintaining brand loyalty in e-space. However, the relative importance of the drivers of e-loyalty in brand strategy formulation depends on the type of e-business as well as the type of market situation.

A customer who buys something on the Internet has one major disadvantage compared to a customer in real space. Internet customers cannot touch, smell, or experience the good before they buy it. This makes a shopper insecure about buying a product. In order to minimize this insecurity, an e-business should offer brands that are well-known, good product quality, and, of course, guarantees.

A unique factor in e-loyalty is the critical role of the first impression created by a website as well as its ease of use - easy navigation, fast page loads, server reliability, quick shopping and checkout processes, and a personalized interface. Further the convenience and site design are among the major factors that determine customer satisfaction, which in turn influence the decision to re-patronize a site.

Shugan (2008), in his article, *"Brand Loyalty Programs: Are They Shams?",* has stated that a loyal customer should be an enduring asset rather than a

looming liability. True loyalty programs invest now for the future, commit now to the customer and trust rather than demand trust. In contrast, many extant loyalty programs appear to produce liabilities rather than assets. These programs produce short term revenue from customers while producing substantial future obligations to those customers. Rather than showing trust by committing to the customer, the firm asks the customer to trust that, in return for current revenue, the firm will provide future customer rewards. Promising the customer a future reward for a current purchase can merely shift costs into the future.

A real loyalty program should aim to create an asset rather than a liability. A real loyalty program should create current customer benefits by committing to the customer. A true brand loyalty program creates an asset by making the customer more attached to the brand over time. That attachment can come from learning, experience, familiarity, increased switching costs, habit, or customization. In many cases, competition will diminish or eliminate simple price discrimination and related forms of discrimination because the segment that faces discrimination is both attractive to competitive entry and easily captured by competitors.

Jackson (2009), in her article, *"Driving Brand Loyalty on the Web"*, has stated that the savvy managers know that the problems they are searching for could result in their customers losing interest, confidence, or patience in their website- the kinds of issues that undermine the ability of this key customer touch-point to drive brand loyalty. Websites arguably present more demands than any other brand touch-point. For some Web users, the site is the entire customer experience. Business strategy, brand strategy, communications

strategy, product quality, and customer service strategy are all transparent. The site is a pressurized environment, since it exposes every dimension of the company.

The customer who is prepared to pay a substantial premium for consumer electronics but who discovers, upon visiting a company website, that product images take an interminably long time to build or that crowded pages and unclear navigation make it next to impossible to locate a product's technical specifications. Both cases would severely undermine this customer's confidence in the brand and his or her motivation to purchase.

While the Internet may seem like an anonymous space, in reality it is far easier to track customers, their purchase histories, and their preferences online than in a traditional business setting. Customers in bricks-and-mortar stores leave no record of their behavior unless they buy something even then, the data are often sketchy. But in virtual stores, their shopping patterns are transparent. Every move they make can be documented, click by click. If a customer exits a website when the price screen appears, it's a fair bet that he's price sensitive. If one jumps from page to page without ever initiating a transaction, one is probably frustrated at being unable to find what one wants.

Lau, Chang, Moon and Liu (2010), in their article, *"The Brand Preference on Sportswear in Hong Kong",* have stated that consumer from 'late teens' and 'early twenties' have the highest interest in clothing. They are also the big spenders in the sporting goods market. They are in the period of expressing individuality and beauty and wear up-to-date and trendy apparel. They dispose their old style apparel frequently and results in frequent wardrobe

replacement. This period represents a change in lifestyle and represents a phase of new wardrobe demands. As they have high interest in personal appearance, they tend to have greater clothing expenditure. Nevertheless, the large majority of the respondents aged from 18 to 24 years old are brand switchers. Therefore, marketers have to concentrate their efforts and resources on this consumer segment, such as introducing new lines of fashion sportswear to target the youth market.

On the other hand, creating brand loyal consumers is difficult. Marketers need to continually improve their marketing programs to attract and retain consumers. As competition in the market place is getting increased, consumers are supplied with information on different brands. Thus, important views between 'making more consumer satisfied' and 'making specific groups of consumers more satisfied raises. Making specific groups of consumers more satisfied is more significant related to company's profitability level. Therefore, marketers now focus on brand switching behavior in the market place. As a result, they concentrate on gaining knowledge in factors that can affect consumers to become and remain loyal to their own brands. Loyal consumers may be willing to pay more for a brand.

The promotion is the most efficient strategy in attracting brand switchers. In the sportswear market, promotion tends to reinforce brand switchers to develop more solid brand loyalty towards sportswear. Youngsters follow the moves of their favorite sport celebrities, so they buy the same brand used by sport idols, Sporting goods companies promote their brand images by spending huge amount of money in sponsoring major sports events and individual sports celebrities in Hong Kong.

2.3 Review of Thesis

Kayastha (2005), in his thesis, *"Brand Preference on Consumer Product"* has the main objective to trace the brand preference on consumer product in Kathmandu. The other specific objectives are;

a. To identify the relationship of brand preference with demographic variables like age, sex and income.

b. To find out the number of brand loyal consumers or percentage of brand loyal consumer.

c. To recommend important measures that would help the develop marketing strategies and for conducting further researchers on loyalty on branding in future.

The major findings of the study are;

a. In case of mineral water greater % of female are found to have loyal and most of male are found to have no loyalty. Test shows that there are significant difference between male and female.

b. Similarly in the case of toothpaste % of loyal respondent are found high. They are equally brand loyal. There is no significant difference in brand loyalty between male and female.

c. In the case of Shampoo, male and female are found to have equally loyal tests however that there is no difference in brand loyalty between male and female.

d. In case of hair oil male and female respondent are found highly loyal. Among them female are more than and test statistics shows that there is no difference in brand loyalty between male and female.

e. Under age group 15-20, greater % of respondent are found to have divided loyalty and then found to have no loyalty in case of soap.

f. There is no relation between age and brand loyalty. Greater % of respondent is found to have divided loyal among them.

g. Most of the respondent are found to have undividedly loyal in case of shampoo. This indicates that, they are conscious in the case of shampoo. Test statistics shows that there is no relation between age and brand loyalty.

h. In the case of Mineral water greater % of respondent are found to have loyalty. Among them greater % of respondent of age group 20-25 are found loyal. Test statistics indicates that there is no relation between age and brand loyalty.

i. In the case of toothpaste most of respondents I fall undividedly loyal categories. Most of respond of age group 20-25 and 25-30 are found strongly loyal. Test statistics indicates that there is no relation between are and brand loyalty.

j. In the case of hair oil most of respondent are found have to undividedly brand loyal. Among them greater % of age group 30 and above, are found more loyal then other group. The test statistics shows that there is no relation between age and brand loyalty.

k. Under income group 2000 and above greater% of respondent are found to have to undividedly loyal in the case of shop. Test statistics show that there is no relation between income and brand loyalty.

l. In the case of shampoo greater % respondent of income group are found to have undividedly brand loyal. In this case most of respondent are fall in to undividedly brand loyal. And test statistics show that there is no relation between income and brand loyalty.

m. In the case of mineral water most of the respondent is found to have no loyal. But among them greater % of respondent of income group 20000 and above are found undividedly loyal in the case of Mineral

water. This indicates that there is no relation between age and brand loyalty.

Pandit (2006), in his thesis, *"A Study on Brand Loyalty"* has the main objective to examine the brand awareness of the Nepali consumer. The other specific objectives are;

a. To find if Nepali consumer are loyal or not
b. To identify the correlates of Brand Loyalty.
c. What factors cause the consumer to switch the brand?

The major objectives of the study are;

a. Nepali consumers are aware of various brands of the product offered.
b. The brand loyalty in Nepalese consumers varied as per variable such as age, sex, martial status, family system, education etc.

Singh (2008), in her thesis, *"A study on Brand Loyalty on Nondurable Product",* has the main objective to evaluate the brand loyalty on nondurable products. The other specific objectives are;

a. To find out the brand loyalty
b. To know the consumer behavior on Non durable Product
c. To make the guideline for making marketing strategies
d. Similarly this study will be valuable reference to he scholars and researchers.

The major findings of the study are;

a. Nepalese consumers give high importance to Brand in the consumer non-durable goods. The weighted mean of the various important points given (i.e. from 01 to 05) by the respondent is 3.94

b. Most of the consumers are found buying the products selected for this study by brand rather than by inspection or influences. The percentage of consumers who buy by brand is 70% in Cold Drink, 74% in instant noodles. 52 % in Hair Oil and 60% in Shampoo.

c. In each product selected for the study, at least 64% of the consumer are found to have knowledge of maximum alternative brands available in the market. This shows the high brand awareness in Nepalese Urban consumers.

d. Majority of the Nepalese urban consumers are found brand loyal.

Luitel (2009), in his thesis, *"A Brand Preference Study Between Sanmiguel and Tuborg Beer in Kathmandu Metropolitan City",* has the main objective to analyze the brand preference in beverage. The other specific objectives are;

a. Examine the buying habit regarding beer and the buying of the consumers.

b. To find out the effective advertising media loaf beer and their impact on the consumers

c. To find out the sales volume of beer in Kathmandu metropolitan city.

d. To suggest measures for promotion marketing of Sanmiguel and Tuborg

The major findings of the study are;

a. 42% are occasional drinkers with 25% preferring Sanmiguel and 17% preferring Tuborg out of 100 beer drinkers.

b. The advertisement of Tuborg has the highest recall value among beer drinkers.

c. 55.93% of beer drinkers preferred to drink beer with friend Sanmiguel stand for 22.58% and Tuborg by 33.35%.

d. Brand preference between the two brands Tuborg and Sanmiguel were found to be 56% and 44%   respectively.

2.4 Research Gap

Undoubtedly, the previous research made related to the consumer brand preference is good to some extent. But what has been ascertained that the previous researchers have analyzed only the responses of the consumers and thus have not embraced the opinions of the distributor's channels. Thus to overcome this gap, the present research has been conducted by analyzing the consumers' brand preference and the experience of the distributive channels, such as the opinion wholesaler, retailers and salesman, and the knowledge of others like students.

CHAPTER - III

RESEARCH METHODOLOGY

3.1 Research Design

The research design adopted for this study is descriptive based on survey study. This study mainly aims to find out consumers' branding preference. This study is an exploratory study. This study mainly aims to find out brand preference of the consumers of Maitidevi Area, Kathmandu valley. Therefore, the survey research design is adopted for the study.

The consumers and distributive hubs of Maitidevi Area are extensively surveyed to obtain data and information about the consumer's personality, purchasing pattern of different brands of the products selected for the study, and the attitude, responses and reaction relating to brands. The data and information collected from the survey of the consumer are rearranged, tabulated, analyzed and interpreted according to the need to the study for attaining the state objectives.

3.2 Nature and Sources of Data

The data used are mainly primary in nature. These required primary data for the study are collected from the consumers and distributive channels; wholesaler, retailer and salesperson, and others like student of Kathmandu valley.

3.3 Population and Sampling

All consumers, distributive channels of related products and students of Kathmandu valley, especially Maitidevi Area, are population of the study. It is almost impossible to include the whole population in the study. Therefore, out of this population, only 60 consumers, 55 distributive channels, including 15 wholesalers, 15 salesmen and 25 retailers, and 25 others, students, are taken as sample for this study.

3.4 Method of Data Collection

For primary data collection, three questionnaire set have been prepared. First set of questionnaire has been distributed to the consumers, the second set has been distributed to wholesales and salesmen and the third set has been distributed to the retailers, students and consumers (consumers, who have graduate degree, of set A).

3.5 Techniques of Data Analysis

The present study is based on both the analytical and descriptive approach. The following techniques are followed in analyzing the data:

⟩ Collection of relevant information,

⟩ Identification of data suited to fulfill the purpose of the study,

) Classification and tabulation of data,

) Derive conclusion, summary and recommendations based on the analyzed data.

3.6 Tools Used

For attaining the objectives set out in the first chapter, both marketing tools and statistical tools have been used.

3.6.1 Marketing Tools

Mainly the following marketing tools have been used to achieve the objectives;

) Relationship between Consumers' Brand Preference and Age

) Relationship between Consumers' Brand Preference and Gender

) Relationship between Consumers' Brand Preference and Income Level

) Relationship between Consumers' Brand Preference and Education

) Reason Behind Switching Brand Preference

) Motives for Consumers' Brand Preference and Mechanism for Brand Identity

) Guidelines to Brand Builder for Building Brand Preference

) Market Coverage in Terms of Sales

) Number of Stores of Each Brand to Total Number of Stores

3.6.2 Statistical Tools

To analyze the data collected from the questionnaire survey, the following statistical tools have been extensively used;

- Percentage
- Pie Chart
- Bar Diagram

CHAPTER – IV
DATA PRESENTATION AND ANALYSIS

4.1 Primary Data Analysis

Under this section, the respondents collected from various categories related to the Arial Brand and Wheel Brand of detergents either directly or indirectly have been analyzed. Mainly three sets of Questionnaire have been prepared and named as Set A, Set B and Set C.

4.1.1 Consumers' Brand Preference and Brand Switching

This section of the study has been covered by the Set A questionnaire. The questionnaire has been distributed to 60 respondents, which has been then categorized according to the demographic factors like Age, Sex, Income Level and Education Level to evaluate the impact of these demographic factors on consumers' preference on Arial and Wheel Detergents.

4.1.1.1 Consumers' Brand Preference and Age

Branding preference differ according to the age group. Generally, the teenagers are being attracted by the packaging, the coupon prize and other outlooks of the Detergents, while the matured people are fascinated by the quality of the brand. To examine whether such fact is also palpable in Arial & Wheel, the respondents are asked to their consumption of detergents in last five purchases.

Table 4.1

Consumers' Brand Preference and Age

Preference	Below 16		16-30		Above 30		Total	
	No.	%	No.	%	No.	%	No.	%
Hard-Core	13	65	11	55	3	15	27	45
Shifting	5	25	8	40	8	40	21	35
Switching	2	10	1	5	9	45	12	20
Total	**20**	**100**	**20**	**100**	**20**	**100**	**60**	**100**

(Source: Opinion Survey, 2011)

Analyzing the above table, it is clear that the majority of the respondents, i.e. 45%, including 65% of the consumers below 16 year, 55% of the consumers within the age of 16 to 30 year, and 15% of the consumers above 30 year, have shown hard core brand preference in detergents, which means that they have purchased a single brand either Arial or Wheel in the last five purchases. Likewise, 25% of the consumers below 16 year, 40% of the consumers within the age of 16 to 30 year, and 40% of the consumers above the age of 30 year have depicted shifting brand preference and thus have consumed exactly two brands, one brand for four times and other brand for one time. Similarly, 10% of the consumers below the age of 16 year, 9% of the consumers within the age of 16 to 30 year, and 45% of the consumers above the age of 30 year have depicted switching brand preference in detergents, which means they have used either two different brands not more than three times a single brand.

In overall, 45% of the total consumers (27 out of 60), 35% of the total consumers (21 out of 60), and 20% of the total consumers (12 out of 60) have shown strong hard core brand preference, shifting brand preference and switching brand preference respectively. Thus it can be concluded that the brand preference on detergents is in hard core level. However, among the different age classified consumers, the consumer below the age of 16 has shown strongest brand preference either in Arial or Wheel Detergents.

Figure 4.1

Figure 4.1

Consumers' Brand Preference and Age

4.1.1.2 Consumers' Brand Preference and Gender

The brand builder should consider gender while creating strong brand preference. Market demand and buying behavior differ according to gender. To examine the preference given by each gender in Arial and Wheel, the respondents are asked to mention the name of detergents' brand that they have consumed in last five purchases.

Table 4.2

Consumers' Brand Preference and Gender

Level	Male		Female		Total	
	No.	%	No.	%	No.	%
Hard-Core	12	40	15	50	27	45
Shifting	14	47	7	23	21	35
Switching	4	13	8	27	12	20
Total	**30**	**100**	**30**	**100**	**60**	**100**

(Source: Field Survey, 2011)

The table scrutinizes the consumers' brand preference on Arial and Wheel on the basis of gender. The table depicts that 40% (12 out of 30) of the male consumers and 50% (15 out of 30) of the female consumers have shown hard

core brand preference by using only one brand, i.e. either Arial or Wheel in last five buying. Thus, it can be analyzed that the representation of female consumers on brand preference on detergent is stronger than that in male consumers.

Further, 47% (14 out of 30) of the male consumers and 21% (7 out of 30) of the female consumers have shown shifting brand preference, which means they have used two brands in last five purchase with one brand exactly for four times and other brand exactly for one time. Finally, 13% (4 out of 30) of male consumers and 27% (8 out of 30) of female consumers have shown switching brand preference by buying Arial and Wheel in five different purchasing being one brand purchased for exactly three times and other for two times. Hence, it can be considered that female consumers are have given more brand preference in the last five purchases.

Figure 4.2

Consumers' Brand Preference and Gender

4.1.1.3 Consumers' Brand Preference and Income

Income level has significant role to affect the consumers' brand preference. The consumer may have to deprive from buying their desired brand due to low income level. To scrutinize the impact of income level on consumers' brand

preference on Arial and Wheel, the respondents are asked on this issue. Further, it has been found that only 40 respondents out of 60 have been employed, and thus in this context the respondents of only employed persons have been collected.

Table 4.3

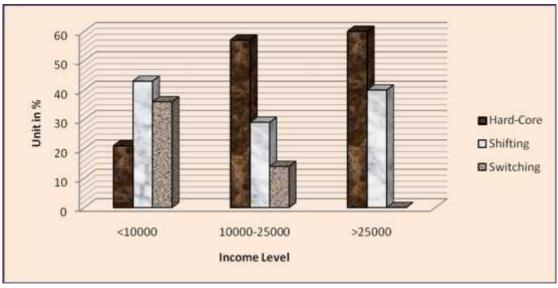**Consumers' Brand Preference and Income**

Preference	<10000		10000-25000		>25000		Total	
	No.	%	No.	%	No.	%	No.	%
Hard-Core	3	21	12	57	3	60	18	45
Shifting	6	43	6	29	2	40	14	35
Switching	5	36	3	14	0	0	8	20
Total	**14**	**100**	**21**	**100**	**5**	**100**	**40**	**100**

(Source: Opinion Survey, 2011)

The table displays that the consumers earning below Rs. 10000 have no strong brand preference on Arial and Wheel. Further, it has been found that higher the income of the consumer, the greater the brand preference in consumers. More clearly, 21% of the consumers earning below Rs. 10000, 57% of the consumer earning within Rs. 10000 to Rs. 25000, and 60% of the consumers earning above Rs. 25000 have depicted strong brand preference by taking only one detergent, either Arial or Wheel within the last five consumptions.

Similarly, 43% of the person earning below Rs. 10000, 29% of the person earning within Rs. 10000 to Rs. 25000 and 40% of the person earning above Rs. 25000 have delineated shifting brand preference, by consuming two brands within last five purchases and using one brand four times and another brand one time. Likewise, 36% of the person earning below Rs. 10000, 14% of the person earning within Rs. 10000 to Rs. 25000 have shown switching brand preference. Thus it can be assumed that the extent of brand preference on detergents depends upon the income level of the consumer, as the income level has decreased the brand preference has debilitated.

Figure 4.3

Consumers' Brand Preference and Income

4.1.1.4 Consumers' Brand Preference and Education

Education level of consumers' have significant role to affect the brand preference. Generally it is assumed that consumers having high education level try to quest for the quality and durability of the brand, while consumers having low knowledge on brand become price conscious. Hence to examine the preference of consumers on the basis of education, the respondents are asked to mention the Detergents brand in the last five purchases.

Table 4.4

Consumers' Brand Preference and Education

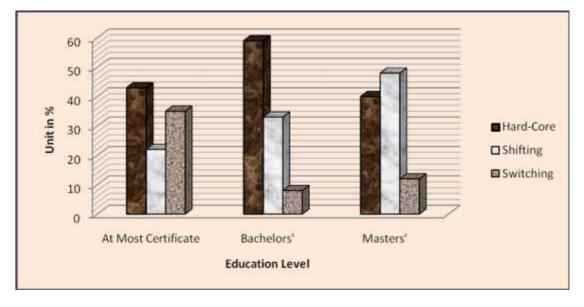| Preference	≤Certificate		Bachelors'		Masters'		Total	
	No.	%	No.	%	No.	%	No.	%
Hard-Core	10	43	7	59	10	40	27	45
Shifting	5	22	4	33	12	48	21	35
Switching	8	35	1	8	3	12	12	20
Total	**23**	**100**	**12**	**100**	**25**	**100**	**60**	**100**

(Source: Opinion Survey, 2011)

The table shows the relationship between academic qualification that the consumers have and the predilection that the consumers have given for buying

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detergents. The table depicts that 43% of the consumers having academic qualification at most certificate level degree, 59% of the consumers having bachelors' level degree, and 40% of the consumers having masters' level degree have shown strong brand preference either on Arial or Wheel.

Moreover, the shifting of the brand preference on Arial or Wheel has direct relationship with the consumers' academic qualification, as the academic qualification has increased the shifting percentage of brand preference has also increased. About 22% of the consumers having at most certificate level degree, 33% of the consumers having bachelors' level degree and 48% of the consumers having masters' level degree have shown shifting brand preference by consuming two brands in last five purchases, and using one brand four times and another brand one time precisely. Likewise, 35% of the consumers with at most certificate level, 8% of the consumers with bachelors' level, and 12% of the consumers' with masters' level degree have shown switching the brand. Thus, it can be assumed that the academic qualification causes the consumers to shift the brand of detergents.

Figure 4.4

Consumers' Brand Preference and Education

4.1.1.5 Reason behind Switching Brand Preference

There could be the various reasons behind switching the brand preference on Arial or Wheel of consumers. However, the observed consumers are given some likeable answer choices to opt for the reason behind brand switching. The analysis of such responses has been done in the table below.

Table 4.5

Reason behind Switching Brand Preference

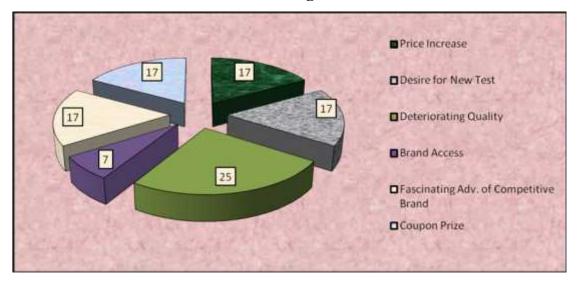| Reason	Consumer		Consumer Type			
	No.	%	Age	Gender	Income	Edu.
Price Increase	2	17	2 (>30)	2F	2 (<10000)	2≦ Cert.
Desire for New Test	2	17	2 (>30)	2F	-------	2≦ Cert.
Deteriorating Quality	3	25	3 (>30)	1M + 2F	1 (<10000) + 2 (10000-25000)	3 (Mast.)
Brand Access	1	7	1 (>30)	1F	1 (10000-25000)	1≦ Cert.
Fascinating Adv. of Competitive Brand	2	17	1 (16-30) + 1 (>30)	1M + 1F	2 (<10000)	1≦ Cert. + 1 (Bac.)
Coupon Prize	2	17	2 < 16	2 M	-------	2≦ Cert.
Total	**12**	**100**	**12**	**12**	**8**	**12**

(Source: Opinion Survey, 2011)

The above table portrays that deteriorating quality of the Arial or Wheel is the major reason for switching the brand preference to the consumer, since 25%, 3 out of 12, of the total brand switching consumers have pointed out this fact. The 3 brand switching consumers incorporates, 3 consumers above 30 years among whom 1 is male and other 2 is female, 1 has below Rs. 10000 income and other 2 has income between Rs. 10000 to Rs. 25000, and all three has Masters' degree education. Similarly, 17%, 2 out of 12, of the consumers have shown price increase of Arial or Wheel as the main reason for switching. The price conscious consumers represent 2 consumers above 30 years, who are both female, who have earning below Rs. 10000, and who have at most certificate level degree.

Similarly, another 17% of the consumers have shown desire to test new brand of detergents as the main reason for brand switching. Such consumers are

above the age of 30 years, who are both female and who have at most certificate level degree. Likewise, 1 consumers, who is above 30 year and female, and earning between Rs. 10000 to Rs. 250000 and has at most certificate level degree, has shown predicament in easy access of brand as the main reason for switching brand preference.

Further, 2 consumers; who are one between 16-30 year and another above 30 year, who are 1 male and another female, and both earning below Rs. 10000, and one has at most certificate level degree and another has bachelors' level degree, have avowed that the fascinating advertising of the competitive brand either Arial or Wheel has obliged them to switch the brand preference. Finally, 2 consumers; who are below 16 years, who are both male, and who have at most certificate level degree, have reasoned that they are enticed by the coupon rate of the competitive brand and thus they have switched the brand preference. Thus different category have given different reasons for leaving the brand preference, however, on the basis of the majority, it can be inferred that the consumers are more quality conscious.

Figure 4.5

Reason behind Switching Brand Preference

4.1.2 Motives for Consumer's Brand Preference and Mechanism for Brand Identity

Under this section of the study, the responses obtained from the Set B questionnaire, which has been distributed to the wholesalers and salesmen, have been analyzed. This section tires to focus on the reasons behind brand preference on Arial or Wheel and tools used by the consumers' for brand identity have been analyzed mainly, which will obviously help the brand builder for making strong brand preference.

4.1.2.1 Driving Force for Consumers' Brand Preference

To evaluate what force keeps the consumers to hold the strong brand preference on Arial or Wheel, the respondents are asked to opine their views on the basis of their experience. The responses obtained from them are presented in the below table.

Table 4.6

Driving Force for Consumers' Brand Preference

Response	Wholesaler		Salesman		Total	
	No.	%	No.	%	No.	%
Past Experience	7	47	8	53	15	60
Opinions of Family	2	13	1	7	3	10
Income Level	6	40	5	33	11	37
Reference Group	0	0	1	7	1	3
Total	**15**	**100**	**15**	**100**	**30**	**100**

(Source: Opinion Survey, 2011)

The table reveals that the majority of each category of respondents, 47% of the wholesalers and 53% of the salesmen have stated that the satisfaction on past usage drives consumers to have brand preference on either Arial or Wheel and thus makes loyal. Next to past experience, income level also decides the extent of brand preference on consumers of detergents. About 40% of the wholesalers and 33% of the salesmen have supported on the influence of income level in brand preference. Similarly, 13% of the wholesalers and 7% of the salesmen

have pointed out the opinions of family as the major driving force to make brand preference. Likewise, 0% of the wholesalers and 7% of the salesmen have stated that the reference group like friends, colleagues and other are the major driving forces for brand preference.

However, in overall, 60%, 10%, 37% and 3% of the total respondents have pointed out the past experience, opinions of family, income level and reference group respectively as the major driving force to make brand preference on detergents. Considering the overall majority and the majority of each group, it can be assumed that the satisfaction level in past consumption is the major driving force to make strong brand preference on Arial and Wheel Detergents.

Figure 4.6

Driving Force for Consumers' Brand Preference

4.1.2.2 Degree of Consumers' Brand Preference

The sustainability of the brand on the long run depends upon the consumer's preference on such brand. To scrutinize to what extent the consumers are loyal with their Arial or Wheel brand, the wholesalers and salesmen are asked to express their experience. The responses obtained from them are presented in the table below.

Table 4.7

Degree of Consumers' Brand Preference

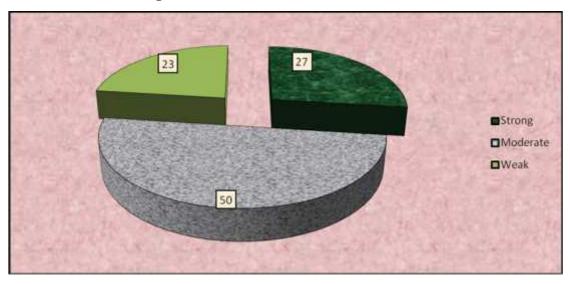| Response	Wholesaler		Salesman		Total	
	No.	%	No.	%	No.	%
Strong	3	20	5	33	8	27
Moderate	8	53	7	47	15	50
Weak	4	27	3	20	7	23
Total	**15**	**100**	**15**	**100**	**30**	**100**

(Source: Opinion Survey, 2011)

The table reveals that the majority of the wholesalers, 53% (8 out of 15) have said that the consumers show moderate brand preference on detergents. In addition, 27% of such group stated moderate brand preference and 20% of them have affirmed strong brand preference on consumers of Arial and Wheel. Likewise, 47% of the salesman, 7 out of 15, have said that customers pose moderate brand preference, while 33% have said that the customers show strong brand preference and 20% have said weak brand preference on consumers of Arial and Wheel.

In aggregate, half of the total respondents, 15 out of 30, have stated that the consumers pose moderate brand preference, 27% of the them have stated strong brand preference and 23% of them have said weak brand preference on Arial and Wheel. Thus on the basis of overall majority and the majority of each category of respondents, it can be concluded that the consumers have moderate brand preference on the detergents brand, Arial and Wheel.

Figure 4.7

Degree of Consumers' Brand Preference

4.1.2.3 Significance of Brand Preference

To evaluate why brand preference is significant for the company of detergents, Arial and Wheel, the respondents are asked on this issue. The opinions obtained from the wholesalers and the salesmen have been tabulated below.
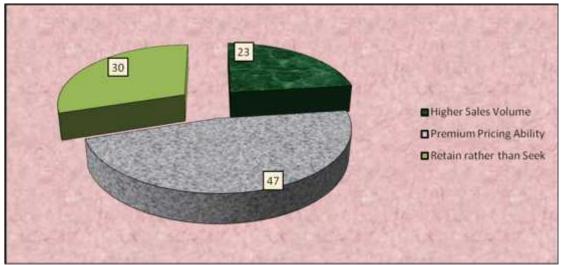
Table 4.8

Significance of Brand Preference

Response	Wholesaler		Salesman		Total	
	No.	**%**	**No.**	**%**	**No.**	**%**
Higher Sales Volume	3	20	4	27	7	23
Premium Pricing Ability	8	53	6	40	14	47
Retain rather than Seek	4	27	5	33	9	30
Total	**15**	**100**	**15**	**100**	**30**	**100**

(Source: Opinion Survey, 2011)

The table shows that the majority of each category, 53% of the wholesalers & 40% of the salesmen, have focused that the consumers' brand preference on detergents is most crucial for setting premium price, since the increase in brand preference makes consumers less sensitive to price increment. In addition, 20% of the wholesalers and 27% of the salesmen have stated that the brand preference increases the sales volume and thus buttress the sustainability of the

detergents brand like Arial and Wheel. While 27% of the wholesalers and 33% of the salesmen have opined that brand preference is most important for retaining the existing customers, since brand loyalists are willing to quest for their favorite brand and are less sensitive to competitive promotions. In overall, 47% of the total respondents have stated premium pricing ability, 30% of the total respondents have opined retaining the customers and 23% of the respondents have said higher sales volume as the major significance of consumers' brand preference on Arial and Wheel.

Figure 4.8

Significance of Brand Preference

4.1.2.4 Recallable Brand Name and Brand Preference

The brand name should be such that will be easy for consumers to memorize. The brand maker should concentrate on making the brand name that is easy to recall for the customers, which will ultimately partially increases the brand preference on consumers.

Table 4.9

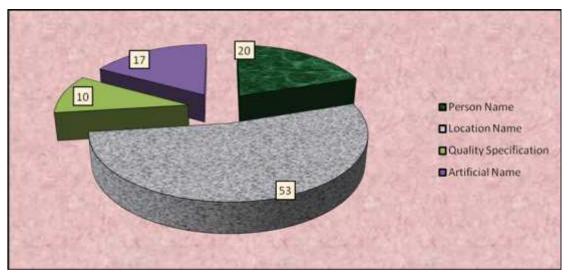**Recallable Brand Name and Brand Preference**

Response	Wholesaler		Salesman		Total	
	No.	**%**	**No.**	**%**	**No.**	**%**
Person Name	3	20	3	20	6	20
Location Name	9	60	7	47	16	53
Quality Specification	1	7	2	13	3	10
Artificial Name	2	13	3	20	5	17
Total	**15**	**100**	**15**	**100**	**30**	**100**

(Source: Opinion Survey, 2011)

The table shows that 60% of the wholesaler and 47% of the salesmen have strongly opined that the brand name should be derived from the location name, such as Bank of Asia, New York Pizza etc. While 20% of the wholesalers and 20% of the salesmen have stated that the brand name should be based on person name, such as Peter England. In addition, 13% of the wholesalers and 20% of the salesmen have opined that the brand name should be concentrated on artificial name, such as Konica. Finally, 7% of the personnel of department store and 13% of the salesmen have stated that the brand name should ensure the quality like Quality Ice cream.

However, in overall, the majority of the total respondents, 56% (16 out of 30) suggested that the brand name should be based on location name, while 20%, 17% and 10% have opined that the brand name should be derived from person name, artificial name, and quality specification respectively. Thus on the basis of overall majority, and the majority of each group it can be assumed that the brand name would be more memorable to the customers, if it is made from location name. It would be worthwhile if the brand maker of Arial and Wheel detergents considers this fact.

Figure 4.9

Recallable Brand Name and Brand Preference

4.1.2.5 Relationship between Brand Preference and Brand Performance

Generally, a high brand preference (purchase and attitudinal loyalty) will increase the brand performance (relative price and market share). To examine to what extent does the brand preference positively affects the brand performance on Arial and Wheel, the respondents are asked on this matter.

Table 4.10

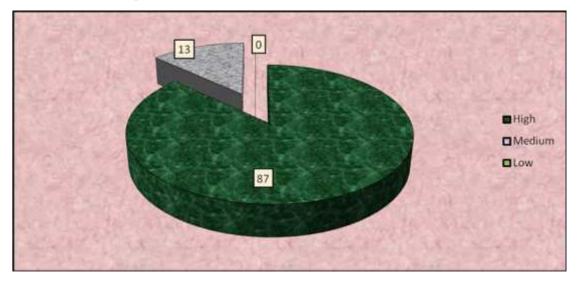**Relationship between Brand Preference and Brand Performance**

Response	Wholesaler		Salesman		Total	
	No.	%	No.	%	No.	%
High	12	80	14	93	26	87
Medium	3	20	1	7	4	13
Low	0	0	0	0	0	0
Total	**15**	**100**	**15**	**100**	**30**	**100**

(Source: Opinion Survey, 2011)

The table reveals that 80% of the wholesaler and 93% of the salesmen have experienced a high positive relationship between the brand preference and brand performance of Arial and Wheel, meaning the relative price and market share of the brand highly increases with the increase in brand preference. Further, 20% of the wholesaler and 7% of the surveyed salesmen have

experienced medium level of positive relationship between brand preference and brand performance on Arial and Wheel. However, nobody has said that there is low relationship between these two variables. In overall, 87% of the total respondents have experienced high positive relationship and 13% of the respondents have experienced medium positive relationship. Thus, categorically it can be inferred that there exists highly positive relationship between brand performance and brand preference of Arial and Wheel.

Figure 4.10

Relationship between Brand Preference and Brand Performance

4.1.2.6 Dimension for Rich Brand Name

The brand maker should concentrate on creating the rich brand name that will reflect the certain dimension, such as attribute, benefit, company value, personality and users. A rich brand name clarifies the consumers on what the brand is offering. Thus to identify which dimension is most crucial on Arial and Wheel, the wholesalers and salesmen are asked to express their views.

Table 4.11

Dimension for Rich Brand Name

Response	Wholesaler		Salesman		Total	
	No.	%	No.	%	No.	%
Attribute	4	26	6	40	10	33
Benefit	7	47	5	33	12	40
Company Value	1	7	1	7	2	7
Personality	2	13	1	7	3	10
Users	1	7	2	13	3	10
Total	**15**	**100**	**15**	**100**	**30**	**100**

(Source: Opinion Survey, 2011)

Analyzing the table, it has been as ascertained that the majority of the wholesalers, 47% (7 out of 15) are in the view that the brand maker should concentrate on making the brand, which truly reflects the benefits of the product, such as Mercedes triggers the idea of well performing car, that is enjoyable to drive. While only 33% of the salesmen have supported this view. The majority of the salesmen, 40% (6 out of 15), and 26% of the wholesalers have opined that the rich brand name should trigger certain attributes in consumers' minds, such as Mercedes attributes a picture of well engineered car. Likewise, 7% of the wholesalers and 7% of the salesmen have stated that the rich brand name should reflect company values. However, 13% of the wholesalers and 7% of the salesmen have opined that the rich brand name should depict the personality traits. Finally, 7% of the wholesalers and 13% of the salesmen have affirmed that the brand name should explicit the type of users, such as Ray Ban goggle reflects that the consumers are affluent.

In overall, 33%, 40%, 7%, 10% and 10% of the total respondents have opined that the rich brand name should reflect attribute, benefit, company values, personality and users respectively. Thus, considering the overall majority it can be concluded that the rich brand name of Arial and Wheel should reflect

benefit to the consumers most, among the five dimensions of the rich brand name.

Figure 4.11

Dimension for Rich Brand Name

4.1.2.7 Crux Element for Brand Name

The brand should be such that will impact on the consumers' mind in buying the product. Thus, the brand maker should analyze each element while building the brand name. To explore which element is most crucial in making the brand name, the respondents are asked on this issue.

Table 4.12
Crux Element for Brand Name

Response	Wholesaler		Salesman		Total	
	No.	%	No.	%	No.	%
Memorable	6	40	5	33	11	37
Meaningful	3	20	4	27	7	23
Likeability	4	27	2	13	6	20
Transferable	2	13	4	27	6	20
Total	**15**	**100**	**15**	**100**	**30**	**100**

(Source: Opinion Survey, 2011)

The table depicts that the majority of each category, 40% of the wholesalers and 33% of the salesmen have stated that the brand name should be easily memorable, such as Arial, to make rich brand name. However, 20% of the

wholesalers and 27% of the salesmen have opined that the brand name should be meaningful, whereas 27% of the wholesalers and 13% of the salesmen have affirmed that the brand name should be much likeable by the consumers, and 13% of the wholesalers and 27% of the salesmen have said that the brand name should be transferable enough, such as Apple Mobile, Apple IPod, Apple Laptop etc., to make rich brand name.

In aggregate, 37% of the respondents suggested memorable brand name, 23% suggested meaningful brand name, 20% implied likeability and 20% implied transferable brand name. Considering the overall majority, and the majority of each category, it can be assumed that the brand maker of Arial and Wheel should concentrate most in making memorable brand name to affectionate the consumers toward the brand.

Figure 4.12

Crux Element for Brand Name

4.1.2.8 Tool for Brand Identity

While building the brand the brand maker should pay concentration on the tools that will entice the consumers most. To evaluate which tool aids the consumer most to identify the brand, the wholesaler and salesman are asked to opine their view on the basis of their experience.
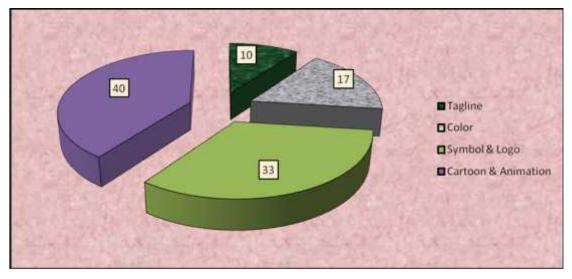
Table 4.13

Tool for Brand Identity

Response	Wholesaler		Salesman		Total	
	No.	%	No.	%	No.	%
Tagline	2	13	1	7	3	10
Color	3	20	2	13	5	17
Symbol & Logo	4	27	6	40	10	33
Cartoon & Animation	6	40	6	40	12	40
Total	**15**	**100**	**15**	**100**	**30**	**100**

(Source: Opinion Survey, 2011)

The above table reveals that the majority of wholesalers, 40% (6 out of 15), are in the opinion that the brand maker of Arial and Wheel should use cartoon and animation, such as Buffalo representing Kist Bank, Fido Dido representing 7 Up, and so on. In addition, 27% of the wholesalers have opined that the brand maker of Arial and Wheel should use symbol & logo such as the symbol of Apple product. Further, 20% of them have opined color, as Kodak using yellow, and 13% of them have opined tagline, as Arial using the tagline 'Hami Sabaiko Arial' and Wheel using the tagline 'Wheel Vaye Aru Kina Khojne'. Besides them, 40% of the salesmen have opined that the brand maker of the observed detergents should use symbol & logo, 40% of them have opined cartoon and animation, 13% have stated color, and 7% have affirmed tagline for the brand identity.

In aggregate, the majority of the respondents, 40%, have suggested cartoon and animation, while 33% have suggested symbol and logo, 17% have opined color, and 10% have opined tagline to be used as brand identity by the brand maker. Thus, it can be concluded that the brand maker of Arial and Wheel should concentrate more on effective cartoon or animation for the brand in order to be easily identified the brand by the consumers and build strong brand preference.

Figure 4.13

Tool for Brand Identity

4.1.3 Guidelines to Brand Builder for Building Brand Preference

Under this section, the responses obtained from Set C of the questionnaire, which collects opinions of retailers, students and consumers regardless of their consuming behavior on Detergents, having been analyzed to trace out the guidelines to brand manager of Arial and Wheel for building consumer oriented brand preference.

4.1.3.1 Best Mode for Brand Preference

Perhaps the first and most important question to ask is "How will one's prospective consumers develop their preferences for one's brand?" If one knows the answer to that question, then one can build the kind of preference that will ensure greater patronage and loyalty. Consumers do not prefer a BMW over other makes of cars. Consumer tastes and preferences for a product or brand might be built through one or more of six distinct modes. To examine which mode is most crucial for brand preference on Arial and Wheel, the respondents are asked on this issue.

Table 4.14

Best Mode for Brand Preference

Response	Retailer		Student		Consumer		Total	
	No.	%	No.	%	No.	%	No.	%
Need Association	2	8	1	4	3	12	6	8
Mood Association	2	8	2	8	3	12	7	9
Subconscious Motivation	3	12	4	16	4	16	11	15
Behavior Modification	8	32	7	28	6	24	21	28
Cognitive Processing	7	28	10	40	5	20	22	29
Model Emulation	3	12	1	4	4	16	8	11
Total	**25**	**100**	**25**	**100**	**25**	**100**	**75**	**100**

(Source: Opinion Survey, 2011)

The table reveals that the Arial and Wheel detergents company should be most onus to cognitive processing, one of the mode for brand preference to consumers, since the majority of total respondents, 29%, have opted this view. More specifically, the majority of the students, 40%, have pointed the importance of this mode. Thus, the brand creative team of Arial and Wheel should penetrate the perceptual and cognitive barrier to create favorable brand attitude. However, the relevance of behavior modification, which involves the cautious on recognizing the drive of consumer for product, providing the cues, achieving the response to buy, and getting the reinforcement (satisfaction), is equally germane to brand preference. About 32% of the retailer, 28% of the student, and 24% of the consumers, and 28% of the total respondents, have strongly supported this opinion.
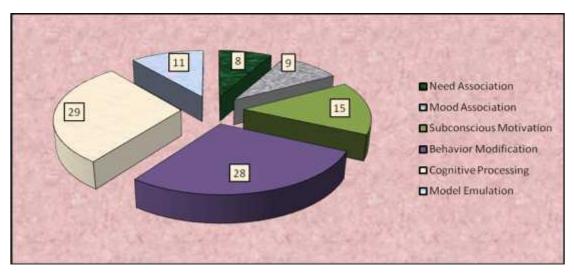
Next to these aforementioned two modes, the subconscious motivation which involves fascinating the consumers by advertising message to accomplish two things: first, the appropriate words and symbols to be included to excite hidden drives and desires of the subconscious consumers and, second, the product or service offered as a surrogate for the actions that were inhibited by the consumer's super ego. To buttress this mode, 12% of the retailer (3 out of 25),

16% of the student (4 out of 25), 16% of the consumers (4 out of 25), and eventually 15% of the total respondents (11 out of 75) have avowed that the motivation is essential. Next to subconscious motivation, the model emulation, which involves presenting idealized social lifestyle models for consumers to follow, is importance for brand preference. Precisely, 11% of the total respondents, i.e. 12% of the retailers, 4% of students, and 16% of the consumers, have stated this mode for brand preference.

According the most of the respondents, need association, which involves linking the brand to one need through repeated association such as the slogan of Nepal SBI bank, bisuddha banking aru kehi hoina, and mood association, which involves imbuing the brand with a positive aura and advertising the slogan that is acoustic and satisfying, should occupy less preponderance while making strong brand preference. Only 8% of the total respondents, i.e. 8% of the retailers, 4% of the students, and 12% of the consumers, have supported need association and 9% of the total respondents, i.e. 8% of the retailers, 8% of the students, and 12% of the consumers, have affirmed mood association as the major mode for brand preference.

Considering the total responses and the responses of each category, it has been ascertained that behavior modification and cognitive processing are the most crucial for brand preference. In addition, it can be inferred that need association and mood association are traditional mode for brand preference. So the Arial and Wheel Detergents company should embrace the cognitive processing and behavior modification in brand preference to enjoy the market share most.

Figure 4.14

Best Mode for Brand Preference

4.1.3.2 Main Barrier of Cognitive Mode

The more important the purchase is to the consumer, the more likely the buyer's preferences will result from cognitive processing. This brand preference-building mode is most likely to apply to conscious choices where the buyer is highly involved in the purchase decision process. Knowledge and beliefs are created by informative messages. But such advertising or promotion has to overcome several, strong communications barriers, which are mentioned in the below table.

Table 4.15

Main Barrier of Cognitive Mode

Response	Retailer		Student		Consumer		Total	
	No.	%	No.	%	No.	%	No.	%
Selective Exposure	6	24	5	20	4	16	15	20
Selective Attention	4	16	5	20	5	20	14	19
Selective Perception	6	24	5	20	6	24	17	22
Selective Retention	2	8	3	12	3	12	8	11
Selective Recollection	3	12	5	20	4	16	12	16
Selective Application	4	16	2	8	3	12	9	12
Total	**25**	**100**	**25**	**100**	**25**	**100**	**75**	**100**

(Source: Opinion Survey, 2011)

The table depicts that majority of the respondents, 22%, which incorporates 24% of the retailers, 20% of students, and 24% of consumers, have pointed that selective perception, which means ignorance, distortion, and addition of some elements on brand advertisement by consumers, is the major barrier on cognitive processing for brand preference on Arial and Wheel. While, 24% of the retailers, 20% of the students, 16% of the consumers, and 20% of the total respondents have stated that the limitation of the consumers to selected media, i.e. selective exposure, such as newspapers & magazines, T.V. & Radio, internet etc. is the major barrier for cognitive mode for brand preference on Arial and Wheel.

Despite exposure to a message, some consumers will merely ignore it, rather than paying attention to the message. Thus, according to 16% of the retailers, 20% of the students, 20% of the consumers, and eventually 19% of the total respondents have affirmed that selective attention from consumers is the major barricade for cognitive processing for creating strong brand preference. Even after giving attention, sometimes only part of what has been retained may be remembered later and perhaps no information will be recalled. Thus selective recollection is the major barrier for cognitive mode according to 12% of the retailers, 20% of the students, 16% of the consumers, and in total 16% of the total respondents.

In contrast, 16% of the retailers, 8% of the consumers, 12% of the consumers and consequently 12% of the total respondents have focused selective application, which involves rather than applying the information that was recalled, the consumer may ignore the recollection and act differently, as the major barricade for cognitive processing. Similarly according to 8% of the retailers, 12% of the students, and 12% of the consumers, and 11% of the total respondents, selective retention, which means some or all of the information that has been perceived will be lost almost immediately, rather than being

retained in memory, is the major barrier for cognitive processing for brand preference.

Summarizing the above analysis, it can be inferred that selective perception of the consumers is the most significant barrier on cognitive processing for brand preference on Arial and Wheel. The brand makers of such detergents, however, should not ignore the other barriers as well while making brand preference. Thus, it would be worthwhile if the detergents companies recognize all these barriers and consider these barriers while making bran preference.

Figure 4.15

Main Barrier of Cognitive Mode

4.1.3.3 Prime Cause for Success in Brand Preference

Each company should recognize the prime cause that will buttress the company for being leading and novice in brand making. To examine which prime causes is most crucial for the success in brand preference on Arial and Wheel, the respondents are asked on this issue. The obtained responses from them have been presented in the table below.

Table 4.16

Prime Cause for Success in Brand Preference

Response	Retailer		Student		Consumer		Total	
	No.	%	No.	%	No.	%	No.	%
Profound Purpose	7	28	5	20	5	20	17	23
People Principles	6	24	4	16	6	24	16	21
Perfect Processes	8	32	10	40	8	32	26	35
Passionate Performance	4	16	6	24	6	24	16	21
Total	**25**	**100**	**25**	**100**	**25**	**100**	**75**	**100**

(Source: Opinion Survey, 2011)

No brand can exist unless there is a strong alignment or common purpose amongst its consumers. However, the opinion survey reveals that profound purpose of the brand is not the most crucial key for creating brand preference. Only 23% of the total respondents; 28% of the retailers, 20% of the students, and 20% of the consumers, have supported this view. Similarly, 16 out of 75 respondents, 21%; 24% of the retailers, 16% of the students, and 24% of the consumers, have stated that considering the people principles, that is the brand that genuinely respects the culture, ethics and norms of the consumers, is prime cause for success in building brand preference on Arial and Wheel.

Moreover, the majority of the respondents, 35%, which involves 32% of the retailers, 40% of the students, and 32% of the consumers, have affirmed that perfect processes, i.e. delivering totally and reliably brand, with all the expected quality, at the right price and at the right time, is the major prime causes for the success in brand preference. Finally, 21% of the total respondents; 16% of the retailers, 24% of the students, and 24% of the consumers, have avowed passionate performance, which involves that the brand is communicated, designed, made, and delivered in such a way that creates the excitement, attention and respect of customers and consequently their loyalty is the passion, is the major prime cause for success in brand preference.

Analyzing the above analysis, it can be inferred that perfect procession is the prime cause for success in brand preference on Arial and Wheel. However, the significance of other prime causes should not be neglected as well. Thus, the Arial and Wheel companies would be legendary in building brand preference if they consider these prime causes.

Figure 4.16

Prime Cause for Success in Brand Preference

4.1.3.4 Root Cause for Success in Brand Preference

The root cause of success in any brand preference relies on the presence of five core competencies. These competencies belong both to great leaders and to leading organizations. The particular mixture of qualities that a particular person or organization demonstrates will vary, as a result of different leadership styles and capacities. Yet some competence in all five areas of excellence and special strength in at least one or two of them is necessary for some real success.

Table 4.17

Root Cause for Success in Brand Preference

Response	Retailer		Student		Consumer		Total	
	No.	%	No.	%	No.	%	No.	%
Imaginative Competence	5	20	8	32	10	40	23	31
Social Competence	7	28	5	20	5	20	17	23
Organization Competence	6	24	3	12	6	24	15	20
Values Competence	5	20	4	16	3	12	12	16
Domain Competence	2	8	5	20	1	4	8	11
Total	**25**	**100**	**25**	**100**	**25**	**100**	**75**	**100**

(Source: Opinion Survey, 2011)

According to the 31% of the total respondents; 20% of the retailers, 32% of the students and 40% of the consumers, the brand manager of Arial and Wheel should consider imaginative competence of the brand while building brand preference. In other word, the brand builder should see real possibilities in the real world, for example based on new needs, new technology and new social and business contexts, the brand should be built up.

Similarly, 28% of the retailers, 20% of the students, 20% of the consumers, and consequently 23% of the total respondents have urged social competence for successful brand preference. When people work together effectively, for example on improving processes or the performance of the product and service, then the brand is more likely to excel. Social competence naturally spills over into the ability to build better relationships with customers, which in turn leads to loyalty. The ability to do the same with suppliers indirectly contributes to customer loyalty, through improvement of the value chain process.

Likewise, 20% of the total respondents, which includes 24% of the retailers, 12% of the students, 24% of the consumers, have pointed out organization competence as the root cause for brand preference. In other word, the brand builder of Arial and Wheel should ensure the organization working effectively,
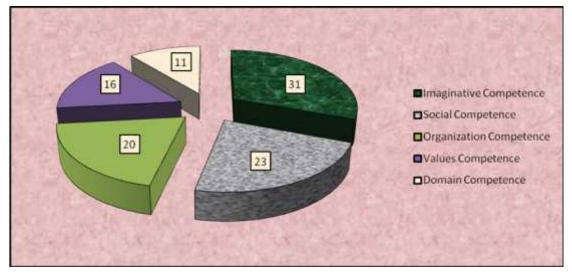
including the skills to evaluate that properly. Further, the marketing leaders should get involved in making the strong relationship of the brand with its agencies.

Moreover, 20% of the retailers, 16% of the students, 12% of the consumers and eventually 16% of the total respondents have stated values competence as the major root for brand preference. Thus the brand builder of Arial and Wheel should ensure that the organizational created values create the qualities of the brand and the level of customer loyalty. Companies who want to make their brand strong can benefit from fostering an internal culture similar to that of the brand's qualities. Furthermore, 11% of the total respondents, which involves 8% of the retailers, 20% of the students, and 4% of the consumers, have focused on domain competence, which is the recognition of peculiar core competency of the brand and fundamentally expertise in such competency, is the major root for success in brand preference.

Finally, it can be considered that the Arial and Wheel companies should focus on imaginative competency of the brand while building brand preference. However, the other root causes should not be totally ignored as well for the success in brand preference.

Figure 4.17

Root Cause for Success in Brand Preference

4.1.3.5 Principle for Building Brand Preference

A brand is not a logo, a product, or a company. A brand is a person's emotional response to a company, product, or service. And great brands have followed some of the most fundamental principles that lead to overwhelming brand loyalty. To examine which of the following principle should be most considered by brand maker of Arial and Wheel while building brand preference, the respondents are asked on this issue.

Table 4.18

Principle for Building Brand Preference

Response	Retailer		Student		Consumer		Total	
	No.	%	No.	%	No.	%	No.	%
Be Distinct	7	28	5	20	6	24	18	24
Be First	4	16	2	8	1	4	7	9
Be Insightful	2	8	6	24	2	8	10	13
Be Reliable	5	20	6	24	11	44	22	29
Be Emotional	2	8	1	4	0	0	3	4
Be There	2	8	4	16	5	20	11	15
Be Smart	1	4	1	4	0	0	2	3
Be Conversational	2	8	0	0	0	0	2	3
Total	**25**	**100**	**25**	**100**	**25**	**100**	**75**	**100**

(Source: Opinion Survey, 2011)

The table reveals that 24% of the total respondents; 28% of the retailers, 20% of the students, and 24% of the consumers, have affirmed distinctiveness in brand for having brand preference. This indicates a brand cannot only rely just on a catchy tagline or creative promotion, either. One must have a distinctive brand. Distinctive branding stems from clear brand positioning. At the foundation of the brand position is a clear map of whom the brand is targeting, who the competition is, and how it will be beaten. Similarly, only 9% of the total respondents; 16% of the retailers, 8% of the students and 4% of the consumers, have stated that being first on market is essential for brand preference. This means, if a brand can create something truly innovative, then

they have the opportunity to claim and own both the market and the loyalty of consumers.

Likewise, 13% of the total respondents; 8% of the retailers, 24% of the students and 8% of the consumers, have stated that the brand should be insightful, which means looking for the obvious and universal truth that no one else has seen, which ultimately makes the brand special. For instance, in the 1950s, Lucky Strike Brand Cigarettes promoted that their tobacco had a "toasted tobacco taste." Consumers asserted that Lucky Strike was the only tobacco that was toasted, when in actuality, ALL tobacco is toasted. This means that Lucky Strike used the insight that no other cigarette manufacturer was claiming to have toasted tobacco, so they used it themselves.
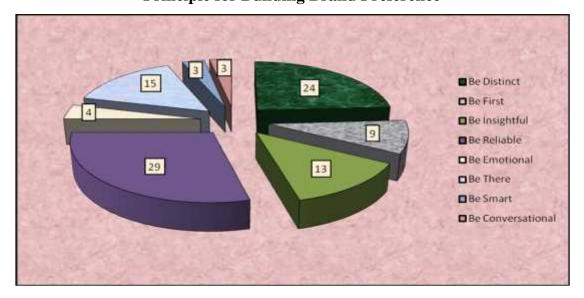
Moreover, the majority, 29%, of the respondents; 20% of the retailers, 24% of the students, and 44% of the consumers, have given most emphasis on reliability of the brand for having brand preference. This means that the ability to continually live up to promises will not only build loyalty, but will also generate brand advocacy. If one can consistently deliver the things one's promise, then one's reputation will grow beyond your brand. Furthermore, just paltry preponderance, 4%, of the respondents, which includes 8% of the retailers and 4% of the students, has opined that the brand should be emotional. This means that the most basic level of relationship between person and brand is based on feelings. Once one finds the medium that allows for an emotional bond, then one can grow advocacy on brand.

In addition, 15% of the total respondents, which includes 8% of the retailers, 16% of the students and 20% of the consumers, have said that the brand should be at the eyes of the consumers, i.e. be there principle. This means that the brand should empower his employees to truly embrace the brand promise so that one can develop a network of passionate brand ambassadors. Besides these, 3% of the total respondents; 4% of the retailers and 4% of the students,

have stated that the brand should be smart enough for creating brand preference, which means brand communication should be viewed in the context of "the media you own" and "the media you rent." Maximizing all brand touch points plays a pivotal role in overall awareness and engagement. Finally, 3% of the total respondents; which includes 8% of the retailers only, have said that the brand should be conversational, which means the personal relationship between brand and consumer is the foundation for brand loyalty and advocacy. Part of that relationship is dialogue. Old-world marketing involves a one-way flow of information to the consumer, but with the dawn of social media, brands have the opportunity to talk back.

Considering the opinions of the respondents, it has been inferred that the retailers have given more emphasis on distinctiveness of the brand of Arial and Wheel, while students have given more weight to insightful and reliability of the brand, and consumers palpably have emphasized on the reliability of the brand. In overall, it can be concluded that the reliability of the brand is the most crucial principle that the brand builder of Arial and Wheel should consider for having strong brand preference.

Figure 4.18

Principle for Building Brand Preference

4.1.3.6 Major Factor for Brand Preference

For building brand preference, the customer loyalty is must along with the retention capacity of the company. The customer loyalty on the brand has been affected by the various factors, which ultimately affects brand preference. To scrutinize the factors that ultimately affects the brand preference on Arial and Wheel, the respondents are asked on this matter.

Table 4.19

Major Factor for Brand Preference

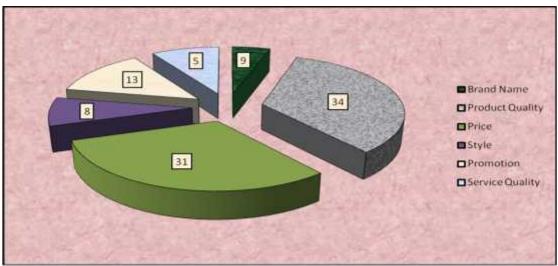| Response	Retailer		Student		Consumer		Total	
	No.	%	No.	%	No.	%	No.	%
Brand Name	2	8	1	4	1	4	4	5
Product Quality	7	28	11	44	7	28	25	34
Price	6	24	8	32	9	36	23	31
Style	4	16	0	0	2	8	6	8
Promotion	4	16	2	8	4	16	10	13
Service Quality	2	8	3	12	2	8	7	9
Total	**25**	**100**	**25**	**100**	**25**	**100**	**75**	**100**

(Source: Opinion Survey, 2011)

The table depicts that only 5% of the respondents, which includes 8% of the retailers, 4% of the students, and 4% of the consumers, have emphasized importance on the brand name for having brand preference on Arial and Wheel. Hard-core loyal consumers trust their favorite brand names and consistently repurchase these brands. Similarly, 34% of the total respondents, which includes 28% of the retailers, 44% of the students, and 28% of the consumers, have focused on the product quality as the major determinant for brand preference. Consumers may repeat purchase the single brand or switch around several brand due to the tangible quality of the product sold. Especially, the components of the product quality of detergents mainly include the taste and the hygienic of the product.

Likewise, 31% of the total respondents, incorporating 24% of the retailers, 32% of the students, and 36% of the consumers, have emphasized on the price of the product for having optimal brand preference. This means that consumers' satisfaction can be built up by comparing price with the perceived costs and values. If the perceived values of the product are greater than the cost, the consumers will purchase that products, otherwise the inverse will happen. Moreover, only 8% of the total respondents, including 16% of the retailers and 8% of the consumers, have urged on the style of the product, which means the visual appearance of the product affects the consumer perception toward the brand and ultimately affects the brand preference.

Furthermore, 13% of the total respondents, which includes 16% of the retailers, 8% of the students, and 16% of the consumers, have strongly avowed that the promotion strategy should be effective enough for buttressing the brand preference. This means that effective communication can persuade and motivate consumers to think about and even take action to purchase the product that has been promoted through various means. Eventually, 9% of the total respondents, which includes 8% of the retailers, 12% of the students and 8% of the consumers, have stated that the service quality, which means a kind of personnel selling involving direct interactions between a salesperson and a potential buyer, is most affecting factor for brand preference on detergents. The respondents stated that the salesperson performances stimulate bonding through trust among sales representatives and consumers, and will affect consumers' perception toward the brand.

Considering the above analysis on the basis of majority, it can be inferred that quality of the Arial and Wheel is the most affecting factors for brand preference of consumers. However, the price of the product and other factors should not be ignored by the brand builder of detergents.

Figure 4.19

Major Factor for Brand Preference

4.2 Major Findings of the Study

From the data analysis section, the following major findings have been drawn to highlight the gist of the study;

A) Consumers' Brand Preference and Brand Switching

⟩ In Detergents brand, the consumers below the age of below the age of 30 years have shown hard core brand preference, while the consumers above the 30 years have depicted brand switching preference. Similarly, female consumers shown strong brand preference than male, and male consumers shown shifting brand preference.

⟩ Likewise, the brand preference of the consumers has shown positive relationship with the income level, which means the consumers having greater income favor the usage of single brand. However, the education level of the consumers shown positive relationship with brand shifting, and the bachelors' degree holding consumers have shown most strong brand preference.

⟩ The majority of the consumers who have switched the brand pointed out the deteriorating quality of the existing brand as the main reason. About 25% of the respondents pointed out this fact. However, price increase,

fascinating advertising of competitive brand, desire to test new brand, and coupon prize covered equal preponderance, i.e. 17%.

B) Motives for Consumers'' Brand Preference and Mechanism for Brand Identity

⟩ The consumers give predilection to the past experience on the brand while making brand preference. About 60% of the total respondents have stated this view.

⟩ Similarly, the respondents have found moderate level of brand preference on consumers of Detergents brands. Further, 47% of the respondents have stated premium pricing ability as the major significance of brand preference.

⟩ 53% of the respondents under Set B have avowed that the brand name should be derived from the location name for easily recall. Also, 40% of the respondents have stated that the rich brand name should delineate benefit.

⟩ Finally, 37% of the respondents have pointed out memorable quality as the best element for brand name. And 40% of the respondents have stated that the cartoon and animation serve as the major role for brand identity.

C) Guidelines to Brand Builder for Building Consumer Brand Preference

⟩ The majority of the respondents, 29%, have suggested that the brand manager should practice cognitive processing as the mode for creating brand preference. Similarly, 22% of the respondents have stated selective perception of the consumers as the main barrier for cognitive processing mode.

⟩ 35% of the respondents have affirmed perfect processes of brand as the prime cause for success in brand preference, while 31% of the respondents have stated the imaginative competence on brand as the root cause for success in brand preference.

ꝫ Similarly, 29% of the respondents have said the brand manager should follow reliability principle of brand most for building strong brand preference. Finally, 34% of the respondents have pointed out product quality as the main factor that influences the consumers' brand preference on Detergents brands.

CHAPTER - V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The marketer's principal objective is to reach the target group and make more than a single sale. However, consumers almost always approach the marketplace with a well-established set of tastes and preferences. This makes it difficult for new products to position between the already flooded market demands. This challenge is enhanced by traditional marketing communication activities such as advertising and sales promotion, which are faced with the challenges of reaching increasingly fragmented consumer markets and cutting through an overload of messages aimed at consumers, which creates media clutter. Marketers have been spending more and more to try to get their message out, only to find their pitches drowned out in a sea of noise generated by countless other marketers trying to do the same thing.

Consumers entering the market of enormous product demands most of the time have well-established tastes and preferences. These preferences are developed by memory-based expectations of attributes (product schemas) which were embodied by brands, celebrities, and product categories. Customer has their own lifestyle that determines their different preferences among each other. Costumers define their lifestyles by the consumption choices they make in a variety of product categories. The brand characteristics are important part of brand equity, which refers to the extent to which a consumer holds strong, favorable, and unique associations with a brand in memory.

The consumers' brand preference is very vital in reaching the target consumers to fulfill their needs and wants. So it would be better to know the different pattern of preference. Moreover, this study tries to analyze the brand preference on the detergents, especially on Arial and Wheel. To achieve the objectives different marketing and statistical tools have been applied and primary data and have been analyzed.

5.2 Conclusion

From the analysis of the demographic variables, it can be inferred that certainly age can influence the consumers brand preference, since it has been ascertained that the lower the age, the stronger the brand preference on Arial and Wheel. Similarly, female consumers shown strong brand preference than male, and male consumers shown shifting brand preference. Likewise, the brand preference of the consumers is somewhat dependent on the income of the consumers, as the high income earning consumers have shown strong brand preference. However, the education level of the consumers shown inverse relationship with brand preference. Moreover, the quality of the Arial and Wheel is most crucial to create brand preference, as the deteriorating quality has obliged many customers to leave the brand. In addition, price increase, fascinating advertising of competitive brand, desire to test new brand, and coupon prize have also forced the consumers to leave the brand.

Further, it can be concluded that the consumers give predilection to the past experience on the brand while making brand preference on detergents. Similarly, premium pricing ability has the major significance of brand

preference and the brand name derived from local name makes the consumers for easy recall.

Also it can be concluded that the brand manager should practice cognitive processing as the mode for creating consumer preference and selective perception of the consumers is the main barrier for cognitive processing mode. Moreover, it can be inferred that perfect processes of brand is the prime cause for success in brand preference, and imaginative competence on brand is the root cause for success in brand preference. Finally, it can be concluded that product quality is the main factor that influences the consumers' brand preference on Arial and Wheel.

5.3 Recommendations

On the basis of the findings and the conclusion drawn, the following recommendations have been provided to have strong brand preference of consumers for Arial and Wheel;

)   Since the quality aggravation of the brand is one of the major reasons for switching the brand, the manufacturer should pay more concern in ameliorating the quality, not in debilitating the quality. Further, the brand which consumers give more predilections should be easily accessible to the group.

)   Brand should be have different characteristics or unique in every type of product. The distinct brand will be very much helpful to differentiate the desire product of the consumer from the other products.

)   Studies on brand preference should be made on continuously. Most of consumers showing brand preference indicate towards hidden

assets of the manufactures or sellers. They should have knowledge of these valuable assets. It will give them effective guideline for developing successful marketing strategy.

⌡ The brand maker should focus in making the rich brand that will affectionate the consumers in great extent and that will be easier for the consumers to identify. For such, the cartoons and animations, color, symbols and logos, and other objects should be distinct.

⌡ The brand should tacitly assert the benefit to the consumers, company values, attributes of the product, personality of the consumers and users category of the brand.

APPENDIX - I

QUESTIONNAIRE

<u>SET A</u>

Dear Sir/Madam,

I am preparing thesis entitled, *Consumer Preference on Brand of Detergent (With Reference to Arial and Wheel),* as the partial fulfillment for the requirement of Master's of Business Studies. It would be great insightful, if you express your opinions on the following questions set out. Please note that the question pattern is objective.

<u>Respondents (Consumers Only):</u>

Name: ………………..

<u>Please tick one of the following:</u>
1. Age:
   a) Below 16 year   b) 16 – 30 year   c) Above 30 year

2. Gender:
   a) Male   b) Female

3. Income:
   a) Below Rs. 10000   b) Rs. 10000 – Rs. 25000   c) Above Rs. 25000

4. Education:
   a) At most Certificate Level   b) Bachelors' Level   c) Masters' Level

<u>Please tick one of the answer choice:</u>
1. Which of the following brand of detergents have you consumed during last five purchases? (Please tick one cell only in each row)

Purchased	Arial	Wheel	Other (Specify)
1st			
2nd			
3rd			
4th			
5th			

2. What is the main reason behind switching your consumed brand?
    a. Price Increase
    b. Desire for New Test
    c. Deteriorating Quality of the Consumed Brand
    d. Difficulty in Brand Access
    e. Fascinating Advertisement of Competitive Brand
    f. Coupon Prize of the Competitive Brand

Thank you for your effort.

APPENDIX - II

QUESTIONNAIRE

<u>SET B</u>

Dear Sir/Madam,

I am preparing thesis entitled, *Consumer Preference on Brand of Detergent (With Reference to Arial and Wheel),* as the partial fulfillment for the requirement of Master's of Business Studies. It would be great insightful, if you express your opinions on the following questions set out. Please note that the question pattern is objective.

Weak

<u>Respondents (Wholesalers & Salesman Only):</u>

Name: ………………..

<u>Please tick one of the answer choice:</u>

1.What is the Driving Force for Consumers' Brand Preference ?

    a) Past Experience

    b) Opinions of Family

    c) Income Level

    d) Reference Group

2.Mention the degree of Consumers' Brand Preference.

    a.   Strong

    b.   Moderate

    c.   Weak

3.What is Significance you find of Brand Preference ?

   a) Higher Sales Volume

   b) Premium Pricing Ability

   c) Retain rather than Seek

4.What is Recallable Brand Name and Brand Preference to memorise consumer easily?

   a) Person Name

   b) Location Name

   c) Quality Specification

   d) Artificial Name

5.Inform about Relationship between Brand Preference and Brand Performance?

   a)High

b)Medium

c)Low

6 Suggest about Dimension for Rich Brand Name

a). Attribute

b) Benefit

c) Company Value

d) Personality

e) Users

7.What is the crux Element for Brand Name ?

a) Memorable

b) Meaningful

c) Likeability

d) Transferable

8. What can be the Tool for Brand Identity ?

a) Tagline

b) Color

c) Symbol & Logo

d) Cartoon & Animation

Thank you for your effort.

APPENDIX - III

QUESTIONNAIRE

<u>SET C</u>

Dear Sir/Madam,

I am preparing thesis entitled, *Consumer Preference on Brand of Detergent (With Reference to Arial and Wheel),* as the partial fulfillment for the requirement of Master's of Business Studies. It would be great insightful, if you express your opinions on the following questions set out. Please note that the question pattern is objective.

Weak

<u>Respondents (Retailers ,Students, Consumers Only):</u>

Name: ………………..

<u>Please tick one of the answer choice:</u>

1. Choose the best mode for brand preference.?

    a) Need Association
    b) Mood Association
    c) Subconscious Motivation
    d) Behavior Modification
    e) Cognitive Processing
    f) Model Emulation

2.What is the Main Barrier of Cognitive Mode ?

  a) Selective Exposure

  b) Selective Attention

  c) Selective Perception

  d) Selective Retention

  e) Selective Recollection

  f) Selective Application

3.What is Prime Cause for Success in Brand Preference ?

  a) Profound Purpose
  b) People Principles
  c)Perfect Processes
  d) Passionate Performance

4.What do you think about Root Cause for Success in Brand Preference ?
   a) Imaginative Competence
   b) Social Competence
   c) Organization Competence
   d) Values Competence
   e) Domain Competence

5. Imaginate What can be Principle for Building Brand Preference.
   a) Be Distinct

   b) Be First

   c) Be Insightful

   d) Be Reliable

   e) Be Emotional

   f) Be There

   g) Be Smart

   h) Be Conversational

6.Identify the Major Factor for Brand Preference .

   a) Brand Name

   b) Product Quality

   c) Price

   d) Style

   e) Promotion

Thank you for your effort.