

CHAPTER – ONE

Introduction

1.1 Background

Nepal is sovereign independent Kingdom of South Asia lies the south slopes of Himalayas. It is bounded on the north by the Tibetan autonomous region of People's Republic of China and on the South by India. It has an area of 147,181 sq. Km. Climatically it lies in the temperate zone with added advantages of attitude, ecologically, the country, which is industrialized in, developed too and vice versa.

Many countries which we say the most developed countries, like U.S.A., U.K. Japan etc have been fully industrialized and the countries which are Underdeveloped or developing are also stepping gradually ahead toward that direction where Nepal a developing countries too is not exception to this phenomenon of the world.

Although, Nepal is still know as an agricultural country, it is gradually Shifting from the agriculture to industrial sector for sustaining its Economic life past experiences of the country has signaled that it cannot bring any significant positive change in its economy depending solely on agricultural. As a result, industrial activities are gradually increasing in significantly increased even in the last few years.

Production is the prime activity of each and every industry and successful Marketing of the products in the unlimited goal. Industries in Nepal too are productivity different types of product and persistently pursuing that unlimited goal successful marketing of the product.

But successful marketing of a product today is a tough job. Any product, to be successfully market, needs many things more than the core quality

Imminent into it. Core quality or core product alone is not sufficient for successful marketing. Therefore, the product should be presented through proper branding, packaging and labeling.

Almost all of the products today have god brand that is to say, brand is Prominent features of almost products in the modern business world Brand has become so strong that hardly anything goes unbranded even salt is back aged in distinctive manufactures packages.

A major goal of marketer interested in how consumers learn is to Encourage brand loyally brand loyalty costumers provide the basis for a Stable and growing market share and can be a major intangible assets Reflected in a purchase price of company. A study of consumer purchases Habits reported that brand with larger market share has proportionately larger groups of loyal buyers.

Brand loyalty is not a simple concept. A basic issue among researchers Are whether to define the concept are terms of consumer behavior or Consumer attitudes to cognitive learning theorists behavioral definitions Lack precision because they do not distinguish between the real brands Loyal buyers who is intentionally faithful, and the spurious brand loyal buyer who repeats a brand purchase because it is the only valuable at the store such theories say that brand loyally must be measured by attitude toward a brand rather than by purchasing consistency.

Philip Kotler defined brand as, a number, term sign, symbol, or design or a combination of item, which is intended to identify the goods of services and to differentiate them from those of competitors. (Philip Kotler, 1999: 467) thus, brand is not only a name given to a product but also a technique by which the quality and the product of various products are differentiated.

In a simple terms brand loyalty means consumer's strong faith or belief on a particular brand to as a result, an intention to repurchase the same brand when a consumer develops a positive attitude a brand and buys the same Brand again and again. He is said to be brand-loyal

1.2 Focus of the study

Every brand has a certain image in the market. Every brand is known for its own features and quality. So the consumers, according to their faith or trust of quality and features or according to the experience of the same or Due to any other psychological element prefer one brand to others. If They think a brand is good in term of quality or price or social status or Any other, they develop a positive attitude toward that brand and make Repeat purchase of the same. When this happens, i.e when consumers Develop a positive attitude toward the brand and an intention to Repurchase, the manufacturer has gained a great asset known as brand Loyalty.

Jacob Jacoby and Robert W. Chestnut defined brand loyalty as:

- I) The biased (i.e. Non random)
- II) Behavioral response (i.e. Purchase)
- III) Expressed over time
- IV) By some decision in marking unit
- V) With reference to one or more alternative brands out of a set of such brands.
- VI) A function of psychological (i.e. Decision-making evaluative) Process. (Jacob, et.al., 1982:571)

No research has been carried out so far in Nepal to fine out how Consumers behave with the different brands of a product available in the Market whether or not brand loyalty exists or better to say whether or not Nepalese

consumer are brand loyal is still unknown. This study is Conducted mainly to find out whether Nepalese consumers are brand loyal or not.

Therefore, this study focuses mainly on finding out the effect of brand loyalty of Nepalese consumer in particular product like T.V. purchasing Decision.

Actually T.V. is a high involvement product but, loyalty exists in the High-involvement products also which requires a repeat purchase pattern;

High involvement products or purchases those that are important to the Consumers because they entail (i) high financial risk, (ii) high social Risk, (iii) high physical risk, and (iv) simplify high personal interest.

Therefore, we have selected and focus on five brands i.e. (TV) for this Study. The selected brands are as follows: (1) LG, (2) Samsung, (3) Sony, (4) Daewoo, and (5) Hitachi. Only some of very few are produced within the country and some are imported from the abroad. These Alternative brands are available in the most of the markets of the country. Consumers response, reactions, and attitudes in relation to the brand of These high involvement product like TV (Television) and their purchasing Pattern of the same are studies and then whether or not they are brand-Loyal is fount out.

In short, this study focuses mainly of finding out the effect of brand loyalty of Nepalese consumer in TV purchasing decision with reference to Birganj Sub Metropolitan. Even TV is a high involvement product but if brand loyalty takes place then how it can't be measured, how their impact can't be measured in compared to the low-involvement product. Some researcher has researched only low-involvement products that are taken for the study and only loyalty exists. But it is a very old and ancient approach that the researcher stated.

1.3. Statement of the problem

Nepal is an agricultural country, which is gradually shifting from the Agriculture to industrial sector for sustaining its economic life. Past Experience of the country has signaled that it cannot bring only Significance positive change in its economy depending solely on Agriculture. As a result industrial activities are gradually interesting in the country. The number of industrial establishment has significantly

Increased in the country and still in on increasing trend. This development in the industrial sector has provided varieties of different types of Products i.e. different brands of even a single product to the Nepalese Consumers.

The number of products being imported from the other countries in also Large besides the products produced in the country. Development in Transportation and communication different types of scientific Inventions, development in political understandings, etc have made the World narrower. Narrow in the sense that physical distances, geographical Boundaries, and political boundaries cannot more prevent one from Market. Today one can use the products produced at any corner of the World sitting at once is own home or town.

Production is the prime activity of each and every industry and successful Marketing of the product in the ultimate goal. Industries in Nepal are producing different types of product and persistently purchasing that Ultimate goal successful marketing of the product.

All of the products today have got brand. That is to say, brand is prominent features or almost all products. In the modern business, world Brand has become so strong that hardly anything goes unbranded. Today Most of products are bought by brand rather than by inspection, consumer Demand branded product in the market. Every manufacturer wants and Tries his

best to make the consumer loyal to the brand of his/her products. Nepalese market is still unseen in spite of different brands in the market, Do the consumer stick up to any particular brand. So the basic problems are of this study into measured brand loyalty of Nepalese consumer while purchasing TV. Within this problem area, various aspects of brand loyalty such as percentage of brand loyal

Consumers, correlates of brand loyalty, degree of loyalty in different Products categories, brand-switching behavior etc will be studied.

1.4 Objectives of the study

The main objectives of this study are to find out the effects of brand Loyalty of Nepalese consumer in the television purchasing decision. However, the specific objectives are as follows:

-) To identify the brand loyalty of educated family
-) To identify the brand loyalty of official and business family.
-) To identify the brand loyalty of lower educated family.

1.5 Limitation of the study

The purpose of this study is to experience and probe into the selected Subject of study as the partial requirement of master's degree in Business Studies (M.B.S.).

In order to narrow the study, I have chosen to focus on the effect of brand Loyalty of Nepalese consumers in the purchasing decision.

The study has following limitation:

- i) This study is limited only on the Nepalese consumers.

- ii) This study is limited only on the TV purchasing decision in the new road of Birganj Sub Metropolitan.
- iii) This study is limited to a survey interview of respondents whether they are affected by the brand loyalty or not while in TV purchasing decision.
- iv) The study is based on sample size and will be taken 120 samples and used to select the respondents for the purposes of interview and questionnaire in the comparison to the population of the study.
- v) The products selected for this study are television (i.e., Samsung, Sony, Daewoo and Hitachi). Therefore, except these five Products the findings of the study will not necessarily be applicable to other products.

1.6 Significances of the study

Knowledge of brand loyalty helps understanding consumer attitude toward the brand and this understanding in turn sheds light on different aspects such as effectiveness of branding policy, advertisement policy, consumer response to the price and quality of the product and consumers perception of the total image of the manufacturer.

Brand loyalty is one-way of segmenting a market. If the consumers are identified as loyal and non-loyal, market may accordingly be segmented as loyal consumer market and non-loyal consumer market. Brand loyalty Gives sellers or markets protection from competition and greater control in planning marketing mix.

Having been the first and foremost study on the effect of brand loyalty of Nepalese consumer in television purchasing decision in the Birganj Sub Metropolitan. This study is, therefore, an important study. This study will, of Course, be a valuable guideline to the industrialists, manufacturers or Marketers of the country. Similarly, it would be valuable references to the

scholars or researchers who are interested in conducting further Researches on the effect of brand loyalty of Nepalese consumer in TV Purchasing decision with reference to Birganj Sub Metropolitan.

1.7 Research questions

The following research questions are formulated for this study:

- a) What is the effect of brand loyalty of Nepalese consumer in the TV purchasing decision?
- b) Are the Nepalese consumer brand-loyal on the TV purchasing decision?
- c) What are the correlates of brand loyal in TV purchasing?

The questions are answered by the appropriate analysis of the data Collected for this study.

1.8 Organization of the study

This thesis is divided into five chapters. The first chapter provides introduction chapter, general introduction, focus of the study, statements of the problem, objectives of the study, significances of the study, research question and organization of the study.

The second chapter provides review of the literature related with the Subject of the study.

The third chapter discusses the research methodology comprises research Design, source of data, population, sampling data collection produce, data Processing and analysis, research questions and limitation of the study.

The fourth chapter presents the main body of the study analysis and Presentation of data. The data and information collected from the

Consumers are presented, analyzed and interpreted in this chapter for Attaining the stated objectives of the study.

The fifth chapter or the last chapter provides summary, conclusion and Recommendation of the study.

An extensive bibliography of and an appendix are also included at the End.

CHAPTER TWO

Review of literature

2.1 General Review

Study of consumer behavior has been prevailed as an effective measured helping to develop the successful marketing strategy. The consumer and the society have been the center point around which all the marketing Activities resolved. The various advantages made in marketing have established the consumers as the sovereign power in the marketing world. So, in order to be successful, products must be produced according to the Need and demand of the consumers and interest of the society. In the Modern business world, understanding of consumer choices purchasing Decision making process, brand preference factors affecting decision Making process, understanding of consumer behavior in the most necessary to become a successful marketer.

Brand loyalty is a temporal aspect of a consumer behavior. (James F.Engel. 1982: 598). Brand loyalty analyze whether or not a consumer is Loyal to a specific brand or set of a brand in a certain time period study on Brand loyalty began when researcher on consumer behavior became Popular around the later 50's and 60's. Most of the products today are sold by brands in the developed countries like U.S.A. Germany, U.K., Japan. Even the vegetable products are sold by brand. Today no one denies Indispensability of understanding brand loyalty behavior for successful Marketing of the products. This growing need and importance of Behavioral study of consumer gave birth to brand loyalty as a separate Subject of study.

Brand loyalty, though may seem simple at a glance, it is not a simple concept. Schiffman and Kanuk say, "Just as there are different approaches to the definitions and measurement of information processing, so that there is different view as the definition of the brand loyalty." (Leion G. Schiffman,1990: 258) Different scholars, experts, behavioral scientists and researchers have defined brand loyalty in different ways and have Utilized different approaches and criteria to measure-brand loyalty. Some have defined brand loyalty in terms of consumer behavior; some have Defined in terms of the both consumer behavior and consumer attitude.

Now, many researches on brand the loyalty have been carried out. But, as stated above, they are not based on the same definition nor they have employed the same approaches or criteria to measure brand loyalty. Different researchers are based on different definitions and have used Different measures of brand loyalty. Therefore, it seems very much necessary to pay particular attention on definition of the term and approached to measurement while reviewing the researches.

One of the earliest studies defined brand loyalty according to the Sequence of purchasing a specific brand. (James F. Engel and Roger D.Blackwell, p. 566). The key insight of this definition is that the Purchasing pattern of a specific brand determines loyalty to the brand.

This definition classifies brand loyalty in four categories:

(1) Undivided loyalty (2) Divided loyalty (3) Unstable loyalty and (4) No loyalty. For example, if A,B,C,D,E,F,G are various brands in a particular product category, the consumer of the product could be classified as having the following types of loyalty: (1) Undivided loyalty. If the purchase sequence is AAAAAA, (2) Divided loyalty if the purchase Sequence is AB,

AB, AB, (3) Unstable loyalty if the purchase sequence is AAAABBB, and (4) No loyalty of the purchase sequence in ABCDEF.

Thus, it is obvious that according to this definition brand choice sequence in the criteria that measures brand loyalty.

2.2 Brand Choice

In the brand choice, there are many product categories that are represented by numerous brands. To cope with this multiplicity of relatively similar brands consumer do attempt to simplify their decision making by categorizing the available brands in the evoked set. Evoked Set is defined as the set of product that the buyer actually considered when making a special brand choice. All the brands in evoked set are evaluated positively and the consumer makes a purchase choice his Evoked set. (Chem L. Narayan et.al. 1975: 715)

2.2.1. Brand choice sequences

The first study of brand loyalty was published by George Brown in 1952 AD. The study was conducted on a panel of 120 households. Survey was conducted on the household's purchases of frequently purchased high Involvement products like television (TV). Household making five or more purchase was placed on one of the four brands. Loyalty categories Depending on the sequences of brand purchase using the definition of Brand choice sequences, Brown noted that percentage of households demonstrating some degree of loyalty varied product involved. He also Noted that the percentage of household which were undivided percent across products. (George Brown, P.566)

2.2.2. Proportion of purchase

Expressing loyalty as some percentage of purchases in popular way of Defining brand loyalty behavior. Ros Cunningham (1956 A.D.) defined Brand loyalty according to the proportion of purchases that in household devoted to the brand it purchase most frequently. Cunningham conducted his study on a sample of 66 families using histories of six Common grocery products and head able tablet. He found out that in each Product category more than 50percent of these families concentrated at Least 43 percent of their purchase on the brand most often bought. His Results showed certain amount of brand concentration in the family purchase.

2.2.3. Repeat purchase probabilities

Many recent researchers on brand loyalty have used the repeat purchase Probabilities of brand as measured of brand loyalty. The probability are Ranging form Zero to one was used to determine its degree of loyalty Based on the repeat purchase probabilities.

2.2.4. Brand preference over time

Brand loyalty has also been defined as preference statement over time Rather than actual purchase or brands. Lester Tuest, in 1941 AD asked 513 students to indicate the brands. They preferred in 16 products categories in 1953 AD. He obtained brand preference for the same 16 products categories for 165 members of the original sample. The percentage or respondents whose past and present preferences matched was above 30percent. (Laster Guest, 1999:260)

2.3. Brand Switching

Brand switching of consumer is a major worry for all marketers. Consumers switch brands due to many reasons. Dissatisfaction, boredom, new innovations and sales promotional offers promote brand-switching Behavior of the consumers. It means consumers habit of constantly shifting from one brand to another. In this sense, it is opposite to brand Loyalty, a brand loyalty consumer is stuck up to specific brand or a set of Brands. The buyer who is habitual to brand switching is loyal to no brand.

Understanding of why, consumers are involved in brand switching Behavior is very important for compete marketing understanding of brand Loyal behavior. That is why consumers witch brand explains to a great Extent, why consumers are not brand loyal. There are many causes of occurrence of brand switching behavior.

It is not unusual to switch brands simply because of variety seeking. Consumers witch brand because they are dissatisfied with a product, because they are more concerned with price that with brand names. A Consumers having been loyal to a brand for a long time may switch to other band because of being dissatisfied or being bored with the brand he has been using for long time. Similarly, if the consumer is more conscious that the brand then even a slight price-cut in the competitive Brands may make him move toward those brands may make him move towards those brands.

But the research studies on brand switching reveals that brand switching is not very much stronger as it is generally though in after words. Brand Switching is not very much threatening to manufacturer of recent study on Consumer purchases habits reported that brands with larger market shares have proportionately larger group of loyal buyers.(S.P. Raj, P.260)

It follows that intra-personal factor such as dissatisfaction, boredom, Price consciousness and aspiration for testing new brand causes brand Switch. Similarly, also some external factors like special price deals, Coupons, free sample and comparative advertisement many causes of Brand switch. But what the researches showed in that, "such a brand Switch cannot be converted into brand loyalty." (Ibid, P.26). The Consumers do not keep of sticking up to the brand, which they are switched to. Together with the end of such specials deals as a price cuts, free sample, coupons, etc, consumers return back to their previous brands.

2.4. Brand loyalty correlates

Brand loyalty correlates mean the various factors that are related or Associated with differential degree of brand loyalty. Brand loyalty Correlates explain why brand loyalty varies across products and Consumers. Many researches have been conducted to fine out such Correlated of brand loyalty. Engel and Blackwell after analyzing the Findings of around 34 researches conducted by various scholars and Experts have made the following conclusions.

- a) There is limited evidence that the loyalty behavior of an informal group leader affects the behavior of other group members.
- b) When extended definitions of brand loyalty are used, some socioeconomic, demographic, and psychological variables are related to brand loyalty. However, those relationships tend to be products specific rather than ubiquitous across product categories.
- c) Socioeconomic, demographic, and psychological variables generally do not distinguish brand-loyal consumers from other consumers when traditional definitions of brand loyalty are used.

- d) Market-structures variables, including the extensiveness of distribution and the market share of the leading brand exert a positive influence on brand loyalty.
- e) There is limited evidence that perceived risk is positively related to brand loyalty.
- f) Store loyalty is commonly associated with brand loyalty.
- g) There is some evidence that brand loyalty is inversely related to the number of stores shopped.
- h) The relationship between amount purchased and brand loyalty is uncertain because of contradictory findings.
- i) The relationship between inter purchase time and brand loyalty is uncertain due to contradictory findings.
- j) The effect of the number of alternative brands, special deals, and price activity are uncertain due to contradictory findings. (Engel and Blackwell, PP. 577-78)

Thus, what it comes out from the conclusion made by Engel and Blackwell is that even though the researches have found out some factors such as socio-economy, demography, store loyalty, number of stores shopped, market share of leading brand as the correlates of brand loyalty, yet their (researches) findings are contradictory concerning to other factors such as amount purchased, inter-purchased to time, number of alternative brands etc. it seems that the researches have not yet been reached to any concrete result about what are correlates and non-correlated of brand loyalty.

It is necessary to develop the most scientific and widely accepted research instrument to find out what are correlated and non-correlates of brand loyalty. Brand loyalty is a wider-concept. What factors are correlated with it is a serious question? There may be hundred of factors having been

correlated to it. The main cause of the contradiction among Research findings is "absence of widely accepted research tradition" (Ibid,P.578). Say Engel and Blackwell. Researchers so far have used different Definition of brand loyalty. Some have used the traditional definitions which measures brand loyalty on the basis of the consumer purchases whereas others have used extended definitions of brand loyalty which Measure brand loyalty on the basis of the both consumer purchases and Consumer preferences. Due to the use of different definitions and Approaches the researchers, findings, concerning to brand loyalty Correlates have been resulted into confusion and contradiction. Hence, it is not only difficulty but also impossible to state exact what are the Correlated and non-correlates of brand loyalty.

Brand loyalty correlates are the important aspect of study on brand Loyalty. Brand loyalty correlates tell why brand loyalty varies across Products and consumers. Similarly, brand loyalty correlates identify the Characters of brand loyalty consumers and distinguish them from the non Loyalty ones. Thus, the brand loyalty correlates are of high importance for the markets. Therefore, there must not be any contradiction or Confusion about the correlates. Correlates must be define and stated precisely to the markets could use them as the efficacious guidelines for Making strategies. And, this can be better done by improving the Weakness of the past attempts and by developing the most scientific and widely accepted research tradition.

2.5. Brand loyalty models

2.5.1. Zero order models (Bernoulli Model)

This is the earliest model of band loyalty in this model, the consumer is assumed to have a constraint probability of purchasing the brand under

Study. The probability is determined from aggregate brand choice data and is assumed to be independent of all external influences, prior Purchases or consumer characteristics. (James F. Engel et.al.P.581)

This function is determined from aggregated brand choice between Brands A and B, where B is the composite of all other brands. This Model suggests that there is no feedback from past purchase events. The Response functions in free to change over time. It, however, suggests that Number of brands available at a store, especial price deals and out of Stock situation of the brand influence the probability function. This Show that of brand become available in more stores the probability of buying brand A is expected to increase for many consumers who Purchase brand A, all other factors remaining constant.

2.5.2. Dynamic Bernoulli Model

Ronal A. Howard has modified the original Bernoulli model where the probability (P) is allowed to vary between individuals and to change from one purchase situation to another for the same buyer. However, this Model also assumes a zero order process where the past purchase event has no effect on present and future purchase probabilities. This factor has made this model of limited use.

2.5.3. Probability diffusion model

The probability diffusion model proposed by David B. Montgomery is also a zero order model, which does not consider purchase events Feedback in this model. An individual's response probability in assumed to be non-satisfactory and different individuals may have different response Probabilities. This model is based on the following assumptions: (Harper W. Boyd et.al. P.67-70)

- i) The brand choice behavior is described as a dichotomous selection i.e. selection between two brands A and B.
- ii) Each respondent is assumed to have a number of hypothetical elements: some are associated with response A and the remainder with response B.

2.5.4. New Trier Model

The New Trier Model describes the brand choice behavior of a consumer purchasing a particular brand for the first time. This is also zero order Model developed by Aaker.

This model assumes that there is a trail after the initial purchase during which the probability of purchasing the brand for that family remains constant. After, a number of trail purchases, the consumer is Assumed to reach a decision which given a new probability of purchasing the brand. The probabilities of purchasing the new brand after the trail Period differ among individuals. Thus, this model is similar to probability Diffusion model in many respects and has limited use.

These models offered little insight into the dynamics of brand loyalty and have been abandoned in favor of more realistic model the market Model. (James F. Engel, P.583-584)

2.5.5. Markor's First Order Model

Markov model considers the influence of past purchases on the Probability of current purchases. Markor's first order model takes into Account the effect of last purchase on the current purchase. (Harper W. Boyd, P.59-63)

To illustrate, consider a product category with three brands A,B and C Based on the past purchase data of a sample of consumer, the Conditional

probabilities of moving from one state to another in any two Consecutive time period can be estimated as shown in the following Hypothetical table.

Last Purchase	Next Purchase			Total
	A	B	C	
A	0.7(70%)	0.1(10%)	0.2(20%)	1(100%)
B	0.3(30%)	0.6(60%)	0.0(20%)	1(100%)
C	0.4(40%)	0.1(10%)	0.5(50%)	1(100%)

The table can be interpreted as follows:

If a consumer purchases a brand A during a certain period, the during the Next period there is a 70% chance that he/she will buy brand A, 10% Chance for buying brand B and 20% chance of buying brand C. similar Probability or chances can be calculated for original buyers of brands, B And C.

On study measured brand loyalty in three different ways; brand market Share. The number of same brand purchase in a six months period and the average number of brands bought per buyer. Findings suggest that Consumer buys from a mix of brands within their acceptable range. Thus, The greater the number of acceptable brands in a specific product Category, the less likely loyal to one specific brand conversely; products Having few competitors, as well as those purchased with great frequency Are likely to have greater brand loyalty. A

2.6. Research on consumer behavior under Tribhuvan University Thesis

The T.U. has completed some researches on consumer behavior. Similarly Researches and studies conducted by other institutions and Professional

cannot be ruled out as well. Four of the researches Conducted by the student of T.U. are reviewed below.

1) Mr. Yogesh pant had carried out a research title, "study on brand loyalty" in 1992. The major objectives of this study were to examine brand and to identify the correlates of brand loyalty, especially on low involvement products.

2) Mr. Jagat timilsina had conducted research, "A study on buyer behavior" in 1999. The study basically concentrated to find out brand patterns and purchase, freedom of clothing apparels.

3) Shree Basta Ghimire, "A study on branding policy of durable consumer goods." Through his study in basically related with brand policy. He found that brand loyalty if the Nepalese Consumers to be moderate in the finding of his study he states 34% Consumers were found highly loyal. His finding relating to brand Loyal seems to confusing. According to his findings, brand loyalty is differentiates from the consumer behavior like sticking to a Particular brand and waiting for the favorite brand. As a matter of Fact, brand loyalty itself is an outcome of both sticking up to Particular brand and intention to wait for that in case of Unavailability along with positive attitude towards the same brand.

4) Damodar Nepal, "A Study on brand loyalty of the Nepalese consumers". Through his study is basically related with branding which is necessary for the product benefits, quality, of the product. Localization of the product, effective advertisement in right time. Brand loyalty is absolutely a great asset of company for the Achievement of brand loyalty of the marketing strategy of the Company in to product price; place and promotion should be sound and well fitted. Brand loyalty is positively initiated with Consumers' income. Brand loyalty consumers are least

influenced by special deals like discounts, free coupons, prize activities and Advertisement.

So far reviewing the above researches conducted by the Tribhuvan University in constantly going to add on extra milestone in Nepalese consumer research activities. This study is an attempt to reveal the brand loyalty of the Nepalese consumer.

CHPATER THREE

Research Methodology

Consumers are the sovereign power of the modern marketing world. Industrial activities are gradually increasing in Nepal. The products Manufacturer wants to sell but the ones that consumers want to buy. Every successful product in the modern marketing world is an Embodiment of the consumer's needs, wants, prestige, preference, Satisfaction, aspiration and mental horizon. Therefore, understanding the Consumer's needs, wants, satisfaction, preference, aspiration and mental Horizon or understanding the consumer in total is the secret of success today. Most of manufacturers of marketers or sellers are spending a good deal of money for the promotion of their brands. That is to say,

Promotional activities are also increasing fast in the country. All these show that markets in Nepal is growing fast and entering into an era of cutthroat competition.

Knowledge of brand loyalty market is easier to understand the consumer Brand loyalty exposes the consumer's preference, attitudes and purchasing Pattern relating to different brands of the products available in the market. These factors like preference, attitude, and purchasing pattern are to a Great extent, directly and indirectly related with the consumer's Satisfaction, social status, earning, aspiration and ambition.

Research methodology is a way to systematically solve the researches Problem. It facilitates the researches work and provides reliability and Validity. In other words, it is systematic product of knowledge. C.K. Kothari defined research as a scientific of systematic research for pertinent information on a specific topic. (Kothari, 1998:1) Redman and Moray define research as a systematized effort to gain new knowledge.

(Redman and Moray, 1923:10) This passage discusses the procedure employed in the study including data collection and analysis. Further, it deals with variables used in the study, the necessary relevant data have been successfully collected from the consumer's personality purchasing pattern of different brands of the product like Television (TV). A research work should be much more effective, accurate and useful and it should follow scientific methods. The research methodology employed in the present study is described here as follows:

3.1. Research Design

This study is an exploratory in nature. This study mainly aims to find out the "effect of brand loyalty of Nepalese consumer in Television (TV) Purchasing decision" with reference to Birganj Sub Metropolitan. For the study, the survey research design is adopted for the study. The data and Information collected from the survey of the consumer are rearranged, Tabulated, analyzed and interpreted according to the need of the study for Attaining stated objectives. The Nepalese ultimate consumers are extensively survey so as to procure data and information about the Consumers, personality, purchasing pattern of the different brands of the Products selected for the study and their attitudes, response, and Reactions relating to the same brands.

3.2. Nature and sources of data

The data used in this study are primary in nature. These primary data Required for the study are collected from the Nepalese consumers of the

Products like Television selected for this study are the sources of data Used in the present study.

3.3. Population

All the Nepalese ultimate consumers of the products (TV), selected for this study (i.e. LG, Samsung, Sony, Daewoo, and Hitachi) are considered as the population of this study. Data on exact number of such consumers are not available.

3.4. Sampling

The above stated population of the study is very large. It is almost impossible to include the whole population in the study. So, out of this Population only 120 consumers are surveyed in other words, from the Whole population a sample of only 120 consumers are taken for this Study. The sampling method used for the study is judgmental (i.e.; non Random) sampling. Sampling in this study is very small size of the sample in comparison to the population. Even though the sample size is very small in comparison to the Population, sufficient efforts have been made to make the sample present The whole population included in the sample are, therefore, from the Different professionals, age, group, income groups, education groups, And equally of sex, male and female. In this survey, all respondent should be requested to give responsible to fill the questionnaire for the study.

3.5. Data collection procedure

A well-structured questionnaire is the main instrument used for collection of data required for this study. The questionnaire was most carefully

designed as well as pre-tested so that it could best serve the purpose of this study. The questionnaire contained multiple choice questions. 120 Questionnaire were distributed. All of them are collected. The Questionnaire were filled upon the researcher own presence, the response Became cent percent. Maximum attention has been given while filling up the questionnaire. The respondents were support by oral explanation or Inability to understand any content in the questionnaire.

3.6. Data processing and Analysis

All the questionnaires were distributed and collected by the researcher Himself so, there was not any delay in collection of the questionnaires, which were distributed to the consumers. Every questionnaire was thoroughly checked after the collection and was found correct in the style of filling. The same response of the collected questionnaires were put Into one place under the respective headings and the total responses were Presented in one master table with the help of the data of the master table, Necessary adjustments have been made for attaining the objectives of the Study.

All the analysis is made on the basis of the data as presented in the master Table. Data is analyzed both descriptively and statistically. For Statistically analysis, required tools such as simple mean, weight mean, Ration, and percentage are adopted.

CHAPTER FOUR

Data Presentation and Analysis

This chapter incorporates data presentation and analysis. The data and Information collected from the consumers are presented, analyzed and Interpreted in this chapter for attaining the stated objectives of the study. What is found after the analysis and interpretation is given at the end of this chapter.

4.1. Presentation and analysis

The data and information collected from the consumers are presented, Interpreted analyzed according to the research questions, formulated for this study. Research questions formulated for the study have been answered by means of the very analysis and interpretation. Therefore, each research question is reviewed first before the collected data are presented interpreted and analyzed to get the answer of the question.

4.1.1 Research question No.1

The first research question formulated for this study is "What is the Effect of brand loyalty or Nepalese consumer in the TV purchasing Decision". Many questions were asked to the consumers to get the answer of this consumer's responses to these various questions are presented and analyzed below.

The consumers surveyed for this study were given two scales: one to Measures the importance of brand in consumer durable goods and the other to measure the same in consumer non durable goods. Each scale included five points from 1 to 5. 1 was given from minimum and 5 was maximum. Consumers were asked to tick on the point they think correct or

appropriate. Different consumers ticked on different points from 1 to 5. We have calculated weighted means of consumers responses concerning to the importance of brand in both types of consumer goods Durable and non durable.

Table No.1
Importance of Brand

Types of goods	Weighted means of important Points
Consumers durable goods	2.78
Consumers nondurable goods	2.53

Source: Direct Field Survey, 2008

Table No.1 reveals that the consumers have given on average 2.78 points for the consumers durable goods and 2.53 for the nondurable goods. According to the scale given to the consumers with points approach near To the maximum importance points. Thus, it seems that brand has highly Importance for the Nepalese consumers and the importance of study on The "Effect of brand loyalty of Nepalese consumer in the Television Purchasing decision".

Table No 2
Use of Brand in purchasing products

S.N.	Name of Products	Means of Purchase	No. of Respondents				Total	
			Male	%	Female	%	No.	%
1.	LG TV	By Brand	40	57.14	25	50	65	54.17
		By Inspection	30	42.85	25	50	55	45.83
		Total	70	100	50	100	120	100

2.	Samsung TV	By Brand	30	37.5	25	62.5	55	45.83
		By Inspection	50	62.5	15	37.5	65	54.17
		Total	80	100	40	100	120	100
3.	Sony TV	By Brand	35	46.77	35	77.78	70	58.33
		By Inspection	40	53.33	10	22	50	41.66
		Total	75	100	45	100	120	100
4.	Daewoo TV	By Brand	25	33.33	20	44.44	45	37.5
		By Inspection	50	66.97	25	55.55	75	62.5
		Total	75	100	45	100	120	100
5.	Hitachi TV	By Brand	15	23.08	25	45.45	40	33.33
		By Inspection	50	76.92	30	54.54	80	66.77
		Total	65	100	55	100	120	100

Source: Direct Field Survey,2008

The table No.2 shows how the Nepalese consumers buy the product like Television. In the case of LG Television, 54.17% buys it by brand, Whereas 46% buy it by inspection. In the case of Samsung TV, 45.5% buy it by brand whereas 54.17% buy it by inspection. In case of Sony TV, 58.33% buy it by brand whereas 41.66% buy it by inspection. In Case of Daiwoo 37.5% buy it by brand whereas 62.5 buy it by Inspection. Similarly 33.33% buy it by brand whereas 66.77% buy it by inspection.

Hence, it can be said that majority of the Nepalese consumers buy Television by inspection rather than by brand buy in the case of LG and Sony Television some consumers are being brand loyalty that other Brand of television because by the research, it is appeared that the consumer's attitude are more brand loyalty toward the LG and Sony Television. There one must note be confused in the term "by brand and by Inspection".

Buying by brand means buying a product by a name sign, Symbol, term, good designing, good function or a combination of them Which the producer of seller gives to it to differentiate it from the Products of the their producers or sellers. On the other hand, buying by Inspection means buying a product by examination or observation. For Example, if a consumer, who wants to buy soap, goes to a shop or store and ask the shopkeeper to give him a lilil or lux shop or a lifeboy, then it is called buying by brand. But if the same consumer goes to the store and ask the shopkeeper to give him a soap and does not specify which soap He wants to buy, then it is called buying by inspection.

Buying by brand is directly selected with brand awareness. A consumers Who always buy by a brand in supposed to have knowledge of different Alternatives brand available in the market and the difference between the Brand uses or buys and other alternatives brands available in the market. Moreover, the consumers were also asked to make the alternative brands of the mentioned products available in the market. Majority of the Consumers named almost all brand, which are really available in the Market.

The difference in consumer durable goods and nondurable goods, the High importance of brand show the consumers storing interest to knowing Brand of the products they use.

To be more specific about the brand awareness of the Nepalese consumer, We has asked them whether they buy the products selected for his study by brand or by inspection. Their responses to this question are depicted in the following.

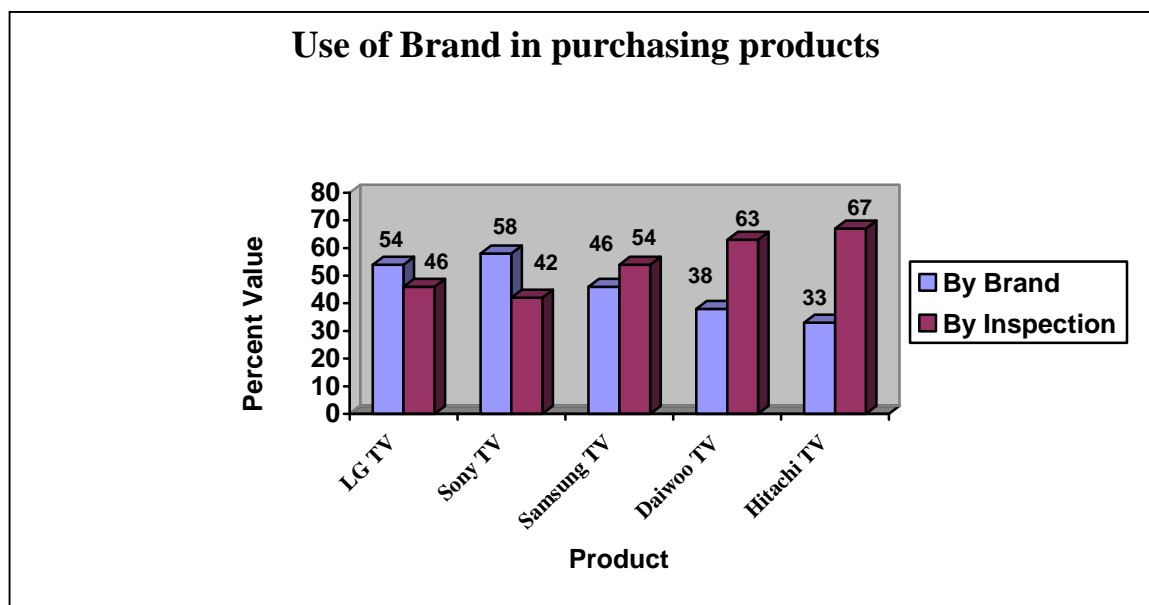


Figure No. 1

Table No.3

Most Favorite Brand

S.N.	Most Favorite	No. of Respondents				Total	
		Male	%	Female	%	No.	%
1.	LG TV	22	34.92	18	31.57	40	33.33
2.	Samsung TV	16	25.39	14	24.56	30	25
3.	Sony TV	12	19.04	10	17.54	22	18.33
4.	Daiwoo	10	15.87	8	14.03	18	15
5.	Hitachi	3	4.76	7	12.28	10	8.33
		63	100	57	100	120	100

Source: Direct Field Survey,2008

The above Table No. 3 shows that majority of the consumer falls in the purchase television which most favorite brand is LG Television. The Number of consumers falling in this group is 40 (i.e. 33.33%), 25% consumer falling in the purchase television group which has the brand Samsung Television. 18.33% falling the purchase television, which has the

brand Sony television. 15% falling the purchase television, which has the brand Daiwoo. Similarly, 8.33% of the consumers falling the Purchase of the television which brand has Hitachi Television.

Hence, 33.33% and 255 consumers falling in the purchase television of LG and Samsung in the most favorite brand from the loyalty of View.

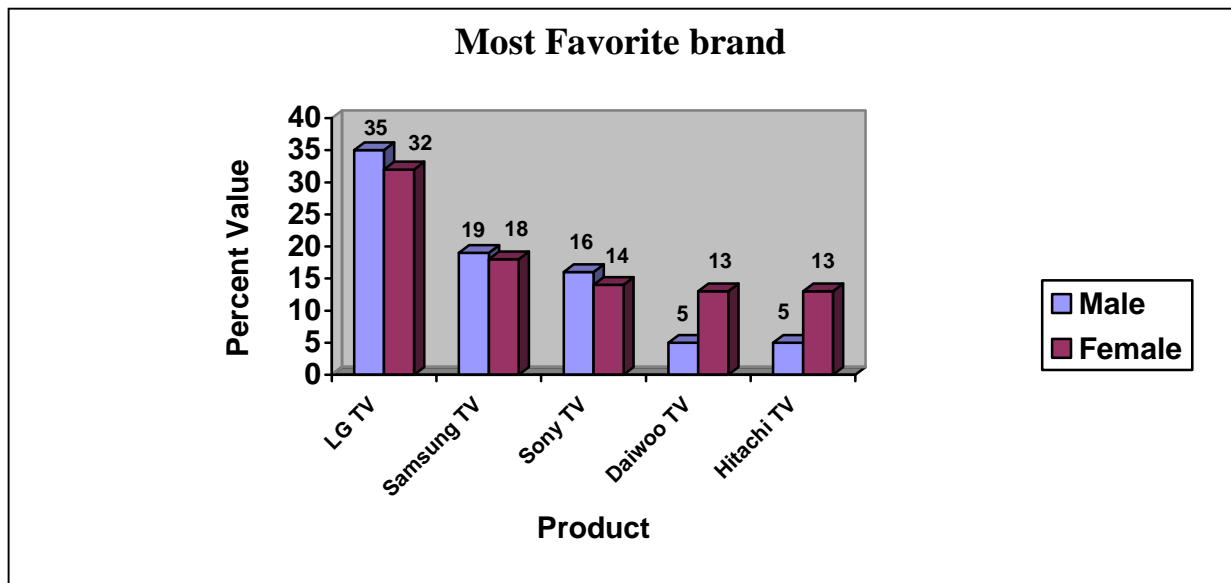


Figure No. 2

4.1.2. Research questions No.2

Brand loyalty of Nepalese consumer

As a matter of fact, the present study is conducted mainly to answer the Question. Therefore, a goods deal of efforts has been made to get the Answer of these questions.

There are many approaches to the measurement of brand loyalty; we have adopted preference approach in this study. We have measured brand Loyalty on the basic or their purchasing patterns and preference order Reality to the different brand of TV. We have selected five brands of television for this study. Consumers were asked to name the brands they

bought it and similarly, to find out the preferred brand they were asked to Name their most favorite brands of television of all available in the Market.

Table No. 4
Purchasing TV in the life

S.N	Name of the products	Purchasing Time / Period	No.of Respondents	Total %
1.	LG TV	Sometimes & Rarely	35	29.17
2.	Samsung TV	Sometimes & Rarely	33	27.5
3.	Sony TV	Sometimes & Rarely	25	20.83
4.	Daiwoo TV	Rarely	19	15.83
5.	Hitachi TV	Rarely	8	6.67
			120	100

Source: Direct Field Survey,2008

The above table shows that the consumers are purchasing television only sometimes and rarely because the table shows that among the five brand Of television, 29.17% of the respondents are purchasing LG Television Sometimes and rarely. Similarly, 27.5% of the respondents are purchasing Samsung sometimes and rarely. 20.83% of the respondents purchasing Sony television sometimes and rarely. But in the rand of television Daiwoo, 15.85% of the respondents are purchasing only rarely and 6.67% of the respondents purchasing also rarely.

Hence the consumers are purchasing the favorite brand of television sometimes and rarely whereas non-branded respondents are purchasing

only rarely. Therefore television is a high financial and high social risk and it takes more money and time by purchasing television because it is a High involvement product. That is why the respondents are in the habit of buying the television rarely and sometimes according to their demand, Desires and social status in the society.

Table No.5
Factors affecting while purchasing TV

Name of products	Factors	No. of brand loyal respondents		No. of brand non loyal respondents		Total	
		No.	%	No.	%	No.	%
LG TV	Price	30	27.77	6	50	36	30
	Advertising	31	28.70	1	8.33	32	26.66
	A New Brand	25	23.14	2	16.66	27	22.50
	None	22	33.14	3	25	25	20.83
	Total	108	100	12	100	120	100
Samsung TV	Price	20	19.04	5	33.33	25	20.83
	Advertising	30	28.57	2	6.66	32	26.66
	A New Brand	30	28.57	6	40	36	30
	None	25	23.80	2	6.66	27	22.50
	Total	105	100	15	100	120	100
Sony TV	Price	31	28.18	4	40	35	29.16
	Advertising	32	9.09	1	10	33	27.50
	A New Brand	41	37.27	3	30	44	36.66
	None	6	5.45	2	20	8	6.66
	Total	110	100	10	100	120	100

Daiwoo TV	Price	32	29.35	1	9.09	33	27.50
	Advertising	30	27.52	5	45.45	35	29.16
	A New Brand	40	36.69	4	36.36	44	36.66
	None	7	6.02	1	9.09	8	6.66
	Total	109	100	11	100	120	100
Hitachi TV	Price	20	18.69	5	38.46	25	20.83
	Advertising	40	37.38	2	15.38	42	35
	A New Brand	45	42.05	5	38.46	50	4.66
	None	2	1.86	1	7.69	3	2.50
	Total	107	100	13	100	120	100

Source: Direct Field Survey, 2008

The data presented in the table No. 5 above is the consumer's response to the questions that which one of the following factors made your purchase the television. The factors provided with the questions are

- i) Price, i.e., price rise or price-cut in one brand in the comparison to other,
- ii) Strong advertisement campaign or other brand,
- iii) A new brand to purchase new brand and
- iv) None of these.

The consumers while purchasing television, the above factors are affecting in which price in the LG television, 30% of the total respondents are affected by the price while purchasing LG television. In the Second term, 26.66% of the total respondents are affected by the advertising while purchasing it and 22.5% are affected by a new brand. And 20.83% are affected while purchasing LG television. In the case of Samsung television, 20.83% of the total respondents are affected by the price, 26.66% are affected by advertising, 30% are affected by a new brand and 22.5% are affected by none of the total respondents.

In the case of Sony television, a new brand having 36.66% affects highest while purchasing it where as 29.16% and 27.5% of price and advertising affect least the consumers in the compare of a new brand. In the case of Daiwoo television, 36.66% of a new brand is the highest factor affecting while purchasing and advertising and price are 29.16% and 27.5% , which affect the consumers least in the compare of a new brand. Similarly, in the case of Hitachi brand of television, 41.66% of a new brand mostly affects the consumer while purchasing Hitachi television while adverting (35%) and price (20.83%) affect least in the compare of a new brand.

Hence, the television purchasing decision, consumers who are affected by a new brand more than other factors like advertising, price and others.

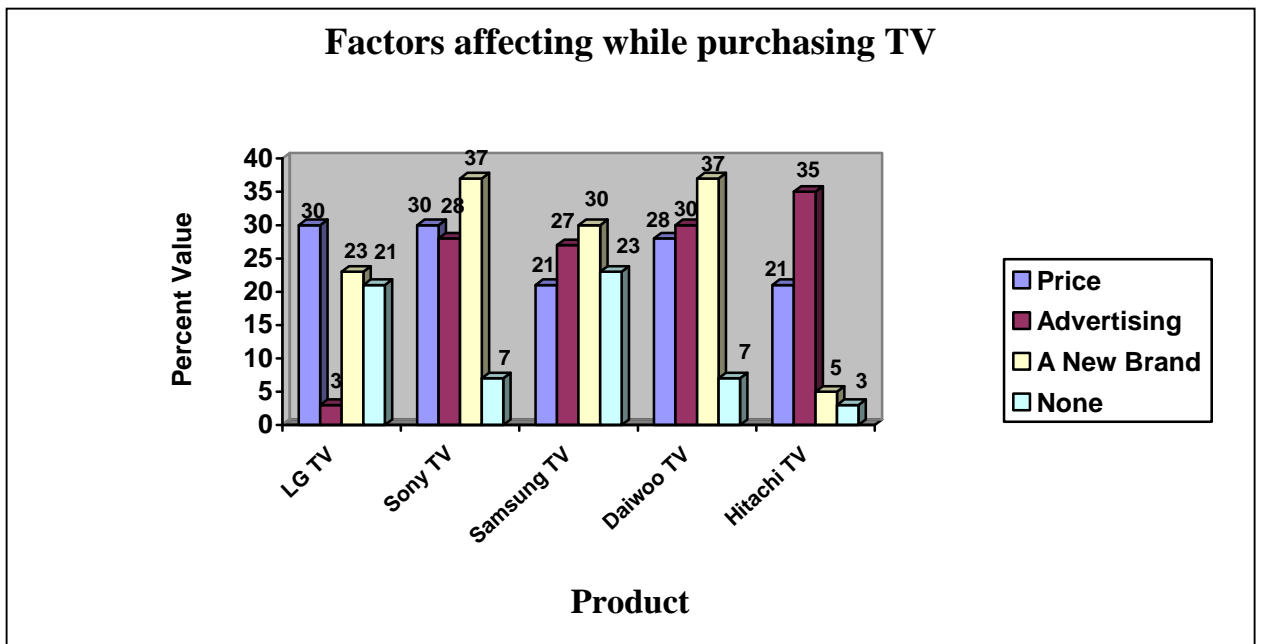


Figure No. 3

Table No. 6
Degree of Loyalty

Name of products	What do you do if Your favorite brand is not available?	No. of brand loyal respondents				Total	
		Male	%	Female	%	No.	%
LG TV	Wait for the favorite one	25	44.64	35	34.68	60	50
	Buy the alternative	16	28.57	14	21.87	30	25
	Does not buy	15	26.78	15	23.43	30	25
	Total	56	100	64	100	120	100
Samsung TV	Wait for the favorite one	30	46.15	30	54.54	60	50
	Buy the alternative	20	30.75	15	27.27	35	29.17
	Does not buy	15	23.07	10	18.18	25	20.83
	Total	65	100	55	100	120	100
Sony TV	Wait for the favorite one	25	45.45	25	38.46	50	41.67
	Buy the alternative	15	27.27	30	46.15	45	37.5
	Does not buy	15	27.27	10	15.38	25	20.83
	Total	56	100	64	100	120	100
Daiwoo TV	Wait for the favorite one	15	23.07	20	36.36	35	29.17
	Buy the alternative	30	46.15	15	27.27	45	37.5
	Does not buy	20	30.76	20	36.36	40	33.33
	Total	65	100	55	100	120	100
Hitachi TV	Wait for the favorite one	18	24.65	20	42.55	38	31.67
	Buy the alternative	30	4.09	15	31.91	45	37.5
	Does not buy	25	34.24	12	25.53	37	30.83
	Total	73	100	47	100	120	100

Source: Direct Field Survey, 2008

The above table reveals that what do the respondents who were found brand loyal according to the preference, purchase approach to when their favorite brand or the brand which they are loyal to is not available in the market, 50%, 50%, 41.67%, 29.17%, and 31.67% respondents respectively

in the LG , Samsung, Sony, Daiwoo and Hitachi television, said that they would wait for the favorite brand.

The term "wait for favorite" and "buy the alternative" the product selected for the study are of such nature that they are repeatedly purchased. So, waiting for favorite does not mean stopping the use of product forever or waiting for very long time . "Wait for favorite" in used here in the sense of waiting for the time period in which the consumer can avoid the use of product without any harm . On the other hand, if a consumer cannot wait in such a way and picks up whatever alternative are available , he is said to have bought alternatives . 25% , 29.17% , 37.5% , and 37.5% respondents of LG , Samsung , Sony , Daiwoo, and Hitachi television are said that they would buy the alternatives . Similarly, 25%, 20.835% , 20.835% , 33.33% and 30.83% respondents in LG , Samsung , Sony , Daiwoo and Hitachi television are said that they would not buy the favorite brand. Hence It is said that one the percentage basis , the respondents are showing their activities towards their favorite brand if not available in the market. The majority of the respondents are to be appeared that they wait for the favorite one rather that alternative or does not buy.

Degree of Loyalty

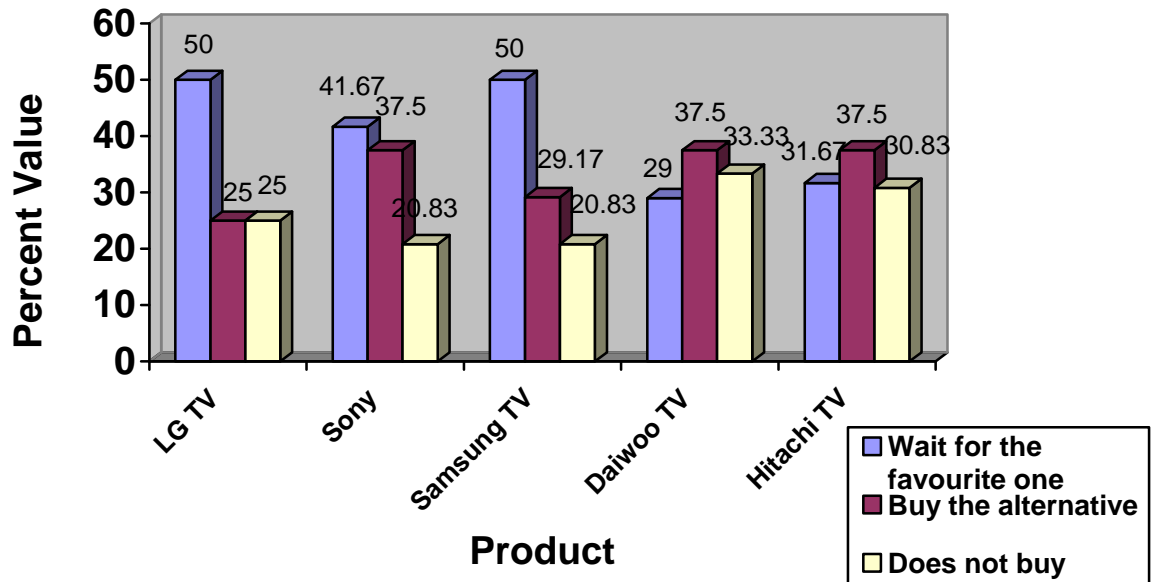


Figure No. 4

4.1.3 Research questions No. 3

The last question formulated for this study is “what are the correlates of brand loyalty?” Brand loyalty correlates are the factors associated with brand loyalty. These are factors that distinguished a brand loyal consumer from the non-loyal. It is very hard to state exact number of correlates. No research-conducted so far has been able to find out a definite number of correlates that are equally applicable to the all categories of product. The factors included are the consumer’s personality characteristics such as sex, age, and status, shopping patterns characteristics such as store, Loyalty market structure, characteristics such as special deals, seller’s influence and product display. Each of these factors is presented and analyzed in the following pages to find out whether it correlates with brand loyalty.

Table No. 7
Ability to judge brand

Name of Products	Ability to judge brand	No of respondents				Total	
		Male	%	Female	%	No.	%
LG TV	Very high	25	39.06	15	26.78	40	33.33
	High	15	23.43	20	35.71	35	29.17
	Moderate	14	21.87	11	19.64	25	20.83
	Low	10	15.62	10	17.85	20	16.67
	Total	64	100	56	100	120	100
Samsung TV	Very high	13	19.11	12	23.07	25	20.83
	High	10	14.70	10	19.23	20	16.67
	Moderate	20	29.41	20	38.46	40	33.33
	Low	25	36.76	10	19.23	35	29.17
	Total	68	100	52	100	120	100
Sony TV	Very high	20	32.25	15	25.86	35	29.17
	High	16	25.80	17	29.31	33	27.5
	Moderate	22	35.48	22	37.93	44	36.67
	Low	4	6.45	4	6.89	8	6.67
	Total	62	100	58	100	120	100
Daiwoo TV	Very high	18	28.57	15	26.31	33	27.5
	High	17	26.98	18	31.57	35	29.17
	Moderate	24	38.09	20	35.08	44	36.67
	Low	4	6.34	4	7.01	8	6.67
	Total	63	100	57	100	120	100
Hitachi TV	Very high	12	18.46	8	14.54	20	16.67
	High	20	30.76	20	36.36	40	33.33
	Moderate	25	38.46	20	36.36	45	37.5
	Low	8	12.30	7	12.72	15	12.5
	Total	65	100	55	100	120	100

Source: Direct Field Survey, 2008

The Table No. 7 shows that the respondents are decided their determination having ability to judge the brand before buying television. In case of LG television, 33.33% of the respondents are very high to their favourite brand where 29.17%, 20.83% and 16.67% are high, moderate and low respectively. Similarly, in the case of Samsung, 20.83% of respondents show very high, 16.67% show high, 33.33% shows moderate and 29.17% shows low towards the Samsung television. In case of Sony Television, 29.17%, 25.7%, 36.67% and 6.67% of the respondents show their confidence are very high, high, moderate and low respectively of the Daiwoo television. Similarly incase of Hitachi, 16.67% shows very high, 33.33% shows high, 37.5% shows moderate and 12.5% shows low of their brand. Hence the respondents show their confidence to judge the brands are very high, high, moderate and low. Therefore, the majority of the respondents show moderate to judge their ability to purchase the favorite brand of television.

Table No. 8
Brand before buying television

Name of Products	Decision	No of brand loyal respondents				Total	
		Male	%	Female	%	No.	%
LG TV	Yes	50	7.42	30	60	80	66.67
	No	20	28.57	20	40	40	33.33
	Total	70	100	50	100	120	100
Samsung TV	Yes	45	66.17	40	76.92	85	70.83
	No	23	19.16	12	23.07	35	29.16
	Total	68	100	52	100	120	100
Sony TV	Yes	35	58.33	35	58.33	70	58.33
	No	25	41.67	25	41.67	50	41.66

	Total	60	100	60	100	120	100
Daiwoo	Yes	25	40.67	25	41.67	50	41.66
TV	No	35	58.33	35	58.33	70	58.33
	Total	60	100	60	100	120	100
Hitachi	Yes	20	30.76	15	27.27	35	29.16
TV	No	45	69.23	40	72.72	85	70.83
	Total	65	100	55	100	120	100

Source: Direct Field Survey, 2008

The above Table shows that how the respondents are doing their activities before buying the television. The table shows that 66.67% of the respondents falling to 'Yes' and remaining 33.33% falling to 'No' respondents before buying LG television brand. Similarly, 70.83% shows positive or Yes and 29.16% shows No before buying Samsung television. 58.33% shows 'Yes' and 41.66% shows 'No' before buying Sony television, 41.6% shows 'Yes' and 58.33% shows 'No' before buying Daiwoo television. At last 29.16% shows 'Yes' and 70.83% shows 'No' before buying Hitachi television.

Hence in the case of LG, Samsung, and Sony television, the majority of the respondents are appeared 'Yes' before purchase the television branded. But remaining Daiwoo and Hitachi, the respondents are not interested to determined before purchasing the branded television.

Table No. 9

Different alternative brands of TV available in the market

Available of Brand	No. of brand loyal respondents	Percentage
Yes	110	91.67
No	10	8.33
Total	120	100

Source: Direct Field Survey, 2008

The above table shows that the majority of the respondents know very well about the different alternative or competing brands of a television. The table depicts that there are more than ninety percent of the respondents knew etc availability or brand or television in the market. Here 91.67% of the brand loyal respondents know the different brand of television in the market where as 8.33% of the respondents doesn't know the alternative brand of television in the market.

Table No. 10
Alternative brands of TV in the market

Name of the alternative Brand	No. of brand loyal respondents	Percentage
Konka	40	33.33
Changong	35	29.17
Sanyo	25	20.83
Panasonic	10	8.33
Philips	10	8.33
Total	120	100

Source: Direct Field Survey, 2008

The above table shows that the majority of the respondents know very well about the different alternative or competing brands of television product.

The table depicts that there is no consumers who does not know at least 2 alternative brands.

Knowing names of the alternatives brand though may seem simple, has many implications. It exhibits the consumer's response to the advertisement campaign launched by the different producers and seller. Similarly, it also

highlights the consumer' watchfulness in the changes taking place into market.

From the above table it follows that the respondents have knowledge about some other brands available in the market. Here, 33.33%, 29.17%. 20.83%, 8.33% and 8.33% know Konka, Changong, Sanyo, Panasonic and Philips television in the market. That is why the consumers know the alternative brands of television in the market and according to their need, they purchase the television.

Table No. 11
Favorite brand of TV

Products Name	Causes	No. of brand loyal respondents		No. of brand non loyal respondents		Total	
		No	%	No	%	No.	%
LG TV	Reasonable Price	15	25	15	25	30	25
	Good designing	15	25	15	25	30	25
	Good function	30	50	30	50	60	50
	Total	60	100	60	100	120	100
Samsung TV	Reasonable Price	30	44.11	30	57.69	60	50
	Good designing	18	26.47	12	23.07	30	25
	Good function	20	29.41	10	19.23	30	25
	Total	68	100	52	100	120	100
Sony TV	Reasonable Price	35	46.67	20	44.44	55	45.83
	Good designing	25	33.33	10	22.22	35	29.17
	Good function	15	20	15	33.33	30	25
	Total	75	100	45	100	120	100

Daewoo	Reasonable Price	15	20	15	33.33	30	25
TV	Good designing	20	26.67	10	22.22	30	25
	Good function	40	53.33	20	44.44	60	50
	Total	75	100	45	100	120	100
Hitachi	Reasonable Price	25	28.73	5	15.15	30	25
TV	Good designing	20	22.98	8	24.24	28	23.33
	Good function	42	48.27	20	60.60	62	51.67
	Total	87	100	33	100	120	100

Source: Direct Field Survey, 2008

The above table reveals that the total 120 respondents 25% have both selected the reasonable price and good designing while selecting the most favorite brand of LG television whereas 50% have selected the good function while purchasing most favorite brand of LG television. Similarly while the respondents selected the Samsung television, 50% have selected the reasonable price, 25% and 25% have selected good designing and good function respectively.

In the case of Sony television 45.80% have selected the reasonable price, 29.17% have selected good designing and 25% have selected good function.

In the case of Daiwoo television, 25% have selected reasonable price 25% have also selected good designing & 50% have selected good function. Similarly, 25% have selected reasonable price, 23.33% have selected good designing 51.67% have selected good function while purchasing the Hitachi television.

Hence by the tabulation of the primary data it is concluded that some respondents have selected the good function in their favorite brand while

others have selected good designing of reasonable price. Therefore the majorities of the respondents have selected either seasonal price or good function in their most favorite brand.

Table No. 12

Favorite brand of the other member of the family and brand loyalty

Name of the Product	Favorite brand of other member Of family	No. of loyal respondent	Percent
LG TV	i) Same of the one which respondent is loyal to	18	75
	ii) Differ from the one which respondents is loyal	6	25
	Total	24	100
Samsung	i) Same to the one which respondent is loyal to	15	48.38
	ii) Differ from the one which respondents is loyal	16	51.61
	Total	31	100
Sony	i) Same to the one which respondent is loyal to	20	83.33
	ii) Differ from the one which respondents is loyal	4	16.67
	Total	24	100
Daiwoo	i) Same to the one which respondent is loyal to	14	46.67
	ii) Differ from the one which respondents is loyal	16	53.33
	Total	30	100
Hitachi	i) Same to the one which respondent is loyal to	7	63.63

	ii) Differ from the one which respondents is loyal	4	36.36
	Total	11	100

Source: Direct Field Survey, 2008

The above table shows whether or not the brand to which the respondent is loyal is the same to that of the other member of his family. In the LG television the relation between the favorite brand of other members of the family and that of the respondents seems not very close that of the total brand loyal respondents, the favorite brand of the 75% in the same to the favorite brand of the other member of their family. On the other hand, in Samsung television, the percentage of the respondent whose favorite brand in similar or same to the percent of those whose favorite brand differ from the favorite brand of other member of their family. But in the Sony television, 83.33% of the respondents are loyal. In the Daewoo 53.33% of the respondents are differ from the one which respondents are loyal and in the Hitachi television, 63.63% of the respondents are one the favorite brand of the other member of their family.

Thus it can be said that the favorite brand of the other member of the family has no relationship with brand loyalty.

Table No. 13
Sex and Brand Loyalty

Member of the Product	Sex	No. of brand loyal respondents		No. of brand non loyal respondents		Total	
		No.	%	No.	%	No	%
LG TV	Male	8	66.67	8	66.67	16	66.67
	Female	4	33.33	4	33.33	8	33.33
	Total	12	100	12	100	24	100
Samsung	Male	7	46.67	8	50	15	48.38

TV	Female	8	53.33	8	50	16	51.61
	Total	15	100	16	100	31	100
Sony TV	Male	8	66.67	6	50	14	58.33
	Female	4	33.33	6	50	10	41.67
	Total	12	100	12	100	24	100
Daiwoo TV	Male	8	50	6	42.85	14	46.67
	Female	8	50	8	57.14	16	53.33
	Total	16	100	14	100	30	100
Hitachi TV	Male	3	42.85	2	50	5	45.45
	Female	4	57.14	2	50	6	54.54
	Total	7	100	4	100	11	100

Source: Direct Field Survey, 2008

So far as the sex is concerned, the table reveals that the percent of brand loyal make respondents is higher than the female in the LG television and Sony television. In the LG and Sony television, 66.67% and 58.33% found brand loyal of male against that of female. In the Samsung television, Daiwoo and Hitachi television, the percent of female respondents found brand loyal is 51.61%, 53.33% and 54.54% against the male respondents. Thus, it can be said that the male are more brand loyal than the female in the LG and Sony television. On the other hand, the female are more brands loyal than the male in the Samsung, Daiwoo and Hitachi television.

Table No. 14
Age and Brand loyalty

Name of Products	Age	No of brand loyal respondents		No of brand non loyal respondents		Total	
		No.	%	No.	%	No	%
LG TV	Below 25 years	15	25	15	25	30	25
	25 to 35 yrs	15	25	15	25	30	25
	36 and above	30	50	30	50	60	50
	Total	60	100	60	100	120	100
Samsung TV	Below 25 years	18	26.47	12	23.07	30	25
	25 to 35 yrs	20	29.41	10	19.23	30	25
	36 and above	30	44.11	30	57.69	60	50
	Total	68	100	52	100	120	100
Sony TV	Below 25 years	15	20	15	33.33	30	25
	25 to 35 yrs	25	33.33	10	22.22	35	29.17
	36 and above	35	46.67	20	44.44	55	45.83
	Total	75	100	45	100	120	100
Daiwoo TV	Below 25 years	15	20	15	33.33	30	25
	25 to 35 yrs	20	26.67	10	22.22	30	25
	36 and above	40	53.33	20	44.44	60	50
	Total	75	100	45	100	120	100
Hitachi TV	Below 25 years	20	22.98	8	24.24	28	23.33
	25 to 35 yrs	25	28.73	5	15.15	30	25
	36 and above	42	48.27	20	60.60	62	51.67
	Total	87	100	33	100	120	100

Source: Direct Field Survey, 2008

The Table No. 14 reveals that the percent of brand loyal respondents belonging to the age group 36 and above is externally high. Inspective of television brand out of the total respondents belonging to this age groups more than 45% are found brand loyal. In other words, at least 45% respondents belonging to this group are found brand loyal in all types of brand of television selected for this study.

Table No. 15
Income and Brand loyalty

Name of Products	Income group	No of brand loyal respondents		No of brand non loyal respondents		Total	
		No.	%	No.	%	No.	%
LG TV	Below Rs. 5000s	20	22.98	8	24.24	28	23.33
	Rs. 5000-10000	25	28.73	5	15.15	30	25
	10001 and above	42	48.27	20	60.60	62	51.67
	Total	87	100	33	100	120	100
Samsung TV	Below Rs. 5000s	15	20	15	33.33	30	25
	Rs. 5000-10000	20	26.67	10	22.22	30	25
	10001 and above	40	53.33	20	44.44	60	50
	Total	75	100	45	100	120	100
Daiwoo TV	Below Rs. 5000s	15	25	15	25	30	25
	Rs. 5000-10000	15	25	15	25	30	25
	10001 and above	30	50	30	50	60	50
	Total	60	100	60	100	120	100
Sony TV	Below Rs. 5000s	18	26.47	12	23.07	30	25
	Rs. 5000-10000	20	29.41	10	19.23	30	25
	10001 and above	30	44.11	30	57.69	60	50
	Total	68	100	52	100	120	100
Hitachi TV	Below Rs. 5000s	15	20	15	33.33	30	25
	Rs. 5000-10000	25	33.33	10	22.22	35	29.17
	10001 and above	35	46.67	20	44.44	55	45.83
	Total	75	100	45	100	120	100

Source: Direct Field Survey, 2008

The total number of respondents has been divided into 3 groups. The table No. 15 reveals the total number and percent of brand loyal and non loyal respondents belong to each of group in five types of brand of television. As it is clearly seen in the take, of the total respondents belonging to each group, the percent of brand loyal respondents is higher in the high-income groups than the low-income group in five brands of television.

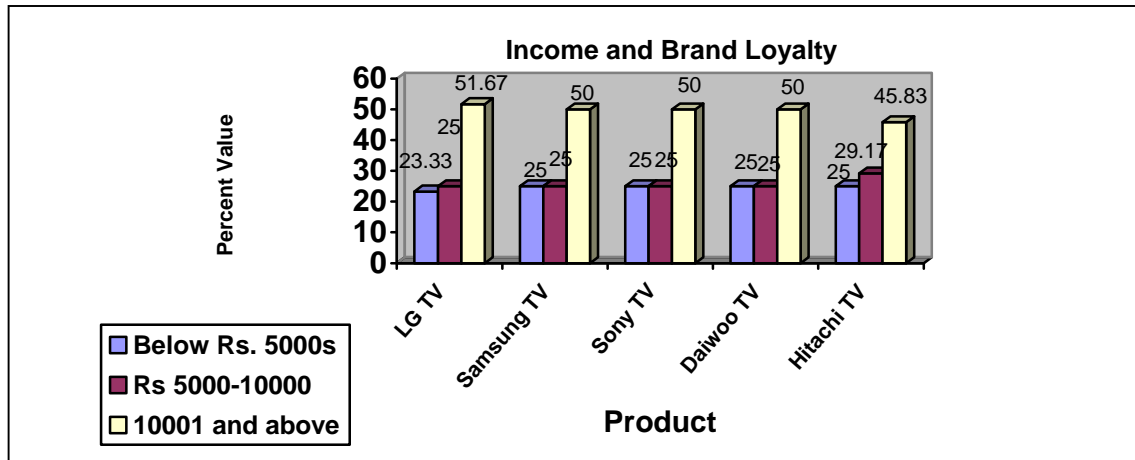


Figure No. 5

Table No. 16
Education and Brand Loyalty

Name of Products	Education Level	No of brand loyal respondents		No. of brand non loyal respondents		Total	
		No.	%	No.	%	No.	%
LG TV	Certificate Level	20	22.98	8	24.24	28	23.33
	Bachelor Level	25	28.73	5	15.15	30	25
	Master Level	42	48.27	20	60.60	62	51.67
	Total	87	100	33	100	120	100
Samsung TV	Certificate Level	15	25	15	25	30	25
	Bachelor Level	15	25	15	25	30	25
	Master Level	30	50	30	50	60	50
	Total	60	100	60	100	120	100

Sony TV	Certificate Level	26.47	12	23.07	30	30	25
	Bachelor Level	20	29.41	10	19.23	30	25
	Master Level	30	44.11	30	57.69	60	50
	Total	68	100	52	100	120	100
Daiwoo TV	Certificate Level	20	26.67	10	22.22	30	25
	Bachelor Level	15	20	15	33.33	30	25
	Master Level	40	53.33	20	44.44	60	50
	Total	75	100	45	100	120	100
Hitachi TV	Certificate Level	10	14.28	5	10	15	12.5
	Bachelor Level	20	28.57	20	40	40	33.33
	Master Level	40	57.14	25	50	65	54.17
	Total	70	100	50	100	120	100

Source: Direct Field Survey, 2008

The above table shows the total number and percent of brand loyal and non-loyal respondents divided according to their education level. The table reveals that education of brand loyalty has some relation up to some extent especially in the high involvement product like television because it takes high financial risk, social risk and social class. Brand loyal respondents in the education level as master and bachelor level is more brands loyal than certificate level in the five brands of television. In other words, at least 50% respondents belonging to this education level are found brand loyal in all types of brand of television selected for this study.

Table No. 17**Family system and brand loyalty**

Name of Products	Family Size	No of brand loyal respondents		No of brand non loyal respondents		Total	
		No.	%	No.	%	No.	%
LG TV	Less than 3	20	22.98	8	24.24	28	23.33
	3 to 6	25	28.73	5	15.15	30	25
	7 or more	42	48.27	20	60.60	62	51.67
	Total	87	100	33	100	120	100
Samsung TV	Less than 3	20	23.52	10	28.57	30	25
	3 to 6	15	17.64	15	42.85	30	25
	7 or more	50	58.82	10	28.57	60	50
	Total	85	100	35	100	120	100
Sony TV	Less than 3	15	25	15	25	30	25
	3 to 6	15	25	15	25	30	25
	7 or more	30	50	30	50	60	50
	Total	60	100	60	100	120	100
Daiwoo TV	Less than 3	15	20	15	33.33	30	25
	3 to 6	20	26.67	10	22.22	30	25
	7 or more	40	53.33	20	44.44	60	50
	Total	75	100	45	100	120	100
Hitachi TV	Less than 3	10	14.28	5	10	15	12.5
	3 to 6	20	28.57	20	40	40	33.33
	7 or more	40	57.14	25	50	65	54.17
	Total	70	100	50	100	120	100

Source: Direct Field Survey, 2008

Table No.17 reveals that the number and percent of brand loyal and non-loyal respondents belong to this different family size. From the table, it is clear that the percent of brand loyal consumers is significantly high in family size 7 or above than 3 and 3 to 6 family size in all the brand of television. At least 50% of the total respondents found that the brand loyal in all the brand of television belonging in the family size 7 or more.

Thus, it can be said that the percent of brand loyal consumer is the family size 7 or more is higher than less than 3 and 3 to 6 family size in the five brand of television selected for the study.

Table No.18
Sales promotion and brand loyalty

Name of Products	Effects of Sales promotion on brand selection	No of brand loyal respondents		No of brand non loyal respondents		Total	
		No.	%	No.	%	No	%
LG TV	Sales promotion affects brand selection	50	7.42	30	60	80	66.67
	Sales promotion doesn't affect brand selection	20	28.57	20	40	40	33.33
	Total	70	100	50	100	120	100
Samsung TV	Sales promotion affects brand selection	45	66.17	40	76.92	85	70.83
	Sales promotion doesn't affect brand selection	23	19.16	12	23.07	35	29.16
	Total	68	100	52	100	120	100
Sony TV	Sales promotion affects brand selection	45	69.23	40	72.72	85	70.83
	Sales promotion doesn't affect brand selection	20	30.76	15	27.27	35	29.16
	Total	65	100	55	100	120	100

Daiwoo TV	Sales promotion affects brand selection	35	58.33	35	58.33	70	58.33
	Sales promotion doesn't affect brand selection	25	41.67	25	41.67	50	41.66
	Total	60	100	60	100	120	100
Hitachi TV	Sales promotion affects brand selection	35	58.33	35	58.33	70	58.33
	Sales promotion doesn't affect brand selection	25	41.67	25	41.67	50	41.67
	Total	60	100	60	100	120	100

Source: Direct Field Survey, 2008

The data presentation in the above is consumer's response to the question "if other competing brand or alternative brands after you some special deals like coups, free samples, discount etc; would you leave the brand you wanted to buy and switch to them?" This question was provided with two options "Yes" and "No" as the answer for each of the products included in this study. The option "Yes" is represented in the table by "sales promotion affects brand selection" and the option "No" by "sales promotion does not affect brand selection."

The table depicts that out of the total respondents saying sales promotion affect the brand selection. At least 58% are found brand loyal in all types of products like television selected for the study. Hence, it can definitely be said that one important characteristic of brand loyal consumers are affected by the deals like coupons, free samples, discount etc, which are used as a tool of sales promotion is the correlates of brand loyalty.

The data presented in the above table can also be used to measure the degree of loyalty. For this comparisons will have to be made on vertical line in place of horizontal line. The consumers who say sales promotion

(i.e., special deals) affects brand selection or make them buy other brand in place loyal than those who say opposite.

Table No. 19
Factors causing brand switching

Name of products	Factors	No of brand loyal respondents		No of brand non loyal respondents		Total	
		No	%	No	%	No	%
LG TV	Dissatisfaction	18	21.17	0	28.57	28	23.3
	Boredom	12	14.11	8	22.85	20	16.67
	New Innovation	30	35.29	6	17.14	36	30
	Sales Promotion	20	23.52	4	11.42	24	20
	None	5	5.88	7	20	12	10
	Total	85	100	35	100	120	100
Samsung TV	Dissatisfaction	20	23.25	4	11.76	24	20
	Boredom	10	11.62	10	29.41	20	16.67
	New Innovation	32	37.20	4	11.76	36	30
	Sales Promotion	18	20.93	8	23.52	26	21.67
	None	6	6.97	8	23.52	14	11.67
	Total	85	100	34	100	120	100
Sony TV	Dissatisfaction	12	14.11	8	22.85	20	16.67
	Boredom	18	21.17	10	28.57	28	23.33
	New Innovation	20	23.52	4	11.42	24	20
	Sales Promotion	30	35.29	6	17.14	36	30
	None	5	5.88	7	20	12	10
	Total	85	100	35	100	120	100
Daiwoo TV	Dissatisfaction	20	23.25	4	11.76	24	20
	Boredom	11	12.79	9	26.47	20	16.67
	New Innovation	31	36.04	5	14.70	36	30
	Sales Promotion	18	20.93	8	23.52	26	21.67
	None	6	6.97	8	23.52	14	11.67
	Total	86	100	34	100	120	100

Hitachi TV	Dissatisfaction	20	23.52	8	22.85	28	23.33
	Boredom	10	11.76	10	28.57	20	16.67
	New Innovation	30	35.29	6	17.14	36	30
	Sales Promotion	20	23.52	4	11.42	24	20
	None	5	5.88	7	20	12	10
	Total	85	100	35	100	120	100

Source: Direct Field Survey, 2008

The data presented in the above table is the consumer's respondents to the question "which one of the following factors makes you leave your favourite brand and switch to other alternatives?" The factors provided with the question are:

- (a) Dissatisfaction (b) Boredom (c) New Innovation
(d) Sales Promotion and (e) None of these.

One may naturally raise a question here that why the factor causing brand switching have been discussed in order to find out brand loyalty correlates? One must understand that there is a reverse relationship between brand loyalty and brand switching. This relationship has been clearly depicted in the Table No.19. When the percent of the brand loyal respondents is the highest, the percent of non-loyal respondents is the lowest. And the factor which has been accepted by the highest percentage of brand loyal respondents of causing brand switch has been accepted by the highest percentage of the non-loyal respondents as the factor not causing brand switch.

For example, in the LG television, of the total respondents who say dissatisfaction makes them switch brand, 21.17% are found brand loyal and 28.57% are found non-loyal. Similarly, of the total respondents who say boredom makes them brand switch, only 14.11% are found brand loyal and

22.85% are found brand non-loyal. Similarly, the total respondents who said new innovation makes them switch brand, 35.29% are found brand loyal and 17.14% are found brand non loyal.

In the case of Samsung television the total respondents who says new innovation also makes them switch the brand, 37.20% are found brand loyal and 11.76% are found brand non-loyal.

In the case of Sony television, Sales promotion makes them switch the brand, 35.29% are found brand loyal where as 17.14% are found brand non-loyal.

In the Daiwoo television, new innovation makes them switch the brand, 36.04% are found the brand loyal whereas 14.70% are found brand non-loyal. In the Hitachi television, also new innovation makes them switch the brand, 35.29% are brand loyal whereas 17.14% are found brand non-loyal.

Hence the majority of the factors that “new innovation” makes the respondents switch the brand of television.

Moreover, the data presented in the Table No.19 can also used to measure the degree of brand loyalty. The respondents who say none of these factors make them switch be considered highly brand-loyal such as loyalty is 10% respondents out of 120 respondents who are not brand loyal in the LG television. Similarly in the Samsung, Sony, Daiwoo, and Hitachi television, 11.67%, 10%, 11.67% and 10% out of 120 respondents who are not brand loyal respective branded of the television.

So far we presented and analyzed the consumers product wise response to different question asked to them. Beside these we had also asked some questions will an expectation to be applicable equally for all the products selected for this study.

Irrespective of the types of the brand the respondents were asked, “Do you already decide upon which brand to buy before going to the shop or store to buy it?”, the response of the 91.67% respondents was “yes” or 8.33% of respondents was “no”. As the respondents are found the both loyal and non loyal, the brand selection decision have been made already before the purchase cannot be treated as the correlated of brand loyal.

The questionnaire used in the study also included a question is to seen the consumers confidence on their ability to judge brand. Out of the total respondents, 33.33% ticked. “very high”, in the LG television and 33.33% and 36.67% “moderate” in the Samsung and Sony television. Similarly 36.67 and 37.5% ticked also “moderate” in the Daiwoo and Hitachi television.

Thus, it can be said that the majority of brand loyal respondents have the confidence level moderate, high and very high.

Factors causing brand switching

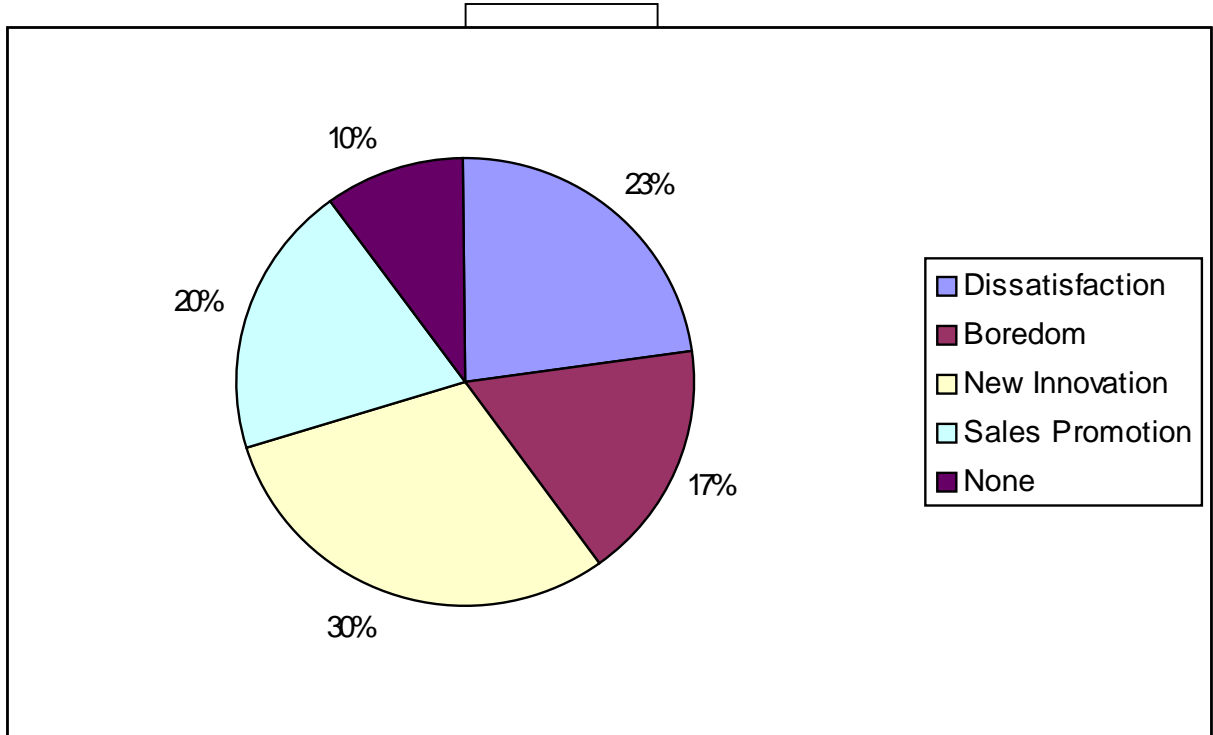


Figure No. 6

4.2 Major findings

The following are the major findings:

- a) Nepalese consumers give high importance to brand in the consumer durable goods. The weighted mean of the various important points given by the different respondents is 2.78 in the consumer durable goods and 2.53 in the consumer non-durable goods.
- b) Consumers are not brand loyal except LG and Sony television. The percent of the consumers of LG and Sony TV. Buy by brand are 54.17% and 58.33%.
- c) In each of the products selected for the study, at least 92% Nepalese consumers are found to have knowledge of almost all alternative brands available in the market.
- d) High-income consumers are found more brands loyal than other income level of consumers. At least, 50% high income (10001 and above) level consumers are brand loyal in all types of television selected for this study.
- e) Educated people are the brand loyal of television.
- f) The consumers belonging to 7 or more family size are found more brands loyal than other family size.
- g) The age group “36 and above” more than 45% are found to be brand loyalty in all television included in this study.
- h) It is found that both male and female are brand loyal in the television purchasing decision.
- i) Nepalese consumers are found to have knowledge of almost all alternative brands available in the market.
- j) Brand awareness of the Nepalese consumers are found to be high.

- k) The brand loyalty of Nepalese consumers are influenced by an advertising.
- l) It is also found that good designing and good function also make and motivate the consumers buy the favorite brand of television.
- m) The majority of the consumers switch the brand due to a new innovation.
- n) The major factor affecting buying decision is “a new brand”.
- o) Another significant importance is television is a high-involvement product.
- p) From the research it is apparent that people are price sensitive.

CHAPTER-FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Industrial activities are gradually increasing in Nepal. Consumers are the sovereign power of modern marketing world. The products manufactured today are not the ones that the manufacturer wants to sell but the ones that the consumers want to buy. Every successful product either low or high-involvement products in the marketing world is an embodiment of the consumer's needs, wants, prestige, preference, satisfaction, aspiration and mental horizon. Hence, understanding the consumer's needs, wants, satisfaction, preference, aspirations and understanding the consumer in total is the secret of success today.

Knowledge of brand loyalty makes it easier to understand the consumer brand loyalty exposes the consumer's preference, attitude and purchasing patterns relating to different brands of the available in their market. These factors like preference, attitude and purchasing pattern are to a great extent directly and indirectly related with the consumer satisfaction, social status, earning, aspiration and ambition.

The main objective of the study is to find out the effect of brand loyalty of Nepalese consumers in the television purchasing decision. The main objective attempts have been to examine brand awareness of the Nepalese consumers and to identify the correlates of brand loyalty, LG, Samsung, Sony, Daiwoo and Hitachi television are the different types of television selected for this study.

This study is based on scientific method of research. All the Nepalese consumers of the above-mentioned product like television are considered populated of the study. Samples of 120 consumers are taken out from the

total population on the basis of judgmental sampling. A well-structured questionnaire is the main instrument for collection of data required for the study. Altogether 120 questionnaires were distributed and all they were collected.

The data and information collected by means of questionnaire are presented, interpreted and analyzed, so as to attain stated objective of the study.

Analysis of the data and information collected from consumers, it is found that brand awareness of the Nepalese consumers are high, moderate and very high, most of them are brand loyal in each of the television selected for this study. Similarly, it is also found that the factors such a as sex, age group, income, family size and favorite brands of the other members of the family relate with brand loyalty.

5.2 Conclusion

The following conclusions are deducted from this study:

- a) Nepalese consumers give high importance to brand in consumer durable goods.
- b) Most of the consumers buy the television by brand rather than by inspection except LG and Sony.
- c) Most of the consumers have good knowledge of almost all the brand of a product available in the market.
- d) Some consumers are more brands-loyal than others and vice-versa.
- e) Brand loyalty varies across consumers. Some consumers are more brand-loyal than others and vice versa.
- f) Brand loyalty varies also across products. Brand loyalty is relatively higher in the products that are more frequently needed than those which are needed or used less frequently.

- g) The consumers belonging to “36 and above” years of age are more brand loyal than those belonging to any other age.
- h) The consumers belonging to “7 or more” family system are more brands loyal than those belonging to the other family system.
- i) Brand loyalty is positively associated.
- j) Number of alternative brands available associate with brand loyalty
- k) Brand loyal consumers are more influenced by a new brand than other factors like advertising, price and others.
- l) The respondents are aware of different brands available in the market.

5.3 Recommendation

On the basis of major findings and conclusions, the following recommendations have been made.

- a) The majority of the consumers are not brand loyal except LG and Sony. So the company should focus the improvements of attracting sales service.
- b) As the research, majority (at least 50%) of buyers belong to age group “36 and above”. So marketers should fix up the suitable marketing mix strategy, which can captivate the attention and motivation of the young customers.
- c) Marketers should focus young educated (up to bachelors) in their marketing activities.
- d) Buyers mostly purchase the television through the local market. So marketers should assure them to sell the quality product and latest model at reasonable price.
- e) The brand loyalties of Nepalese consumers are influenced by advertising. So the company should focus more in the advertising media whether through the visual or direct media.

- f) The majority of the consumers switch the brand due to a new innovation. So the marketer should focus more in the existence product of the same brand.
- g) The majority of the consumers belonging to “7 or more” family system and “36 and above” years of age are more brand loyal. So the marketers should utilize the marketing strategy to attract and motivate the consumers belonging to other family system and age groups.
- h) The respondents are aware of different brands available in the market. So the marketers should focus more in their own products by giving some extra scheme than the competitor’ products.
- i) It is apparent that people are price sensitive. So the marketers should focus on the competitive price.
- j) Brand loyalty is positively associated to the television. So the marketers should take more benefit to the other’s products of the same brand.
- k) The questionnaire is to be used in the study should be as short and simple as possible because a short and simple questionnaire can procure more accurate information than a long and complex one.

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APPENDIX-I

A study on the “effect of brand loyalty of Nepalese consumer in television purchasing decision” (with reference to Birganj Sub Metropolitan)

Dear Respondent,

I am Prem Kumar Sah, a thesis year student of Tribhuvan University, TRM Campus, Birganj doing a research study on “The effect of brand loyalty of Nepalese consumer in Television purchasing Decision”. So I request you to cooperate me by filling up this questionnaire. Please provide the necessary information to the best of your knowledge. The information will be kept strictly confidential.

A brand name is a name, term, sign, symbol or a combination of them which you use to demand your desired product in the market or which you use to differentiate the product of one producer from that of other.

Name:

Age: Below 25 years

25 to 35 years

36 and above

Sex: Male

Female

Family size: Less than 3

3 to 6

7 or more

Education:

Income: Under Rs. 5,000

Rs. 5,001 to 10,000

Rs. 10,001 to above

1. Following are the different types of (TV) product. How do you buy them?

- a) LG TV: By brand
By inspection
- b) Sony TV: By brand
By inspection
- c) Samsung: By brand
By inspection
- d) Daiwoo: By brand
By inspection
- e) Hitachi: By brand
By inspection

2. Which is your most favorite brand of TV?

- a) LG TV b) Sony TV
- c) Samsung TV d) Panasonic TV
- e) Daiwoo TV

3. How often do you buy TV in your life? Product to represent the consumer's habit of purchasing it from the same store:

- a) LG TV: Always
Often
Sometimes
Rarely
- b) Sony TV: Always
Often
Sometimes
Rarely

- c) Samsung TV: Always
 Often
 Sometimes
 Rarely
- d) Daiwoo TV: Always
 Often
 Sometimes
 Rarely
- e) Hitachi TV: Always
 Often
 Sometimes
 Rarely

4. Which factors affect while buying TV?

- a) LG TV: Price Advertisement
 A New Brand None
- b) Sony TV: Price Advertisement
 A New Brand None
- c) Samsung TV: Price Advertisement
 A New Brand None
- d) Daiwoo TV: Price Advertisement
 A New Brand None
- e) Hitachi TV: Price Advertisement
 A New Brand None

5. What would you do if your favorite brand is not available in the market?

- a) Wait for the favorite one
- b) Buy the alternatives
- c) Doesn't buy

6. How much confidence have you in your ability to judge brand?

- Very high
- High
- Moderate
- Low

7. Have you decided any brand before buying?

- a) Yes b) No

8. Are there different alternatives brand available in market?

- a) Yes b) No

9. If yes, could you name them?

- a) b) c)
- d) e)

10. Why you are selected the most favorite brand of TV? Please tick the name and write the causes.

- a) LG reasonable price
good designing good function
- b) Sony reasonable price
good designing good function
- c) Samsung reasonable price
good designing good function

APPENDIX – II

Calculation of weighted mean of the point (or numbers) given by the respondents for importance of brand.

a) Consumer durable goods.

Important points ticked by the respondents x	No. of Respondents W	Wx
1	30	30
2	26	52
3	24	72
4	20	80
5	20	100
	W = 120	W _x =334

Weight Arithmetic mean

$$\begin{aligned}
 \bar{x} &= \frac{\sum wx}{\sum w} \\
 &= \frac{334}{120} \\
 &= 2.78 \\
 \bar{x} &= 2.78
 \end{aligned}$$

b) Consumer unendurable goods

Important points ticked by the respondents x	No. of Respondents W	Wx
1	36	36
2	28	56
3	24	72
4	20	80
5	12	60
	W = 120	W _x =304

Weight Arithmetic mean

$$xw = \frac{wx}{w}$$

Substituting the given values in the formula we get,

$$xw = \frac{304}{120}$$

$$x = 2.53$$