CHAPTER – I

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY:

Globalization today has made the world the small home to all. The past evidence in the growth of industrialization not only proved to be the topmost nation today but also showed a right track on to move for the growth and development of the developing countries. We still have many industries been set up and with that the increasing range of products for the consumers. And the Information Technology that's on the swiftest pace is enhancing the people access to the wide range of products that satisfy their necessities and the desires.

Nepal, although known to all as an agricultural country the fact that the relative growth in its industrial sector and the increasing multinational investment plus the growing concern and planning to excel in the latest information technology here has shown to all a new dimension to development. Nepal has seen a significant positive change in its economy as an outcome of the considerable development in the industrial sectors. As a result a number of industries have significantly increased in the last few years. The foreign trade has also opened a golden gate for the ambitious entrepreneurs and businessmen and has resulted in the availability of variety of product lines for the local consumers. The ultimate goal of the product whether it is produced locally, or been imported from a foreign nation is only its successful marketing. It has however been a complex job for the industries and the marketers today with many of them offering wide ranges of products and the improving technical advancements used to take those products to the ultimate consumers. The marketers therefore have known now that the variety

in their production of the product only could not be sold to the people but the product should be properly band, packaged and labeled.

The products need to have their own name, sign, design or the combination of all to identify to the buyers. Nepalese buyers are also offered with wide ranges of products. And Nepal is not an exception to the cut-throat competition that is prevailing in the modern marketing world as its main characteristics today the huge inflow of imported goods into the local market had added up to the more brands of a specific product category. This has brought the change in the marketers and consumers perception and the growing product variety has enhanced the increase in their promotional activities too. Every marketer is trying to prove his product the best, which could be witnessed through different medias like TV commercials, paper ads, posters, radio zingles, signboards etc. Basically marketing is the process of choosing markets to be, in products to offer, prices to charge, distributors to use, and message to send. So the organization must create and manage an effective blend of marketing mix that satisfies customers needs and wants in a target market. According to Philip Kotler marketing mix is defined as, " Marketing mix is a set of marketing tools that the firm uses to pursue it's marketing objectives in a target market."_ (Kotler, Philip 1999: 25) Organization should offer different marketing mix for different segments of the target market. Ultimately, marketing management is the management of the marketing mix. One of the most important elements of marketing mix is a product.

A product is a need-satisfying offer of a firm to consumers. It includes the mix of design, quality, variety, features, branding, packaging, services, and warranties. Product mix constitutes one of the most important part and i.e. "Branding". Today people prefer to buy goods and services on the basis of a product's attributes, image, values and benefits. And these are the factors, which is ultimately reflected by a good brand product. So people want to have a branded product and they know the importance of branding. People are offered with different kinds of products and options to choose from whether

it's low involvement product or a high involvement product. In simple words brand can be defined as, "A brand is a product or service of a particular supplier, which is differentiated by its name and presentation." They convey attributes, images, values and benefits. "Brands introduce stability into businesses, help guard against competitive imitation, and allow consumers to shop with confidence in an increasingly complex world."- (Aaker,1991:29). People have become more brand conscious and as such they prefer branded product in their everyday life. Today people make their buying decision with the help of the product brand rather than inspecting the product. "Once customers have made a decision about a brand and its associations, they are often loyal to that brand, continue to buy it in the future, recommend it to friends, and choose the product over others, even those with better features or lower prices."- (Assael, 1991: 47).

After all the marketer want to develop market share highly loyal to his product or brand. The growing Nepalese market too needs to know what its consumers think about the numerous products that it offers them. Today, almost every product is branded; it has something to identify itself to the ultimate consumers. Brand is no only a name given to a product but also a quality of technique that differentiates it from same product category produced by another producer. Therefore the marketers today are always in the endeavor to make the consumers "loyal" to their brand. People have become more brand conscious and as such they prefer branded product in their everyday life. Today people make their buying decision with the help of the product brand rather than inspecting the product. In Nepal the importance of branded product is slowly but definitely growing up. People are more conscious about the branded product as it provides product identification, quality assurance, prestige and status, legal protection, consumer welfare, and even a well known branded product tend to be environmental friendly. Although private branding has not been that much in the market scene, but family brands are vigorously

growing up in the Nepalese market, for example; Hulas biscuits, rice, pulses etc.

Below reflects the branding scenario in Nepal. In Nepal most of the manufactured products are branded. For example- (Agrawal, 2000: 347)

a) Tuborg and San Miguel in beer are number one and two brands respectively.
b) Surya Tobacco, which is known as the local brand of Nepal for cigarettes like Surya, Shikhar, Khukuri, Bijuli etc.
c) "Wai Wai" the production of Chaudhary Group, which is known as the most popular brands of noodles, holds most shares in market.
d) Bagpiper whisky has become a household name.
e) Golchha Group uses "Hulas: family brand strategy for rice, pulses, biscuits, steel, wires, etc.

Consumer loyalty has been defined as an attitude behavior and a measured degree of preference consistency and purchasing behaviour. A person of each purchase or total number of purchases measures actual- purchasing behavior. But consumers' loyalty towards brand varies from consumer to consumer. Some people are more brands conscious then others and vice versa. But this particular research work is dealing with consumers' loyalty towards brand on low involvement goods. So we are taking in consideration low involved consumer product, as such it is very vital to know a brief about what low involvement consumer product really is. Low involvement consumer product refers to those primary products which people use in their daily life. For example: milk, tea, shampoo, toothpaste etc. These are the products that people use daily and that they are must needed stuff for their daily life. And the main focus of this study is to test the level as to what extent the people of Bhaktapur district are brand conscious in their daily needed product and how much they know about the brand.

Consumers' loyalty towards brand includes some degree of commitment toward the quality of a brand that is a function of both positive attitudes and repetitive purchase.

Brand loyalty cannot be reflected only in repurchase of a certain product. Repurchase of a product doesn't imply brand loyal consumer. For a consumer to be brand loyal it is very important to have repurchased as well as the purchasing practice should be intentional. Because there are many customers in Bhaktapur district who buys the product not because they are brand loyal or they have knowledge about the branded product. They purchase the product because they imitate others, which isn't the result of brand loyal consumers because it isn't intentional. Therefore brand loyal consumers should have some degree of commitment towards the quality of the product, they should have positive attitude towards product and repetitive purchase of the product should be intentional, not imitated or forced. (Tepeci, 1999: 89.)

1.2 FOCUS OF THE STUDY

This study has been focused on identifying the perception of Nepalese Consumers on the brands that have been made available to them. Nepal is a growing market with quite a large number of domestically produced goods and relatively larger volume of imported goods of various categories. As the marketers' concern for the attainment of a relative market share increases, they simultaneously are more in quest for increasing the number of buyers those buy their product only, each time they make a purchase. In other word, they are always in endeavor to have larger share of buyer loyal to their product. People today are offered with hundreds of products everyday and most of the time consumers are in dilemma about the worthiness of the different product. But the brand of the product is one feature that has made it easier for the people to make their buying decision easier and faster. Depending on brand, people buy their goods and services. So, the topic "Consumers loyalty towards brand in low involvement goods" targets mainly on finding the level of loyalty of the consumers of Bhaktapur district.

Today almost every product is branded. It has something to identify itself to the ultimate consumers: branding has become a prominent feature of any product. Brand is no only a name given to a product but also a quality of technique that differentiates it from same product category produced by another producer. The marketers therefore are

always in a process of marketing their product such a way that the consumer would develop positive attitude towards their brand and buy their products repeatedly.

Therefore, the main focus of this study is to examine the average people of Bhaktapur district regarding brand consciousness and the duration to which they stick to a particular product overtime when it comes to their daily low involvement consumer product. The research is intended to target all the levels and ages of people. Being aware of the growing importance towards branded product, an effort has been made through this research work to study and analyze consumers' loyalty towards brand in case of low involvement consumer product and its importance. It also focus on identifying how many consumers really know about branded product. Thus, we can say that this whole research study focuses on an effort to study and analyze consumers' loyalty towards brand in case of low involvement goods and its importance. It also concentrates on the fact whether the consumers' purchase is intentional or not. It focuses mainly on the level of brand knowledge and brand awareness of consumers'.

1.3 STATEMENT OF THE PROBLEM

Nothing is perfect and there are always some problems and challenges to be faced by every sector. Nepalese product brand is also facing some problems. The significant growth of Industrial sector in Nepal has resulted the set up of various industries in the nation and consecutively the production of wide ranges of consumer products. The world has now become narrower for people leaving in its various parts because of the immense achievement in the fields of transportation and communication. The narrower not only implies shortening of the physical distances and geographical boundaries but also the political and trade relations.

The increasing domestic manufacturers and the entry of foreign goods have extensively increased the competition in Nepalese market. To sell one's goods, the manufacturers and the marketers must not only project a distinct image of their product but also care a lot in pricing and promotion of it to create a positive attitude on its targeted customers towards it. There is an intense competition in the market of each product type selected

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for the research. And the Nepalese market therefore has ample complexity in studying the buyer's awareness in respect to these products.

In view of the complexity of the market of the products selected, this study would seek to find the answers to the following research questions:

i. Do people really focuses on repeated purchasing of a certain brand over time?

ii. What is the profile of the consumers that consume the product selected? (Toothpaste, Shampoo, Tea and Milk)

iii. What are the consumers' perceptions on the relevant aspects (price, quality etc) of brand awareness?

iv. Do consumers have positive attitude and commitment towards the product or not?

1.4. OBJECTIVES OF STUDY

Consumers' loyalty to brand is a definite expression of positive attitude. Knowing the customers who prefer brand gives important insights to the marketer to develop marketing strategy. The manager of the company can get valuable information regarding the brand attitudes, like and dislike of brand, perception of customers and their feelings towards brand. Analysis of customer behaviour through preference pattern is very much essential for today's competitive, changing and globalizing market. However the specific objectives of this research are:

i. To measure the awareness of brand loyal consumers regarding daily consumable product in Bhaktapur district.

ii. To identify the profiles of customers of specific brand.

iii. To find out loyalty status of Nepalese consumers.

iv. To identify whether or not consumers are really aware about the branded product or not.

1.5. NEED OF THE STUDY

Today the developing country like Nepal also can enjoy the facility of various goods from all over the world due to the existence of global market. As a result of which, in today's global market hardly anything goes unbranded. Consumers' needs and choice are increasing day by day. Therefore it's very important for the manufacturers to know about the need and want of consumers. They need to know in- depth knowledge about consumer's taste, need and choice. A good product can make good impression in the market and can satisfy the needs and wants of the consumers which result in the brand loyalty towards a certain product.

In today's ever-changing environment, it is very difficult to predict the want and the need of the consumers as it is always changing. And for this the marketers and the producers need to have knowledge about the consumers' needs, wants, their choice of brand of product etc. As such these kind of research work will definitely provide a strong and proper information about the potential consumers. But for a product to be a successful in the market, it's very important to have a brand name that adds a value to the product, a proper packaging, labeling etc. Therefore, this study is an attempt to measure the brand loyal consumers in Bhaktapur district.

Thus this research work will be very beneficial especially to the manufacturers and producers of the product of the Bhaktapur district. With the help of the obtained result, they can actually make their future planning. They can evaluate the response of the people and what they really prefer. The data will be very helpful to make the future production of the product. The another need of this study is to know whether or not people are really brand conscious. Do consumers buy the product because they are brand loyal or they buy it because other does. So, its very important to know the real number of brand loyal consumers and their attitude towards a particular product within Bhaktapur district.

1.6. SCOPE OF THE STUDY

Scope of the study states the findings of beneficial areas of this research work. Every research work provides certain level of benefits to different level of areas and people in the society. This research work is also likely to contribute largely to various sectors and people within Bhaktapur district. So the scope of this research work contributes to various sectors as well as various people in the society. Since this study is primarily focused on brand loyalty among the people of Bhaktapur district, it helps to measure brand consciousness and their knowledge regarding brands and it's importance. This research is also a major contribution especially for the manufacturers and the producers of the product who can use the result of the findings for their further production planning of the product.

This study mainly tries to measure the number of brand loyal and brand conscious consumers in Bhaktapur district. Thus, it helps to analyze on the facts regarding the consumer's behavior, their buying patterns, their attitude towards the product, their faith towards the product etc. People have various options to choose from when it comes to use their daily needed products. So, this research work is very helpful to collect and analyze the data regarding the consumers who are real brand user and those who are not. It also helps to reveal the fact whether or not consumers stick on to a particular brand of product during a long course of time or not.

Thus this research work mainly concentrates on "Brand Loyalty" and "Brand Awareness" amongst the people of Bhaktapur district especially in daily consumables. It reflects on the overall brand knowledge of the consumers of Bhaktapur district and stresses on the extent to which the consumers are really brand loyal, which shows their brand commitment and their knowledge about the respective brand of products.

1.7. LIMITATIONS OF THE STUDY

There are limitations for every research work done. And the study on "Consumers' loyalty towards brand in low involvement goods" (with reference to Bhaktapur district) also has some major drawbacks in the process of this whole thesis work. There are

numerous limitations for the study. Like this research study only covers the consumers of Bhaktapur district and as such it is only applicable to the people of certain areas. And the level of accuracy also relies on the data and information provided by the respondents. So, some very prominent limitations of the study are mentioned below:

The whole research is based on sample populations of 100 consumers. The study is applicable only within Bhaktapur district as it only takes into account the data of Bhaktapur district.

Only four daily used products are considered for the research purpose like toothpaste, tea, milk and shampoo. As such the conclusions derived from it may not be necessarily applicable to other products.

The degree of accuracy depends upon the information provided by the respondents.

Primary data i.e. first hand information is collected for the data analysis process.

1.8. ORGANIZATION OF THE STUDY

The research will be presented on the following 5 chapters.

1. Introduction

2. Review of literature

3. Research Methodology

4. Analysis and Presentation of Data

5. Summary, Conclusion, and Recommendation

First chapter "Introduction" mainly includes the background of the study, Statement of problem, Objectives of study, Importance of study, Limitation of the study and Organization of study.

Second chapter deals with the review of available related literature. It includes review of books, various published and unpublished reports, articles, journals, previous thesis etc.

Third chapter, "Research Methodology" includes research design sources of data, population and samples and method of data analysis etc.

The forth, which is the important chapter of this study, will include presentation and analysis of data. In this part different statistical tools will be used to analyze the data received from different secondary sources, as well as primary sources will be reviewed.

The fifth chapter will state summary, conclusion, and recommendations of the study.

The bibliography and appendices will be enclosed at the end of the study.

CHAPTER-II

2. REVIEW OF LITERATURE
2.2 CONCEPTUAL REVIEW

Marketing is an ancient art. It has been practiced in one form or the other since the days of Adam and Eve. Its emergence as a management discipline, however, is of relatively recent origin. And within this relatively short period, it has gained a great deal of importance and stature. Marketing has been developing together with development in human civilization. If we turn three or four hundred years back to the history of human civilization, we find marketing of that time by modern, standard, relatively uncultured. Craftsmen carried on their business face to face with consumers. They did no any mechanism or tools or techniques of marketing, as used today, for propagation of qualities of their products and for successful marketing of these products. But that stage could not last long. Human needs and wants changed. Human aspiration for excellence and better status gave birth to thousands of discoveries, inventions, and innovations, and established thousands of units of different types of industry to fulfill those aspirations. These changes in turn not only invented different sophisticated tools and techniques, and effective strategies for successful marketing but also made the marketing a most competitive field.

Today the philosophy of marketing guiding the marketing activity of the organization has been changed drastically. Today the consumer and the society have been the center point around which all the marketing activities revolve. The various advancements 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 of the consumers and interest of the society. In the modern business world, the understanding of

consumer choice, purchasing and decision making process, brand preference, factors affecting decision making process, etc, or, say, understanding of consumer behavior is the most necessary to become a successful marketer. Study of consumer behavior has now been prevailed as an effective measure helping to develop the successful marketing strategy. This growing need and importance of behavioral study of consumer gave birth to consumers' loyalty towards brand as a separate subject of study.

Since today brands and branding has become such an important part of our daily lives, we need to look a brief history on the branding. History reflects on the phases of branding as to where it all started and how. Here's a brief history of branding to know and to understand how this whole concept of branding came into existence. (Lawrence and Johnson, July 2001)

In the middle of 19th century, companies were introducing recently invented products that changed people's daily lives. For example: radio, phonograph, car and light bulb. Communication with consumers had to inform them about the existence of the new invention and then convince them that their lives would be better if they use the products, for example: electric lights instead of oil lamps. When goods began to be manufactured in factories, the market was flooded with uniform mass-produced products that were virtually indistinguishable from one another. Competitive branding became a necessity of the machine age. The first task of branding was to name previously generic goods such as: sugar, flour, soap, and cereal, which have earlier been scooped out of barrels by local shopkeepers. In 1880's corporate logos first appeared on mass- produced products such as Camp Bell's Soup, H.Z Heinz pickles and Quaker oats cereals. These logos were created to suggest familiarity in an effort to replace the shopkeepers and counter the anonymity of packaged goods.

In the early 1920's, General Motors became a metaphor for the American family. And GE was not so much the name for the faceless General Electric Co. as "The initials of a friend." By the end of 1940's, a brand wasn't just a catchy phrase or a picture printed on the label of the company's product, the company as a whole could have a brand identity. However, it took several decades for the manufacturing world to adjust to this shift.

1980's is regarded as the time for brand equity. During the year 1987, brand equity came out of the marketing arena and into the boardroom as companies were being purchased for enormous multiples and time and again the reason given was "The Brand". Grand metropolitan's purchase of Heublein, the makers of Smirnoff vodka, created the unique station where the value of the brand could be compared to the private label vodka product. This calculation led to the concept of brand equity. In 1988, the Economist magazine declared it the Year of the Brand. Management theorists developed the idea that corporations must produce brands instead of products. Therefore, today's best- known manufacturers no longer produce products and advertise them but rather buy product and brand them.

Consumers' loyalty towards brand is a major importance of marketing. The reason is that consumer loyalty is one of the factors that determine a firm's market share. Market share is an asset in itself, since new entrants in a market face an entry barrier because they lack market share. However "Brand loyalty is a temporal aspect of consumer behavior." (Engel and Blackwell 1982: 598) Brand loyalty analyses whether or not a consumer is loyal to a specific brand or set of brands in a certain time period. Brand Loyalty is a level of commitment that consumers feel towards a given brand, as represented by their continuing purchase of that brand. (Bovee and Thill; source: Internet) The consumers worldwide are not same, and because all aspects of consumer behaviors are culture-bound and not subject to mere environmental factors but integrated in all of human behavior, there is an increased need to identify and understand this integration. The markets today have realized that the understanding of

consumer behavior is the must and to be in the market they must be offering the consumers what they want. This modern theory has made the sellers become conscious even to create an image of what they are offering so that the ultimate consumers would identify their product amidst of several likewise made available and thus they have begun to brand their products. Most of the products today are sold by brands. In the developed countries like United Kingdom, United States of America, Japan even vegetable products are sold by brands. This increasing use of brand has significantly increased the necessity to understand the brand loyalty behavior of the consumers all over the world. Because marketers are concerned with actual consumer purchasing pattern and with consumers' beliefs and opinions concerning their brand and competing brands, today no one denies indispensability of understanding the brand loyalty behavior for successful marketing of the products.

Simple definition of a brand is, "it is a trademark or distinctive name of a product or manufacturer. It is a name, term, sign, symbol, design, or any combination used to identify the goods and services of a seller." Brand names convey the image of the product; "brand" refers to a name, term, symbol, sign or design used by a firm to differentiate its offerings from those of its competitors, to identify a product with a particular seller. Branding adds value to products and services. This value arises from the experience gained from using the brand: familiarity, reliability, and risk reduction; and from association with others who use the brand. " A brand is a both physical and a perceptual entity." The physical aspect of a brand can be found located on a supermarket shelf or in the delivery of a service. A brand name performs many key functions as:

    i. It identifies the product or service and allows the customer to specify, reject or recommend.

    ii. It communicates messages to the consumer. Information provided could include statements regarding the users' style, modernity or wealth.

    iii. It functions as a piece of legal property in which the owner can invest and through law is protected from competitor trespass.

Where as loyalty is one of the important concepts in case of branding. Loyal customer is an asset for a brand, and has been identified as major determinant of equity. Thus, brand is the name given to a product to differentiate it from the competitors and loyalty reflects on the reasons for the consumers to engage in a particular choice among alternatives. Brands introduce stability into businesses, help guard against competitive imitation, and allow customer to shop with confidence in an increasingly complex world. Once customer have made a decision about a brand and its associations, they are often loyal to that brand, continue to buy it in the future, recommend it to friends, and choose the product over others, even those with better features or lower prices. Brands are natural barriers to new competitors because branding reduces consumers risks associated the purchase of products or services. Thus, they support premium prices and sustain increasing revenue because of the consumer tendency towards long-term brand loyalty. Consumer loyalty is very important in case of branded product. Because when customers are lost, new ones must be attracted. Capturing new customers is expensive because of advertising, promotion, and sales costs, and start-up operating expenses. Therefore if the consumers are loyal they will be stable with the product, continue buying it, and even recommend it to near ones and be loyal with the brand overtime.

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 definitions of the terms and approaches to measurement while reviewing the researches. One of the earliest studies defined brand loyalty to the sequence of purchasing a specific brand. (*Engel and Blackwell 1982: 566*) The key insight of this definition is that the purchasing pattern of a specific brand determines loyalty to the brand. This definition classifies consumers' loyalty towards brand in four categories:

   i. Undivided Loyalty   ii. Divided Loyalty

   iii. Unstable Loyalty   iv. No Loyalty

For example: If A, B, C, D, E, F are the various brands in the particular product category, the consumer of the product could be classified as having the following types of loyalty:

i. Undivided Loyalty if the purchase sequence is AAAAAA

ii. Divided Loyalty if the purchase sequence is ABABAB

iii. Unstable Loyalty is the purchase sequence is AAABBB

iv. No Loyalty if the purchase sequence is ABCDEF

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

Using this definition, or adopting brand choice sequences approach to brand loyalty, George Brown analyzed the purchase records of 100 household in Chicago Tribune Panel for such frequently purchased items such as coffee, orange juice, soap and margarine, and found that the percentage of households, demonstrating some degree of loyalty varied from 54% to 95% depending on product involved. In fact the percentage of households that undividedly loyal varied from 12% to 73% across products. (Engel and Blackwell 1982: 566) George Brown's study is an important study on brand loyalty. This study has proved that brand loyalty does exist and varies across products. Thus it justifies the rational of conducting research on brand loyalty. The contribution made by this study for development of concept of brand loyalty is considered significant.

"Brand loyalty is the proportion of total purchases with in a given product category devoted to the most frequently purchased brand or set of brands." (Engel and Blackwell 1982: 567) This definition employs proportion of purchases as the measure of brand loyalty. In other words, according to this definition brand loyalty is measured on the basis of the proportion of total purchases within a given product category to the most frequently purchased brand or set for brands. Greater the proportion of purchase of a brand or set of brand, higher the loyalty.

Aaker, (1992), one of the management expert says that brand loyalty implies both a consistent pattern of purchase of a specific brand over time and a favorable attitude towards a brand. Brand loyalty develops when the brand fits the personality or self-image of the consumer or when the brand offers gratifying and unique benefits that the consumer seeks. In both instances, personal attachment develops towards the brand. The first one is concerned with consistent purchase behavior of a specific brand over time". This is a behavioral approach to brand loyalty and has been widely used to define the construct. The second one relies on " a favorable attitude towards a brand". The defining element in the behavioral approach to brand loyalty is the consumer's overt purchase behavior. Brand loyalty is thus very often inferred from, and defined with, the repeat purchase behavior of a particular brand.

Appendix-1. Aaker also identifies brand loyalty as a key determinant of brand choice and brand equity. He notes that the brand loyalty of the customer base is often the core of a brand's equity. If customers are indifferent to the brand and will buy with respect to features, price, etc., there is likely to little equity.

Whereas, according to Bloemer and Kasper (1995), stresses that, " brand loyalty has been conceptualized both in a behavioral and in an attitudinal way. The former captures more the patronage behavior and focuses on repeated purchasing of a certain brand by a consumer over time."-(Bloemer and Kasper, 1995.) They differentiate between true brand loyalty and spurious brand loyalty. Although the behavioral aspect of the two constructs are the same, true brand loyalty requires psychological commitment while spurious loyalty is a function of inertia.

The need to incorporate all three components of attitude was recognized and reflected in Jacoby and Kyner's first conceptual definition of brand loyalty (Jacoby and Kyner, 1973) based on the premise that brand loyalty is more than just repeat purchase behavior. It encapsulates a deeper meaning of brand loyalty. The conceptual definition is expressed by a set of six necessary and collectively sufficient conditions.

Accordingly, brand loyalty is:

i. The biased (i.e., non- random),

ii. Behavioral response (i.e. purchase), expressed over time,

iii. By some decision-making unit,

iv. With respect to one or more alternative brands out of a set of such brands, and

v. Is a function of psychological (decision-making, evaluate) processes.

On the other hand, Bowen and Shoemaker, (1998) reflects on the fact that "For each customer, the reason for brand loyalty may be different. However, loyal customers generally show these common behaviors: making repeat purchases, trying other product lines of the company, showing resistance to the pull of the competition, giving referrals, providing publicity, and serving on advisory boards."(Bowen and Shoemaker 1998:12-25. Connell) Both of them are in the view that there are large number of consumers with different background, different needs and wants, different views and as such their brand loyalty towards a particular product also varies. They have their own individual reasons for their loyalty towards a brand. And as such they show different interest, signs, and attitudes towards the product. There is also risk involvement including risk importance and risk probability. All this shows the level of consumer's involvement towards the brand of the products. Following facets reflects on the consumer involvement towards a brand of a product. And they are: interest, sign, pleasure, risks importance and risk probability. They are shown in detail in **Appendix-2.** But inspite of all the different reasons for their reason for brand loyalty, every loyal consumer shows certain degree of similarities, which ultimately reflects their brand loyalty.

Solomon (1992) also indicates that "purchase decisions based on loyalty may become simplified and even habitual in nature and this may be a result of satisfaction with the current brands. A base of loyal customer will be advantageous for an organization as it reduces the marketing cost of doing business."- (Solomon, 1992) Once the consumers

are loyal, it definitely is an advantage because it reduces the overall cost and expenses like advertising expenses, promotional expenses, etc. Because if once the customers are lost, new ones are very difficult to gain. So the best is to retain the recent customers and satisfy their needs and wants. In any marketing area, customer is the king and they are the one who makes the success and failure of a product in the market.

"Brands have become so important to consumers and retailers that, during a nine- year period from t he mid 1980s and well into the 1990s, over 1,000 research studies related to brands and branding were conducted from around the world ". -(Light, 1997.) However, few brands survive for very long, many brands disappear, and many new brands are introduced regularly. Therefore, it is infact a very challenging task for the producers and the marketers to build a brand loyalty, to attract the customers, to satisfy their needs and wants and to retain them and their loyalty for a long period of time. Light even repeats the earlier warning not to confuse repeat behavior with brand loyal behavior. He notes that repeat behavior can be brought through bribes such as price discounts and coupons.

This portion deals with the concept of branding in Nepal. Today's globally linked market has created challenges to marketers and producers to build a brand loyalty, to satisfy the consumers, and retain them in long-term. And Nepalese market and the producers are no exceptions to is as they face growing challenges to create positive impact towards a particular brand of domestic product, to capture international market which in turn will enhance the productivity and help the nation to prosper with new dimensions and to compete with the international brands too.

Nepal is an agricultural country. 90% of the people in the country depends upon agricultural sector. Even the Nepalese marketers have started giving attention to product branding as one of the most important properties. As such most of the manufactured products are branded in Nepal. But in case of Nepal the most common form of branding is naming the product. In Nepalese market individual brands are the most popular ones. Name is the most popular form of branding in Nepal. The concept of branding is catching up in the country as more and more brands of domestic products

are emerging day in and day out. Though agricultural product remain largely unbranded but the recent branding of pulses (Dugar, Hulas), rice (Hulas, Makhan), has emerged opened the larger scope for all kinds of agricultural products too. It's just the matter of time that most of the agricultural product will also be branded in the near future as the consumers of Nepal have realized the importance of branded product and the quality and reliability that it provides. In Nepal, Nepal standard institute provides certification and allows the use of its mark on the product. Brand licensing is also growing up in the country, for example hot breads. In Nepal the importance of branded product is slowly but growing up. People are more conscious about the branded product as it provides product identification, quality assurance, prestige and status, legal protection, consumer welfare, and even a well known branded product tend to be environmental friendly. Although private branding has not been that much in the market scene, yet family brands are definitely growing up in the Nepalese market, for example: Hulas biscuits, rice, pulses, etc.

Hence, today consumers in Nepal do realize the importance and are aware about the branded product and what it can offer to them. As such many manufacturers' brand is emerging in large number and are also getting popular. Undoubtedly, cross border flow of products through out the globe has become a commonplace phenomenon, which has invited increasing competition amongst business companies. With the growing business, trade and economy, Nepalese business now faces daunting challenges to win customers, to have positive perception of the domestic products and above all to have the impressive impact of the domestic product in national as well as international area.

2.2.1. BRIEF INTRODUCTION OF SELECTED PRODUCTS

These are the products that are consumed daily. They are of primary needs and we come to across them daily. So here is a brief introduction of four selected product for our study.

1. Toothpaste:

Toothpaste is a creamy product in tubes that is a regular product in everyone's home, which we use to make our teeth clean and fresh.

2. Shampoo:

Shampoo is a liquid soap that we use to clean our hair. We shampoo our hair to make it clean, silky and shiny.

3. Tea:

Tea is our regular consumable product. Most of us start our day with a cup of tea. There are various types of tea available in market and according to taste and brand people use them in their daily life.

4. Milk:

Milk is white dairy product that we consume daily and is available both in liquid form usually in packets or is also available in powered form in tins or paper packets.

2.2.2. FACTORS CONTRIBUTING TO BRAND LOYALTY

The factors that create loyalty towards brand should be explored in order to increase the brand loyal consumers. And once the strategies and ideas have been developed, it needs to be properly implemented as it contributes towards creating more and more brand loyal consumers. Therefore, we can summarize the factors contributing to brand loyalty as follows:

1. AWARENESS:

The first step towards brand loyalty is to be aware of the product. Without being aware of the product, one can't be loyal towards it. At the awareness stage, a potential consumer knows that the brand exists, but the familiarity between a customer and the product is low. At this point, brand- name may provide the awareness of the product

because brand names offer value to the consumers by helping them interpret, process, store, and retrieve large quantities of information about products.

2. IMAGE:

The next factor contributing to brand loyalty is the image of the product. A strong brand image is important to brand owners because the brand name distinguishes a product from the competitors' products. The image includes colors, symbols, words, and slogans that convey a clear, consistent message and not simply the name.

3. REPUTATION:

Another factor contributing to brand loyalty is the reputation of the product. Developing brand loyalty through reputation means, "Selling high-quality products and commanding premium prices which resulting increase in reputation. In order to build and maintain a reputation, the promised quality of goods or services must be delivered. Having a good reputation increases a firm's sales, attracts more customers because of word-of-mouth activity, and cuts customer departures"- (Rogerson, 1983)

4. PROMOTION:

Promotions can be used to develop cost leadership of differentiation, and can be used to create loyalty through switching costs. If tried to do something good or better facility, promotion definitely is the most reasonable reason contributing to brand loyalty.

5. INNOVATION:

Innovation allows the brand to remain up-to-date and demonstrates an unceasing attentiveness to the changes in customer taste. To keep pace with changes in the marketplace companies should meet and exceed customer needs and wants. Studies show that successful new brands are typically more distinctive, novel and superior in comparison to established brands. When companies make innovations to their products they have to consider customers' perceptions and attitudes.

6. SATISFACTION:

It is proved from several studies that loyal customers are not necessarily satisfied customers, but satisfied customers tend to be loyal customers. Highly satisfied customers are much more loyal than satisfied customers-any drop in total satisfaction results in a major drop in loyalty. So it reflects that it isn't necessary that loyal consumer has to be satisfied, but instead satisfied consumers are more likely to be loyal consumers.

7. PERCEIVED QUALITY:

Brands generally deliver the quality what the consumers want and believe. A brand should represent a credible guarantee of quality to the consumers. Once the consumers are persuaded that the brand offers what they expect, they stay with the brand. A consumer will choose a familiar name because brand names carry higher perceived quality. Customers feel more comfortable with branded products than unbranded products.

8. BRAND EXTENSION:

The extension of brand will be successful only when the brand's associations and perceived quality can provide a point of differentiation and advantage for its extension. However, there is a risk that an extension may damage the core brand by weakening its associations or its perceived quality. If customers want to buy a new product, they will prefer a familiar brand. They already know the brand and have the same performance expectations with the new product. If they do not get what they expect, they may switch to the new brand. And this is the biggest threat for any producers and the manufacturers.

9. CONSUMER BACKGROUND:

Consumers' background is the another factor determining the brand loyalty towards the product. Higher income customers may stick to one premium brand because they perceive it as a contribution to their social status. Some brands carry images or

symbolic meanings that may provide social value for them. The higher household income, less switching is expected because customers can exercise their preference independently from monetary considerations.

2.2.3 BASIC PRINCIPLES TO BUILD ENDURING BRAND LOYALTY:

In today's highly competitive business environment, thousands of product reach the market day in and out. People are offered with number of products and options to choose from and many a times they get confused while making their buying decisions. But brand is only one property that helps the consumers in selecting the best choice from among the alternatives. Branding adds value to products and services. This value arises from the experience gained from using the brand: familiarity, reliability, and risk reduction and from association with others who use the brand. Brands help guard against competitive imitation, and allow customers to shop with confidence in an increasingly complex world, which results in brand loyal consumers. To retain the brand loyal consumers, it's very important to follow certain basic principles, which are explained below:

i. Building brand loyalty through leadership:

There is no doubt that a company can become a leader through brand loyalty. A loyal customer can be nine times as profitable as a disloyal one.

ii. Determining the most critical elements of marketing:

Every marketer should be able to make the elements of brand loyalty such as identifying, attracting, defending, and strengthening more effective and efficient. These factors should be properly determined and had to be checked if they making or breaking the brand loyalty.

iii. Be a pioneer:

Pioneers are the investigators and the researchers in the company. Leaders are usually associated with pioneers. Most leaders in the company are innovators and creators too. So to maintain the position companies must invest heavily in research and development. Pioneers are faced with the heavy cost burden of research and development.

iv. Know the customer's value:

Its very important to know the customer's value, their needs, wants, likes, dislikes, which should be timely studied and evaluated. Knowing the value of customers the companies are able to maintain the position of product in the market.

v. Branding policy as a business policy:

Making an effort in branding policy will definitely help in business policy of the company too. Because building brand loyalty will endure profitable growth as well as sales volume. And this will ultimately result in the profitability and productivity of the individual firm.

vi. Keep your loyalist sold:

By learning more about customers, a company has a much better chance of keeping these customers. It is not enough just to keep customers, a company must work to keep them satisfied as well, and aware that they are satisfied. Satisfied customers themselves translate into loyal customers.

vii. Sell on quality not on price:

The way of having loyal customers is quality. The primary focus of a marketing plan should be the quality of the product, and not how inexpensive it is. So the primary focus should be on the quality of the product that the consumers want and will be satisfied of.

2.2.4. FUNCTIONS OF BRAND

A brand is a distinctive name of a product or manufacturer. It's a name, term, sign, symbol, design or any combination used to identify the goods and services of a seller. Brand names convey the image of the product; " brand" refers to a name, term, symbol, sign or design used by a firm to differentiate its offerings from those of its competitors, to identify a product with a particular seller. A brand is both a physical and perceptual entity. The physical aspect of a brand can be found located on a supermarket shelf or in the delivery of a service. But the perceptual aspect of a brand exists in psychological space- in the consumer's mind. Brands introduce stability into business, help guard against competitive imitation, and allow consumers to shop with confidence in an increasingly world. A brand provides not only the sources of information but also performs certain functions, which justifies its attractiveness and its monetary return (higher profit) when buyers value it.

So there are several functions of brand that plays a significant role in making a product worthwhile and making its impact in the eyes of consumers, which are explained by Jean- Noel Kapferer in detail below: (kapferer, 1997 Kogan: 30.)

Functions	Consumers Benefit
Identification:	To be clearly seen, to make sense of the offer, to quickly identify the sought- after products.
Practicality:	To allow saving of time and energy through identical repurchasing and loyalty.
Optimization:	To be sure of buying the best product in its category , the best performer for a particular purpose
Characterization	To have confirmation your self-image or the image that you present to other.
Gurantee:	To be sure of finding the same quality no matter where or when you buy the product or services.
Ethical:	Satisfaction linked to the responsible behavior of the brand in its relationship with society (ecology, employment, and citizenship, advertising that doesn't work)

Continuity:	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years.
Hedonistic	Satisfaction linked to the attractiveness of the brand, to its logo, to its communication.

Here the first two functions that is identification and practicality is mechanical and the essence of the brand. This means these functions are recognized symbol in order to facilitate choice and gain time. Other three functions that is optimization, characterization, and guarantee reduce the perceived risk. The rest last three functions have more pleasurable side to them. Ethics show that buyers are expecting more and more responsible behavior from their brands whereas, continuity reflects on the familiarity and intimacy of the consumers towards the brand of the products. And the hedonistic function shows the eye- catching aspect of the brands like its attractiveness, its logo, its packaging etc. Thus all these functions of brands give the reasons why brand is important and its role is in our daily lives.

2.3. REVIEW OF RELATED STUDIES

Reviews of different relevant studies made in this particular topic have been highlighted in this section. In this section we analyze the various study work that has been conducted by various students, people in the past regarding various aspects of brand such as: a study on loyalty on brands, brand loyalty on low involvement goods, patterns of consumers decision making process while purchasing high involvement goods in Nepal. And also some of the related journals have also been reviewed in this section that has been done at various international level. Here are some of the journals and dissertations relating to this particular topic, which has been reviewed below.

2.3.1. REVIEW OF JOURNALS

1. A journal titled, **"Korean women's clothing brand loyalty"** by **Jungmi Oh, Susan S. Fiorito, USA**, published in the journal of Fashion Marketing and Management Volume 6, 2002. The research was done with the view to find the answers to the following objectives. The purpose of this study was to identify clothing

brand loyal consumers regarding their buying behavior, self-image, and demographics. Brand loyal consumers' post purchase outcomes based on clothing attributes were investigated. Three clothing items were taken for the study to test the brand loyalty in Korean market, i.e. trousers, T-shirt and Jackets.

And the findings were as follows:

i. High price, brand loyal consumers and low/medium price, brand loyal customers' significantly differed in post-purchase satisfaction.

ii. Data were from 328 questionnaires completed by adult women living in Seoul, Korea. The results showed that in purchasing T- Shirts, 24.4% of the sample were brand loyal customers, 42.2% were brand loyal customers in purchasing trousers, and 38.7% were brand loyal customers in purchasing jackets.

iii. The demographic variables of age and socioeconomic status were significant in order to distinguish the brand loyal customers from the non-brand loyal customers. A relationship between consumer characteristics variables and brand loyalty as related to clothing items, which shows that brand loyalty is different among different products.

2. **Mr. Shree Batsa Ghimire**, in his research work entitled, "**A study on branding policy of durable goods**", has stressed on following objectives.- (Ghimire, T.U. 1995, page no,177.) They are:

i. To find the degree of correlates between the consumer behavior and brand loyalty.

ii. Determining the brand policy in case of durable goods.

iii. To find the level of brand loyalty of Nepalese consumers in durable products.

iv. Size of choice set.

His research was based on durable goods like steel products, wooden furniture, electric goods etc.

And his findings were concluded as:

i. It was found that 34% of the consumers were highly loyal while and encouraging 55% stick to a certain brand of product.

ii. Only 35% of consumers wait for the particular brand.

iii. He concluded by stating that brand loyalty is differentiated from consumer behavior.

3. A journal entitled, " **Product involvement/brand loyalty**; is there a link?" by **Pascale Quester**, **Ai Lin Lim**, The University of Adeliade Australia published in the Journal of Product and Brand Management Volume 12 in 2003. The major objective of the study was to find if there is any link between product involvement and brand loyalty. Samples of 253 students were asked to complete a questionnaire relating to two products with contrasted levels of involvement. Two product categories i.e. sneakers and pen were taken for the study.

And the finding of the research is drawn in following point:

i. The factor structure of involvement was found to vary between the two product categories (sneakers and pens)

ii. The link between product involvement and brand loyalty was found to involve different aspects of product involvement for each of the products concerned. Quester and Lim discover that risk played a bigger part for low involvement product that it did for their high involvement product.

iii. Product involvement and brand loyalty are not universal constructs: they should be examined within specific consumer and product parameters.

The most significant findings from Quester and Lim's study is that product involvement does not precede brand loyalty. There is a relationship between two constructs but we cannot assume that one comes before the other.

2.3.2. REVIEW OF ARTICLES

An article entitled, **"An empirical examination of brand loyalty"** by **"Jan Moller Jensen, Torben, Hansen** published in article of product and brand Management Volume 15, 2006." The research was done with the view to find the answers to following objectives. The purpose of this study was to investigate the relationship between relative attitudes and repeat purchasing. A conceptual model of attitude behavior consistency and brand loyalty is proposed and empirically tested in the context of frequently purchased consumer goods. Structural equation modeling was used on Survey data from 395 households to test the model and corresponding hypotheses.

And the findings were as follows:

i. The results support the conceptualization of relative attitude as a composite of purchase involvement and perceived brand differences.

ii. And also support the hypotheses proposed in the research model.

2.3.3. REVIEW OF RELATED DISSERTATIONS

1. An article   entitled, "**Brand trust in the context of consumer loyalty**" by **Elena Delgado- Ballester, Jose Luis Munuera**- Aleman publishe in European Journal of Marketing Volume 35, 2001. The research was done with the view to find the answers to following objectives. The research adopts a relational perspective in the study of brand loyalty and therefore it characterizes the relationship between the brand and the consumer in terms of trust and commitment. Second, analyzing its effect on emotional commitment between the consumer and the brand, which in turn affects the costumers' price tolerance. Third, studying its determinants, how it is generated and in which context it is more appropriate to present a model of " brand trust"

And the findings of the research were as follows:

In the context of consumer brand relationship brand trust consists of only one dimension. Conceptualized brand trust as a feeling of security that the brand will meet consumer expectations.

The result suggests that brand trust have a significant effect on consumer commitment, which in turns influences the customer's price tolerance towards the brand, and also that customer involvement shows a moderating effect on the relationship between brand trust and customer commitment.

The results also suggest that overall satisfaction leads towards brand trust, and that there exists a moderating effect of customer involvement on the overall satisfaction- brand trust relationship. It suggests that context of high involvement may be the more appropriate to study brand trust, because in these situations brand trust becomes more central in customers' attitude and belief structures.

2. A dissertation entitled, **" A study on Brand Loyalty"** carried out by **Mr. Yogesh Panta in 1993** has addressed the following major objectives:

    i. To examine the brand awareness of Nepalese Consumer.

    ii. To find if Nepali consumer are brand loyal or not.

    iii. To recommend the measures for developing strategies and for conducting further researches.

This research was mainly focused on primary data. Samples of 100 respondents were taken and questionnaire served to obtain the results.

Major findings of the study are:

    i. Most of the Nepalese consumers are brand conscious. The findings revealed that Nepalese consumers are highly brand conscious both in low involvement daily consumables and durable goods.

ii. Brand loyalty associates positively with consumers' income. Brand loyalty is positively associated with store loyalty.

iii. The brand loyalty in Nepalese consumers varied as per variables such as age, sex, marital status, family system, education etc.

iv. The study found that at least 65% consumers are aware of all alternative brands available in market.

CHAPTER – III

3.0. RESEACRH METHODOLOGY

INTRODUCTION

Research Methodology is the way to solve systematically the research problem. Research refers to critical, careful, and exhaustive investigation or inquiry or examination or experimentation having as its aim the revision of accepted conclusions, in light of the newly discovered facts. According to D Slesinger and M Stephenson in the Encyclopedia of social sciences define research as " the manipulation of things concept, or symbols for the purpose of generalizing to extend correct verify knowledge, whether that knowledge aids in the construction of the theory or in the practice of art." Research is the process of a systematic and an in-depth study or search of any particular topic, subject or area of investigation backed up by the collection, compilation, presentation and interpretation of relevant details. It includes all the relevant studies that includes research design, population and sample, sources of data, data analysis etc.

3.1   RESEARCH DESIGN

Research design is the main part of the thesis or any research work. So it basically is the specification of procedures for collecting and analyzing the data necessary to help identify or react to a problem or opportunities. Research design presents a guidepost to enable the researcher to progress in the right direction in order to achieve goals. It is a strategy specifying which approach will be used for gathering and specifying the data.

Here in this research work "Consumers' loyalty towards brand in low involvement goods" to accomplish the objectives, it has adopted the

descriptive cum analytical type of research design. It describes and analysis all the facts that have been collected for the purpose of the study. This research design follows the steps of formulating the objectives of the study, defining the population and selecting the sample, designing the methods of data collection and finally analyzing and interpreting the data and facts.

3.2 POPULATION AND SAMPLING

This study is based on the sample study of 100 consumers of Bhaktapur districts who uses the products for which this particular research work has been conducted. The products used in this research work are low involvement daily consumables that people in Bhaktapur district uses in their daily life. But there are hundreds of people who use those products, but only sample sizes of 100 people are taken for the research work. And for this, four daily consumable goods are taken for the inquiry and the sample size is collected by random selection.

3.3 SOURCES OF DATA

Data is the foundation of all fieldwork projects. Without proper data there is no meaning of doing a projects or research. There are two types or sources of data and they are primary data and secondary data. Primary data are original data gathered by the researcher for the research project whereas secondary data refers to already collected data. They are often in published form.

This research work mainly consists of first hand information received from the consumers. That means the nature of data used in this research is mainly primary data. The data is collected from the respondents through the methods of interviewing or questionnaire survey. 100 sample consumers are directly asked the survey questions by questionnaire and through interview methods. Therefore the sample 100 consumers within the districts are the major sources of data for this whole research work.

3.4 SURVEY METHODOLOGY

This is the survey, which is based on the consumers of Bhaktapur district. Here the whole study is focused on whether or not the consumers of district are brand loyal in their daily consumables. Various methods are used to collect reliable and first hand information to find out the answers for research questions and to fulfill its objectives. At first a sheet of structured questionnaire is prepared and sample consumers are asked to fulfill the questionnaires and provide the accurate information. The questionnaires are given to all kind of people verifying in age, sex, status etc. During the course of this field survey, various consumers are encountered and various responses are collected from them. In addition to this a chi-square test is also used to test the level of significance of the study.

3.5 ANALYSIS TECHNIQUE

Once the respondents fill the questionnaires, they are collected by the researcher to do the analysis. After collecting all the data from the sample consumers, they are processed in a systematic manner in accordance with the vested objectives of the study. The obtained data are first arranged and then various comparisons are made between the data with the help of different tabular forms, diagrams, figures, charts, etc. they are effectively shown through diagrams and figures to make it more interesting and easy to understand. For this statistical tool such as percentage and chi-square test will be used.

i. Percentage method:

Percentage method is one of the tools used in the data analysis of this research work. Percentage is a part out of hundred. This is the simplest statistical device used in the interpretation of the phenomenon.

Mathematically let 'y' be the base and 'x' be the given data to be compared with the base, then the percentage of given number in the base may be defined as:

Percentage $(\%) = x/y \times 100$

ii. Chi-square test method:

Chi-square test is one of the important test specially to test the significance level. Chi-square is represented by t^2 and is used for analysis of comparing frequencies as well as variance of the distribution. As a non-parametric test it can be used to determine if the categorical data shows dependency or two classifications are independent.

Test of independence:

It is used to test two-way classifications. It is used to test whether two categories are independent or not.

a. Null Hypothesis Ho: There is no significance difference between observed (experimental) and expected (theoretical) classifications. In other words the given data supports the theory (hypothesis).

b. Alternative Hypothesis H1: There is significant difference between observed and the expected classifications. In other words, the given data does not support the theory.

Mathematically, we can compute the values as following:

Expected Frequency (E) = $\dfrac{\text{Row Total} \times \text{Column Total}}{\text{No of observation}}$

Or, E = $\dfrac{RT \times CT}{N}$

Where, r×c = total number of cells in the contingency table.

Chi-Square (t^2) = $\dfrac{(O\text{-}E)^2}{E}$

Where,

O = Observed Frequency
E = Expected Frequency

CHAPTER –IV

4.0 DATA PRESENTATION AND ANALYSIS

This section of the study reflects on the systematic presentation and analysis of the collected data in order to come to the conclusive results. 100 consumers of Bhaktapur district are asked to give their responses regarding the subject matter. Interviews are taken and the consumers filled questionnaires, which is carefully and systematically processed. Once the needed data and information are all collected, they are tabulated and put in the presentable form and then analyze to obtain the answers to the research objectives.

Various demographic variables are taken as a basis to analyze the data collected and to come to the conclusive result. Methods such as percentage methods are used to interpret the data to show the familiarity or differences regarding various aspects of the study. And chi-square is used to analyze comparing frequencies as well as variance of the distribution. Data collected are used to determine if the categorical data shows dependency or two classifications are independent. Consumers' loyalty on brand is considered according to their purchase pattern. And purchase pattern is determined on the basis of their purchase, which is asked in questionnaire. On this basis undivided loyalty, divided loyalty, unstable loyalty and no loyalty amongst the respondents are determined and divided.

4.1. DIFFERENT FACTORS RESPONSIBLE FOR CHOOSING A PRODUCT

One must not be confused by the terms "brand", "inspection" and "influence". Buying by brand indicates the buying with the complete knowledge of the

product / service in terms of name, sign, symbol, term or combination of them which the producer or seller gives to it in order to differentiate it from the products of the other producers and sellers while buying by inspection means buying a product by observation or examinations. And buying by the influence is buying a product because of the recommendation of the second person. For example, if a consumer, who wants to buy toothpaste, goes to a store and asks the keeper for "close-up" or "pepsodent" then this is buying by brand. But if he ask the keeper to give him toothpaste and do not specify any brand name then it is considered buying by inspection. Also, if the consumer buys certain product because the keeper suggests him or some other person suggests him that is good then it is buying by influence. The data presented in the table below gives the record of factors responsible for choosing the product by the consumers of Bhaktapur district while purchasing the product.

Table No-1

Different factors responsible for choosing a product:

S.No.	Name of Product	Means of purchase	Percentage (%)
1.	Milk	By Brand	65
		By Inspection	25
		By Influence	10
Total			**100**
2.	Toothpaste	By Brand	63
		By Inspection	28
		By Influence	9

Total			**100**
3.	Tea	By Brand	54
		By Inspection	28
		By Influence	18
Total			**100**
4.	Shampoo	By Brand	68
		By Inspection	18
		By Influence	14
Total			**100**

Different factor responsible for choosing the product

factors for choosing product

Number of respondents / No. of respondents / responses

Legend:
- 1 Milk By Brand
- 1 Milk By Inspection
- 1 Milk By Influence
- 1 Milk Total
- 2 Toothpaste By Brand
- 2 Toothpaste By Inspection
- 2 Toothpaste By Influence
- 2 Toothpaste Total
- 3 Tea By Brand
- 3 Tea By Inspection
- 3 Tea By Influence
- 3 Tea By Influence
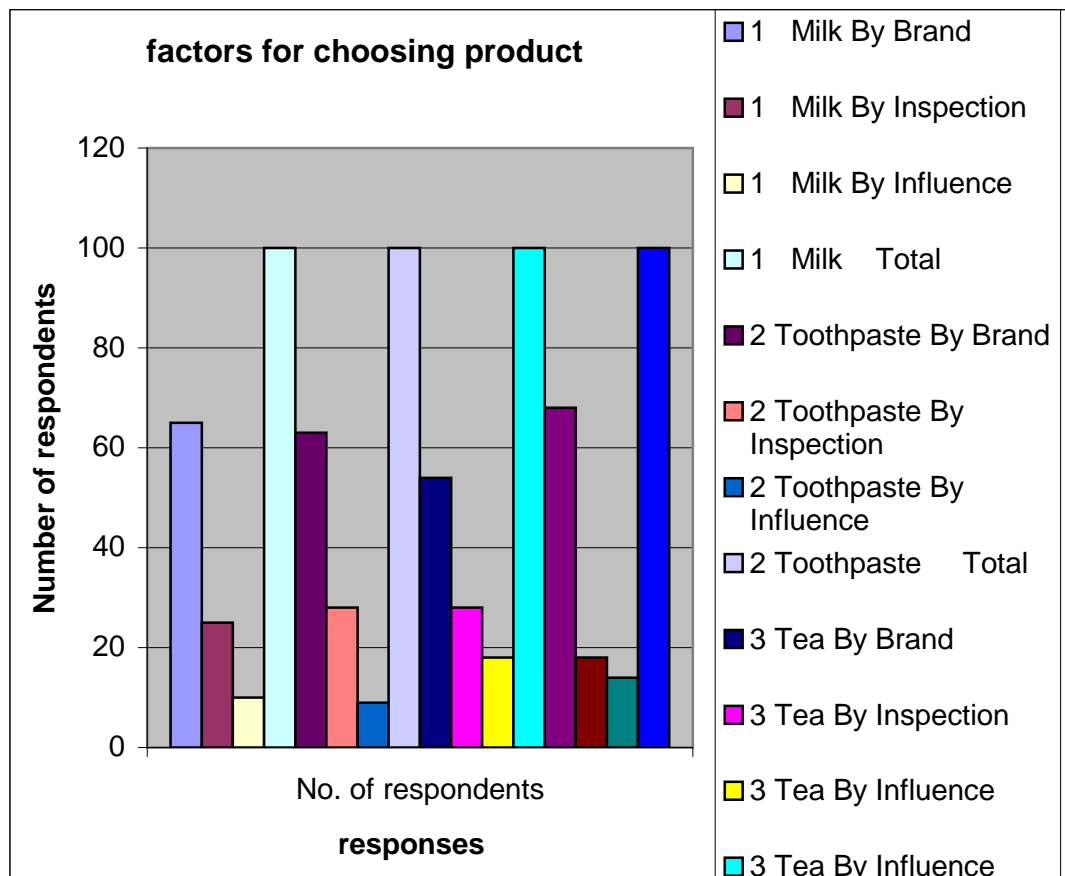
The above table shows how the consumers of Bhaktapur districts buy the product such as milk, toothpaste, tea, shampoo in relation to the options provided to them as by brand, by inspection, and by influence. In case of milk 65% buy it by brand, 25% by inspection, and 10% by influence. In case of toothpaste 63% buy it by brand, 28% by inspection, and 9% by influence. Similarly in case of tea 54% buy it by brand, 28% by inspection, and 18% by influence. Thus the use of brand in purchasing milk and shampoo is higher in comparison to that of toothpaste and tea. Hence it can be said that the majority of the consumers of Bhaktapur district while buying milk, toothpaste and shampoo make purchase decision by brand. Also, while buying tea considerable buyers do make purchased by inspection and influence.

4.2. IMPORTANCE OF BRAND NAME WHEN CONSUMERS' BUY HEIR DAILY CONSUMABLES;

Consumers' are asked how important a brand name is when they buy their daily consumable product. 100 consumers' within Bhaktapur districts are given the questionnaires to collect their views. Their responses are collected and presented and analyzed below: The data are tabulated and analyzed systematically and the analysis of the result obtained can be shown in the following simple percentage method.

Table No; 2

Importance of brand name when consumers buy their daily consumables:

S. No.	Responses	No. of respondent	Percentage (%)
1.	Highly Important	29	29
2.	Important	31	31
3.	Moderately important	25	25
4.	Not so important	10	10
5.	Don't Know	5	5
Total		100	100

Source: Respondents responses on field survey 2009.

The above tabulated shows the level of importance that consumers' give when they buy their daily needed products. Out of 100 respondents 29 of them said brand name is very important when they buy their daily products, 31 of them agreed brand name is important while buying the products. While 25 of them feels brand plays role to some extent but not so necessary. And rest of 10 feels it is not at all important to buy branded products whereas 5 of them had no idea about branded products.

Importance of brand name when consumers buy their daily consumables:
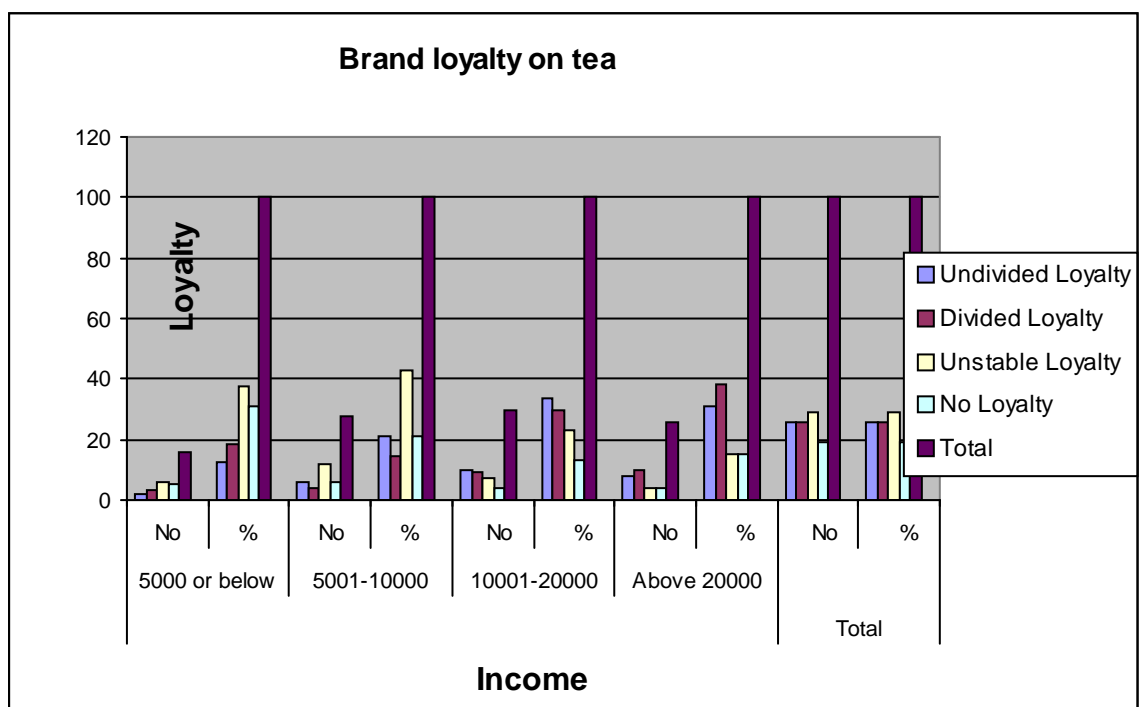
4.3. Consumers' Degree of commitment towards a particular brandhen buying regular consumable products.

Consumers' are asked the degree of commitment that they show towards a particular brand of daily consumable product that they consume daily. They are given a scale of 1 to 5 in which 1 measured the least level of commitment and 5 measured the highest level of commitment. And the respondents were asked to tick on the point they feel goes with their real commitment towards their choice of brand. The given table shows the collected data in the tabulated form.

Table No – 3

Level of commitment that consumers have towards a particular brand

Level of commitment shown by respondents	No of respondent	Percentage (%)
1 (Minimum)	4	4
2	10	10
3	26	26
4	32	32
5 (Maximum)	28	28
Total	**100**	**100**

Source: Respondent responses on field survey 2009

The above data shows the commitment of consumers of Bhaktapur district on purchasing regular items for their consumption. More percent of the respondents have given their response on maximum level i.e. 4 and 5 points. This shows that more people are committed when they buy their daily products. Above table shows that 32% of the total respondents are committed at maximum 4 points of the level of commitment and 28% of the respondent are highly commitment. This shows that most of the respondents are infact highly committed when they buy their regular products. Whereas 26% of them are moderately committed while 10% and 4% of the rest are at low level of commitment. This can be viewed in diagrammatic form as below:

Level of commitment that consumers have towards a particular brand
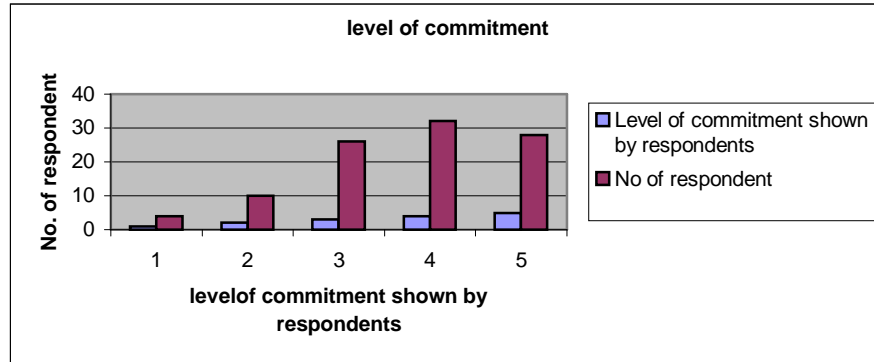
4.4. Awareness of alternative brands of products (besides their preferred brand) available in the market

The main focus of the study in this section is whether the consumers' are aware about the other alternative brand of product available in the market or not. The level of their knowledge is tested here regarding other alternative brands of products.

Table No- 4

Awareness of alternative brands of products available in the market in case of milk

S. No	Types of Product	No. of alternative brands known by respondent	No. of respondent	Percentage
1.	Milk	2	15	15
		3	43	43
		4	42	42
Total			**100**	**100**
2.	Toothpaste	3	18	18
		4	40	40
		5	42	42
Total			**100**	**100**

3.	Tea	2	15	15
		3	41	41
		4	44	44
Total			**100**	**100**
4.	Shampoo	3	20	20
		4	44	44
		5	36	36
Total			**100**	**100**

Source: Respondents responses on field survey 2009

Awareness of alternative brands of product available in market.
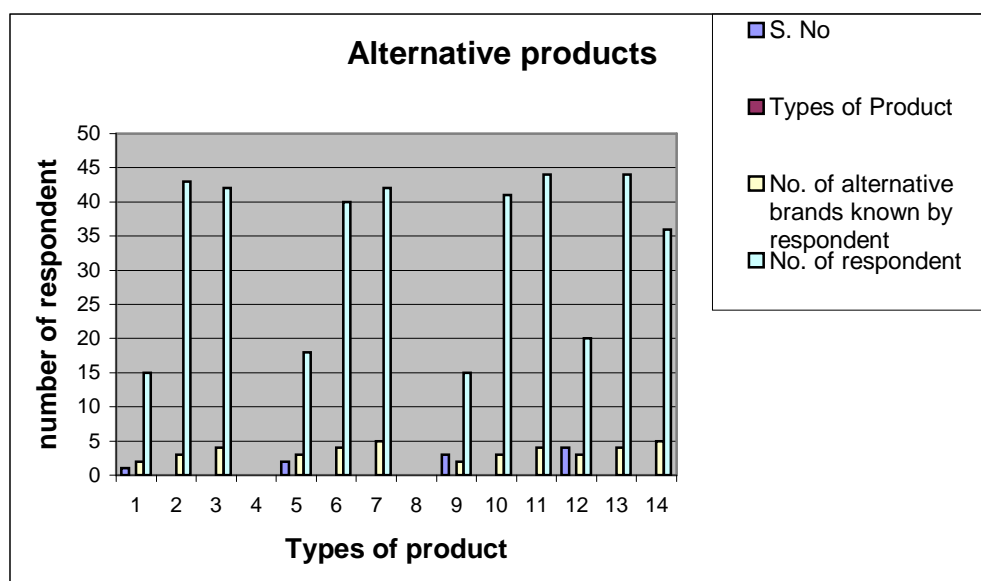
The table shows that most of the consumers' of Bhaktapur district are aware about the alternative brand of product besides their favourite brand. Consumers seem to know the alternative brands in large numbers. So this reflects not only the level of brand consciousness of the consumers but also their level of interest on the other competing brands of products. Most of the

respondents seem to know the alternative brands of product upto 4 and 5. People are highly aware about shampoo and toothpaste. This shows that consumers not only consume their brand but also keep in knowledge about the competing brands of product in the market. The respondents mentioned various types of alternative brands of product for each of the items. The response was quite high and it showed that consumers' of Bhaktapur district are extent aware about the different alternative brands of products if not their preferred brand available in the market. Respondents were also asked in questionnaire to name the alternative brands that they know which is listed clearly in **Appendix-3.**

4.5. DIFFERENT FACTORS RESPONSIBLE FOR BRAND SWITCHING

There are various reasons that results the consumers to search the other brands of the products like price off, discount, effective advertisement, offers like buy one get one free, test new product etc. Here for each of the product 3 options were given and asked whether these factors make them leave their regular brand and switch to another. The respondents are separately analyzed i.e. analysis is done between brand loyal respondents and non-brand loyal respondents. Both the groups of respondents are judged separately to get a clear view of the respondents from both the group, which is illustrated, in the given table below.

Different factors responsible for brand switching:

S.No.	Types of Product	Factors	Brand loyal respondents		Non Brand loyal respondents		Total	
			No.	%	No.	%	No.	%
1	Milk	) Price off-	18	18	3	3	21	21
		) Effective advertisement-	20	20	4	4	24	24
		) Test the new product-	39	39	6	6	45	45
		) Other reasons-	8	8	2	2	10	10
Total			**85**	**85**	**15**	**15**	**100**	**100**
2	Toothpaste	) Price off-	28	28	7	7	35	35
		) Effective advertisement-	23	23	8	8	31	31
		) Test the new product-	16	16	4	4	20	20
		) Other reasons-	11	11	3	3	14	14
Total			**78**	**78**	**22**	**22**	**100**	**100**
3	Tea	) Price off-	19	19	10	10	29	29
		) Effective advertisement-	20	20	12	12	32	32
		) Test the new product-	18	18	8	8	26	26
		) Other reasons-	8	8	5	5	13	13
Total			**65**	**65**	**35**	**35**	**100**	**100**
4	Shampoo	) Price off-	20	20	1	1	21	21
		) Effective advertisement-	43	43	2	2	45	45
		) Test the new product-	21	21	2	2	23	23
		) Other reasons-	10	10	1	1	11	11
Total			**94**	**94**	**6**	**6**	**100**	**100**

Source: Respondents responses on field survey 2009

Various factors make the consumer switch the brand from one to another. Here in case of milk 85% of the brand loyal respondents responded among which 39% of them seem to switch the brand to test the new product whereas 20% of them seem to be affected by effective advertisement and 8% of them are switching the brand for some other reasons whereas on the other hand amongst non brand loyal consumers 6% of them switch to test new product, 4% of them seem to be affected by effective advertisement and 3% of them are found to switch the brand by price off. In case of toothpaste most consumers seem to be affected by price off factors i.e. 28% of the total respondents while it is price off and testing new product seem to be major cause for switching brand. On the other side 20% of the respondents for tea are also affected by advertisement while 19% of them seem to be affected by price factor while 8% for other reasons and among non-brand loyal respondents also effective advertisement is a major factor to switch the brand. Similarly, advertisement as well as testing new product is reasons for switching brand for brand loyal shampoo respondents while it is even for all four factors among non-brand loyal respondents.

4.6 LEVEL OF CONFIDENCE (REGARDING THEIR ABILITY AND KNOWLEDGE TO JUDGE THE RIGHT BRAND)

The main purpose of this question is to check the level of confidence in the consumers' of Bhaktapur district whether or not they have the ability and knowledge to choose the right brand. Since knowledge and ability to judge plays a key role to make the right judgement of the right brand. Consumers' were given 5 alternatives to reflect on their level of confidence. The table below reflects on the data collected and tabulated regarding respondents level of confidence in making the right judgement of the brand.

Table No- 6

Level of confidence regarding their ability and knowledge to judge the right brand.

S.No.	Responses	No of respondent	Percentage (%)
1	Confident	43	43
2	Moderately confident	36	36
3	Not so confident	12	12
4	Don't Know	9	9
Total		100	100

Source: Respondents responses on field survey 2009

The above-tabulated data shows that most of the respondents are very confident to judge the right brand of product. This shows their level of confidence which is a positive and plus point to make the right brand choice. 43% of total respondents from the above data feels that they are confident themselves to make right choice of brand.36% of the respondents are moderately confident in making a right brand choice whereas 12% of the respondents are not confident and 9% of them seem to be unknown to the branded products.

Thus the confidence level of the consumers living in Bhaktapur district is high. And this level of confidence shows their brand awareness. Without having the confidence consumers' can't make their right choice. So in this aspect consumers of Bhaktapur district seems to have high brand awareness and consciousness. The given data is shown in the figure as:

Level of confidence regarding their ability and knowledge to judge the right brand.

level of confidence
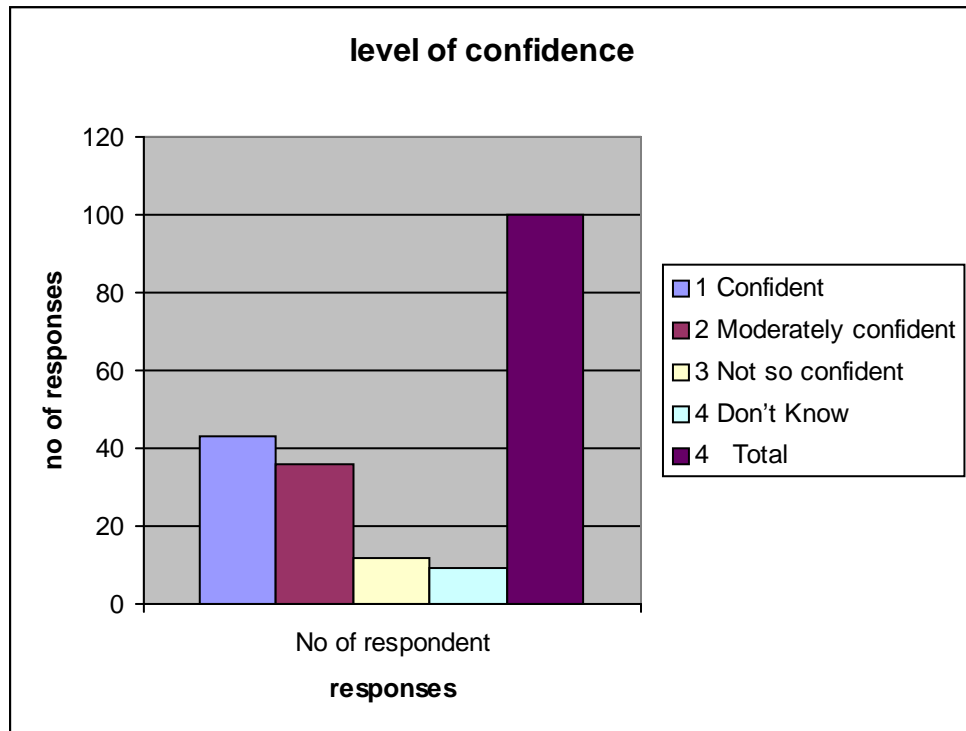
It is clear from the above diagram which shows the responses of consumers' reaching the top most of the scale i.e. most of choice of brand. As the bar diagram shows 43 point as most the consumers' responded that they are very confident to make the right choice of brand in their daily consumables. 36 of the respondent are moderately confident while the bar figure falls down drastically as 12 of them have low confident in making the right brand choice and 9 of them seem to have no idea.

4.7   CONSUMERS' DEGREE OF LOYALTY TOWARDS THEIR   PREFERRED BRAND OF PRODUCT

The main focus of this study is to know the level of the degree of the respondents as to whether or not they are loyal towards their brand of daily

consumables. Question was asked like, "What would you do if your preferred brand is not available in the market"? Respondents were given two options to choose from to test their level of loyalty towards the brand of the product. The responses of the respondents are collected and tabulated systematically on the table below:

Table No- 7

Consumers' degree of loyalty towards their preferred brand of product.

S.No	Type of Product	What would you do If your brand of Product is Unavailable?	Brand loyal respondents.	Non brand Loyal respondents	Total
1.	Milk	Wait for desired one	20	5	25
		Buy the alternative one	65	10	75
Total			**85**	**15**	**100**
2.	Toothpaste	Wait for desired one	24	12	34
		Buy the alternative one	54	10	66
Total			**78**	**22**	**100**
3.	Tea	Wait for desired one	15	6	21
		Buy the alternative one	50	29	79
Total			**65**	**35**	**100**
4.	Shampoo	Wait for desired one	52	4	56
		Buy the alternative one	42	2	44
Total			**94**	**6**	**100**

Sources: Respondents responses on field survey 2009

The above table shows the attitude of consumers as what they will do if their choice of product is not available in the market. Here even though most of the brand loyal respondents said they would not postpone their purchase and go to

the alternative brand but it doesn't however mean that they aren't brand conscious. This situation arises because these are daily consumable goods and there is a need for them to bet the alternative brand if their preferred brand is not available in the market. Here in case of milk 65 out of 85, in case of toothpaste 54 out of 78, incase of tea 50 out of 65 brand loyal consumers said they would go for the alternative brand of respective products if their preferred brand isn't available in the market. But in case of shampoo most people said they would prefer to stay and wait for their brand of shampoo even if it is not available in the market i.e. 52 out of 94.

While in the other hand, in case of milk 10 out of 15, in case of tea 29 out of 35 non-brand loyal consumers said they would go for the alternative brand of respective products if their preferred brand is not available in market. But in case of toothpaste 12 out of 22 and in case of shampoo 4 out of 6 non-brand loyal consumers said they like to wait for their desired brand of product if their preferred brand is not available in the market. But waiting for the product doesn't necessarily mean stopping the use of product for a very long period of time.

4.8 RESPONDENTS PERCEPTION OF WHAT THEY THINK BRAND NAME SIGNIFIES FOR A PARTICULAR PRODUCT

This is one of the most important questionnaires because it gives an idea as to what consumers' really think a brand name provides for a particular product. This is important because it helps us to know about the consumers' knowledge regarding a brand. The responses collected from the respondents are evaluated below to know the level of consumers' knowledge about brand and a brand name.

Table No: 8

Respondents perception of what they think brand name signifies for a particular product.

S. No	Responses	No of respondent	Percentage (%)
1.	Assurance	13	13
2.	Risk reduction	10	10
3.	Reliability	12	12
4.	Value	9	9
5.	Quality	22	22
6.	All of the above	29	29
7.	Don't know	5	5
	Total	100	100

Source: Respondents responses on field survey 2009.

From above data we came to know that brand name for the consumers' means all assurance, risk reduction, reliability, value and quality. This shows that consumers' of Bhaktapur district are aware about the brand, which reflects on their brand consciousness. Of the total respondents 13%, 10%, 12%, 9%, 22% individually pointed on the Assurance, risk reduction, reliability value and quality. But besides these most of the respondents feels that brand name for a particular products suggests all of the above factors because it's all these factors that distinguishes the branded product from other. But 5% seems to have no idea as to what brand name stands for a particular product. The above data reflects on the knowledge of the consumers' of Bhaktapur district regarding brand, which is illustrated in the figure below.

Respondents' perception of what they think brand name signifies for a particular product.
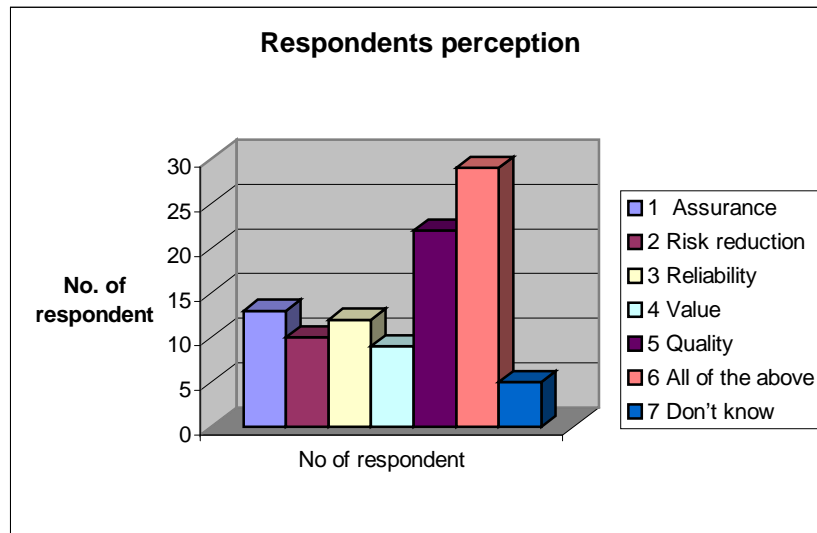
As above chart suggests most respondents feel its all of the factors they they think stands for a particular product. Responses for all the factors hit the highest point of 29 while there is moderate responses for individual factors like quality, assurance etc.

4.9 PRESENTATION AND ANALYSIS OF COLLECTED DATA IN TERMS OF DEMOGRAPHIC VARIABLES. (USING PERCENTAGE AND CHI-SQUARE METHOD I.E. A TEST OF INDEPENDENCE)

4.9.1 Gender and Brand Loyalty: Case of Milk

Here the data are collected and analyzed in terms of demographic variable and in this case gender is taken which is compared with brand loyalty of milk. Both 50 male and 50 female are taken for the study and they have given their responses on how brand conscious they are when buying the milk for their daily consumption. The collected data are analyzed and evaluated systematically on the basis of their last four to five purchases in the tabulated form for the easy processing and analyzing aspect below.

Table No- 9

Represents data on Gender and Brand loyalty on Milk

Brand loyalty	Male		Female		Total	
	Frequency	%	Frequency	%	Frequency	%
Undivided loyalty	25	50	32	64	57	57
Divided loyalty	14	28	11	22	25	25
Unstable loyalty	6	12	5	10	11	11
No loyalty	5	10	2	4	7	7
Total	50	100	50	100	100	100

Source: Respondents responses on field survey 2009.

Gender and Brand Loyalty on milk

Gender and brand loyality
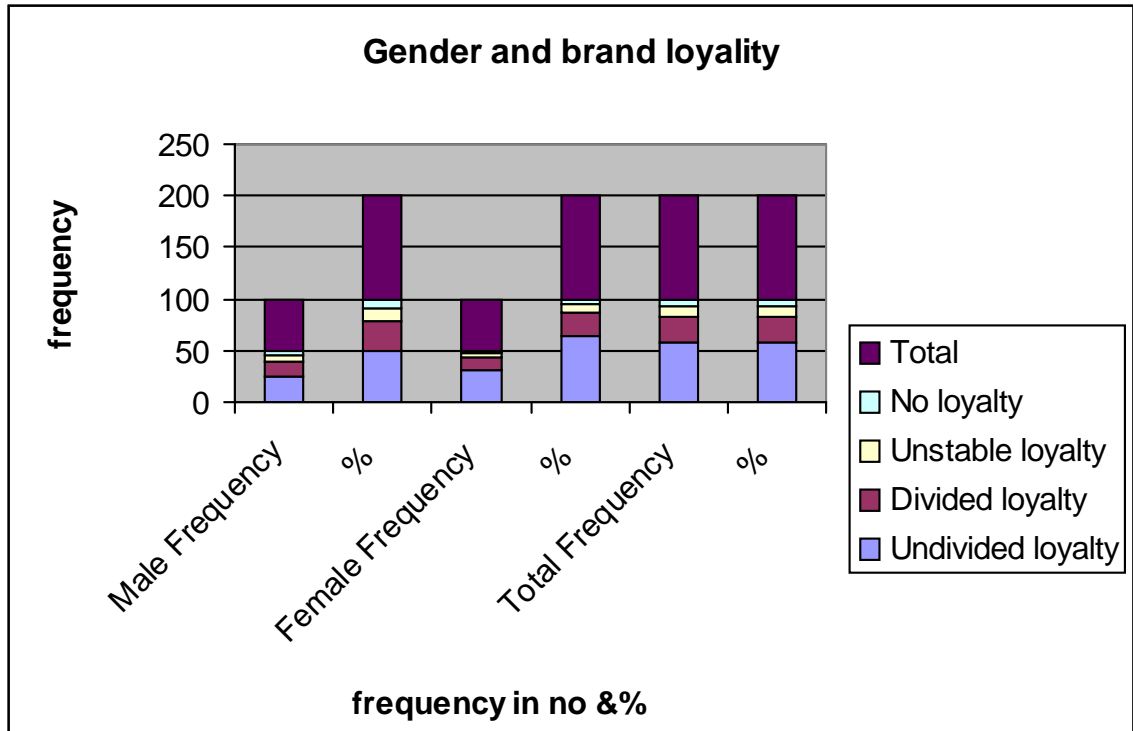
In case of milk both the male and female respondents are found to be highly loyal to the brand. 25 out of 50 male, which is 50% of the total male and 32 out of 50 which is 62% of the total female respondents. So they have been found consistent in their purchase of milk for the daily purpose. This consists of total 57% of all male and female respondents. 14 male and 11 female are divided loyalty, which is 28% and 22% respectively of their total. 6 male and 5 female seems to be quite unstable with their purchase of milk. 5 male and 2 female are not at all loyal in their purchase of milk, which is 10% and 4% of their respective total number.   Thus, overall consumers whether male or female both seems to be highly conscious of brand while buying milk. This means consumers of Bhaktapur district don't want to compromise on brand when they purchase milk for their daily consumption.

〕 **Chi- Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A test of Independence** has been used.

Suppose,

Ho: Gender of the respondents and brand loyalty on milk is independent.

H1: Gender of the respondents and brand loyalty on milk is dependent on each other.

Table No-9.1

Shows Chi-square test of independence on Gender and Brand Loyalty on Milk

Level of significance	0.05
Number of rows	4
Number of columns	2
Degree of Freedom	3
Tabulated value	7.815
Chi-Square Value (Calculated Value)	2.592

Reference: Appendix-4

Remarks:

t^2 cal. = 2.592 which is less than t^2 tab. = 7.815. This means that gender and brand loyalty on milk for the daily consumption is independent. They are two independent individual. Both male and female are high brand conscious in case of milk. As such, null hypothesis is accepted.

4.9.2   Gender and Brand loyalty: Case of Toothpaste

Below tabulated data shows the response of the male and female respondents of Bhaktapur district regarding their brand loyalty on toothpaste. The data is collected from equal number of male and female respondents i.e. 50 of them

male and 50 female respectively. The data are analyzed and evaluated to obtain the result.

Table No-10

Represents data on Gender and Brand loyalty on Toothpaste

Brand loyalty	Male		Female		Total	
	Frequency	%	Frequency	%	Frequency	%
Undivided loyalty	24	48	18	36	42	42
Divided loyalty	14	28	13	26	27	27
Unstable loyalty	7	14	11	22	18	18
No loyalty	5	10	8	16	13	13
Total	50	100	50	100	100	100

Source: Respondents responses on field survey 2009.

Gender and Brand Loyalty on Toothpaste
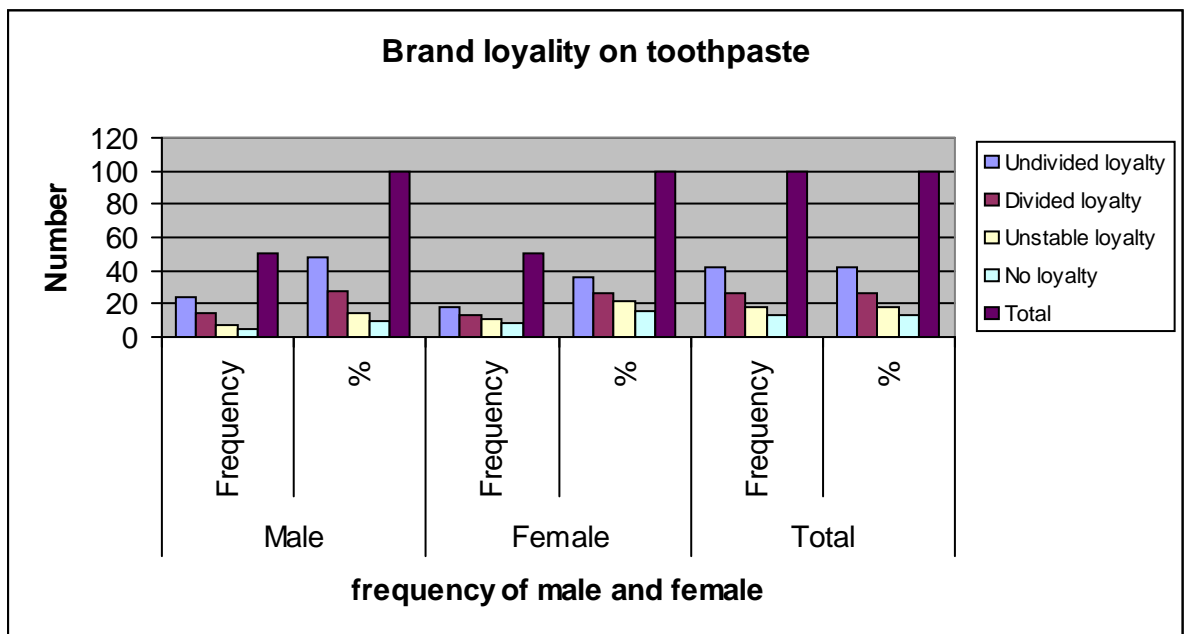
In case of toothpaste male respondents seem to be more committed to brand than female. As the figure shows out of 50 male respondents 24 are undivided loyal which is 48% of all the male respondents whereas female respondents in this case is lower than that of male, which is 36%. 14 and 7 of the male respondents seem to be divided and unstable loyalty respectively

while 13 and 11 female are found to be in this category while 10% of male and 16% of female respondents are not loyal. Here in case of toothpaste 5 male and 8 female have no loyalty at all. Overall, the respondents are found to be brand loyal when they buy their toothpaste for daily use.

) **Chi-Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A test of Independence** has been used.

Suppose,

Ho: Gender of the respondents and brand loyalty on toothpaste is independent.

H1: Gender of the respondents and brand loyalty on toothpaste is dependent on each other.

Table No- 10.1

Shows Chi-square test of independence on Gender and Brand loyalty on Toothpaste

Level of significance	0.05
Number of rows	4
No of columns	2
Degree of Freedom	3
Tabulated Value	7.815
Chi-square Value (Calculated Value)	2.473

Reference: Appendix-5

Remarks:

t^2 cal. = 2.473 which is less than t^2 tab. = 7.815, which shows that gender of the respondents and the brand loyalty on toothpaste is independent. Thus, null hypothesis is accepted. This reflects that there is no any significance difference between gender and brand loyalty on toothpaste. Hence both male and female respondents of Bhaktapur district are brand loyal in their consumption of toothpaste for their daily use.

4.9.3. Gender and Brand loyalty: Case of tea

50 male and 50 female respondents of Bhaktapur district have been taken for the analysis of the data. The data collected are tabulated and properly arranged on the basis of male and female. The main focus here is to find the Chi-square of the above data to see if there is any difference between the gender and the brand loyalty of the respondents on tea. So with the help of the data below the result can be analyzed and interpreted and reach the conclusive chart.

Table No-11

Represents data on Gender and Brand loyalty on Tea

Brand Loyalty	Male		Female		Total	
	Frequency	**%**	**Frequency**	**%**	**Frequency**	**%**
Undivided Loyalty	12	24	21	42	33	33
Divided Loyalty	14	28	12	24	26	26
Unstable Loyalty	18	36	10	20	28	28
No Loyalty	6	12	7	14	13	13
Total	**50**	**100**	**50**	**100**	**100**	**100**

Source: Respondents responses on field survey 2009.

Gender and Brand loyalty on tea.

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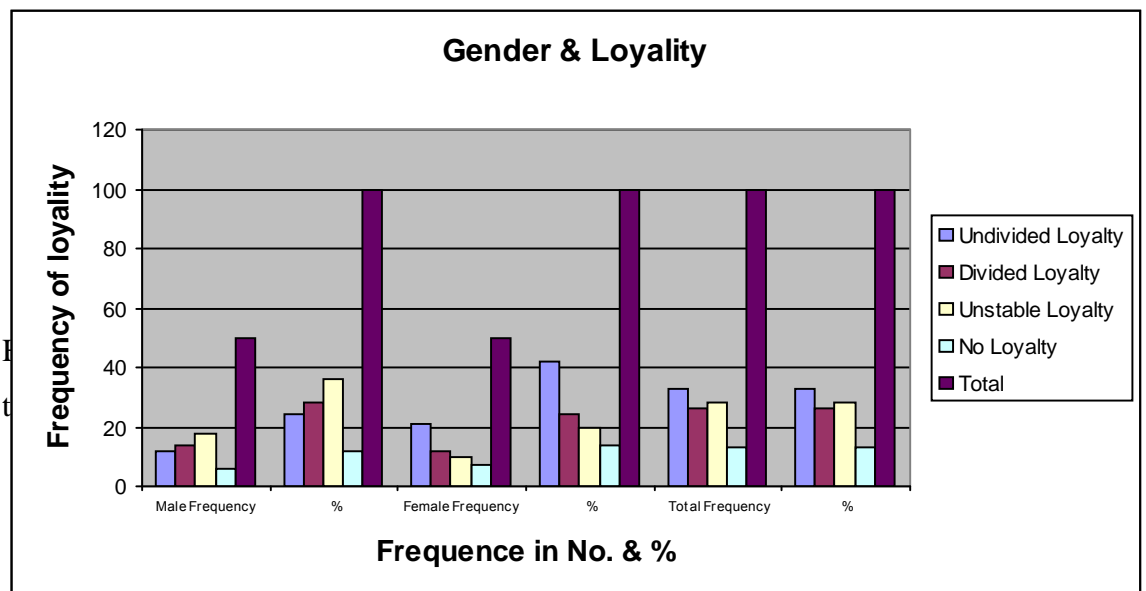
district responded in undivided loyalty, which is 24% of total respondents while 21 of 50 female respondents responded in the same category, which is 42% of the   total. On the other side 14 male and 12 female responded in divided loyalty, which is 28% and 24% respectively, while 18 male and 10 female respondents were unstable in their loyalty while purchasing tea for daily consumption. And rest 6 male respondents i.e. 12% and 7 female i.e. 14% had no brand loyalty in their purchase of tea. But overall, the consumers' of Bhaktapur district seems to be average conscious as total of 33% of the total 100 consumers (male and female) showed their undivided brand loyalty while purchasing tea.

〕 Chi-Square Test:

Chi-Square Test has been used for the analysis of the above data. For this **A test of Independence** has been used.

Suppose,

Ho: Gender of the respondents and brand loyalty on tea is independent.

H1: Gender of the respondents and brand loyalty on tea is dependent on each other.

Table No-11.1

Shows Chi-square test of independence on Gender and Brand loyalty on Tea

Level of Significance	0.05
Number of Rows	4
Number of Columns	2
Degree of Freedom	3
Tabulated Value	7.815
Chi-square Value (Calculated Value)	4.966

Reference: Appendix- 6

Remarks:

t^2 cal. = 4.966 which is less than t^2 tab. = 7.815 which means null hypothesis is accepted i.e. gender of the respondents and brand loyalty on tea is independent. This shows that there is no significant difference between gender of the respondents and the brand loyalty on tea. Male and female doesn't vary in terms of brand loyalty on tea for their daily consumption. Therefore, this shows that both male and female respondents of Bhaktapur district are equally brand loyal for tea that they consume daily.

4.9.4. Gender and Brand loyalty: Case of Shampoo

Shampoo is another daily consumable taken in this case for the study. Data are collected and tabulated from male and female respondents of Bhaktapur district on the basis of their last four or five purchases of the product. Brand loyalty is categorized on the basis of their last four to five purchases and the data are divided accordingly. So here is the tabulated presentation of the data collected from male and female respondents regarding their brand loyalty on shampoo.

Table No- 12

Represents data on Gender and Brand loyalty on Shampoo

Brand loyalty	Male		Female		Total	
	Frequency	%	Frequency	%	Frequency	%
Undivided Loyalty	18	36	28	56	46	46
Divided loyalty	14	28	12	24	26	26
Unstable loyalty	11	22	8	16	19	19
No loyalty	7	14	2	4	9	9
Total	50	100	50	100	100	100

Source: Respondents responses on field survey 2009.

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Gender and Brand Loyalty on Shampoo

Brand Loyality on Shampoo
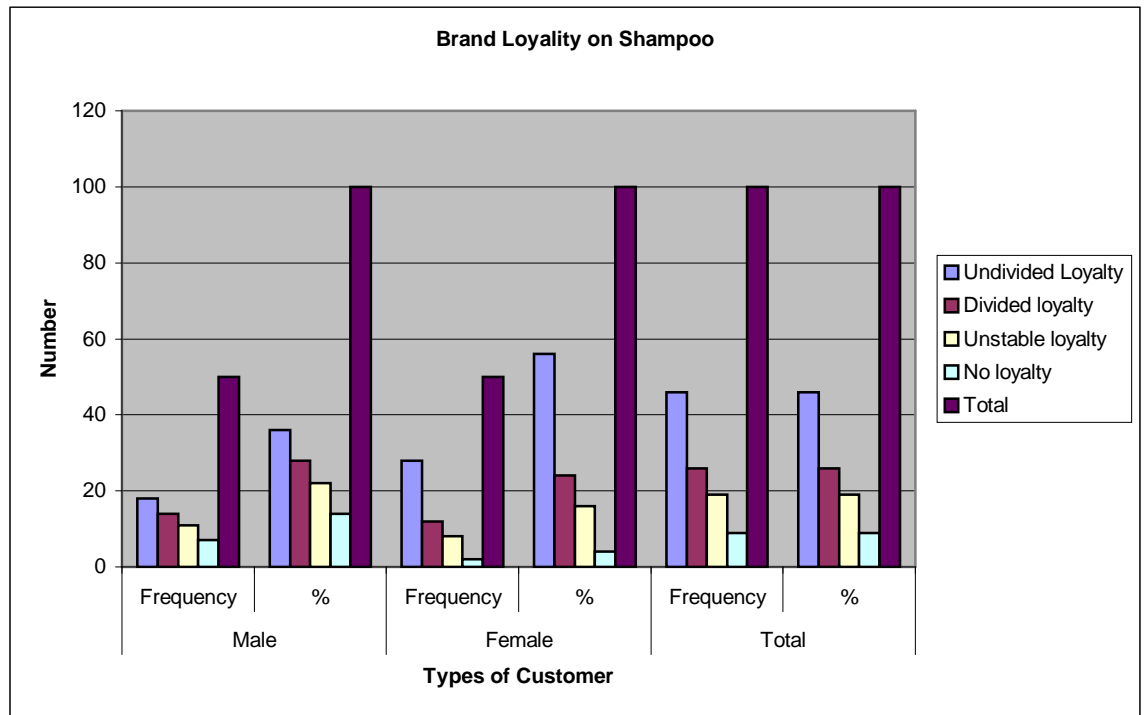
In case of shampoo the majority comes from female respondents in undivided loyalty. Female respondents are 28 out of 50, which is 56% of the total whereas male are found to be 18 out of 50, which is 36% out of total. 28% of male and 24% of female are divided incase of brand loyalty in shampoo. 11 of the male are unstable in their loyalty whereas it is 8 in case of female. There are also respondents who are not loyal in their purchase, i.e. 7 of the male, which is 14% of the total and 2 of the female out of 50, which is 4% of the total female respondents.

〗 **Chi-Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Suppose,

Ho: Gender of the respondents and brand loyalty on Shampoo is independent.

H1: Gender of the respondents and brand loyalty on Shampoo is dependent on each other.

Table No-12.1

Shows Chi-square test of independence on Gender and Brand Loyalty on Shampoo

Level of Significance	0.05
Number of Rows	4
Number of Columns	2
Degree of freedom	3
Tabulated Value	7.815
Chi-square Value (Calculated Value)	5.56

Reference: Appendix -7

Remarks:

t^2 cal.= 5.56 which is less than t^2 tab= 7.815 which shows that there is no significant differences between male and female respondents in chase of shampoo. Both male and female seems to be equally loyal while purchasing shampoo. This reflects that male and female are independent incase of brand loyalty in shampoo. Thus, null hypothesis is accepted.

4.9.5. Age and Brand Loyalty: Case of Milk

Another demographic variable used to analyze the collected data is age. On the basis of age the level of brand loyalty is examined. Here 4 age group is taken which is divided in various age groups. This is the case of age and brand loyalty on milk. Data are collected and tabulated below.

Table No-13

Represents data on Age and Brand loyalty on milk

Brand loyalty	Age								Total	
	Below 20		20-35		35-50		50 above			
	No	%	No	%	No	%	No	%	No	%
Undivided loyalty	6	37.5	18	60	22	61.11	8	44.44	54	54
Divided loyalty	6	37.5	6	20	10	27.77	4	22.22	26	26
Unstable loyalty	2	12.5	4	13.33	2	5.55	4	22.22	12	12
No loyalty	2	12.5	2	6.66	2	5.55	2	11.11	8	8
Total	16	100	30	100	36	100	18	100	100	100

Source: Respondents responses on field survey 2009.

Age and Brand Loyalty on Milk
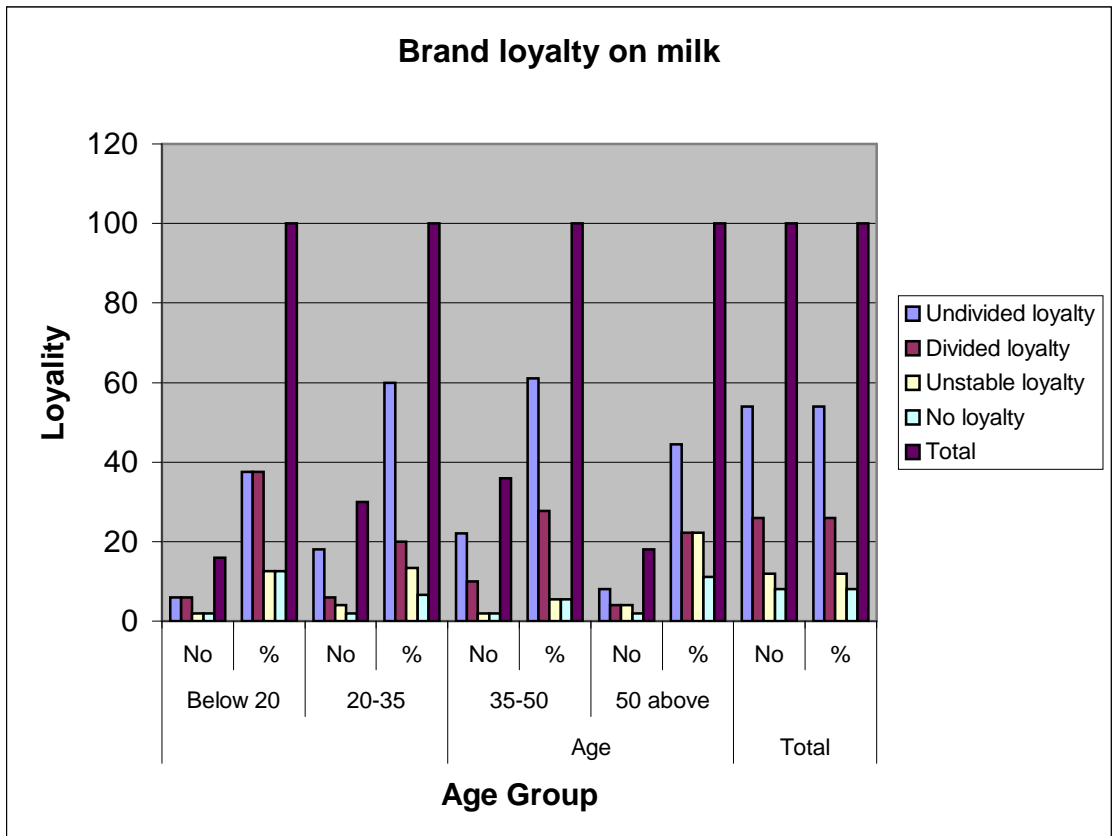
The figure here states that in case of divided loyalty age group between 35- 50 is on top with 61.11% which is 22 out of 36 respondents, followed by age group between 20-35 with 60% which is 18 out of 30 respondents. Then age group above 50 with 44.44% and finally is the age group below 20 years with 37.5%, which consists of respondents 6 out of 16. Most divided loyal age age group below 20 years with 37.5% which is 6 out of 16 respondents, followed by age between 35-50 with 10 out of 36 respondents. And also the unstable age group in consumption of milk is below 35-50 years of age group with 5.55%. This is also the age group that has most no loyal respondents with 12.5%.

) **Chi-Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Age of the respondents and brand loyalty on Milk is independent.

H1: Age of the respondents and brand loyalty on Milk is dependent on each other.

Table No-13.1

Shows Chi-square test of independence on Age and Brand loyalty on Milk

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
	6.831

Reference: Appendix-8

Remarks:

t^2 cal.= 6.831 which is less than t^2 tab. = 16.919, which shows that there exists no significant difference between age groups and the brand loyalty on milk. Hence null hypothesis is accepted.

4.9.6. Age and Brand Loyalty: Case of Toothpaste

Data are collected in case of toothpaste from four age groups. The level of brand loyalty is tested incase of each age group and analyzed systematically. Data are presented and tabulated and also showed in the diagrammatic form to make a proper analysis. The collected data is tabulated according to the respective group below:

Table No-14

Represents data on Age and Brand loyalty on Toothpaste

Brand loyalty	Age								Total	
	Below 20		20-35		35-50		50 above			
	No	%	No	%	No	%	No	%	No	%
Undivided loyalty	6	37.5	12	40	14	38.88	8	44.44	40	40
Divided loyalty	5	31.25	8	26.66	10	27.66	5	27.77	28	28
Unstable loyalty	3	18.75	5	16.66	6	16.66	3	16.66	17	17
No loyalty	2	12.5	5	16.66	6	16.66	2	11.11	15	15
Total	16	100	30	100	36	100	18	100	100	100

Source: Respondent responses on field survey 2009.

Age and Brand loyalty on Toothpaste

66
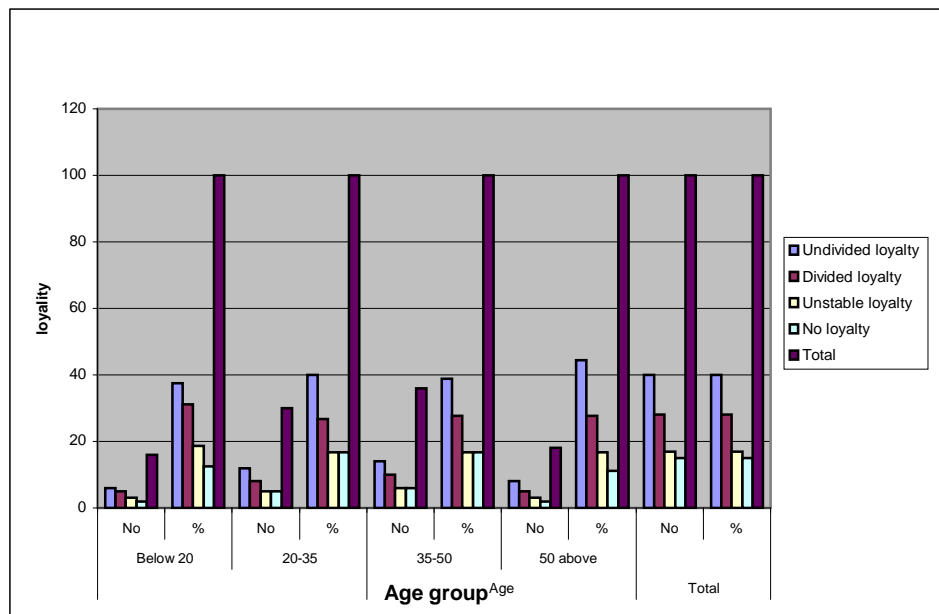
The above diagram shows that the age group above 50 years of age are most undivided loyal with 44.44% which is 8 out of 18 respondents, followed by age group 20-35 with 40% which is 14 out of 36 respondents, then the age between 35-50 with 38.8% and the least undivided loyal respondents are age below 20 with 37.5%. In case of divided loyalty age between 20-35 are on top with 5 out of 16 respondents, which is 31.25%, then is above the age 50, which is 27.77% with 5 out of 18 respondents then is below the age 20-35 with 26.66%, which is 8 out of 30 respondents. In case of unstable loyalty age below 20 tops the chart with 18.75%, which is 3 out of 16 respondents and with no loyalty is the age group between 20-35 and 35-50 with 16.66%.

)   **Chi-Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Age of the respondents and brand loyalty on Toothpaste is independent.

H1: Age of the respondents and brand loyalty on Toothpaste is dependent on each other.

Table No-14.1

Shows Chi-Square test of independence on Age and Brand loyalty on Toothpaste

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
Chi-square value (Calculated Value)	0.7762

Reference: Appendix -9

Remarks:

t^2 cal.= 0.7762 which is less than t^2 tab= 16.919 which shows that brand loyalty on toothpaste and age are two independent variable. These two aspects have no difference and as such alternative hypothesis is rejected and null hypothesis is accepted.

4.9.7. Age and Brand loyalty on Tea

The data is collected from 4 age groups and the analysis is made from it. Consumers have given their responses and on the basis of their age there is difference in the consumption for different age groups.

Table No-16

Represents data on Age and Brand loyalty on Tea

Brand loyalty	Age								Total	
	Below 20		20-35		35-50		50 above			
	No	%	No	%	No	%	No	%	No	%
Undivided loyalty	3	18.75	8	26.66	10	27.70	5	27.77	26	26
Divided loyalty	5	31.25	10	33.33	8	22.22	4	22.22	27	27
Unstable loyalty	4	25	7	23.33	12	33.33	6	33.33	29	29
No loyalty	4	25	5	16.66	6	16.66	3	16.66	18	18
Total	**16**	**100**	**30**	**100**	**36**	**100**	**18**	**100**	**100**	**100**

Source: Respondents responses on field survey 2009.

Age and brand loyalty on Tea
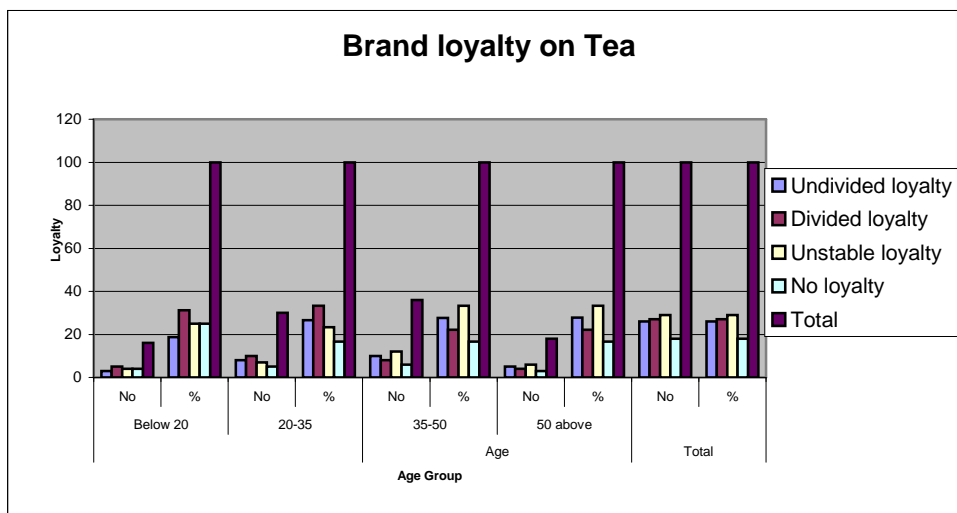
Here in the above table and figure reflects that in case of undivided loyalty on tea age group above 50 is more with 27.77% which is 5 out of 18 respondents while between 35-50 age groups second with 27.70% and with 26.66% and 18.755 are the age group between 20-35 and below 20 respectively. The most divided loyal are age group between 20-35 with 33.33% , which consists of 10 out of 30 respondents followed by below 20 years of age with 5 out of 16 respondents which consists of 31.25%. Incase of unstable loyalty the age between 35-50 and 50 and above with 33.33% tops the chart whereas the age below 20 is with 25%, which is 4 out of 16 respondents and finally is the age group between 20-35 with 23.33%. And below 20 years of age are the most unloyal with 25%.

〕 Chi-Square Test:

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Age of the respondents and brand loyalty on Tea is independent.

H1: Age of the respondents and brand loyalty on Tea is dependent on each other.

Table No-15.1

Shows Chi-Square test of independence on Age and Brand loyalty on Tea

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
Chi-square value (Calculated Value)	2.597

Reference: Appendix -10

Remarks:

t^2 cal.= 2.597 which is less than t^2 tab= 16.919 which shows that brand loyalty on tea and age are two independent variable. These two aspects have no difference and as such alternative hypothesis is rejected and null hypothesis is accepted. All the age groups and brand loyalty on tea is found independent.

4.9.8. Age and Brand loyalty on Shampoo

The below table shows the response of the respondents of Bhaktapur district regarding the consumption of the shampoo for their daily use. This is divided on the basis of four age groups. Data are collected and analyzed in the following table followed by the mathematical analysis.

Table No-16

Represents data on Age and Brand loyalty on Shampoo

Brand loyalty	Age								Total	
	Below 20		20-35		35-50		50 above			
	No	%	No	%	No	%	No	%	No	%
Undivided loyalty	8	50	17	56.66	16	44.44	9	50	50	50
Divided loyalty	4	25	6	20	10	27.77	4	22.22	24	24
Unstable loyalty	2	12.5	4	13.33	6	16.66	4	22.22	16	16
No loyalty	2	12.5	3	10	4	11.11	1	5.55	10	10
Total	**16**	**100**	**30**	**100**	**36**	**100**	**18**	**100**	**100**	**100**

Source: Respondents responses on field survey 2009.

Age and brand loyalty on Shampoo
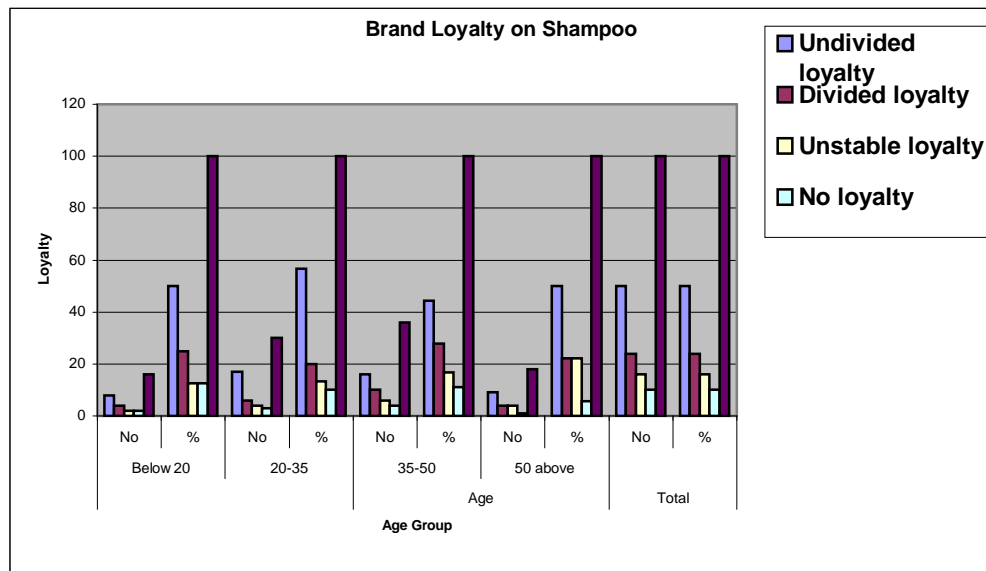
The above diagram represents that undivided loyalty is most found in the age group between 20-35 with 56.66%, which is 17 out of 30. With 50% age group below 20 with 8 out of 16 and the age above 50 with 9 out of 18 are on the same level whereas age group between 35-50 is 44.44% with 16 out of 36 respondents. In case of divided loyalty age group 35-50 tops the chart with 27.77% followed by age group below 20 years with 25%, then is age above 50 with 22.22% and finally is age between 20-35 with 6 out of 30 respondents. Unstable loyalty is most found in age above 50 years with 22.22%, which is 4 out of 18, and then is age between 35-50 with 6 out of 36 respondents, followed by age between 20-35 with 4 out of 30 respondents. And with 12.5% of the respondents' age group below 20 years have no loyalty. And at least in this category is age 50 or above with 1 out of 18 respondents which is 5.55% of the total from this group.

) **Chi-Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Age of the respondents and brand loyalty on Shampoo is independent.

H1: Age of the respondents and brand loyalty on Shampoo is dependent on each other.

Table No-16.1

Shows Chi-Square test of independence on Age and Brand loyalty on Shampoo

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
Chi-square value (Calculated Value)	2.13

Reference: Appendix -11

Remarks:

t^2 cal.= 2.13 which is less than t^2 tab= 16.919 shows that all the age group are equally brand loyal in case of shampoo as such there is no relation between age and brand loyalty on shampoo. Thus null hypothesis is accepted.

4.9.9. Education and Brand Loyalty: Case of Milk

Education is another variable that is taken to analyze the brand loyalty of the various products under study and this is the case of milk. For this four level of education is taken to analyze the brand loyalty on particular level. Data are collected from the various respondents from various levels.

Table No-17

Represents data on Education and Brand loyalty on Milk

Brand loyalty	Education Level									
	SLC or Below		Intermediate Level		Bachelors		Masters or above		Total	
	No	%	No	%	No	%	No	%	No	%
Undivided loyalty	8	50	12	60	21	52.5	14	58.33	55	55
Divided loyalty	3	18.75	4	20	9	22.5	5	20.83	21	21
Unstable loyalty	3	18.75	2	10	5	12.5	3	12.5	13	13
No loyalty	2	12.5	2	10	5	12.5	2	8.33	11	11
Total	**16**	**100**	**20**	**100**	**40**	**100**	**24**	**100**	**100**	**100**

Source: Respondents responses on field survey 2009

Education and Brand loyalty on Milk

Brand Loyality on Milk
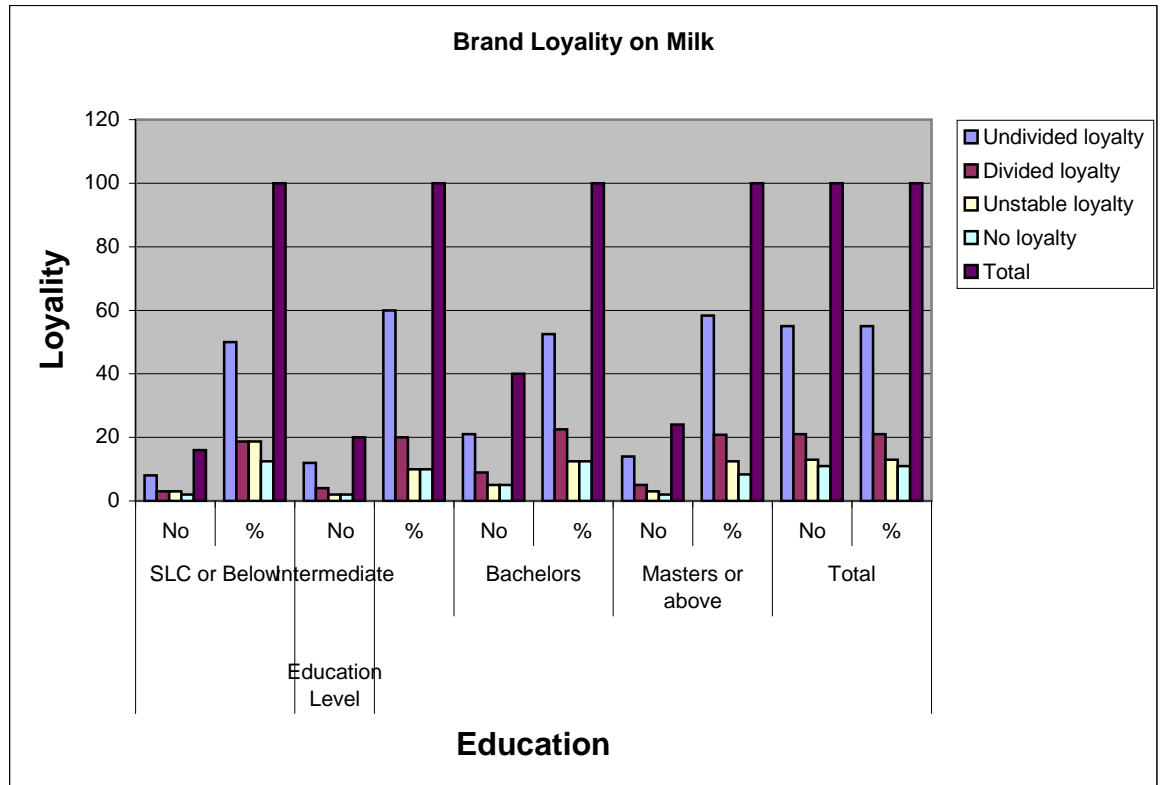
The above figure reflects that incase of milk, there is a high level of loyalty among the respondents from all the four levels. Incase of undivided loyalty intermediate level is on top of the chart with 12 out of 20 respondents, which is 60% of the total from that group, followed by masters group with 14 out of 24 respondents which is 58.33% and then bachelor level respondents with 21 out of 40, which is 52.5% of the total. S.L.C or below has the least with 50%. Regarding divided loyalty bachelor level is on highest point with 9 out of 40 respondents which is 22.5% of the total, then is masters with 20.83%, followed by intermediate with 4 out of 20, which is 20%. For unstable loyalty S.L.C or below has more with 18.75%, then is bachelors and masters with 12.5% of the total. Having no loyalty is S.L.C or below and bachelors with 12.5% of the total, then is intermediate level with 10% which is 2 out of 20 respondents and finally with the least no loyalty is masters or below with 8.33%.

) **Chi-Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Education of the respondents and brand loyalty on Milk is independent.

H1: Education of the respondents and brand loyalty on Milk is dependent on each other.

Table No-17.1

Shows Chi-Square test of independence on Education and Brand loyalty on Milk

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
Chi-square value (Calculated Value)	1.922

Reference: Appendix 12

Remarks:

t^2 cal.= 1.922 which is less than t^2 tab= 16.919, this reflects on the fact that there is no significant difference between education and brand loyalty on milk. They are independent to each other. Thus null hypothesis is accepted.

4.9.10. Education and Brand Loyalty: Case of Toothpaste

This is the case of brand loyalty and education for toothpaste. Various responses are collected from respondents and the data are presented systematically to analyze and make a conclusive decision.

Represents data on Education and Brand loyalty on Toothpaste

Brand loyalty	Education Level									
	SLC or Below		Intermediate Level		Bachelors		Masters or above		Total	
	No	%	No	%	No	%	No	%	No	%
Undivided loyalty	6	37.5	10	50	17	42.5	14	58.33	47	47
Divided loyalty	4	25	5	25	14	35	5	20.83	28	28
Unstable loyalty	3	18.75	2	10	6	15	3	12.5	14	14
No loyalty	3	18.75	3	15	3	7.5	2	8.33	11	11
Total	**16**	**100**	**20**	**100**	**40**	**100**	**24**	**100**	**100**	**100**

Source: Respondents responses on field survey 2009.

Education and Brand loyalty on Toothpaste
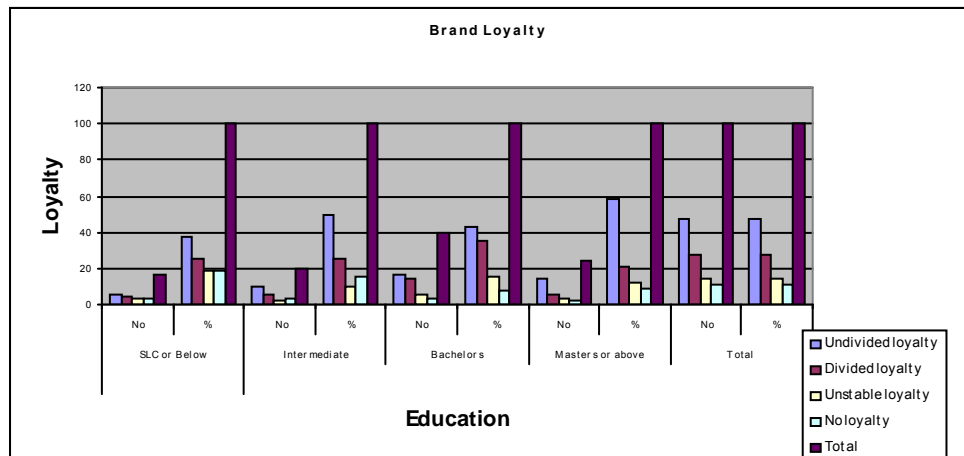
The tabulated data and the diagram above reflect on the respondents' responses on the consumption of toothpaste in Bhaktapur district on the basis

of education group. For undivided loyalty masters or above is on the topmost position with 14 out of 24 respondents which is 58.66% of its total, second is intermediate level with 10 out of 20 which is 50%, then is bachelor with 17 out of 40 respondents which is 42.5% and is S.L.C. or below with 37.5%. For divided loyalty bachelor is on top with 35%, followed by S.L.C and Intermediate level with 25%, then is master or above with 20.83% which is 5 out of 24 respondents. About instability S.L.C or below level is most unstable with 3 out of 16 respondents which is 18.75% of the total, then is intermediate level with 2 out of 20 respondents which is 10%, followed by bachelor with 15% and is masters or above with 12.5%. And for no loyalty, S.L.C or below tops the chart with 18.75%, on next number with highest no loyalty is intermediate with 15%, then is masters with 8.33% and finally least no loyalty level is bachelor group with 7.5% which is 3 out of total 40 respondents.

〕 **Chi-Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Education of the respondents and brand loyalty on Toothpaste is independent.

H1: Education of the respondents and brand loyalty on Toothpaste is dependent on each other.

Table No-18.1

Shows Chi-Square test of independence on Education and Brand loyalty on Toothpaste

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
Chi-square value (Calculated Value)	4.741

Reference: Appendix 13

Remarks:

t^2 cal.= 4.741 which is less than t^2 tab= 16.919, this reflects on the fact that there is no significant difference between education and brand loyalty on Toothpaste. They are independent to each other. Thus null hypothesis is accepted

4.9.11. Education and Brand Loyalty: Case of Tea

To test the level of brand loyalty and education, another product tea is taken. Data are collected from the respondents to analyze the level of significance of it. Four educational levels of group made their responses on their consumption of tea.

Table No: 19

Represents data on Education and Brand Loyalty on Tea

Brand loyalty	Education Level									
	SLC or Below		Intermediate Level		Bachelors		Masters or above		Total	
	No	%	No	%	No	%	No	%	No	%
Undivided loyalty	2	12.5	4	20	16	40	10	41.66	32	32
Divided loyalty	3	18.75	6	30	10	25	9	37.5	28	28
Unstable loyalty	6	37.5	7	35	12	30	3	12.5	28	28
No loyalty	5	31.25	3	15	2	5	2	8.33	12	12
Total	**16**	**100**	**20**	**100**	**40**	**100**	**24**	**100**	**100**	**100**

Source: Respondents responses on field survey 2009.

Education and brand loyalty on tea

Brand loyalty on tea

Here, the figure shows that in case of education and brand loyalty on tea, masters or above tops the chart of undivided loyalty with 41.66%, followed by bachelor with 40% then intermediate with 20% and finally is S.L.C. or below with 12.5%. Similarly incase of divided loyalty also masters or above tops the chart with 37.5%, in the second place for most divided loyalty is intermediate level with 30%, then is bachelor with 25% and with least divided loyalty is S.L.C. or below with 18.75% whereas the most unstable loyalty is in the educational group of S.L.C. or below level with 37.5% , followed by Intermediate group with 35%, then is bachelor with 30% and the least unstable is masters or above group level with 12.5%. For no loyalty the chart is topped by S.L.C. or below group with 31.25%, then is intermediate level with 15%, then is a master or above with 8.33% and the least no loyalty group is bachelor with 5%.

ﺍ Chi-Square Test:

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Education of the respondents and brand loyalty on Tea is independent.

H1: Education of the respondents and brand loyalty on Tea is dependent on each other.

Table No-19.1

Shows Chi-Square test of independence on Education and Brand loyalty on Tea

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
Chi-square value (Calculated Value)	15.69

Reference: Appendix 14

Remarks:

t^2 cal.= 15.69 which is less than t^2 tab= 16.919, this reflects on the fact that there is no significant difference between education and brand loyalty on Tea. They are independent to each other. Thus null hypothesis is accepted.
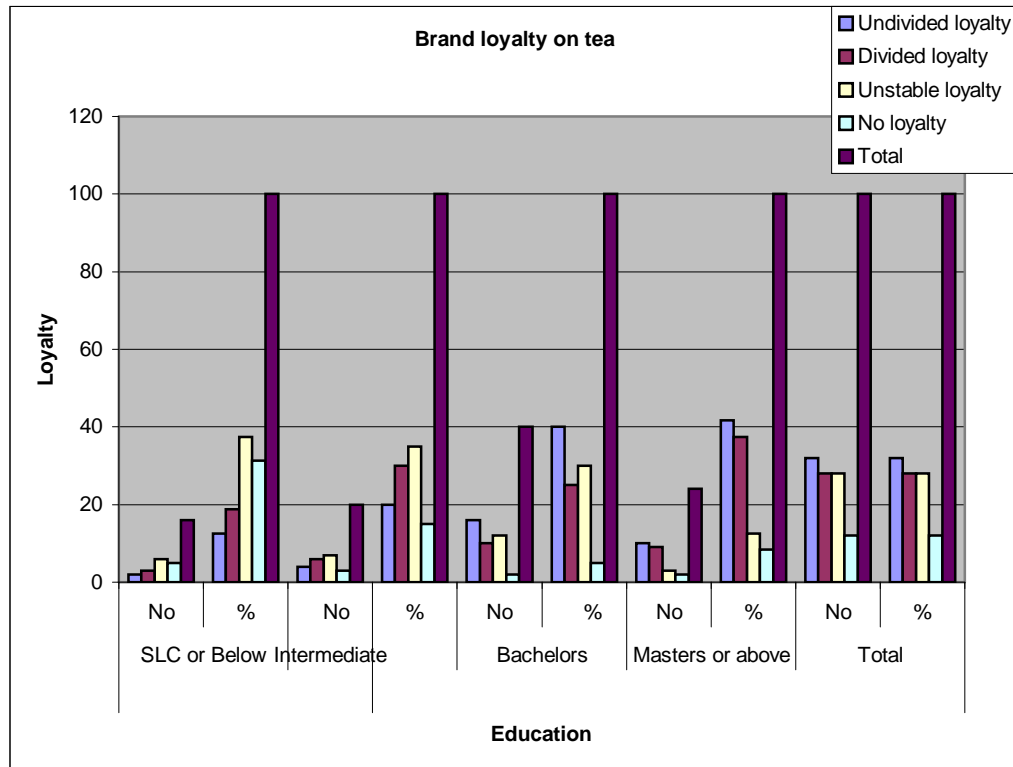
4.9.12. Education and Brand Loyalty: Case of Shampoo

Here in the case of education and brand loyalty on shampoo the data are collected from various four educational levels to get a clear analysis on this aspect. Collected data from various respondents are properly tabulated and presented in systematic form as shown below.

Table No: 20

Represents data on Education and Brand Loyalty on Shampoo

Brand loyalty	Education Level									
	SLC or Below		Intermediate Level		Bachelors		Masters or above		Total	
	No	%	No	%	No	%	No	%	No	%
Undivided loyalty	7	43.75	10	50	16	40	13	54.16	46	46
Divided loyalty	4	25	5	25	12	30	4	16.66	25	25
Unstable loyalty	2	12.5	3	15	8	20	5	20.83	18	18
No loyalty	3	18.75	2	10	4	10	2	8.33	11	11
Total	16	100	20	100	40	100	24	100	100	100

Source: Respondents responses on field survey 2009.

Education and brand loyalty on Shampoo
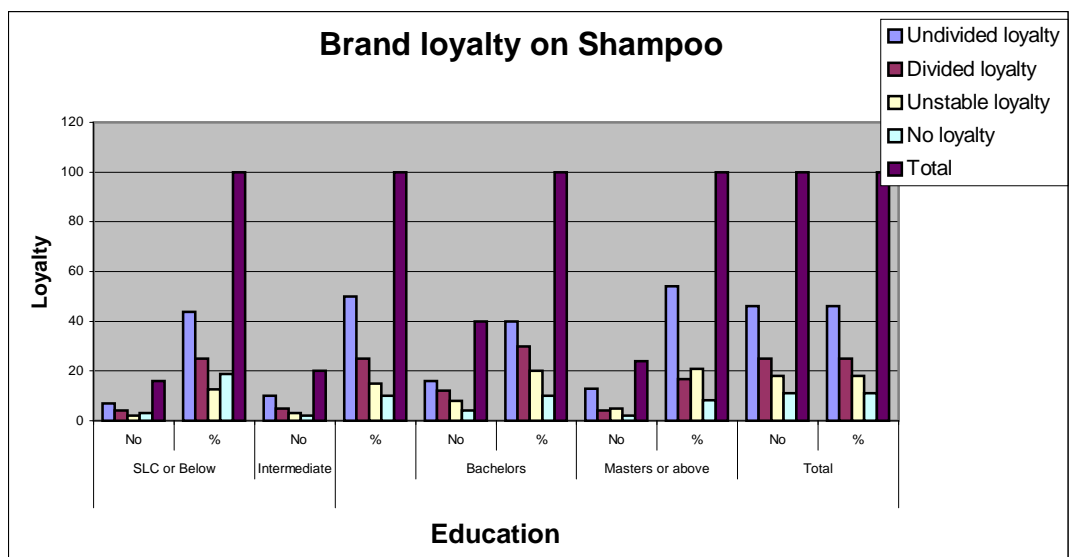
The above figure reflects the respondents' responses on education and brand loyalty on shampoo. The data shows that 13 out of 24 respondents which is 54.16% of the total respondents for masters or above level are undivided loyal whereas 10 out of 20 respondents which is 50% are in this category for the intermediate level. Similarly is S.L.C. or below with 43.75%, which is 7 out of 16 respondents and the least, is bachelor with 16 out 40 respondents, which is 40% of the total for this group. For divided loyalty bachelor level tops the group with 30%, followed by intermediate and S.L.C. or below with 25%, and finally is master or above level with 16.66%. The most unstable level is masters with 20.83%, then is bachelor with 8 out of 40 respondents, followed by intermediate level with 15% and finally is S.L.C. or below with 2 out of 16 which is 12.5%. Finally for no loyalty S.L.C. or below level tops the chart with 18.75% which is 3 out of 16, then is intermediate and bachelor level with 10%, which is next followed by masters or above with 8.33%.

) **Chi-Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Education of the respondents and brand loyalty on Shampoo is independent.

H1: Education of the respondents and brand loyalty on Shampoo is dependent on each other.

Table No-20.1

Shows Chi-Square test of independence on Education and Brand loyalty on Shampoo

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
Chi-square value (Calculated Value)	3.457

Reference: Appendix 15

Remarks:

t^2 cal.= 3.457 which is less than t^2 tab= 16.919, this reflects on the fact that there is no significant difference between education and brand loyalty on Shampoo. They are independent to each other. Thus null hypothesis is accepted.

4.9.13.Income and Brand Loyalty: Case of Milk

Income level is another demographic variable that is taken for the study purpose. The level of four-income group is divided and the responses are taken from each group. This is the case of income level of the respondents and brand loyalty on milk.

Table No: 21

Represents data on Income and Brand loyalty on Milk

Brand Loyalty	Income Level								Total	
	5000 or below		5001-10000		10001-20000		Above 20000			
	No	%	No	%	No	%	No	%	No	%
Undivided Loyalty	5	31.25	14	50	20	66.66	19	73.07	58	58
Divided Loyalty	4	25	9	32.14	7	23.33	5	19.23	25	25
Unstable Loyalty	4	25	3	10.71	2	6.66	1	3.84	10	10
No Loyalty	3	18.75	2	7.14	1	3.33	1	3.84	7	7
Total	**16**	**100**	**28**	**100**	**30**	**100**	**26**	**100**	**100**	**100**

Source: Respondents responses on field survey 2009.

Income and brand loyalty on milk

Income and Brand loyalty on Milk
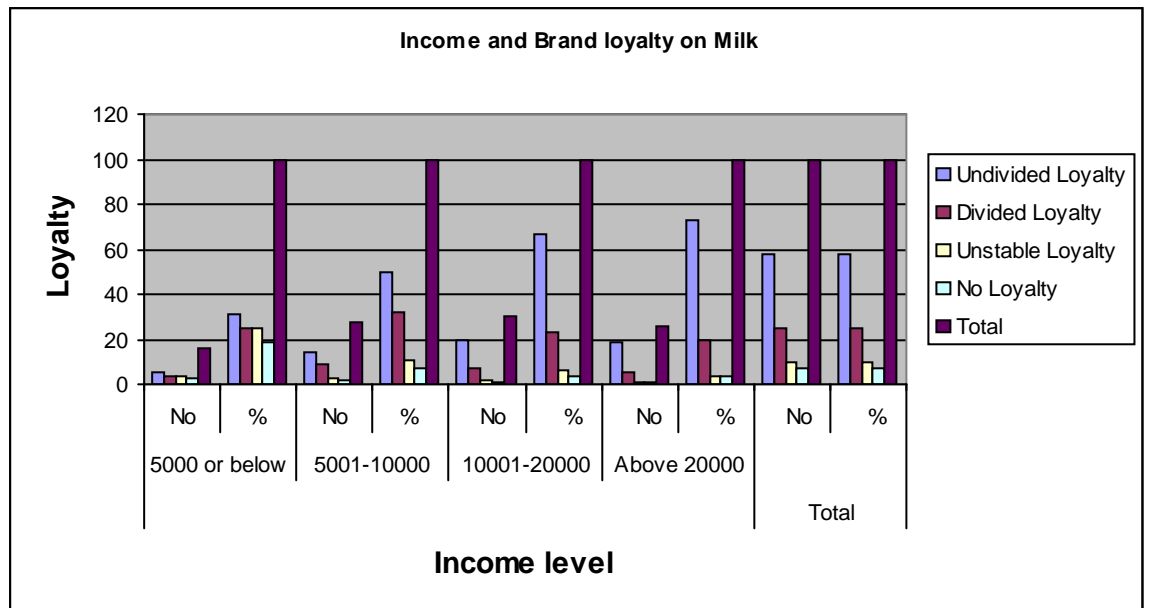
In context of income level and brand loyalty of milk, most of the respondents are found to be highly brand loyal and conscious. Here in the figure shows that for undivided loyal with 73.07% which is 19 out of 26 respondents, income level between above 20000 stands on top, followed by income level between 10001-20000 which is 20 out of 30 respondents which is 66.66%. Next on the table is income level between 5001-10000 with 14 out of 28 respondents, which consists of 50%, then is income level below 5000 with 31.25%. Similarly among 16 respondents for income level below 5000, there are 3 divided loyal, 4 unstable loyal, and 3 no loyal which is 25%, 25% and 18,75% respectively. For income level between 5001-10000, among 28 respondents, there are 9 divided loyal, 3 unstable loyal, and 2 no loyal which is 32.14%, 10.71% and 7.14% respectively.

Similarly, for income level between 10001-20000, there are 7 divided loyal, 2 unstable loyal, and 1 no loyal which is 23.33%, 6.66% and 3.33% respectively. And for the income level above 20000, there are 5 divided loyal, 1 unstable loyal and 1 no loyal which is 19.23%, 3.84% and 3.84% respectively.

） **Chi-Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Income of the respondents and brand loyalty on Milk is independent.

H1: Income of the respondents and brand loyalty on Milk is dependent on each other.

Table No-21.1

Shows Chi-Square test of independence on Income and Brand loyalty on Milk

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
Chi-square value (Calculated Value)	13.969

Reference: Appendix 16

Remarks:

t^2 cal.= 13.969 which is less than t^2 tab= 16.919, this reflects on the fact that there is no significant difference between income and brand loyalty on milk. They are independent to each other. Thus null hypothesis is accepted.

4.9.14. Income and Brand loyalty: Case of Toothpaste

Another product under the study i.e. toothpaste is taken to analyze the brand loyalty on toothpaste and income level. Data from four divided income levels are collected from various respondents. These data are properly arranged and presented in the table below.

Table No: 22

Represents data on Income and Brand loyalty on Toothpaste

Brand Loyalty	Income Level								Total	
	5000 or below		5001-10000		10001-20000		Above 20000			
	No	%	No	%	No	%	No	%	No	%
Undivided Loyalty	5	31.25	13	46.42	14	46.66	10	38.46	42	42
Divided Loyalty	3	18.75	7	25	8	26.66	8	30.76	26	26
Unstable Loyalty	4	25	5	17.85	6	20	4	15.38	19	19
No Loyalty	4	25	3	10.71	2	6.66	4	15.38	13	13
Total	16	100	28	100	30	100	26	100	100	100

Source: Respondents responses on field survey 2009.

Income and brand loyalty on toothpaste
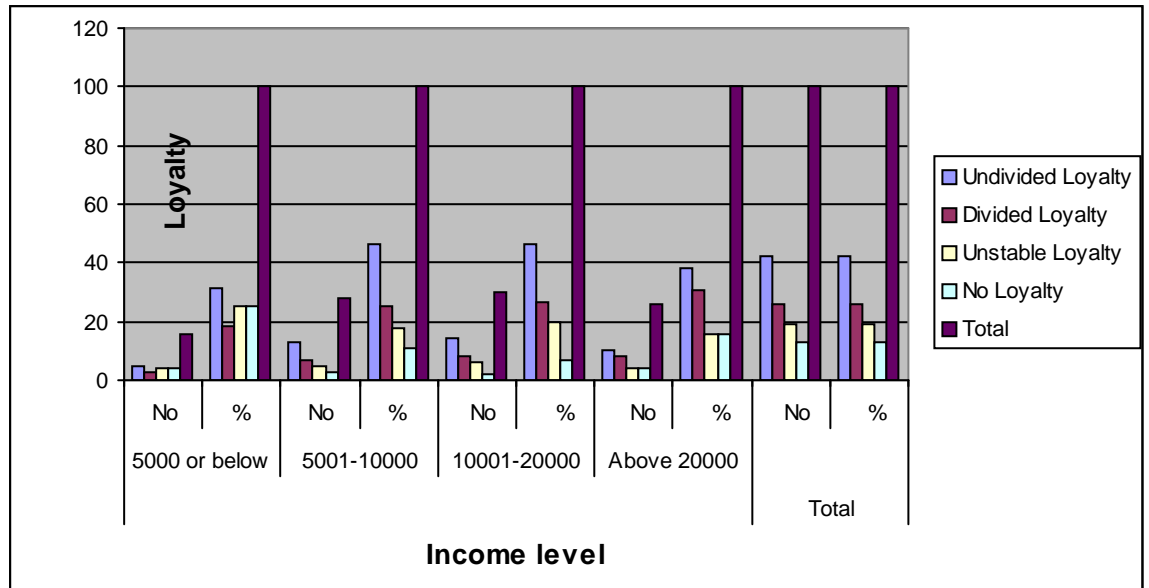
The above diagram and tabulated figure reflect the picture of income and brand loyalty on toothpaste. In context of income for undivided loyalty among the 16 respondents from income below 5000, 5 are in this category which is 31.25%, then for income level between 5001-10000, among 28 there

are 13 in this category which is 46.42%, then for income level between 10001-2000, among 30 there are 14 in this category which is 46.66%, and then for income level above 20000, among 26 there are 10 in this category which is 38.46%.

Similarly, among 16 respondents for income level below 5000, there are 3 divided loyal, 4 unstable loyal, and 4 no loyal which is 18.75%, 25%, and 25% respectively. For income level between 5001-10000 among 28 respondents, there are 7 divided loyal, 5 unstable loyal, and 3 no loyal which is 25%, 17.85% and 10.71% respectively. For income level between 10001-20000, there are 8 divided loyal, 6 unstable loyal, and 2 no loyal which is 26.66%, 20%, and 6.66% respectively. And for the income level above 20000, there are 8 divided loyal, 4 unstable loyal and 4 no loyal which is 30.76%, 15.38% and 15.38% respectively.

**Chi-Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Income of the respondents and brand loyalty on Toothpaste is independent.

H1: Income of the respondents and brand loyalty on Toothpaste is dependent on each other.

Table No-22.1

Shows Chi-Square test of independence on Income and Brand loyalty on Toothpaste

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
Chi-square value (Calculated Value)	4.799

Reference: Appendix 17

Remarks:

t^2 cal.= 4.799 which is less than t^2 tab= 16.919, this reflects on the fact that there is no significant difference between income and brand loyalty on toothpaste. They are independent to each other. Thus null hypothesis is accepted.

4.9.15. Income and Brand Loyalty: Case of Tea

Next product taken to make analysis for income level is tea. Various levels are taken and their responses are collected. These collected data are then systematically presented in the tabulated form.

Table no: 23

Represents data on Income and Brand loyalty on Tea

Brand Loyalty	Income Level								Total	
	5000 or below		5001-10000		10001-20000		Above 20000			
	No	%	No	%	No	%	No	%	No	%
Undivided Loyalty	2	12.5	6	21.42	10	33.33	8	30.76	26	26
Divided Loyalty	3	18.75	4	14.28	9	30	10	38.46	26	26
Unstable Loyalty	6	37.5	12	42.85	7	23.33	4	15.38	29	29
No Loyalty	5	31.25	6	21.42	4	13.33	4	15.38	19	19
Total	**16**	**100**	**28**	**100**	**30**	**100**	**26**	**100**	**100**	**100**

Source: Respondents responses on field survey 2009.

Income and brand loyalty on tea
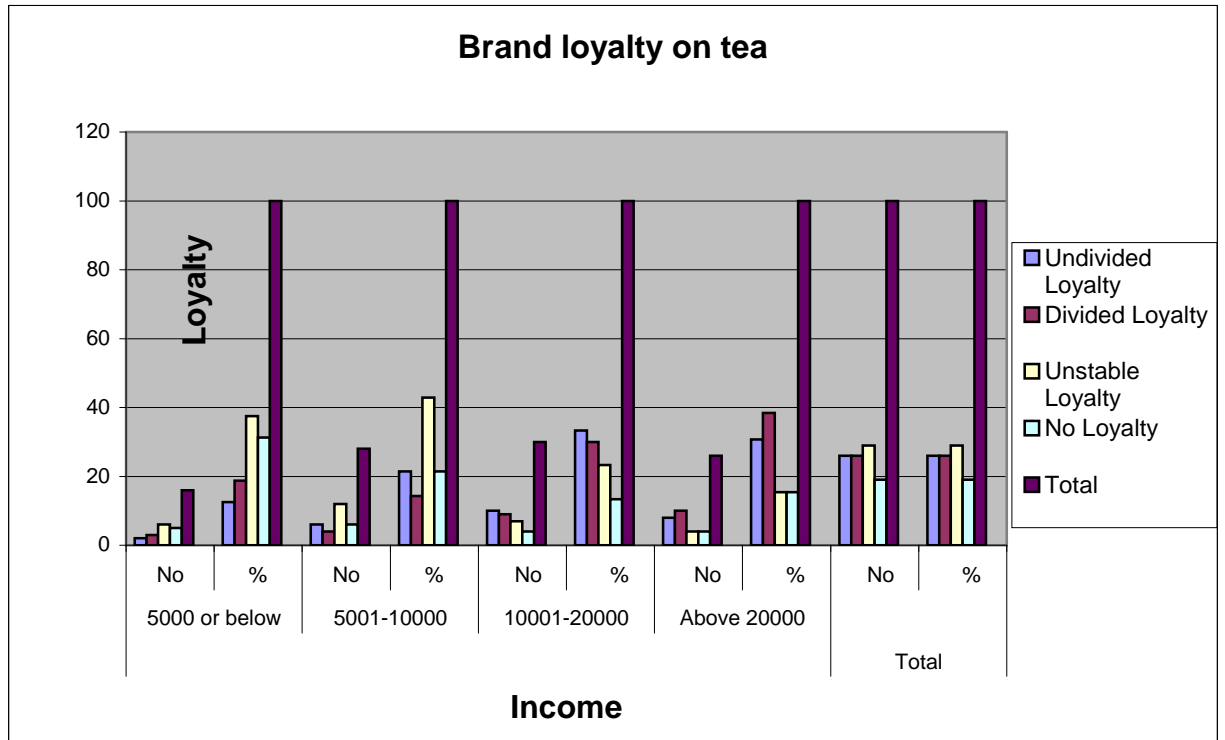
The above diagram and the tabulate figure reflect the clear picture of income and brand loyalty on tea. As for undivided loyalty among 16 respondents for income level below 5000, 2 are in this category which is 12.5%, then for income level between 5001-10000, among 28 there are 6 in this category which is 21.42%, then income level between 10001-20000, among 30 respondents there are 10 in this category which is 33.33%, then for income level above 20000, among 26 there are 8 in this category which is 30.76%.

Similarly, among 16 respondents for income level below 5000, there are 3 divided loyal, 6 unstable loyal, and 5 no loyal which is 18.75%, 37.5% and 31.25% respectively. For income level between 5001-10000, among 28 respondents, there are 4 divided loyal, 12 unstable loyal, and 6 no loyal which is 14.28%, 42.85%, and 21.42% respectively. For income level between 10001-20000, there are 9 divided loyal, 7 unstable loyal, and 4 no loyal which is 30%, 23.33%, and 13.33% respectively. And for the income level above

20000, there are 10 divided loyal, 4 unstable loyal and 4 no loyal which is 38.46%, 15.38% and 15.38% respectively.

〕 **Chi-Square Test:**

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Income of the respondents and brand loyalty on Toothpaste is independent.

H1: Income of the respondents and brand loyalty on Toothpaste is dependent on each other.

Table No-23.1

Shows Chi-Square test of independence on Income and Brand loyalty on Tea

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
Chi-square value (Calculated Value)	12.056

Reference: Appendix 18

Remarks:

t^2 cal.= 12.056 which is less than t^2 tab= 16.919, this reflects on the fact that there is no significant difference between income and brand loyalty on tea. They are independent to each other. Thus null hypothesis is accepted.

4.9.16. Income and Brand Loyalty: Case of Shampoo

This is the case of brand loyalty on shampoo and income level of the respondents. Four income groups, which are taken to analyze the relation

between the various levels of income of the respondents and the brand loyalty, incase of shampoo.

Data are collected and properly arranged to make the easy way to analyze the information collected. The below table reflects the data collected from various income level groups of respondents.

Table No: 24

Represents data on Income and Brand Loyalty on Shampoo

Brand Loyalty	Income Level								Total	
	5000 or below		5001-10000		10001-20000		Above 20000			
	No	%	No	%	No	%	No	%	No	%
Undivided Loyalty	6	37.5	10	35.71	16	53.33	14	53.84	46	46
Divided Loyalty	5	31.25	8	28.57	8	26.66	6	23.07	27	27
Unstable Loyalty	3	18.75	8	28.57	4	13.33	4	15.38	19	19
No Loyalty	2	12.5	2	7.14	2	6.66	2	7.69	8	8
Total	**16**	**100**	**28**	**100**	**30**	**100**	**26**	**100**	**100**	**100**

Source: Respondents responses on field survey 2009.

Income and Brand loyalty on shampoo

90
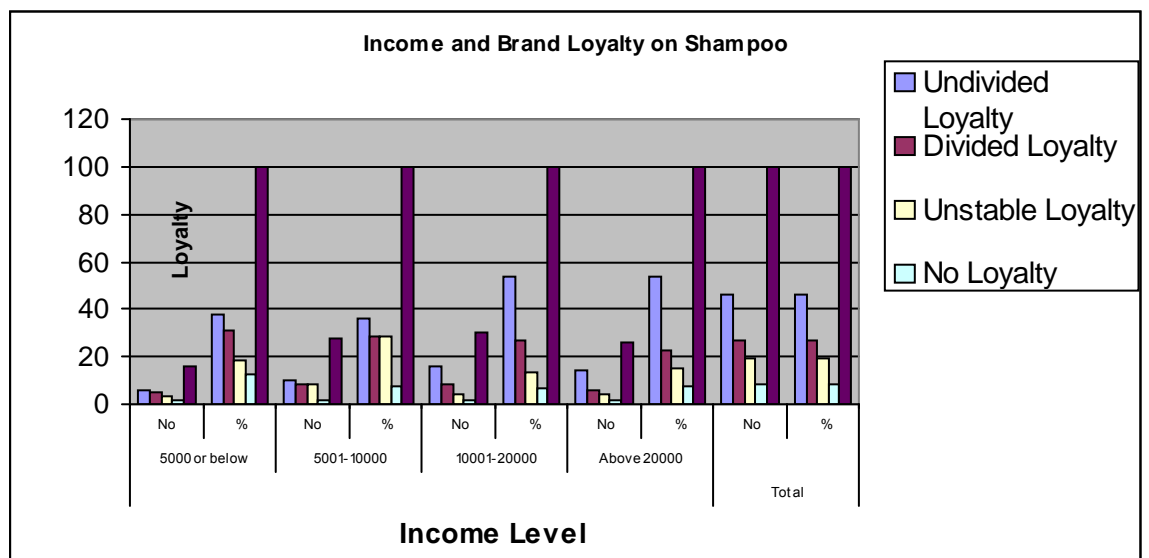
The above table and figure reflects that there is for sure high level of brand loyalty on shampoo when it comes to various income level. For undivided loyal with 53.84% which is 14 out of 26 respondent, income level above 20000 stands on top, followed by income level between 10001-20000 which is 16 out of 30 respondents which is 53.33%. Next on the table is income level between 5001-10000 with 10 out of 28 respondents, which consists of 35.71%, then is income level below 5000 with 37.5%. Similarly among 16 respondents for income level below 5000, there are 5 divided loyal, 3 unstable loyal, and 2 no loyal which is 31.25%, 18.75% and 12.5% respectively. For income level between 5001-10000, among 28 respondents, there are 8 divided loyal, 8 unstable loyal, and 2 no loyal which is 28.57%, 28.57% and 7.14% respectively.

On another hand, for income level between 10001-20000, there are 8 divided loyal, 4 unstable loyal, and 2 no loyal which is 26.66%, 13.33%. and 6.66% respectively. And for the income level above 20000, there are 6 divided loyal, 4 unstable loyal and 2 no loyal which is 23.07%, 15. 38%, and 7.69% respectively.

〕 Chi-Square Test:

Chi-Square Test has been used for the analysis of the above data. For this **A Test of Independence** has been used.

Ho: Income of the respondents and brand loyalty on Shampoo is independent.
H1: Income of the respondents and brand loyalty on Shampoo is dependent on each other.

Table No-24.1

Shows Chi-Square test of independence on Income and Brand loyalty on Shampoo

Level of significance	0.05
Number of Rows	4
Number of Columns	4
Degree of Freedom	9
Tabulated value	16.919
Chi-square value (Calculated Value)	4.406

Reference: Appendix 19

Remarks:

t^2 cal.= 4.406 which is less than t^2 tab= 16.919, this reflects on the fact that there is no significant difference between income and brand loyalty on shampoo. They are independent to each other. Thus null hypothesis is accepted.

4.10. MAJOR FINDINGS OF THE STUDY

After the completion of the research work on the subject, there are numbers of the findings of the study that needs to be highlighted. Taking the objectives into account and analyzing the data of the study, following are the major findings of the study:

1. It is found that the consumers of Bhaktapur district give high importance to brand name when they buy their daily consumables as most of the percentage of them responded it as highly important and important.
2. Consumers are found to be well known with the alternative brands of product in large numbers. And this reflects on their level of knowledge and consciousness about the competing products.

3. Most percentage of consumers' are found high level of commitment towards a particular brand when buying a regular consumables.

4. More than 43% of the total respondents are found to be confident regarding their knowledge to judge the right brand. Although 12% is low confident and 9% are found to have no idea about it.

5. In case of factors causing switch the brands, for tea and shampoo both brand loyal and non-loyal respondents, effective advertisement is found to cause consumers to switch brands. Similarly, for toothpaste, prices seems to be a major cause for switching brands while for milk the main reason to switch the brand is to test the new product in the market.

6. Findings for gender and brand loyalty are:
   a) For milk there is a high level of brand loyalty, as 90% of the total respondents are found to be loyal.

   b) For toothpaste, males are found to be more brand loyal than females. But overall there is no significant difference between gender and brand loyalty on toothpaste.

   c) For tea, both genders are equally loyal or conscious with the brand.

   d) For shampoo, though incase of undivided loyalty females are found to be more brand loyal compare to male but overall, both gender are found to be high brand conscious.

7. Findings on Age and brand loyalty are:
   a) For milk, there is no significant difference between age and brand loyalty. They are independent to each other.

   b) For toothpaste, above 50 years of age respondents are found to be most undivided loyal and the overall responses is also high as most of them are brand conscious.

c) For tea, the response of the respondents is average. Respondents are mostly found to be divided or unstable loyal. But there is no significant difference between the age group and the brand loyalty on tea.

d) For shampoo, all the age groups are found to be equally brand loyal and brand conscious.

8. Findings on Education and brand loyalty are:
   a) For milk, education and brand loyalty is independent.
   b) For toothpaste, there is good awareness of brand and branded products. There is no relation between education and brand loyalty on toothpaste.
   c) As for tea, respondents are not highly brand loyal but most of them are found to be either divided loyal or unstable loyal.
   d) For shampoo, the entire educational groups are found to be equally brand loyal with masters or above level with highest 54.16%.

9. Findings on Income and brand loyalty are:
   a) For milk, the brand loyalty rate is very high for all income groups.
   b) In case of toothpaste, with 46.66% respondents income group between 10001-20000 are found to have most undivided loyalty. And overall the response is quit high for brand loyalty.
   c) For tea, there is no significant difference between income group and brand loyalty on tea.
   d) For shampoo, respondents are found well aware about the brands as well as they don't want to compromise on their brands to other competing brands.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. SUMMARY

Every year new fields of industrial importance are being uncovered and consequently the numbers of different units are increasing. All these have offered betterment to the nation and also have introduced a very tough competition in the market. Today, a product to be sold successfully in the market requires proper presentation and promotion. In order to win the heart of consumers, one should not only have good quality but it should be accompanied brand names, labels, attractive packaging and lots more. Considering the very realities of market, this study is a sincere endeavor of finding out brand loyalty of consumers of Bhaktapur district and its growth in them over the years if any. Besides the main objective of finding out the brand loyalty of consumers of Bhaktapur district, the study also contains the attempt of examining the brand awareness in those consumers. Milk, toothpaste, tea and shampoo are the four different kinds of consumable goods selected for the study.

In today's growing business, it is very important to compete with the competitor's product and services. And one of the major challenge is to win the customers with their desired product and services and retain the same quality in the long term. One of the easiest ways for the consumers to select the right product is the brand of the product. Brand adds value, attributes to the product. Brand loyalty suggests the continuous repurchase of the product, which is intentional. Regarding the consumers of Bhaktapur district, the study shows that the concept of branding is growing slowly. Consumers are getting aware of the branded products and the value that it carries. Though being an agricultural country, most of the agricultural products still remains unbranded

but slowly and steadily these products are also being branded like Hulas rice, pulses etc. The study reflects the fact that more and more consumers of Bhaktapur district prefer to have branded products in their daily consumables because of the quality assurance, prestige and status, legal protection, consumer welfare that it provides. People of the Bhaktapur district want more branded product in their daily consumables because brands generally deliver the quality they promised. Customers feel comfortable with brand versus unbranded products. High rate of consumers' are found to be brand loyal in Bhaktapur districts especially in terms of products like milk, toothpaste, tea and shampoo. The study showed that product and demographic variables are found to be independent on each other. For every demographic variable, the level of undivided loyalty rate for every product is high amongst the consumers' of Bhaktapur district. And also regarding the factors switching the brand, are effective advertisement for tea and shampoo, price factor for toothpaste and desire to test the new product for milk. This shows that the consumers' of Bhaktapur district are found to be highly brand conscious while buying their daily consumables. Overall the knowledge of brand loyalty amongst the consumers' of Bhaktapur district is found to be quite high, as consumers' doesn't want to compromise on their branded product. The concept of branding is also taking its form in domestic products as more and more agricultural products are being branded slowly but steadily.

This study is based on scientific research. All the Nepalese consumers of Bhaktapur district are considered population of the study. A sample of 100 consumers is randomly taken out of the population on the basis of convenience sampling basis taking into account that there is an involvement of significant number of respondents with variation in age, sex, income level, and education level. A well-structured questionnaire is the main instrument for collection of required data. All the participants were provided with the questionnaire to give their opinions and were collected after been completed by them.

The data thus collected by the means of questionnaire are presented, interpreted and analyzed so as to obtain the objectives of the study. From the interpretation and analysis of the data, it is found that the consumers' of Bhaktapur district have high degree of brand awareness and most of them are brand loyal in all the products selected for the study, which has grown significantly in over the years.

5.2. CONCLUSION

The following conclusions are drawn from the study:

1. Most percentage of consumers' prefers to have branded products and is found loyal to it.

2. Most of the consumers buy the products by brands rather than by inspection or influence.

3. Most of the consumers' doesn't want to compromise on their branded product. They want to buy their regular products based on brands.

4. Consumers' of Bhaktapur district seems to be well known about brands and branded products. And this reflects on their brand knowledge and brand consciousness.

5. Consumers are found to be highly committed to their brand of product.

6. Brand loyalty varies across the consumers.

7. In case of milk, higher percent of consumers are found undivided loyal.

8. Except for shampoo, incase of unavailability of the desired brand of product, most of the brand loyal consumers' responded they would buy the alternative brand of products.

9. No relation between age and brand loyalty, education and brand loyalty, and income and brand loyalty was established.

10. The most effective factors that causes switch in the brand for the consumers are effective advertisement for tea and shampoo, price factor for toothpaste and desire to test the new product for milk.

11. For every demographic variable, the level of undivided loyalty rate for every product is high amongst the consumers' of Bhaktapur district.

12. Brand loyalty differs from product to product and for low involvement products the level of loyalty is found high incase of consumers of Bhaktapur district.

13. Brand loyal consumers are least influenced by special offers like free samples, discount coupons, price activity and advertisement.

5.3. RECOMMENDATIONS

The products manufactured today are not the ones that the manufacturers want to sell but the ones that the consumers want to buy. Every successful product in the modern marketing world is an embodiment of the consumers' needs, wants, prestige, preference, satisfaction, aspiration and mental horizon. Hence, understanding the consumers' needs, wants, satisfaction, preference, aspiration and mental horizon or 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 consumers' preference, attitude and purchasing pattern relating to different brands of a product available in the market. These factors like preference, attitude purchasing pattern etc are to a great extent directly or indirectly related with the consumers' satisfaction, social status, earning, aspiration and ambition.

Nepalese consumers market is also rapidly growing. Competition is being tough and tougher together with this growth. Understanding brand loyalty is a very effective measure to increase the competitive strength of manufacturers or sellers. Based on the major summary and conclusions various recommendations are suggested which are mentioned below.

1. Brand name refers to the image of the product. So every product needs to have distinctive brand name whether it is durable or non- durable product.

2. Particular attention should be given in branding the products. Brand is necessary in almost all types of consumer goods.

3. Brand should be distinctive or unique in every types of product. Distinctive brand plays significant role in helping the consumer differentiate the desired product from other products.

4. Satisfied consumers recommend the product to the friends and others. Referrals are a vital source of new customers, and customers who show up on the strength of a personal recommendation tend to stay longer.

5. Studies on brand loyalty should be on continuous basis. Most of the consumers showing brand loyalty indicate towards hidden assets of the manufacturers or sellers. They should have knowledge of this valuable asset. It will give them effective guideline for developing successful marketing strategy.

6. Large sample size should be taken for the study because daily consumable products are used daily by large population. So small portion of the population doesn't represent the whole population.

7. Concentrating on one particular kind of product would yield more detailed study and could be greatly beneficial for the organization associated with that product.

8. Taking certain time period into account could be better choice to check on the purchase pattern of the consumers. The frequency of purchase of any product differs from one to another and the time constraint of some period such as 3 months, 6 months etc would probably give a clear picture.

9. Using statistical tools such as correlation analysis etc could help in obtaining better results of the study.

10. Questionnaire used for the study should be properly analyzed and interpreted to make proper analysis.

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APPENDIX-1

The below table shows the various examples of behavioral or operational definitions of brand loyalty.

Author and Source	Behavioral Or Operational definitions
Wernerfelt (1991)	**Brand loyalty can be viewed as; the first is called "inertial" brand loyalty and the second "cost-based" brand loyalty.**
Mc Connel (1968) and Farley (1994)	**Brand loyalty exists when the consumer selects same brand for at least four successive trials.**
Tucker (1964)	**Brand loyalty is a biased choice behavior with respect to branded merchandised.**
Cunningham (1956)	**Single brand is a proportion of total purchase represented by largest single brand used. Dual brand loyalty is the proportion of total purchases represented by the two largest single brand used.**
Leclerc and Little (1997)	**The number of brand purchased in the**

	previous year as (negative) indicator of loyalty.

APPENDIX-2

The below table shows the consumer involvement profile scale i.e. the five facets/antecedents of involvement while selecting a particular brand of product.

Facets of involvement	Descriptions of facets
INTEREST	The personal interest has in a product category, its personal meaning or importance.
PLEASURE	The hedonic value of the product, its ability to provide pleasure and enjoyment.
SIGN	The sign value of the product, the degree to which it express the person's self.
RISK IMPORTANCE	The perceived probability of the potential negative consequences associated with a poor choice of product.
RISK PROBABILITY	The perceived probability of making a poor choice.

Source: Kapferer and Laurence (1985,1993)

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APPENDIX-3

The brands for the product under study are mentioned below:

i.   Toothpaste:

) Colgate

) Pepsodent

) Close-up

) Dabur Red

ii.   **Shampoo:**

) Pantene

) Sunsilk

) Head and Shoulder

) Clinic Plus

iii.   Milk:

) DDC (Dairy Development Corporation)

) Amrit

) Sitaram

) Today

iv.   Tea:

) Laliguras

) Tokla

⌡ Mechi Special

⌡ Muna

Mathematically, we can compute the values as following:

Expected Frequency (E) = $\underline{\text{Row Total} \times \text{Column Total}}$

No of observation

Or, $E = \dfrac{RT \times CT}{N}$

Where, $r \times c$ = total number of cells in the contingency table.

Chi-Square (t^2) = $\dfrac{(O-E)^2}{E}$

Where, O = Observed Frequency

E = Expected Frequency

APPENDIX-4

1. Computation of expected frequencies E under Ho and t^2 for table No: 9:

RC	O	E=RT×CT/N	O-E	(O-E)^2/E
(1,1)	25	57×50/100=28.5	-3.5	0.429
(1,2)	32	57×50/100=28.5	3.5	0.429
(2,1)	14	25×50/100=12.5	1.5	0.18
(2,2)	11	25×50/100=12.5	-1.5	0.18
(3,1)	6	11×50/100=5.5	0.5	0.045
(3,2)	5	11×50/100=5.5	-0.5	0.045
(4,1)	5	7×50/100=3.5	1.5	0.642
(4,2)	2	7×50/100=3.5	-1.5	0.642
Total			0	2.592

$t^2 = (O-E)^2/E = 2.592$

d.f = (n-1) (c-1) = (4-1) (2-1) = 3

APPENDIX-5

2. Computation of expected frequencies E under Ho and t^2 for table No: 10:

RC	O	E=RT×CT/N	O-E	$(O-E)^2$ /E
(1,1)	24	42×50/100=21	3	0.428
(1,2)	18	42×50/100=21	-3	0.428
(2,1)	14	27×50/100=13.5	0.5	0.0185
(2,2)	13	27×50/100=13.5	-0.5	0.0185
(3,1)	7	18×50/100=9	-2	0.444
(3,2)	11	18×50/100=9	2	0.444
(4,1)	5	13×50/100=6.5	-1.5	0.346
(4,2)	8	13×50/100=6.5	1.5	0.346
Total			0	2.473

$t^2 = (O-E)^2$ /E = 2.473

d.f = (n-1) (c-1) = (4-1) (2-1) = 3

APPENDIX-6

3. Computation of expected frequencies E under Ho and t^2 for table No: 11:

RC	O	E=RT×CT/N	O-E	$(O-E)^2$ /E
(1,1)	12	33×50/100=16.5	-4.5	1.227
(1,2)	21	33×50/100=16.5	4.5	1.227
(2,1)	14	26×50/100=13	1	0.076
(2,2)	12	26×50/100=13	1	0.076
(3,1)	18	28×50/100=14	4	1.142
(3,2)	10	28×50/100=14	-4	1.142
(4,1)	6	13×50/100=6.5	-0.5	0.038
(4,2)	7	13×50/100=6.5	0.5	0.038
Total			0	4.966

$t^2 = (O-E)^2$ /E = 4.966

d.f = (n-1) (c-1) = (4-1) (2-1) = 3

4. Computation of expected frequencies E under Ho and t^2 for table No: 12:

RC	O	E=RT×CT/N	O-E	$(O-E)^2$ /E
(1,1)	18	46×50/100=23	-5	1.08
(1,2)	28	46×50/100=23	5	1.08
(2,1)	14	26×50/100=13	1	0.076
(2,2)	12	26×50/100=13	1	0.076
(3,1)	11	19×50/100=9.5	1.5	0.236
(3,2)	8	19×50/100=9.5	-1.5	0.236
(4,1)	7	9×50/100 = 4.5	2.5	1.338
(4,2)	2	9×50/100 = 4.5	-2.5	1.338
Total			0	5.56

X2 = (O-E)2 /E = 5.56

d.f = (n-1) (c-1) = (4-1) (2-1) = 3

5. Computation of expected frequencies E under Ho and t^2 for table No. 13:

RC	O	E=RT×CT/N	O-E	$(O-E)^2/E$
(1,1)	6	54×16/100=8.64	-2.64	0.806
(1,2)	18	54×30/100=16.2	1.8	0.2
(1,3)	22	54×36/100=19.44	2.56	0.337
(1,4)	8	54×18/100=9.72	-1.72	0.304
(2,1)	6	26×16/100=4.16	1.84	0.813
(2,2)	6	26×30/100=7.8	-1.8	0.415
(2,3)	10	26×36/100=9.36	0.64	0.043
(2,4)	4	26×18/100=4.68	-0.68	0.098
(3,1)	2	12×16/100=1.92	0.08	0.003
(3,2)	4	12×30/100=3.6	0.4	0.044
(3,3)	2	12×36/100=4.32	-2.32	1.245
(3,4)	4	12×18/100=2.16	1.84	1.567
(4,1)	2	8×16/100=1.28	0.72	0.405
(4,2)	2	8×30/100=2.4	-0.4	0.066
(4,3)	2	8×36/100=2.88	-0.88	0.268
(4,4)	2	8×18/100=1.44	0.56	0.217
Total			0	6.831

X2 = (O-E)2/E = 6.831

d.f = (n-1) (c-1) = (4-1) (4-1) = 9

6. Computation of expected frequencies E under Ho and t^2 for table No. 14:

RC	O	E=RT×CT/N	O-E	(O-E)²/E
(1,1)	6	40×16/100=6.4	-0.4	0.025
(1,2)	12	40×30/100=12	0	0
(1,3)	14	40×36/100=14.4	-0.4	0.011
(1,4)	8	40×18/100=7.2	0.8	0.088
(2,1)	5	28×16/100=4.48	0.52	0.060
(2,2)	8	28×30/100=8.4	-0.4	0.190
(2,3)	10	28×36/100=10.08	-0.08	0.0006
(2,4)	5	28×18/100=5.04	-0.04	0.0003
(3,1)	3	17×16/100=2.72	0.28	0.028
(3,2)	5	17×30/100=5.1	-0.1	0.001
(3,3)	6	17×36/100=6.12	-0.12	0.002
(3,4)	3	17×18/100=3.06	-0.06	0.001
(4,1)	2	15×16/100=2.4	-0.4	0.066
(4,2)	5	15×30/100=4.5	0.5	0.055
(4,3)	6	15×36/100=5.4	0.6	0.066
(4,4)	2	15×18/100=2.7	-0.7	0.181
Total			0	0.7762

$t^2 = $ **(O-E)²/E = 0.7762**

d.f = (n-1) (c-1) = (4-1) (4-1) = 9

7. Computation of expected frequencies E under Ho and t^2 for table No. 15:

RC	O	E=RT×CT/N	O-E	(O-E)^2/E
(1,1)	3	26×16/100=4.16	-1.16	0.323
(1,2)	8	26×30/100=7.8	0.2	0.005
(1,3)	10	26×36/100=9.36	0.64	0.043
(1,4)	5	26×8/100=4.68	0.32	0.021
(2,1)	5	27×16/100=4.32	0.68	0.107
(2,2)	10	27×30/100=8.1	1.9	0.445
(2,3)	8	27×36/100=9.72	-1.72	0.304
(2,4)	4	27×18/100=4.86	-0.86	0.152
(3,1)	4	29×16/100=4.64	-0.64	0.088
(3,2)	7	29×30/100=8.7	-1.7	0.332
(3,3)	12	29×36/100=10.44	1.56	0.233
(3,4)	6	29×18/100=5.22	0.78	0.116
(4,1)	4	18×16/100=2.88	1.12	0.435
(4,2)	5	18×30/100=5.4	-0.4	0.029
(4,3)	6	18×36/100=6.48	-0.48	0.035
(4,4)	3	18×18/100=3.24	-0.24	0.017
Total			0	2.597

t^2 = **(O-E)^2/E = 2.597**

d.f = (n-1) (c-1) = (4-1) (4-1) = 9

8. Computation of expected frequencies E under Ho and t^2 for table No. 16:

RC	O	E=RT×CT/N	O-E	(O-E)²/E
(1,1)	8	50×16/100=8	0	0
(1,2)	17	50×30/100=15	2	0.266
(1,3)	16	50×36/100=18	-2	0.222
(1,4)	9	50×18/100=9	0	0
(2,1)	4	24×16/100=3.84	0.16	0.006
(2,2)	6	24×30/100=7.2	-1.2	0.2
(2,3)	10	24×36/100=8.64	1.36	0.214
(2,4)	4	24×18/100=4.32	-0.32	0.023
(3,1)	2	16×16/100=2.56	-0.56	0.122
(3,2)	4	16×30/100=4.8	-0.8	0.133
(3,3)	6	16×36/100=5.76	0.24	0.01
(3,4)	4	16×18/100=2.88	1.12	0.435
(4,1)	2	10×16/100=1.6	0.4	0.1
(4,2)	3	10×30/100=3	0	0
(4,3)	4	10×36/100=3.6	0.4	0.044
(4,4)	1	10×18/100=1.8	-0.80	0.355
Total			0	2.13

$t^2 = $ **(O-E)²/E = 2.13**

d.f = (n-1) (c-1) = (4-1) (4-1) = 9

9. Computation of expected frequencies E under Ho and t^2 for table No. 17:

RC	O	E=RT×CT/N	O-E	$(O-E)^2/E$
(1,1)	8	55×16/100=8.8	-0.8	0.072
(1,2)	12	55×20/100=11	1	0.090
(1,3)	21	55×40/100=22	-1	0.045
(1,4)	14	55×24/100=13.2	0.8	0.048
(2,1)	3	21×16/100=3.36	-0.36	0.038
(2,2)	4	21×20/100=4.2	-0.2	0.009
(2,3)	9	21×40/100=8.4	0.6	0.042
(2,4)	5	21×24/100=5.04	-0.04	0.0003
(3,1)	3	13×16/100=2.08	0.92	0.406
(3,2)	2	13×20/100=2.6	-0.6	0.138
(3,3)	5	13×40/100=5.2	-0.2	0.007
(3,4)	3	13×24/100=3.12	-0.12	0.004
(4,1)	2	11×16/100=1.76	0.24	0.032
(4,2)	2	11×20/100=2.2	-0.20	0.018
(4,3)	5	11×40/100=4.4	0.6	0.818
(4,4)	2	11×24/100=2.64	-0.64	0.155
Total			0	1.922

$t^2 = (O-E)^2/E = $ **1.922**

d.f = (n-1) (c-1) = (4-1) (4-1) = 9

10. Computation of expected frequencies E under Ho and t^2 for table No. 18:

RC	O	E=RT×CT/N	O-E	(O-E)^2/E
(1,1)	6	47×16/100=7.52	-1.52	0.307
(1,2)	10	47×20/100=9.4	0.6	0.038
(1,3)	17	47×40/100=18.8	-1.8	0.172
(1,4)	14	47×24/100=11.28	2.72	0.655
(2,1)	4	28×16/100=4.48	-0.48	0.051
(2,2)	5	28×20/100=5.6	-0.6	0.064
(2,3)	14	28×40/100=11.2	2.8	0.7
(2,4)	5	28×24/100=6.72	-1.72	0.440
(3,1)	3	14×16/100=2.24	0.76	0.257
(3,2)	2	14×20/100=2.8	-0.80	0.228
(3,3)	6	14×40/100=5.6	0.4	0.028
(3,4)	3	14×24/100=3.36	-0.36	0.038
(4,1)	3	11×16/100=1.76	1.24	0.873
(4,2)	3	11×20/100=2.2	0.8	0.290
(4,3)	3	11×40/100=4.4	-1.4	0.445
(4,4)	2	11×24/100=2.64	-0.64	0.155
Total			0	4.741

$t^2 = $ **(O-E)^2/E = 4.741**

d.f = (n-1) (c-1) = (4-1) (4-1) = 9

11. Computation of expected frequencies E under Ho and t^2 for table No. 19:

RC	O	E=RT×CT/N	O-E	(O-E)^2/E
(1,1)	2	32×16/100=5.12	-3.12	1.901
(1,2)	4	32×20/100=6.4	-2.4	0.9
(1,3)	16	32×40/100=12.8	3.2	0.8
(1,4)	10	32×24/100=7.68	2.32	0.7
(2,1)	3	28×16/100=4.48	-1.48	0.488
(2,2)	6	28×20/100=5.6	0.4	0.028
(2,3)	10	28×40/100=11.2	-1.2	0.128
(2,4)	9	28×24/100=6.72	2.28	0.773
(3,1)	6	28×16=4.48	1.52	0.515
(3,2)	7	28×20/100=5.6	1.4	0.35
(3,3)	12	28×40/100=11.2	0.8	0.057
(3,4)	3	28×24/100=6.72	-3.72	2.059
(4,1)	5	12×16/100=1.92	3.08	4.940
(4,2)	3	12×20/100=2.4	0.6	0.15
(4,3)	2	12×40/100=4.8	-2.8	1.633
(4,4)	2	12×24/100=2.88	-0.88	0.268
Total			0	15.69

t^2 = **(O-E)^2/E = 15.69**

d.f = (n-1) (c-1) = (4-1) (4-1) = 9

12. Computation of expected frequencies E under Ho and t^2 for table No. 20:

RC	O	E=RT×CT/N	O-E	(O-E)^2/E
(1,1)	7	46×16/100=7.36	-0.36	0.017
(1,2)	10	46×20/100=9.2	0.8	0.069
(1,3)	16	46×40/100=18.4	-2.4	0.313
(1,4)	13	46×24/100=11.04	1.96	0.347
(2,1)	4	25×16/100=4	0	0
(2,2)	5	25×20/100=5	0	0
(2,3)	12	25×40/100=10	2	0.4
(2,4)	4	25×24/100=6	-2	0.666
(3,1)	2	18×16/100=2.88	-0.88	0.268
(3,2)	3	18×20/100=3.6	-0.6	0.1
(3,3)	8	18×40=7.2	0.8	0.088
(3,4)	5	18×24=4.32	0.68	0.107
(4,1)	3	11×16/100=1.76	1.24	0.873
(4,2)	2	11×20/100=2.2	-0.2	0.018
(4,3)	4	11×40/100=4.4	-0.4	0.036
(4,4)	2	11×24/100=2.64	-0.64	0.155
Total			0	3.457

t^2 = **(O-E)^2/E = 3.457**

d.f = (n-1) (c-1) = (4-1) (4-1) = 9

13. Computation of expected frequencies E under Ho and t^2 for table No. 21:

RC	O	E=RT×CT/N	O-E	(O-E)^2/E
(1,1)	5	58×16/100=9.28	-4.28	1.973
(1,2)	14	58×28/100=16.24	-2.24	0.308
(1,3)	20	58×30/100=17.4	2.6	0.388
(1,4)	19	58×26/100=15.08	3.92	1.018
(2,1)	4	25×16/100=4	0	0
(2,2)	9	25×28/100=7	2	0.571
(2,3)	7	25×30/100=7.5	-0.5	0.333
(2,4)	5	25×26/100=6.5	-1.5	0.346
(3,1)	4	10×16/100=1.6	2.4	3.6
(3,2)	3	10×28/100=2.8	0.2	0.0142
(3,3)	2	10×30/100=3	-1	0.333
(3,4)	1	10×26/100=2.6	-1.6	0.984
(4,1)	3	7×16/100=1.12	1.88	3.155
(4,2)	2	7×28/100=1.96	0.04	0.0008
(4,3)	1	7×30/100=2.1	-1.1	0.576
(4,4)	1	7×26/100=1.82	-0.82	0.369
Total			0	13.969

t^2 = **(O-E)^2/E = 13.969**

d.f = (n-1) (c-1) = (4-1) (4-1) = 9

14. Computation of expected frequencies E under Ho and t^2 for table No. 22:

RC	O	E=RT×CT/N	O-E	(O-E)²/E
(1,1)	5	42×16/100=6.72	-1.72	0.440
(1,2)	13	42×28/100=11.76	1.24	0.130
(1,3)	14	42×30/100=12.6	1.4	0.155
(1,4)	10	42×26/100=10.92	-0.92	0.077
(2,1)	3	26×16/100=4.16	-1.16	0.323
(2,2)	7	26×28/100=7.28	-0.28	0.010
(2,3)	8	26×30/100=7.8	0.2	0.005
(2,4)	8	26×26/100=6.76	1.24	0.227
(3,1)	4	19×16/100=3.04	0.96	0.303
(3,2)	5	19×28/100=5.32	-0.32	0.019
(3,3)	6	19×30/100=5.7	0.3	0.015
(3,4)	4	19×26/100=4.94	-0.94	0.178
(4,1)	4	13×16/100=2.08	1.92	1.772
(4,2)	3	13×28/100=3.64	-0.64	0.112
(4,3)	2	13×30/100=3.9	-1.9	0.92
(4,4)	4	13×26/100=3.38	0.62	0.113
Total			0	4.799

t^2 = (O-E)²/E = **4.799**

d.f = (n-1) (c-1) = (4-1) (4-1) = 9

APPENDIX-18

15. Computation of expected frequencies E under Ho and t^2 for table No. 23:

RC	O	E=RT×CT/N	O-E	$(O-E)^2/E$
(1,1)	2	26×16/100=4.16	-2.16	1.121
(1,2)	6	26×28/100=7.28	-1.28	0.273
(1,3)	10	26×30/100=7.8	2.2	0.620
(1,4)	8	26×26/100=6.76	1.24	0.227
(2,1)	3	26×16/100=4.16	-1.16	0.323
(2,2)	4	26×28/100=7.28	-3.28	1.477
(2,3)	9	26×30/100=7.8	1.2	0.184
(2,4)	10	26×26/100=6.76	3.24	1.552
(3,1)	6	29×16=4.64	1.36	0.392
(3,2)	12	29×28/100=8.12	3.88	1.853
(3,3)	7	29×30/100=8.7	-1.7	0.332
(3,4)	4	29×26/100=7.54	-3.54	1.662
(4,1)	5	19×16/100=3.04	1.96	1.263
(4,2)	6	19×28/100=5.32	0.68	0.086
(4,3)	4	19×30/100=5.7	-1.7	0.507
(4,4)	4	19×26/100=4.94	-0.94	0.178
Total			0	12.056

$t^2 = (O-E)^2/E = \textbf{12.056}$

D.F = (N-1) (C-1) = (4-1) (4-1) = 9

16. Computation of expected frequencies E under Ho and t^2 for table No. 24:

RC	O	E=RT×CT/N	O-E	(O-E)^2/E
(1,1)	6	46×16/100=7.36	-1.36	0.251
(1,2)	10	46×28/100=12.88	-2.88	0.643
(1,3)	16	46×30/100=13.8	2.2	0.350
(1,4)	14	46×26/100=11.96	2.04	0.347
(2,1)	5	27×16/100=4.32	0.68	0.107
(2,2)	8	27×28/100=7.56	0.44	0.025
(2,3)	8	27×30/100=8.1	-0.1	0.001
(2,4)	6	27×26/100=7.02	-1.02	0.148
(3,1)	3	19×16/100=3.04	-0.04	0.0005
(3,2)	8	19×28/100=5.32	2.68	1.350
(3,3)	4	19×30/100=5.7	-1.7	0.507
(3,4)	4	19×26/100=4.94	-0.94	0.178
(4,1)	2	8×16/100=1.28	0.72	0.405
(4,2)	2	8×28/100=2.24	-0.24	0.025
(4,3)	2	8×30/100=2.4	-0.4	0.066
(4,4)	2	8×26/100=2.08	-0.08	0.003
Total			0	4.406

$t^2 = $ **(O-E)^2/E = 4.406**

d.f = (n-1) (c-1) = (4-1) (4-1) = 9

APPENDIX-20

Survey Instrument: "Consumers' Loyalty Towards Brand With Reference to Low Involvement Goods in Bhaktapur District"

Questionnaires

Dear all,

I am doing my thesis study on "Consumers' Loyalty Towards Brand With Reference to Low Involvement Goods in Bhaktapur District" as a partial fulfillment of the requirement for the degree of Masters In Business Studies (MBS), from Nepal Commerce Campus, Minbhawan, Kathmandu, Nepal. I would be very grateful to you if you could kindly respond to the given questionnaires to help me find the needed and reliable information on my topic of the study. I assure you that information provided by you will be used only in my dissertation. Your kind cooperation in this regard will be highly appreciated.

Thanking You,

Yours faithfully,

_____

Manju Acharya
MBS Student
Nepal Commerce Campus
Minbhawan, Kathmandu, Nepal.

QUESTIONNAIRE

- ➢ Family Name: -------------------------

- ➢ First Name: -----------------------------

- ➢ Gender:

- ➢ i. Male ( )   ii. Female ( )

- ➢ Age: ---------------------------

- ➢ Marital status:-----------------------------

- ➢ Education: -----------------------------

- ➢ Occupation:----------------------------

- ➢ Monthly Income:----------------------------

- ➢ Family system:---------------------------------

        i. Nuclear Family ( )   ii. Joint Family ( )

1.   How important is brand name when you buy daily consumable products?

      Please tick the option below.

      i.   Highly important   ( )
      ii.   Important   ( )
      iii. Moderately important   ( )
      iv.   Not so important   ( )
      v.   Don't know   ( )

2.   How committed are you towards a particular brand of product when you buy your daily needed products? Tick on the points below:
      i.   Degree of commitment towards the particular brand incase of daily consumables products;

1	2	3	4	5
Min				Max

3.   Name the brand that you bought in your last six purchases regarding product under study.

     i.   Milk: a.------------,   b. ------------, c. ------------,
               d. ------------,e. -------------
     ii.   Toothpaste: a.------------,   b. ------------,c. ------------,
               d. ------------,e. -------------
     iii.   Tea: a.------------,   b. ------------, c. ------------,
               d. ------------,e. -------------
     iv.   Shampoo: a.------------,   b. ------------, c. ------------,
               d. ------------,e. -------------

4.   Following are the 6 various kinds of daily needed products that are taken for this research purpose. How do you buy them? Please tick the option below.

     i. Milk: a. By brand   (   )
                            b. By inspection (   )

     ii. Toothpaste: a. By brand   (   )
                            b. By inspection (   )

     iii. Tea: a. By brand   (   )
                            b. By inspection (   )

     iv. Shampoo: a. By brand   (   )
                            b. By inspection (   )

5.   What is your most preferred brand?
     i.   Milk: ----------------
     ii.   Toothpaste:---------------------
     iii.   Tea: ----------------------------
     iv.   Shampoo:-----------------------

6.   Are alternatives brands of products (if not your most preferred brand) available in the market?

     i.. Yes (   )   ii. No (   )

7.   If yes, can you name other top 5 brands of products you prefer?

     i.   Milk: a.------------b.----------c.------------d.----------
           e.-----------
     ii.   Toothpaste: a.-----------b.------------c.-----------d--------------

       e---------------

iii.   Tea: a.----------b.--------------c.-----------d.-------------

       e.--------------

iv.   Shampoo: a.----------b.--------------c.-----------d.-------------

       e.-------------

8.   If the other competing brand of product offers special incentives like discounts, coupons, etc., would you drop your brand of product and switch to competing brands?

    i. Milk:---------------------   Yes ( )   No ( )

    ii. Toothpaste: ---------------   Yes   ( )   No ( )

    iii. Tea:-----------------   Yes   ( )   No ( )

    iv. Shampoo:---------------   Yes   ( )   No ( )

9.   How confident are you regarding your knowledge and ability to judge the right brand?

    i. Highly confident   ( )

    ii. Moderately confident   ( )

    iii. Low confidence   ( )

    iv. Don't know   ( )

10.   Which one of the following factors makes you leave your regular brand of product and switch to other?

    i.   Milk:

        Price off   ( )

        Effective advertisement   ( )

        Experiment the new product   ( )

        Other reasons   ( )

    ii.   Toothpaste:

        Price off   ( )

        Effective advertisement   ( )

        Experiment the new product   ( )

        Other reasons   ( )

    iii.   Tea:

        Price off   ( )

        Effective advertisement   ( )

        Experiment the new product   ( )

        Other reasons   ( )

    iv.   Shampoo:

        Price off   ( )

        Effective advertisement   ( )

) Experiment the new product ( )
) Other reasons ( )

11.   What do you usually do when your brand of mentioned product is not available in the market?

  i.   Milk:
) Wait for the desired brand ( )
) Buy the alternative brand ( )

  ii.   Toothpaste:
) Wait for the desired brand ( )
) Buy the alternative brand ( )

  iii.   Tea:
) Wait for the desired brand ( )
) Buy the alternative brand ( )

  iv.   Shampoo:

) Wait for the desired brand ( )
) Buy the alternative brand ( )

12.   If any other competing brand were displayed attractively in the store where you went to buy, in such a situation what would you do?

  i. Buy the brand that you have been buying ( )
  ii. Buy the alternative brand that is displayed attractively ( )

13.   What in your opinion does brand name suggests for a particular product?

i. Quality ( )
ii. Assurance ( )
iii. Risk reduction ( )
iv. Reliability ( )
v. Value ( )
vi. All of the above ( )
vii. Don't know ( )