

**A STUDY ON THE “EFFECT OF BRAND LOYALTY OF
NEPALESE CONSUMER IN TELEVISION PURCHASING
DECISION”
(WITH REFERENCE TO BIRGUNJ CITY)**

By

Shanish Mishra

Campus Roll No. 81/060

TU Reg. No. 7142-92

Thakur Ram Multiple Campus, Birganj

A Thesis

Submitted to

The Office of the Dean

Faculty of Management

Tribhuvan University

In the partial fulfillment of the requirement for the

Master’s Degree in Business Studies

(M.B.S.)

May,2009

RECOMMENDATION

This is to certify that the thesis

Submitted By :-

Shanish Mishra

“A study on the effect of Brand Loyalty of the Nepalese Consumer in TV purchasing decision” (with reference to Birgunj City) has been prepared as approved by this Department in the prescribed format of Faculty of management. This thesis is forwarded for evaluation.

Dr. Deepak Shakya
Lecturer
Thakur Ram Multiple Campus
(Thesis Supervisor)

Mr. Rajeshwar Pd.Acharya
Thakur Ram Multiple Campus
(Head of Research Committee)

Campus Chief
Thakur Ram Multiple Campus
Birgunj

VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis presented by

Shanish Mishra

Entitled

“A study on the effect of Brand Loyalty of the Nepalese Consumer in TV purchasing decision.” (with reference to Birgunj City) and found the thesis to be original work of the student written according to the prescribed format. We recommend the thesis to be accepted as a partial fulfillment for requirement of Master’s Degree in Business Studies (M.B.S.)

Viva-voce committee

Head of Research Committee

Member (Thesis Supervisor) :

Member (External Expert) :

Date :

DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study on the Effect Of Brand Loyalty Of Nepalese Consumer In Television Purchasing Decision**” submitted to the faculty of Management, Thakur Ram Multiple Campus, Tribhuvan University is my original work done in the format of T.U. for the partial fulfillment of the Master’s Degree in Business Studies(M.B.S.) under the supervision and guidance of Dr. Deepak Shakya, Lecturer, Thakur Ram Multiple Campus, Birgunj, Parsa, Nepal.

Shanish Mishra

Researcher

T.U. Regd. No. 7142/92

Thakur Ram Multiple

Campus, Birgunj

ACKNOWLEDGEMENT

It is my great privilege to complete this thesis under the supervision of Dr. Deepak Shakya, Member of Department of Management. So, I owe a deep debt of gratitude to him for his continuous support, patient guidance and supervision, which enabled me to devote my time to the pursuit of higher learning.

Similarly, I would like to express my profound gratitude to all my honourable lecturers of Department of Management. I gratefully acknowledge to Department Head Mr. Rajeswar Achary. I would like to express debt of gratitude to all the staffs from Department of Management and Library in preparing this dissertation. I am grateful to all the reputed authors and previous researchers whose scholarly writings have provided me the necessary guidance and valuable materials for the enrichment of this thesis.

I shall always remain obliged for the contribution given by my friend Smita Mishra who supported me a lot directly as well as indirectly.

Finally, I express debt of gratitude to my parents and seniors who provided me the environment for the preparation of this thesis and for my study.

I regret for any errors committed in this study.

.....
Shanish Mishra
T.U. Regd.No.7142-92
Roll No. 81/060
Thakur Ram Multiple Campus,
Birgunj

Table of Contents

S.No.		Page No.
	Recommendation	I
	Viva -Voce Sheet	II
	Declaration	III
	Acknowledgement	IV
	Abbreviation	V
	List of table	VI
CHAPTER - I		
1. INTRODUCTION		
	Background	1
	Focus of the study	4
	Statement of the Problem	6
	Objective of the study	8
	Limitation of the study	9
	Significance of the study	10
	Research Questions	11
	Organization of the study	11
CHAPTER - II		
2. REVIEW OF LITERATURE		
	2.1 General Review	13
	2.2 Brand Choice	15
	2.2.1 Branch Choice Sequences	16
	2.2.2 Proportion of Purchase	16
	2.2.3 Repeat purchase probabilities	17
	2.2.4 Brand preference overtime	17
	2.3 Brand Switching	17
	2.4 Brand loyalty correlates	19

2.5 Brand loyalty models	22
2.5.1 Zero order models(Bernoulli Models)	22
2.5.2 Dynamic Bernoulli Model	23
2.5.3 Probability diffusion model	24
2.5.4 New Trier Model	24
2.5.5 Markor's First Orderl Model	25
2.6 Researchers on consumer behaviour under Tribhuvan University Thesis	26

CHAPTER - III

3. RESEARCH METHODOLOGY

3.1 Research Design	29
3.2 Nature and sources of data	30
3.3. Population	31
3.4 Sampling	31
3.5 Data collection procedure	32
3.6 Data processing and Analysis	33

CHAPTER - IV

4. DATA PRESENTATION AND ANALYSIS

4.1 Presentation and analysis	34
4.1.1Research question no. 1	34
4.1.2 Research question no. 2	40
4.1.3 Research question no. 3	57
4.2 Major Findings	74

CHAPTER - V

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary	76
5.2 Conclusion	78
5.3 Recommendation	80
Bibliography	
Appendix	
Questionnaire	

List of Table

S.No.		Page No.
1.	Importance of Brand	35
2.	Use of Brand in purchasing products	36
3.	Most Favorite Brand	39
4.	Purchasing T.V. in the life	41
5.	Factors affecting while purchasing T.V.	42
6.	Degree of Loyalty	45
7.	Ability to judge brand	48
8.	Brand before buying television	50
9.	Different alternative brands of T.V. available in the market	52
10.	Alternative brands of T.V. in the market	53
11.	Favorite brand of T.V.	54
12.	Favorite brand of the other member of the family and brand loyalty	57
13.	Sex and Brand Loyalty	59
14.	Age and Brand Loyalty	60
15.	Income and Brand Loyalty	62
16.	Education and Brand Loyalty	63
17.	Family system and Brand Loyalty	65
18.	Sales promotion and Brand Loyalty	66
19.	Factors causing Brand Switching	69

Abbreviation

WTO	= World Trade Organization
T.U.	= Tribhuvan University
B.L.	= Brand Loyalty
B.S.	= Bikram Sambat
T.V.	= Television
N.S.	= Nepal Standard
Ltd.	= Limited