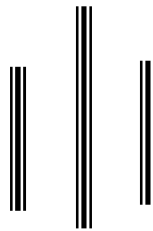


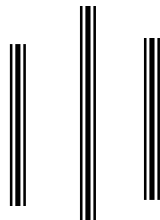
**A STUDY ON THE "EFFECT OF BRAND LOYALTY OF NEPLESE  
CONSUMER IN TELEVISION PURCHASING DECISION"  
(WITH REFERENCE TO BIRGANJ SUB METROPOLITAN)**



**A Thesis Submitted to Office of the Dean, Faculty of Management, Tribhuvan  
University, in Partial Fulfillment of the Requirement of the Degree of Master in  
Business Studies (M.B.S.)**



**Submitted By  
Prem Kumar Sah  
Roll No. 3/060  
T.U. Regd. No. 18580-94**



**Thakur Ram Multiple Campus  
Birganj, Parsa  
September, 2008**

**TRIBHUVAN UNIVERSITY**  
**THAKUR RAM MULTIPLE CAMPUS, BIRGANJ**

**RECOMMENDATION**

**This is to certify that the thesis**

**Submitted By :-**

**Prem Kumar Sah**

**Entitled**

**"A Study on the effect of Brand Loyalty of the Nepalese Consumer in TV purchasing decision "(with reference to Birganj Sub Metropolitan) has been prepared as approved by this Department in the prescribed format of Faculty of management. This thesis is forwarded for examination.**

**Dr. Deepak Bahadur Shakya**

**Supervisor**

**T.R.M Campus, Birganj**

**Rajeshwar Acharya**

**Chairperson, Research Committee**

**T.R.M. Campus, Birganj**

**Date: 2065/05/29**

**Campus Chief**

**Kripa Shindhu Chaudhary**

**Thakur Ram Multiple Campus, Birganj**

**TRIBHUVAN UNIVERSITY**  
**THAKUR RAM MULTIPLE CAMPUS, BIRGANJ**

**VIVA-VOCE SHEET**

**We have conducted the viva-voce examination of thesis and presented**

**By**

**Prem Kumar Sah**

**Entitled**

**"A study on the effect of Brand Loyalty of the Nepalese Consumer in TV purchasing decision". (With reference to Birganj Sub Metropolitan) and found the thesis to be original work of the student written according to the prescribed format. We recommended the thesis to be accepted as a partial fulfillment for requirement of Master's Degree in Business Studies (M.B.S.)**

**Viva – voce committee**

**Chairperson (Research Committee):**

**Member (Thesis Supervisor):**

**Member (External Expert):**

**Date:- 2065/05/29**

# **DECLARATION**

**I hereby declare that the work reported in this thesis entitled A Study on the " Effect of Brand Loyalty Of Nepalese Consumer In Television purchasing Decision" with reference to Birganj Sub Metropolitan submitted to Thakur Ram Multiple Campus, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master's Degree in Business Studies (M.B.S.) under the guidance and supervision of Dr. Deepak Bahadur Shakya, Thakur Ram Multiple Campus, Tribhuvan University.**

**Date: 2065/05/29**

**Prem Kumar Sah**

**Researcher**

**Roll No. 3/060**

**T.U. Regd. No. 18580-94**

**Thakur Ram Multiple Campus**

**Birganj**

# ACKNOWLEDGEMENT

It is my great privilege to complete this under the supervision of Dr. Deepak Bahadur Shakya, Lecturer of Marketing, Thakur Ram Multiple Campus. So, I owe a deep debt of gratitude to him for his continuous support, patient guidance and supervision, which enabled me to devote my time to the pursuit of higher learning.

Similarly, I would like to express my profound gratitude to all my honorable professors and lecturers of Thakur Ram Multiple Campus. I gratefully acknowledge to Chairperson of Research Committee, Rajeshwar Acharya. I would like to express debt of gratitude to all the staffs from TRM Campus and Library in preparing this dissertation.

I am grateful to all the reputed authors and previous researcher whose scholarly writings have provided me the necessary guidance and valuable materials for the enrichment of this thesis.

I shall always remain obliged for the contribution given by my friend Rambabu Singh who sacrificed a lot of time to complete this study.

Also, I would like to render some words of thanks to Mr. Madhav dhungel , Manoj Kr. Sah, Gopal Nepal for their regular help in course of preparing this work.

I am thankful to Mr.Pramesh Pradhan (Information Technology Coordinator of Plan Nepal) for their outstanding support in Computer typing and attractive layout of this thesis.

Finally, I express debt of gratitude to my parents for their continuous support in my study.

I apologize for any errors committed in this study.

Prem Kumar Sah  
TRM Campus, Birganj  
September, 2008

# CONTENTS

RECOMMENDATIONS
APPROVAL-SHEET
DECLARATION
ACKNOWLEDGEMENT
CONTENTS
LIST OF TABLE
LIST OF FIGURE
ABBREVIATION

## CHAPTER-ONE

	Page No.
<b>INTRODUCTION</b>	<b>1-8</b>
1.1 Background	1
1.2 Focus of study	3
1.3 Statement of the problem	5
1.4 Objective of the study	6
1.5 Limitation of the study	6
1.6 Significance of the study	7
1.7 Research question	8
1.8 Organization of the study	8

## **CHAPTER- TWO**

<b>REVIEW OF LITERATURE</b>	<b>10-20</b>
2.1 General Review	10
2.2 Brand Choice	12
2.2.1 Brand choice sequences	12
2.2.2 Proportion of purchase	13
2.2.3 Repeat purchase probabilities	13
2.2.4 Brand preference overtime	13
2.3 Brand switching	14
2.4 Brand loyalty correlates	15
2.5 Brand loyalty models	17
2.5.1 Zero order models (Berneoulli model)	17
2.5.2 Dynamic Bernoulli model	18
2.5.3 Probability diffusion model	18
2.5.4 New Trier model	19
2.5.5 Markov's first order model under T.V. dissertation	19
2.6 Research on consumer behavior under Tribhuvan University	20

## **CHAPTER-THREE**

<b>RESEARCH METHODOLOGY</b>	<b>23-26</b>
3.1 Research design	24
3.2 Nature and sources of data	24
3.3 Population	25
3.4 Sampling	25
3.5 Data collection procedure	25
3.6 Data processing and Analysis	26

## **CHAPTER-FOUR**

<b>DATA PRESENTATION AND ANALYSIS</b>	<b>27-61</b>
4.1 Presentation and analysis	27
4.1.1 Research question No. 1	27
4.1.2 Research question No. 2	32
4.1.3 Research question No. 3	39
<b>4.2 Major findings</b>	<b>61</b>

## **CHAPTER-FIVE**

<b>SUMMARY, RECOMMENDATION AND CONCLUSION</b>	<b>62-66</b>
5.1 Summary	63
5.2 Conclusion	64
5.3 Recommendations	65
 Bibliography	
Appendix-I	
Appendix-II	



## LIST OF TABLES

Table No.	Titles	Page No.
1.	Importance of Brand	28
2.	Use of Brand in Purchasing products	28
3.	Most favorite Brand	31
4.	Purchasing TV in the life	33
5.	Factors affecting while purchasing TV	34
6.	Degree of Loyalty	37
7.	Ability to judge Brand	40
8.	Brand before buying Television	41
9.	Different alternative brands of TV available in the markets	42
10.	Alternatives brands of TV in the markets	43
11.	Favorite brand of T.V.	44
12.	Favorite brand of the other member of the family and brand loyalty	46
13.	Sex and Brand Loyalty	47
14.	Age and Brand Loyalty	49
15.	Income and Brand Loyalty	50
16.	Education and Brand Loyalty	51
17.	Family system and Brand Loyalty	53
18.	Sales promotion and brand Loyalty	54
19.	Factors causing brand Switching	56

## LIST OF FIGURES

Fig. No.	Titles	Page No.
1.	Use of Brand in purchasing products	31
2.	Most Favorite brand	32
3.	Factors affecting while purchasing T.V.	36
4.	Degree of Loyalty	39
5.	Income and Brand Loyalty	51
6.	Factors causing Brand Switching	60

## ABBREVIATION

T.V.	-	Television
Pt	-	Probability
Z.O.M.	-	Zero Order Model
D.B.M.	-	Dynamic Bernoulli Model
W.T.O.	-	World Trade Organization
Co.	-	Company
T.U.	-	Tribhuvan University
M.B.S.	-	Master of Business Study