CHAPTER-I

INTRODUCTION

1.1 Introduction of Beer

Beer is an alcoholic beverage produced by brewing and the fermentation of starches derived from cereals. The most common cereal for beer brewing is malted barley, although wheat, corn and rice are also widely used, usually in conjunction with barley. Most beer is flavored with hops, which adds a slightly bitter taste and acts as a natural preservative. Occasionally, other ingredients such as herbs or fruit may also be included in the brewing process. Alcoholic beverages fermented from non-starch sources such as grape juice (wine) or honey (mead) are not classified as beer. It is the world's oldest and most consumed alcoholic beverage, and the most popular drink overall after water and tea.

In overall, fermented-malted barley, cereals, hops, added flavor, water are the composition of the beer. It is an alcoholic drink, which normally contains 900 ml of water, 50 ml of extracts and normally 50 ml of alcohol.

1.2 History of Beer

When we look back to the history of the brewery, we find that the beer was first brewed on the Euphrates and Tigris around 6,000 years ago. Later on the art of brewing passed on to the Egyptians, Greeks, Romans and Spanish. Traces of beer were found in Denmark some 3,000 years ago. The first real brewery in Denmark was established in 15th century by a Danish king. It was replaced by another brewery named Ding’s Brew house but it was burnt in 1603 A.D. The modern technique of brewery was developed only during the second half of 19th century. It is said that Europe is the centre for beer brewing. (www.inbev.com)

1.3 History of Beer in Nepal

The first brewery industry in Nepal was established in 1971 A.D as Nepal Brewery Pvt. Ltd. (NBPL), which produced Star beer. Nepal Brewery set up its plant in Hetauda. Star beer was a locally brewed beer, which was not in collaboration with any international brands, the consumers had little choice. The company also launched brands like Coronation, Cheers, Leo and Sherpa in the market in 1974 A.D.

Before the establishment of Nepal Brewery, Nepal used to import beer from India and abroad. HMG had limited the licenses to import foreign brands. Golden Eagle beer, which used to be imported from India, was the only major competitor of Star beer. However in 1974 A.D, HMG of Nepal imposed a ban on import of beer from India. Thus, Star beer had its monopoly in the brewery market for about a decade.

The monopoly of the Star beer was ruined with the establishment of Himalayan Brewery Pvt. Ltd. (HBPL) in 1982 A.D. This beer mainly targeted the customer who preferred strong beer. The introduction of distinct taste created duopoly in market, distinguishing light and strong beer. Later on HBPL also launched Golden Eagle and Hibikin.

In around 1991, there emerged an international brand of beer with the entry of Mount Everest Brewery (MEBL), which introduced San Miguel in Nepal. The taste of San Miguel was hugely accepted by the people compared to other brands of beer, thus was able to capture higher market share easily.

Also, in early 90’s, Gorkha Brewery Pvt. Ltd. (GBPL) was established. It introduced Tuborg in collaboration with a Danish Brewery. The taste of Tuborg was somehow rejected by the consumers earlier but later on it also clicked in the market thus gaining a giant market share as well.

The production of the industry was not limited to only one type. NBPL introduced Leo and Cheers beer at different times. Again in September 1993 A.D another brewing house was introduced in the market by the name of Singha Brewery (Nepal)

Pvt. Ltd. with a domestic brand Singha beer. In December 2001 Singha Brewery (Nepal) Pvt. Ltd. was renamed as Sungold Brewery (Nepal) Pvt. Ltd. (SBN). GBPL also introduced Carlsberg beer in 1995 A.D, which mainly focused on customers preferring light beer. MEBL also came up with Golden tiger in 1995 and Guiness in 1998 A.D, followed by Everest beer in 2000 A.D. SBN also added new brands to its name such as Kalyani Black Label, Real Gold beer and international brands Haywards 5000, in collaboration with Shaw Wallace, India, launched in 2003 and Royal Challenge, in collaboration with Sab Miller, South Africa, launched in 2004. Kingfisher beer was also introduced in the Nepalese market in 1998 by United Brewery Nepal Pvt. Ltd. (UBPL) which was renamed after NBPL.

Again in December 2005, SBN launched Oranjeboom, an international dutch beer in the market, which was manufactured in collaboration with Inbev International, Holland, whereas in 2006, two new domestic brands were seen in the market, Gorkha beer (GBPL) and Nepal Ice beer (SBN). In late 2007, a German beer, Lowenbrau came in market, manufactured by SBN but marketed and sold by Arctic International. Also some other brands were seen in the market such as Tuborg Strong (GBPL) and McBorg & Leopard sold by McBorg Pvt. Ltd in contract brewing with SBN. Some brands still exist in the market whereas some have already vanished. (SBN Report to UDB***;*** 2007)

Since 1992, the demand for beer has been increasing at a tremendous rate and almost all the beer companies' have been increasing their production capacity in order to meet the growing demand of the customers. Both San Miguel and Tuborg have nearly increased their capacity six times since they came into the market. The present scenario is that all the beer plants have excess capacity than what there is really demand for. Although most of the beer plants have been running well in terms of capacity utilization, the returns have not been good because of heavy promotions, unstable situation of the country, massive excise duty and also because of very high pricing not affordable by normal Nepalese, but then also, the beer industry is in its growing phase.

1.4 Current Breweries/ Players in Nepal

There are altogether 4 breweries currently operating in Nepal producing 16 different brands of beer, which are:

1. Sungold Brewery (Nepal) Pvt. Ltd.
2. Gorkha Brewery Pvt. Ltd.
3. Mount Everest Brewery Pvt. Ltd.
4. United Brewery Nepal Pvt. Ltd.

GBPL has taken the license of San Miguel beer, which was previously manufactured by MEBPL. (Information given by Marketing Manager of SBN, Mr. Roshan Puri)

The current players in the market along with their respective brands currently available in the market are given below in a tabulated form:

S. N	Name of the Player	Brands
1	Sungold Brewery (Nepal) Pvt. Ltd.	Oranjeboom Nepal Ice Haywards 5000 Real Gold Lager Real Gold 10000 Lowenbrau(Contract Brewing) Leopard(Contract Brewing)
2.	Gorkha Brewery Pvt. Ltd.	Carlsberg Tuborg San Miguel Gorkha Tuborg Strong
3.	Mt. Everest Brewery Pvt. Ltd.	Everest Golden Tiger
4.	United Brewery Nepal Pvt. Ltd.	Star Gold Star Strong

Table 1: Current Breweries/ Players in Nepal

1.5 Market Segmentation and Positioning Strategies

Markets consist of buyers and buyers differ in one or more ways. They may differ in their wants, resources, locations, buying attitudes, and buying practices. (Kotler and Armstrong; 7th Ed.-p237)

Market segmentation calls for division of the market into different set of groups that may differ in characteristics, which requires different marketing mixes and products. There are some different segments of beer market due to different perceptions of consumers. The basis of segmentation of beer is percentage of alcohol, according to which market is segmented into 4 categories Super Premium, Premium, Domestic/Local and Strong segment. Although the alcohol percentage in premium and domestic segment is same, they are simply segmented on the basis of international brand and local/domestic brand i.e. by their brand image. The tourist areas of the country are heavily influenced by domestic brands whereas others by international brands, which might be either, super premium, premium or strong segment.

Once a company has decided which segments of the market it will enter, it must decide what "positions" it wants to occupy in those segments. A product's position is the way the product is defined by consumers on important attributes – the place the product occupies in consumers' minds relative to competing products. Thus, in the automobile market, Toyota, Tercel and Subaru are positioned on economy, Mercedes and Cadillac on luxury and Porsche and BMW on performance whereas Volvo positions powerfully on safety. A product's position is the complex set of perceptions, impressions and feelings that consumers hold for the product compared with competing products. (Kotler and Armstrong; 7th Ed.-p254 & 255)

The beer brands are positioned according to the pricing of the product. Lesser the percentage content of alcohol in beer, higher is the price and vice-versa. So, according to the pricing of the product, they are positioned into 4 types Super Premium (Expensive), Main stream (Mass Class), Local main stream and Lower stream (Cheap Class). The market segmentation and positioning of current available brands are presented below in a tabulated form: (Information given by Marketing Manager of SBN, Mr. Roshan Puri)

Segment	**Alcohol content % by vol**	**Brands**
Super Premium	About 5%	Carlsberg
Premium (Mainstream)	5% to 5.5%	Oranjeboom, Tuborg, San Miguel & Lowenbrau
Domestic (Local Mainstream)	5% to 5.5%	Nepal Ice, Real Gold Lager, Gorkha, Star Gold & Everest
Strong (Lower Stream)	6% to 6.5%	Haywards 5000, Real Gold 10000, Golden Tiger, Tuborg Strong, Star Strong & Leopard

Table 2: Market Segmentation & Positioning

Rate of different breweries along with their individual brands are as follows: (Nepal Samacharpatra Daily; Sep. 2007)

		Sungold Brewery (Nepal) Pvt. Ltd.					Gorkha Brewery Pvt. Ltd.					Mount Everest Brewery	
S.N	**Particulars**	**OB**	**NI**	**HY 5000**	**RGL**	**LB**	**CBG**	**TBG**	**TBG Strong**	**SM**	**Gorkha**	**Everest**	**Tiger**
1	Dealers's Price per case	1367.50	1292.54	1212.54	1212.54		1642.85	1383.02	1244.00	1383.02	1653.02	1249.78	1172.94
2	Dealers's Margin	50.00	42.00	42.00	42.00		55.00	46.00	40.00	46.00	46.00	43.00	40.00
3	Dealers's Sale per case	1424.00	1340.00	1260.00	1260.00		1705.00	1435.00	1290.00	1435.00	1705.00	1298.37	1218.14
4	Wholeseller Margin	15.00	15.00	15.00	15.00		22.00	17.00	16.00	17.00	22.00	14.00	14.00
5	Wholesaler's Sale per case	1440.95	1356.95	1276.95	1276.95	1461.00	1729.86	1454.21	1308.08	1454.21	1729.86	1314.19	1233.96
6	Retail Margin	11.05	11.05	7.05	7.05	9.00	10.14	9.79	11.92	9.79	10.14	17.81	14.00
7	Consumer Rate per Case	1452.00	1368.00	1284.00	1284.00	1470.00	1740.00	1464.00	1320.00	1464.00	1740.00	1332.00	1248.00
8	Consumer Rate per bottle	121.00	114.00	107.00	107.00	122.50	145.00	122.00	110.00	122.00	145.00	111.00	104.00

Table 3: Price List of Breweries Published in NSP, Ashwin 2065

1.6 Situation Analysis

Urbanization is growing rapidly in Nepal at an annual rate of 14.2 percent (2001). Even though Nepal is the least urbanized country in the region after Bhutan, the current rapid pace makes the town and cities of Nepal the fastest growing in South Asia. Experiences from elsewhere show these trends are inevitable and that urbanization can result in increased economic growth. The only real urban network was found in the central section- the quadrangle (rectangle) consisting Kathmandu, Pokhara, Butwal, Birgunj and Hetauda.

In Kathmandu, population is increasing very rapidly. According to Ministry of Population 2001, the population in Kathmandu is 10,81,845 that are in increasing state (6, 75,341 in 1991) with average annual growth rate (1991-2001) 4.71 percent. The population and growth rate of urban population (2001) is 6, 71,846 which are also in increasing state (4, 21,258 in 1991) with the average annual growth rate 4.67 percent. Observing the population growth, the beverage industries (beer) have great opportunities due to increase in general population and urban population. The more the increase in population the more it will provide the opportunities for the beverage industries because it is the people who are the ultimate consumer for the liquor (beer). (Rai; OB Consumer Opinion Survey 2007-p7)

The consumption of beer is rapidly growing in the market. In any occasion, festival, season, gathering beer has become a craze for most of the people in Nepal. Many people take beer as a substitute for other hard drink. The growth of urbanization in Nepal is the major cause of increase in the consumption rate of beer.

The frequent updating of living standard in Nepal, mainly in the major cities like Kathmandu, Pokhara, Butwal etc. show that the consumption of beer is in its increasing trend.

Observing their market share, the brewery industry can stretch their market share if they clearly identify their problems *(any situation where a gap exists between the actual and the desired ideal state).*

Most of the brewery companies are fighting for their position in main stream class because they are highly demanded by the customers (distributors, retailers, micro stores, restaurant & bar, pubs & consumers/end users). The main stream branded beer is generally targeted to middle class people. In addition, this research also focuses in finding the preference for mainstream branded beer, taking under consideration various variables that affect their preference.

The marketing mix variables such as price, promotion, packaging and product should be taken into consideration to solve the problem of the customers' preference in mainstream branded beer, and variables related are sales force dimensions, credit facility, brand image, perceived quality etc, which should also be taken into consideration to identify the problems and the preference of beers available in the market.

In any store, restaurant, bar and so on beer has become the necessary liquor for increasing their sales revenue and generating profit. Various independent variables like awareness & familiarity, sales promotion, reasonable price, packaging, after sale service, sale force dimensions, credit facility, brand image, availability etc plays an important role for the preference of mainstream (mass class) branded beer. These are the popular issues where finding the right answers might help to improve an existing situation faced by the mainstream branded beer. There are also other intervening variables which indirectly affect the preference of mainstream beer.

The end user or consumers are also affected by some variables for their preference in mainstream beer. There are many variables like reasonable price, consumer promotion, brand image, packaging, brand awareness & familiarity, availability, perceived quality and other intervening variables that affect the predilection for mainstream beer. Finding the relationship between these variables can identify the problem for the preference of mainstream branded beer; the research will be helpful to make a conclusion and recommendations can be made for focusing on the problem areas for increasing the preference for mainstream beer.

Previous year’s consumption data have been very encouraging for the brewing industry and this reaffirms the high degree of correlation between the economic climate and the brewing industry. The industry has grown from a level of about 175,000 HL (year 2054/55) to 260,000 HL during the current time (2064/65 BS). Going by the positive economic forecasts, we can expect the industry to maintain an annual growth of 5% in medium term. So, we can say that still the beer industry is in its growth phase.

Gorkha Brewery has out-performed the industry by a wide margin. This is reflected in the market share, which has increased from 36% during the year 2054/55 to around 66% during current year (2064/065). The sales in HL terms have increased from about 63,000 HL in 2054/55 to approximately 1,85,000 HL (expected) in the current time (2064/065). (SBN MOR; Jul. 2008)

The pragmatic fiscal policies of His Majesty’s Government of Nepal, incremental tourist arrivals, favorable weather conditions and shifting consumer behavior are the main external factors for the growth. Also, to some extent the consumers have realized the benefits of beer vis-à-vis hard liquor.

But at the same time intervening problems such as uncertain political situation of the country, steeping excise tax for liquor industry, high price of beer unaffordable for a normal citizen and upcoming plans of centralizing the sales of the liquor have discouraged the industry.

In spite of this environment of problems, brewery industry in our country is booming, and the main reason being the acceptance of beer by huge consumers over the hard liquor and a lucrative participation of the female consumers as well.

1.7 Objective of the Study

The major objective of this research is to examine the customer preference for the mainstream branded beer in the Kathmandu Metropolitan city focusing on 4 areas New Baneshwor, Thapathali, Chabahil and Balaju. These four locations are far from each other and hence we can get a mixed information from different outlets like wholesaler, retailer, mini-store, bars, restaurants and hotels as well as the consumers/end users. This will give us an almost clear scenario inside the valley about the most preferred mainstream beer and the actor affecting its preference.

This study is done with special reference to Oranjeboom Premium Lager Beer of Sungold Brewery (Nepal) Pvt. Ltd., a part of Chaudhary Group. SBN in technical collaboration with Inbev International, the world's biggest brewer by volume, had launched its new premium lager beer in 25th December 2005, which has its historical roots in Holland with its state of art production plan at Chaudhary Udyog Gram, Nawalparasi. But since 2007, Oranjeboom brand has been overtaken by United Dutch Brewery internationally form Inbev International. Truly Dutch, this beer named Oranjeboom is one of the top brands in its class. Brewed since 1671, it is one of the periodical beers in the market. This top quality beer is distributed in all over the country in 650 ml amber-color bottles but it is not gaining success as desired. So, this survey will side by side study the factors responsible for its unpopularity. (SBN Report to UDB; 2007)

Specific objective of the study

a. To find out the most preferred main stream beer (650 ml) among the consumers, on premise and off premise outlets.
b. To estimate the effectiveness of the factors such as pricing, advertisement, trade promotion, familiarity, awareness level, availability etc on the preference of various mainstream branded beers.
c. To provide valid recommendations for Oranjeboom beer.

1.8 Theoretical Framework

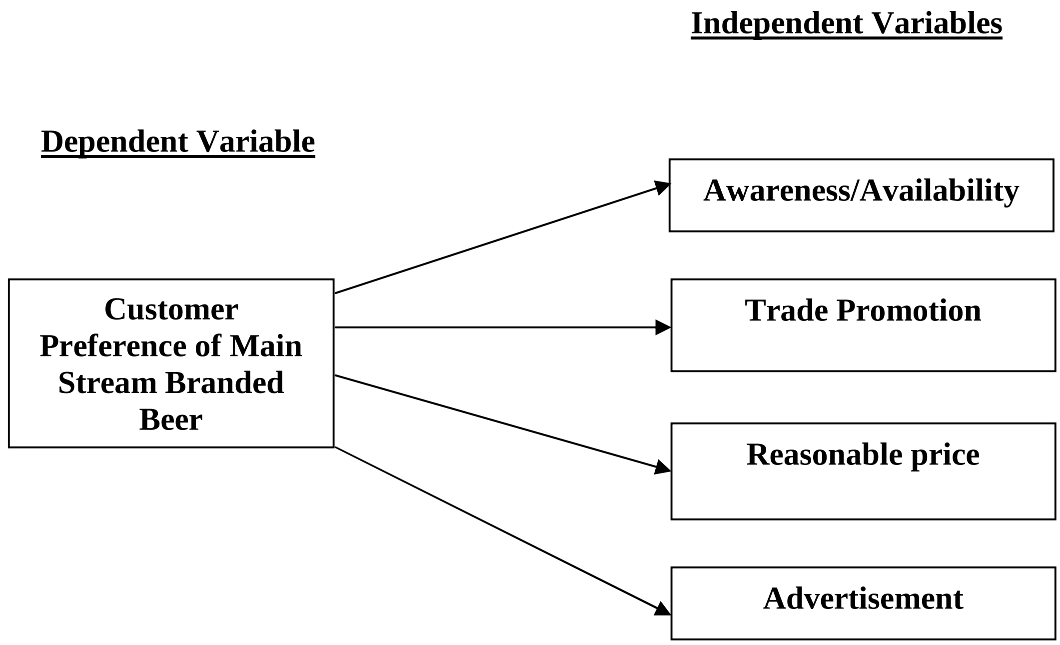


Figure 1: Customer Preference of Main Stream Branded Beer

1.9 Limitations of the Study

The limitations of the study are as follows:

1. The research is concentrated in four areas of the valley. This report has been prepared on the basis of the research conducted with consumers, on premise and off premise outlet owners and workers of Baeshwor, Thapathali, Chabahil and Balaju only.

2. Questionnaires are administered to the consumers, on premise and off premise owners.

3. Research is done on students, employed and self-employed consumers (end users) of the age group between 18-50 years.

4. This study is based on primary data, which is supported by secondary data.

CHAPTER-II

REVIEW OF LITERATURE

This chapter highlights and deals with the literature relevant to this study to support the study and to receive some ideas for developing a research design. Literature review is basically stocktaking of available literature in one's field of research. The literature survey provides the student with the knowledge of the status of their field of research. Library is a rich storage base for all kinds of published and unpublished materials including text books, thesis, dissertation, business reports, journals etc.

To review the literature in a more precise and systematic way, it can be divided into two parts:

2.1 Conceptual Review

It is based on conceptual review of the area based on textbooks and other reference materials such as journals and magazines. Basically, it deals with all the sources of literature which have been published.

Since we are talking here about the preference of the mainstream beer in KMC, it means the brand preference of the particular product of the particular company. So, it becomes necessary to know "What is a brand?" and how do customers prefer a significant brand, what are the factors effecting their preference etc. At the same time, since preference word is there, it is directly related with the behaviour of the customer as the process of preferring a brand first starts with the customer behaviour.

2.1.1 Today's Customers and their Behaviour

Marketing in the old days and today is not same; the philosophy of marketing has changed today. Evolution of marketing has gone through different stages. Previously, marketing decisions largely depended upon mass selling, production and company profit. After that, they began to recognize the long run importance of satisfying the customer wants and needs. More recently, the societal marketing concept has been proposed as a philosophy by which a company can satisfy its customers and at the same time fulfill its social responsibilities. Philip Kotler has rightly said "Marketing is a societal process by which individual and groups obtain what they need and want through creating, offering and freely exchanging product and services of value with others." (Kotler; 9th Edition-p9)

Marketing is not static, rather it often changes dramatically, sometimes slowly and frequently in ways that are difficult to predict. Those businesses, which are able to detect and predict changes, are in a superior position to prosper and grow. Firms such as Microsoft have used marketing as a recipe for success. (Peterson; New Business Age, Nov. 2001-p63)

Today's customers have changing behaviour. Their attitude towards a product may change over the passage of time. The product liked yesterday by customer may not be liked today and tomorrow. A customer preference and perception do not remain constant, changes occur because of environment, competitor's action, change in their lifestyle, idea, technology etc. Customer today always looks for new and improved product from which he can take maximum utilization with minimum effort. Competitors are always coming up with lower priced product and they try to differentiate their brands in terms of quality, aesthetic looks, price and environment friendly product with the competitor's brand.

Values, belief and wants of the customers cannot be changed by the marketers, what they mainly can do is to supply products that always satisfy the values that people have. No force on the earth could compel the customer to buy a particular brand. He has full freedom to buy according to his choice; customers are gaining wide range of information regarding the product and services through different advertising media in the dynamic market. So managing today's customer is a very difficult task. Existing marketing mix variables like product, price, place and promotion do still play an important role but perhaps a secondary in nature. "It takes more than the Four P's to manage today's customer" (Wyner; Spring 2001)

A marketer's concentration should be in knowing the complex behaviour of the modern customer in order to achieve their objective. Change is the synonym of the modern world. "The forthcoming challenge to marketing profession is to learn from change that is always recurring. If you think that the things will always remain the same as in the past, then you are mistaken." (Peterson; New Business Age, Nov. 2001-p63)

2.1.2 The Word "Brand"

According to the American Marketing Association, brand means, "a name, term, sign, symbol or design or a combination of them, intended to identify the goods or service of one seller or group of seller and to differentiate them from those of competitors. Thus brand identifies the seller or maker."

A brand is a complex symbol that can convey up to six level of meaning. (Kapferer; 1992-p38)

1. Attributes:
A brand brings to mind certain attributes. For e.g. Mercedes suggest expensive, well-built, well-engineered, durable, high prestige automobile.

2. Benefits:
Attributes must be translated into functional and emotional benefits. The attributes "durable" could translate into the functional benefit.

3. Values:

The brand also says something about the producer's values. Mercedes stands for high performance, safety and prestige.

4. Culture:

The brand represents a certain culture. The Mercedes represents German culture, organized, efficient, high quality.

5. Personality:

The brand can project a certain personality. Mercedes may suggest a no nonsense boss (person), reigning lion (animal) or an austere parlance (object)

6. User:

The brand suggests the kind of customer who buys or uses the product. So, it can be concluded that brands and branding are not just a name and logo used by the marketing department; rather they make up a strategic approach that companies take to guide and manage their business. Today brand not only covers the producer's identification and customer but also includes employee in its definition.

The brand is not just the heritage of the organization; it's the heritage of the employee as well. It's a part of their identification and background. (Schultz; 2001-p8)

At least happy employees provide an opportunity to create happy customer. But, happy customer doesn't survive in the face of unhappy employees. Brands for employees signify organizational culture, what they stand for and what they have built. It is becoming obvious that brands start the organization with employees, culture and corporate beliefs and then move to customer. They don't start from customer and move back in.

More than just logos, colors and fonts, the brand has evolved to symbolize values, ideas and even personalities. Markets today are well aware that many customers align their expectations and demands with not just the quality of the product or service but also the entire experience of being associated with the brand. A brand attributes an image to the product or service, thereby 'branding' the quality and pageantry of the product or service into the consciousness of the consumer. Therefore, 'the brand' has become the most valuable if not an essential theme for advertisers. (Shukla; The Boss, Sep. 2007-p41)

A brand is a sensitive part of any organization, so we often see the top brass being directly involved in it. They may not be very much involved in other departments but when it comes to brand, there is a lot of interaction. A small mistake could not only cost the brand its image but it could also affect the company negatively. (Shrestha; The Boss, Sep. 2007-p55)

2.1.3 Brand – History

Now a days brand exerts a strong influence on both customer attraction and customer retention. In face, the main driver of customer loyalty is brand commitment. Let's look at a short history of branding to understand why & when it started and how has it evolved to the current position. (Crosby & Johnson; 2001-p6)

When we travel back to second half of the 19th century, we find that companies were introducing recently invented products that changed people's daily lives like; the radio, phonograph, car, light bulb etc. Consumers had to be informed about the existence of the new invention through the communication means of that time and then had to convince then that their lives would be better if they used the products for e.g. Electric light instead of oil lamps, radio for prompt news and happenings etc.

Later on 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 had earlier been scooped out of barrel by local shopkeepers. In the 1880s, corporate logos first appeared on mass-produced products such as Camp Bell's soup, H.Z. Heinz pickles and Quaker oat cereal. These logos were created to suggest familiarity (think of Aunt Jemima and Uncle Ben) in an effort to replace the shopkeeper and counter the anonymity of packaged goods. The corporate 'personality' had arrived and every company producing similar products was looking for their product to stand out in the market, and that was through branding.

Then after that, the next step was for the entire corporation itself to embody a meaning of its own. In the early 1920s, a brand wasn't just a catchy phrase or a picture printed on the label of 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. It clung to the idea that its core business was still production and that branding was an important add-on. Slowly but steadily the term branding was progressing in its own pace.

It was in 1980s when a drastic change came, with the idea of the term brand equity. The defining moment of widespread recognition of the true value of a strong brand arrived in 1988 when Philip Morris purchased Kraft for $12.6 billion, which was six times what the company was worth in paper. The difference was the perceived price of the word 'Kraft'. With the Kraft purchase, a huge dollar value had been assigned to something that had previously been abstract and unquantifiable – a brand name. Management theorists developed the idea that corporations must produce brands instead of products. Many of today's best known manufactures no longer produce product and advertise them but rather buy products and brand them.

But in the developing country like Nepal, the word brand is still in its post initial phase as people are slowly becoming brand aware these days and prefer a particular brand. But this applies major for the imported products, in case of the country's domestic products, there are so many flop stories because the marketers are still focusing on the products and sale instead of developing equity for their brand. Brand managers are just emerging in our country but they are in dire crisis because they don't understand their brands. They don't have enough knowledge of their brands – as a result the very brand is in danger. Today the value proposition of the product has taken a back seat and price has become the domineering factor. There is no doubt that value and appeal of the product will override price sooner or later. Brand extension with no investment in the product will belly up – the trend is towards nurturing brand extensions. (Prof. Jones; The Financial Express, 2003-p8)

2.1.4 Types of Brand

To become a good brand, it should possess certain characteristics and such characteristics are thorough discussed in most advertising and marketing text books. In essence, a brand should be short distinctive, easy to pronounce and able to suggest product benefits without negative conditions. Although branding provides the manufacturers with some insulation from price competition, a firm must still find out whether it is worthwhile to brand the product. In general, these prerequisites should be met. (Onkvisit & Shaw; 1997-p429)

- Quality and quantity consistency, not necessarily the best quality or the greatest quantity.
- The possibility of product differentiation.
- The degree of importance of product attributes differentiation according to the consumers.

There are different types of brands as follows: (Sherlekar; 1982-p133, 134)

a. Individual Brand

Each product has a special and a unique brand name. The manufacturer has to promote each individual brand in the market separately. This creates a practical difficulty in promotion, otherwise it is the best marketing strategies.

b. Family Brand

Family is limited to one line of a product, i.e. products which complete the sales cycle. Family brand name can help combine advertising and sales promotion. However, if one member of family brand may be adversely affected, the manufacturers have to take an extra care to guard against this danger. This method of branding assumes that end users of all products under a family brand are similar and products are not dissimilar. Family brand name enables creation of strong self display. It helps to secure quick popularity. It is preferable to separate brand for each product.

c. Umbrella Brand

We may have for all products the name of the company or the manufacturer. All products such as noodles, television, beer, oil etc. manufactured by the Chaudhary Group have a symbol, “A Quality Product of Chaudhary’s” as one umbrella brand. Such a device will also obtain low promotion cost and minimize the marketing effort. However, a single bad experience in any of the line of products, a solitary failure, may be very dangerous to the rest of the products sold by a particular business house under the umbrella brand.

d. Combination Device

Each product has an individual name but it also has the umbrella brand to indicate the business houses producing the product. Under this method, side by side with the product image, we have the image of organization also. Many companies use this device profitably.

e. Private or Middleman’s Brand

Branding can be done by manufacturers or distributors such as wholesalers, large retailers. It helps small manufacturers who have limited resources and who have to rely on the middlemen for marketing. It is also used by big manufacturer. The manufacturers merely produce goods as per specification and requirements of distributors and he need not worry bout marketing.

2.1.5 Brand Preference

Every company applies marketing strategies for the boost of product sales and increasing sales revenue as well, but marketing for companies has become very tough these days. Modern marketing has been complex and challenging. Companies are facing toughest competition. Customer attitude and behavior are changing. The brand preferred today may not be preferred tomorrow. So, understanding of customer desired thoughts, feelings, images, choices, perception, attitude, purchase intention etc gives a clear picture to get an insight of customers' preference. Customer behavior gives important insight to become successful marketer in this globalize and competitive market. Continuing challenges of a marketer is to build a strong brand to satisfy customer needs and wants very effectively than other competitors.

Brands should change and modify according to the time and situation. A brand, which does not change with time, fossilizes and loses its relevance. Time is merely the indicator of changes in lifestyles, customer expectations, technology and competitive position. Values, customs and behaviour pattern are constantly changing with time. Leaders today thus must plot the future of their companies and they are challenged to find a path that makes sense. The path should be formed by analyzing the complex behaviour of modern and improved customers. The development of effective marketing plan and strategies for any market rests on a proper knowledge of how consumer feels about brand, how they perceive and go to actual preference drove purchase. Every successful product in the modern marketing world is an embodiment of customer's needs, wants, prestige, preference, satisfaction, aspiration and mental horizon.

Brands vary in the amount and value they have in the market place, the customer in the market place does not know some brands. Some are having high degree of loyalty and preference level. Businessmen today are devoting to present their products in the market for the sake of increasing the sales. Every marketer focuses their product to the customer based on customer preference towards brands.

Brand preference is the choice by the consumer of a particular brand over its competitors, usually resulting from a favorable experience with the item. However if the product proves to be unavailable, the consumer willingly shifts to a substitute. (Rosenberg; 1995-p40)

Khanal Dinesh in his thesis entitled- *A study on Brand Preference on Noodles* **(**2003) –p12 has expressed that knowledge of brand preference helps to know consumers' attitude towards the brand (i.e. product) and this understanding in turn sheds light on different aspect such as: effectiveness of branding policy, advertising policy, consumers' response to the price and availability of the products, consumers' perception of the total image o the manufacturer.

Brand preference can be defined as the priority that the buyer or consumers give to a brand. It is revealed in the purchase and use of one brand and not of competitive brands. (Vanminden; p-33)

Brand preference is based on customer choice, their priorities towards brands, awareness level and actual brand loyalty exists there. Brand preference leads to brand loyalty. When preference of brand is expressed, then the customer may be hard core loyal.

Brand preference is carried out to increase the market share of a specific brand. Without this preference, the product will not survive in the market. The product would be of no use, if there exists no brand preference. Brand preference is a broad meaning adopting a variety of marketing techniques. The major purpose of brand preference is to maximize its image and sales.

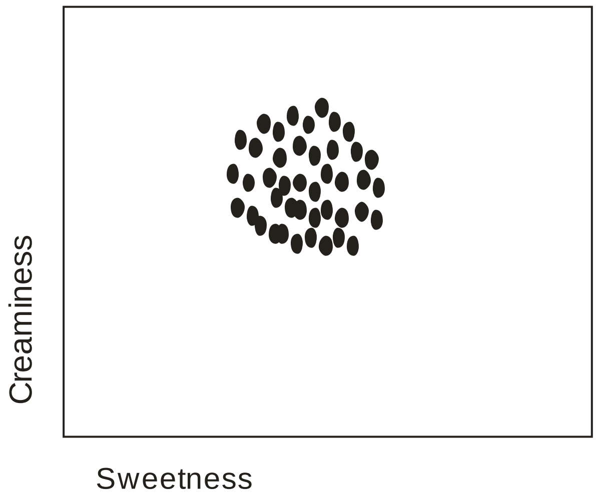
Brand preference is a definite expression of positive attitude. One would normally expect people to buy a preferred brand or brands, assuming that they are in the market. However there are occasions when the product may not be needed or the consumer cannot afford the preferred brand or the preferred brand may not be available. (Lewis; Vol. IV-p10&11)

For the purpose of our study, preference is defined as those activities, which help to maximize the image of the brand and help to make the consumers' desires more effective. It consists of establishing good understanding between the manufacturer and the consumer. It tries to help them in purchasing more honestly and to maintain customers' satisfaction with the products. Preference is one way of segmenting a market. On the basis of brand preference, market can be segmented as loyal or not loyal. If the consumers prefer the brand they can be identified as loyal consumer and if they don't prefer the brand, they can be identified as non-loyal consumers. Brand preference gives seller or marketer protection from competition and greater control in planning the marketing mix.

2.1.6 Brand Preference Segment Classification

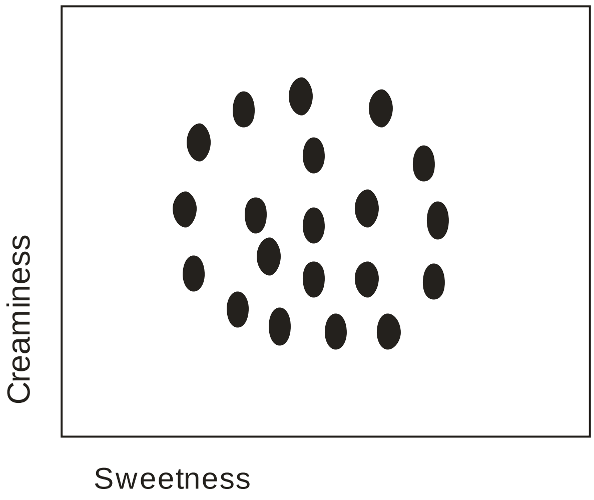
Brand preference is very important to attract the consumers towards the product in a highly competitive market. Different patterns of preference segment presented by Philip Kotler are: (Kotler; 2003-p283)

a. Homogeneous Preference



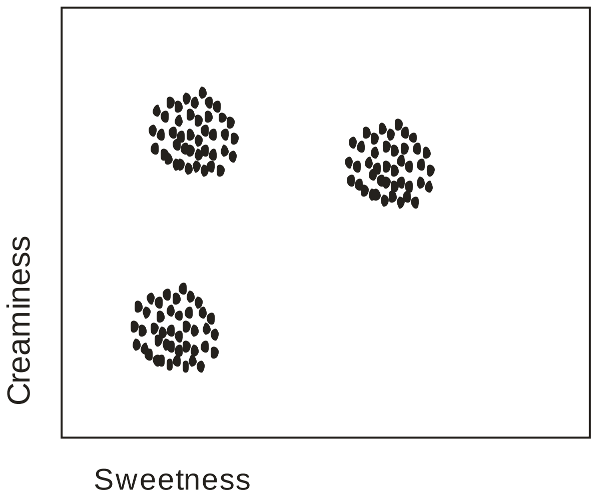
A market where all the consumers having roughly the same preferences. The market shows no natural segments. We would predict that existing brands would be similar and cluster around the middle of the scale in both sweetness and creaminess.

b. Diffused Preference



Consumer preference may be scattered throughout the space indicating that consumers vary greatly in their preferences. The first brand to enter the market is likely to position in the center to appeal to the most people. A second competitor could locate next to the first brand and fight for market share, or it could locate in a corner to attract a consumer group that wasn’t satisfied with the center brand. If several brands are in the market, they are likely to position through out the space and show real differences to match consumer preference differences.

c. Clustered Preference



The market might reveal distinct preference clusters called natural market segments. The first firm in this market has three options. It might position in the center, hoping to appeal all the groups. It might position in the largest market segment (concentrated marketing). It might develop several brands, each positioned in a different segment. If the two first firms developed only one brand, competitors would enter and introduce brands in the other segment.

2.1.7 Brand Preference and Brand Loyalty

Brand loyalty implies purchasing the same brand more than once; again assuming that this is the preferred brand, although this may not necessarily be the case. Brand preference and brand loyalty may exist in relation to manufactures brand and distributors brand and loyalty may prevail with respect to stores.

Definition of brand loyalty has evolved and is typically concerned with a degree of consistency in the preference for each brand by a consumer over a period of time. "In place of brand choice sequence, Leaster Guest used preference statement over time as a measure of brand loyalty. In 1941, he collected data concerning the brand awareness and preference of student. In follow up studies of this same person 12 and 20 years later he found suggestive evidence of high degree of loyalty toward brand name (although not to specific brand)". (Schiffman and Kanuk; 1990-p260)

From study of Leaster Guest brand loyalty exists even when it is defined as preference statement approach, brand loyalty is measured on the basis of preferences expressed by the consumers to a particular or brand over a certain time.

"Day (1970) offers a two dimensional concept of brand loyalty bringing together attitude and behaviour, he asks, "Can behaviour pattern be equated with preferences to infer loyalty? And distinguishes between spurious and international loyalty. (Spurious loyalty may just be habit or consistent purchase of one brand due to non-availability of others, continuous price deals, better shelf space etc. Intentional loyalty occurs when consumer buys a preferred brand, as would be evidence by some attitude measurement. When customer is intentionally loyal and insists on a particular brand, s/he will be prepared to shop around for this brand or defer purchase if the brand is unavailable rather than accept a substitute. (Lewis; Vol. IV-p10&11)

Consumers have varying degree of loyalty of specific brands stores and other entities. Buyers can be divided into 4 groups according to brand loyalty status. (Kotler; 2003-p294)

a. Hard Core Loyal - Consumer who buys one brand all the time.
b. Split Loyal - Consumer who is loyal to two or three brands.
c. Shifting Loyal - Consumers who shifts from one brand to another.
d. Switchers - Consumers who shows no loyalty to any brand.

Brand preference and brand loyalty have positive relationship. When the preference level to specific brand increased, then the stronger be the loyalty of that product. There is no loyalty if there is no preference on brand.

2.1.8 Brand Preference and Brand Switching

Brand switching means consumer's habit of constantly shifting from one brand to another. In this sense, brand switching is opposite to brand loyalty. Customer switch brand for reason of: curiosity with respect to new different brands, disappoint with present brands, reassure with respect to a favored brand, chance inducement and availability. (Lewis; Vol. IV-p10&11)

Additionally, consumer may be multi brand buyers for reason of: indifferences, perception that brands are perfect substitutes, for varieties sake, several preferences within a household and as a response to availability and promotions.

Brand switching occurs when present brand is not satisfactory or available at right time. The customer preference on brand no longer exists if the customer would not favour such brand. Brand preference and brand switching are negatively correlated. When the preference level increase, then the brand switching tendencies would decrease and the loyalty level of customer may prevail.

2.1.9 Brand Preference and Purchase Intention

"How does consumer processes competitive brand information and make a final value judgment? The customers arrived at attitudes (judgment, preference) towards the various brand through an attitude evaluation procedure. In the evaluation stage, the consumer forms preference among the brand in the choice set. The consumer may also form an intention to buy the most preferred brand. However, two factors can intervene between the purchase intention and the purchase decision. The first factor is the attitudes of another, the extent to which another person's attitude reduces one's preferred alternative depends on the two things;

- The intensity of the other person's negative attitude towards the consumer's preference alternative and
- The consumer motivation to comply with the other person' wishes. The more intense the other person's negativism and the closer the other person is to the consumer, the more the consumer will adjust his/her purchase intention. The converse is also true. A buyer's preference for a brand will increase if some one he/she respects favours the same brand strongly. The second factor is unanticipated situational factor that may erupt to change the purchase intention." (Kotler; The Millennium Ed-p180-182)

The stages of consumer decision-making process for the purchase shown in the hierarchy of effect model are awareness, knowledge, liking, preference, conviction and purchase. (Mason, Ezel; p567)

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

b. Knowledge - The ability of consumer to describe the important attributes of a product or service.

c. Liking - the attitude of the consumer towards a product or service.

d. Preference - the degree to which a consumer feels more positive about a product or service relative to other offerings.

e. Conviction - the likelihood that the consumer will purchase the product or service.

f. Purchase - the acquisitions of a product or service.

2.2 Review of the Related Studies

This part covers a review of thesis, research and project works. The sources are the unpublished literatures which have made an effort in finding out some effective conclusions on topics related very closely to this thesis report.

Some of the researches which are relevant for our study have been reviewed below:

Adhikari Santosh(2002) has conducted a research study entitled ***A Brand Preference Study between San Miguel and Tuborg Beer in Kathmandu Metropolitan City*** with following objectives:

- To examine the buying habit regarding beer and the buying behaviour of the consumers.
- To find out the effective advertising media of beer and their impact on the consumers.
- To find out the sales volume of beer in KMC.
- To suggest measures for promotional marketing of San Miguel and Tuborg.
- To find out the product attributes and pricing factor of beers.

The research findings of the study were:

- 42 % are occasional drinkers with 25% preferring San Miguel and 17% preferring Tuborg out of 100 beer drinkers.
- The advertisement of Tuborg has the highest recall value amongst beer drinkers.
- 55.93% of beer drinkers preferred to drink beer with friends. San Miguel stands for 22.58 and Tuborg by 33.35%.
- Brand preference among the two brands Tuborg and San Miguel were found to be 56% and 44% respectively.
- The major attributes for an 'Ideal Brand' were found to be:

  Taste - 77.33%

  Price - 13.33%

Packaging- 5%

Campaign- 5%

- Tuborg has found to be more popular in terms of different periphery.

Adhikari Tara (2006), in his research ***A Study on Brand Preference of Instant Noodles*** had following objectives:

- To examine the buying habit regarding the noodles and the behaviour of the consumer.
- To find out the effective advertising media of noodles and their impact on the consumer.
- To suggest (examine) measures for promotional marketing of the noodles product.
- To find out the product's attributes and pricing factor of noodles.

The research findings of the study were:

- Most of the consumers are consuming noodles frequently and from more than 3 years.
- The massive consumption of noodles purpose is snacks and the place to consume is restaurant.
- The most preferred brand is Wai Wai, Mayos as second, Marry is least preferred, Shalaka Boom and 2 p.m. are moderate preferred.
- Most of the noodles consumers are found in the age group of 15-30 years old and most of them preferred the brand Mayos. Rest consumers are found to be below 15 years and above 30 years old who preferred in this segment.
- The reason for noodles consumption has been found as easy to consume.
- It has been found that the highly familiar media is T.V. and Radio with the age group of below 30 years old and those consumers who are above 30 years are familiar with hoarding board and news paper.
- Large number of consumer opined that the T.V. is the best media for noodles advertisement, which is 48.33%.

- 40% of the respondents are found in high effectiveness of advertising media upon consumption of noodle.
- Most impressive advertisement has been found that these brands Mayos and Wai Wai equally but the Mayos is most impressive with the age group of below 30 years and the brand Wai Wai is impressive with the age group of above 15 years old consumers.
- It has been found that the sales turnover of noodles is dependent upon their extensive advertisement.
- It has been found that if favorite rand is not available in the market, consumers will buy the second preferred brand.
- Most of the respondents seek Mayos as an alternative one if their favourite brand is unavailable.
- Moderate degree of price sensitivity has been found in brand preference.
- Advertisement is the key motivational activity in promotion of noodles.
- Large numbers of respondents show the brand switching tendency in attractive gift/prize program.

Baral, Laxmi Prasad, (1996), study on ***Communication Effects of Advertising and Brand Preference*** had following objectives:

- To examine the effectiveness of advertising of RaRa and Yum Yum noodles.
- To bring into focus the relation between brand preference and advertising.
- To examine the popular media of advertising in case of instant noodles.

The findings of the study were as follows:

- There is a high degree of association between brand preference and advertisement qualities.
- No difference between Yum Yum and RaRa advertisements in terms of attractiveness. Radio, TV and Newspapers are the major media for instant noodles.

Giri Rajendra (1998), study on ***Communication Effect of Advertising and Brand Preference of Instant Noodles of RaRa and Maggi*** had following objectives:

- To analyze the popular media for advertising.
- Strengths and weaknesses of advertising.
- Advertising appeal and relation between brand preferences.
- Advertising qualities of instant noodles.

The findings of the study were as follows:

- Of all advertising media available in Nepal the radio has proved itself as a leading one to create awareness in customers about the advertised product, especially edible goods like instant noodles. Radio transmission has been accessible to remote areas and most of the people hear radio.
- Newspaper advertisement for RaRa has contributed more to sales than it has been able to for Maggi. The quality of advertisement of Rara is more effective and it has influenced more sale and marketing promotion.
- Advertisement qualities of instant noodles have made no changes in brand preference. All brands have been following the same type of advertisements for long time.

Khanal Dinesh (2003) conducted a research on ***A Study on Brand Preference on Noodles*.** The objectives of the study were:

- To examine buying habit regarding the noodles and behaviour of the consumer.
- To find out the effective advertising media of noodles and their impact on consumers.
- To suggest measure for promotional marketing of the noodles product.
- To find out the products' attributes and pricing factors of noodles.

The major findings of his study were as follows:

- The most preferred brand is Wai Wai, Mayos as second, JoJo is least preferred. Rumpum and RaRa are moderately preferred.

- Most of the noodles consumers are found in the age group of 15-30 years and most of them preferred the brand Mayos. Respondents below 15 years and above 30 years preferred Wai Wai.
- It has been found that the highly familiar media is T.V. and Radio with the age group of below 30 years old of consumers and those consumers who are above 30 years are familiar with hoarding board and newspapers.
- 40% of respondents are found in high effectiveness of advertising media upon consumption of noodles.
- It has been found that if their favourite brand is not available in the market. 55.33% will buy the second preferred brand.
- The brand Wai Wai has been found in first rank, Mayos second, Rumpum third, RaRa fourth, JoJo fifth and other brand in sixth rank preference.
- It is clearly found that the brand RaRa is cheap, Rumpum Reasonable, Wai Wai expensive irrespective to price.
- Large number of respondents shows the brand switching tendency in attractive gift/prize program, which is offered by other brands.

Shrestha Jyoti (2007), in his study on ***Advertising and It's Impact on the Buying Behaviour of the Consumer*** had following objectives:

- To find out the relationship between consumers' attitude towards advertising and buying decision.
- To understand the consumers' credibility towards advertising and its effect on buying decision.
- To get insight about the factors affecting consumer decision process.

The research findings of the study were:

- There appeared positive correlation between consumer attitude towards advertising and buying preference of advertised products.
- There appeared positive correlation between credibility towards advertisement and buying preference of advertised products.

- Consumer's positive attitudes towards advertising produce favorable buying behavior and vice versa.
- Consumer's credibility towards advertising and advertised products leads to favorable buying behavior and vice versa.
- Television is mostly used medium followed by newspapers and magazine, radio and FM and e-mail and internet respectively.
- Most of the respondents used to buy self every thing they needed.
- Family and friends mostly influence consumers buying decisions. Similarly advertising is the first source of information for most of the respondents followed by friends and family respectively.
- Most of the respondents need help to buy the products; they need help mostly on quality, then price, then design and then fashion. They preferred to take help from friends, then family, followed by relatives.
- Consumers thought the product they bought was better than substitute in respect of quality, followed by performance.
- Most of the respondents had idea about advertising and perceived advertising as informative, enjoyable, and only few had taken advertising as persuasive, annoying and deceptive.
- Most of the respondents told that they buy product only viewing the advertisement and they used to buy the product after advertisement was seen.
- Most of the respondents liked their choice products' advertisement than substitute, and so they rated to like advertisement as good.
- Consumers interested to see, in an advertisement, about product information, product features and product uses. Visual and music are the fascinating factors that enjoyed the consumers in advertisements.
- Consumers liked to see or listen to advertisements of new product and their choice product, but were likely to ignore repetitive advertisement.
- In aggregate, consumers had positive attitude towards advertisement but they have doubt on the advertisement's claim.

Shrestha, Rajendra Krishna (1997), study on ***Role of advertising in Brand Choice and Product Positioning*** had following objectives:

- To analyze the effectiveness of advertising on brand choice of consumer products.
- To evaluate the role of advertising in product positioning from the consumers perspective.
- Do consumers give more importance to advertising rather than any other promotional tools while making selection decision?

The findings of the study were as follows:

- Advertising is the main source of information and key tool to motivate and persuade the consumers.
- Dissemination of product features for new products is very high through advertising. Believability is found to be satisfactory and the major reason for switching brands is taste.

CHAPTER-III

RESEARCH METHODOLOGY

3.1 General Framework

This research work is mainly based on the customer preference in mainstream branded beer in Kathmandu Metropolitan City.

This research provides information that helps the decision maker to take a rational decision. It helps to clarify the situation and guide the decision maker to select the best alternative course of action to solve the problems, increase sales revenue and to maximize the profit of the brewery industries. So, this research is conclusive in nature.

3.2 Population and Sample Size

The population for the research consists of respondents falling in the age bracket 18 to 50, consisting of student, employed and self employed. It also consists of all types of on-premise and off premise outlet owners. By on-premises we are mainly referring to restaurants, cafes, bars, hotels, bakery, fast food centre etc where the bottle is purchased and consumed on the spot. Similarly by off premise, we are mainly referring to wholesalers, retail stores, mini-stores, department stores etc where the bottle is purchased only but consumed elsewhere.

The total sample size for consumes/end users survey was 72 consisting 32 in the age group 18-25, 35 in the age group 25-40 and 5 in the age group above 40. Among the total sample size, 57 were male and 15 were female. 31 from total size were student, 37 were employed and 4 were self employed.

In case of on premise survey, we visited 43 outlets, which included restaurant and bars, fast food cafes, momo centers, khaja ghar, sekuwa corners, hotels and bakeries. On the other hand, the off premises survey included 25 outlets, consisting of retail shops, wholesalers and mini stores.

3.3 Data Collection Methods and Sources

Both the primary as well as secondary sources of data collection were used for the purpose of data collection. The sources of data collection are enumerated below:

a. Questionnaires

The questionnaires are the primary sources of data collection. Different sets of structured questionnaire were prepared and administered to end users/consumers, on premise outlets and off premise outlets.

b. Informal Discussions

Informal discussions are also a source of primary data. Much of the information of beer for the research was obtained through many informal discussions with Mr. Roshan Puri, marketing manager of Sungold Brewery (Nepal) Pvt. Ltd. Discussions with managers of some of the restaurants and bars also proved to be fruitful for renewing important facts of the beer market.

c. Literature Review

Literature Review is a secondary source of data collection. In course of this research, many text books, articles, journals and reviews have been consulted for the study from magazines and newspapers. Previous unpublished literatures (Thesis) on related were also referred and articles have been drawn from various places. Study of marketing books was also done in order to gain insight into the different concepts of marketing.

3.4 Data Tabulation and Analysis

The tabulation and analysis of data collected by administering questionnaire to the consumers, on-premise and off premise outlets was done by using MS-Excel, with the help of bar diagrams and tables.

CHAPTER-IV

PRESENTATION OF DATA

4.1 Customer Preference in Baneshwor Area

New, Mid and Old Baneshwor area were covered during the data collection process. Data were collected for 4 brands of mainstream beer i.e. Oranjeboom, Tuborg, San Miguel and Lowenbrau. Baneshwor area has a very good mix of on and off premise outlets and a very good number of beer drinking consumers were witnessed.

Response of end user consumers, on-premise and off premise outlet surveys are presented below in detail.

4.1.1 Analysis and Interpretation of Consumer/End User Survey

To find out the factors affecting the preference of mainstream beer, we collected data from 18 respondents of Baneshwor area, all of them were asked to fill up the questionnaire but all of them were not the inhabitant of the area. The respondents consisted of the mix of both male and female of different age groups from different professions.

a. Brand Clicking First on Consumers' Mind

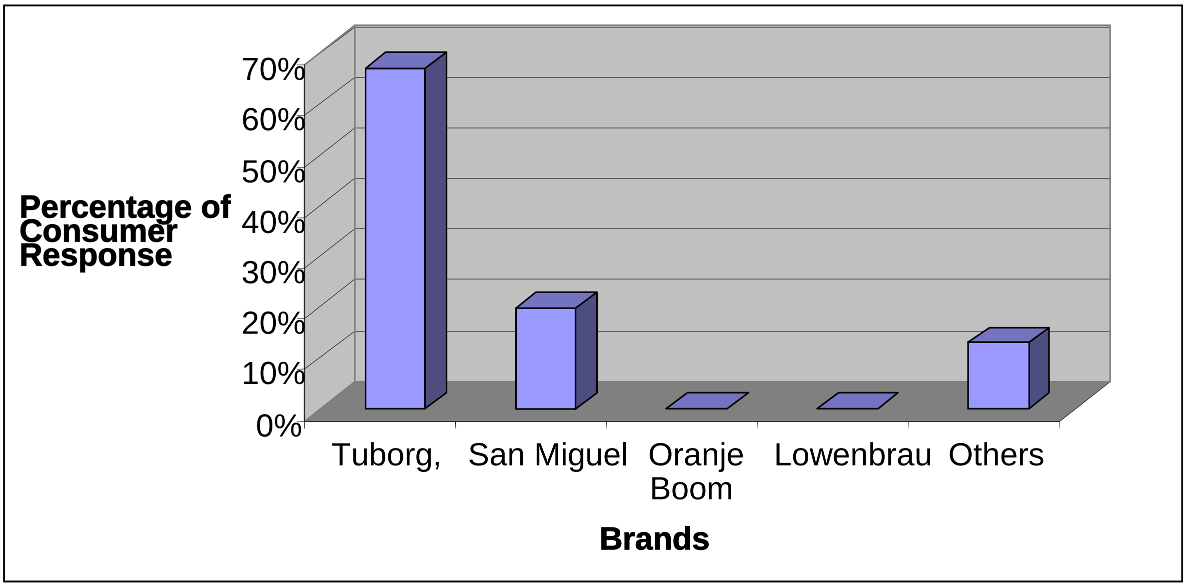


Figure 2: Brand clicking first on Consumers' Mind - Baneshwor

67% consumers believe that Tuborg clicks in their mind at first where as 20% consumers believe that San Miguel clicks in their mind. Consumers believe that neither Oranjeboom nor Lowenbrau make any impression on their mind and 13% consumers believe that other beer click in their mind at first.

b. Ranking the Four Beer Brands in Terms of Consumer Preference

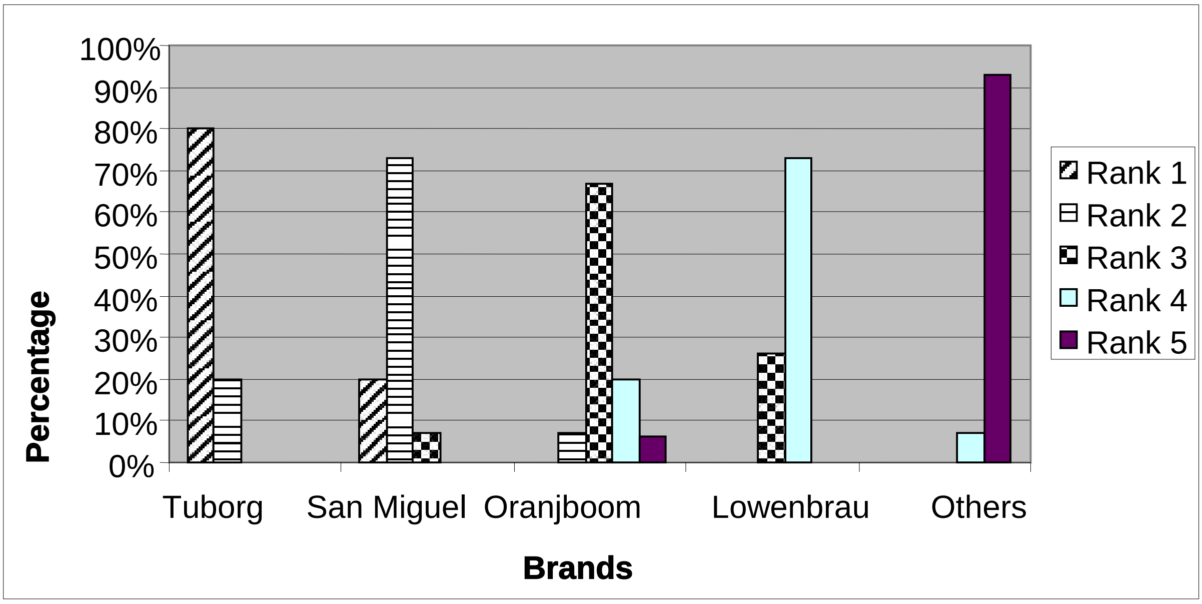


Figure 3: Consumer Ranking of Beer - Baneshwor

During the consumer survey in Baneshwor area it was clear that among the 4 brands of beer Tuborg was found as the most popular brand. 80% consumers think that Tuborg is the number one brand whereas rest thinks San Miguel is superior to Tuborg. 73% consumers think that San Miguel is second preferred brand, whereas 20% take Tuborg in second choice one and rest 7% said that Oranjeboom is their second choice.

67% believe Oranjeboom is preferable as third rank while 26% backs on Lowenbrau. Similarly 7% pointed San Miguel as third rank. For the fourth rank, it was found that 73% like Lowenbrau. In the same way 20% gave Oranjeboom this rank. Rest backs on other brands.

Majority of consumer (93%) believe that other brands are on fifth rank. But 7% believes that Oranjeboom is in this position.

c. Easy Availability of Beer Brands

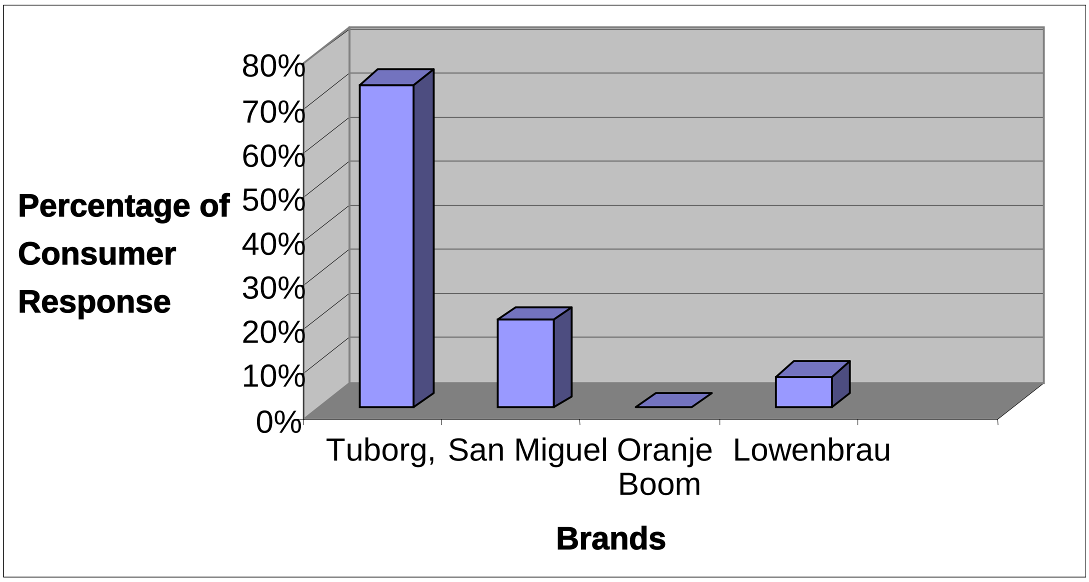


Figure 4: Easily Available Beer Brands - Baneshwor

Availability of any brand in outlet also plays a vital role in the sale as well as preference of beer. Brand preference is the choice by the consumer of a particular brand over its competitors, usually resulting from a favorable experience with the item. However if the product proves to be unavailable, the consumer willingly shifts to a substitute. (Rosenberg; 1995-p40)

73% believe that Tuborg beer is most easily available brand whereas 20% believe that San Miguel beer is most easily available.

Consumers believe that neither Oranjeboom nor other beers are easily available while 7% believe that Lowenbrau beer is the most easily available beer brand.

d. Consumer Response on Preferred Place to Drink

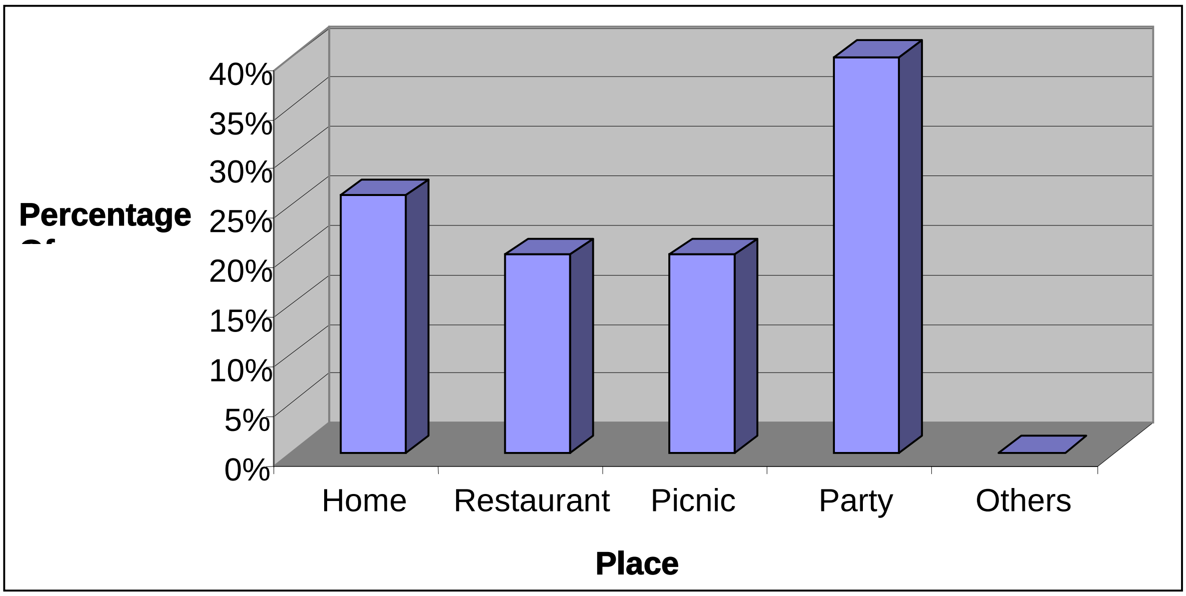


Figure 5: Favorite Place for Drink - Baneshwor

26% believe that home is the best place to drink and 18% each believe that restaurant and picnic is the best hangout. 38% believe that party is the best place to drink and nobody believes that other places rather than mentioned above are good enough to drink.

e. Advertisement's Role on Purchase Decision

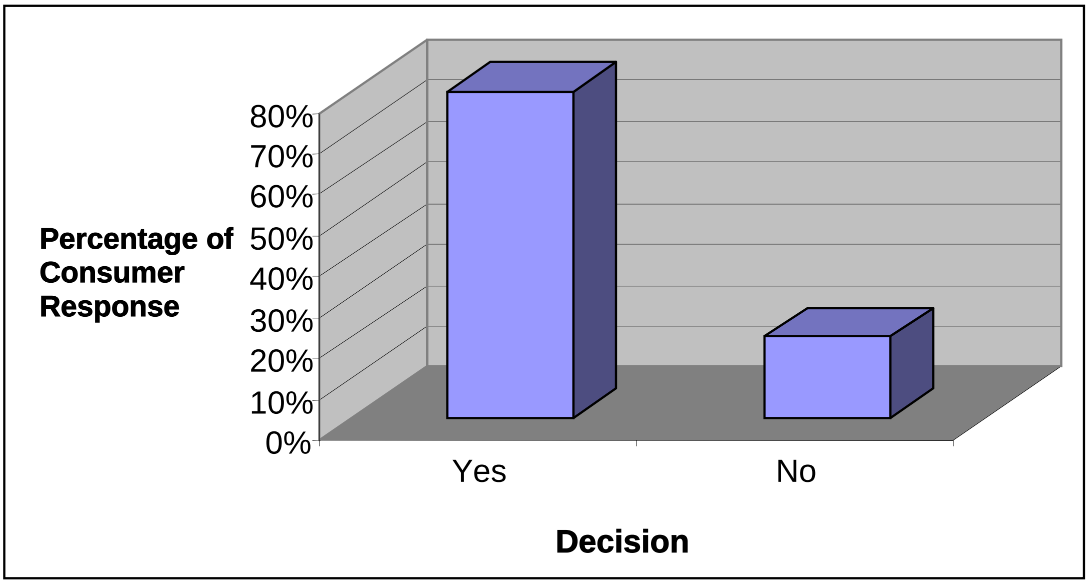


Figure 6: Consumer Decision on Advertisement Role - Baneshwor

80% people think that advertisement play vital role in the purchase decision of any brands of beer and rest opinioned that advertisement doesn't play any role.

f. Effective Advertisement Media for Beer Branding

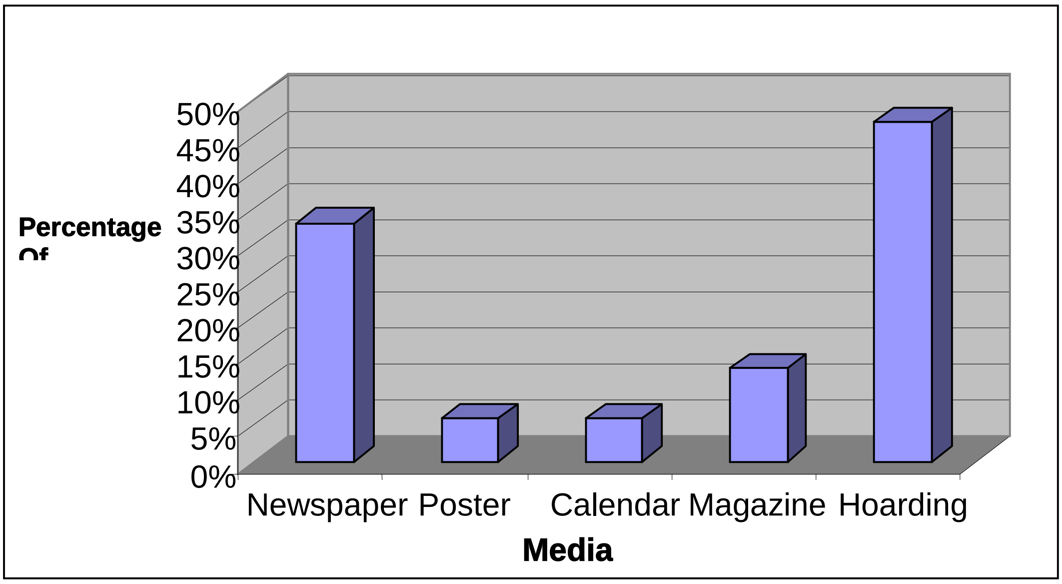


Figure 7: Effective Media for Promotion of Beer – Baneshwor

33% consumers think that newspaper is the effective advertisement media whereas 7% each believe poster and calendar are more effective. 13% backs on magazine as the effective advertisement media and 47% consumers think hoarding is the best media for beer advertisement.

g. Preference of Sponsorship Activities Done by Beer Company

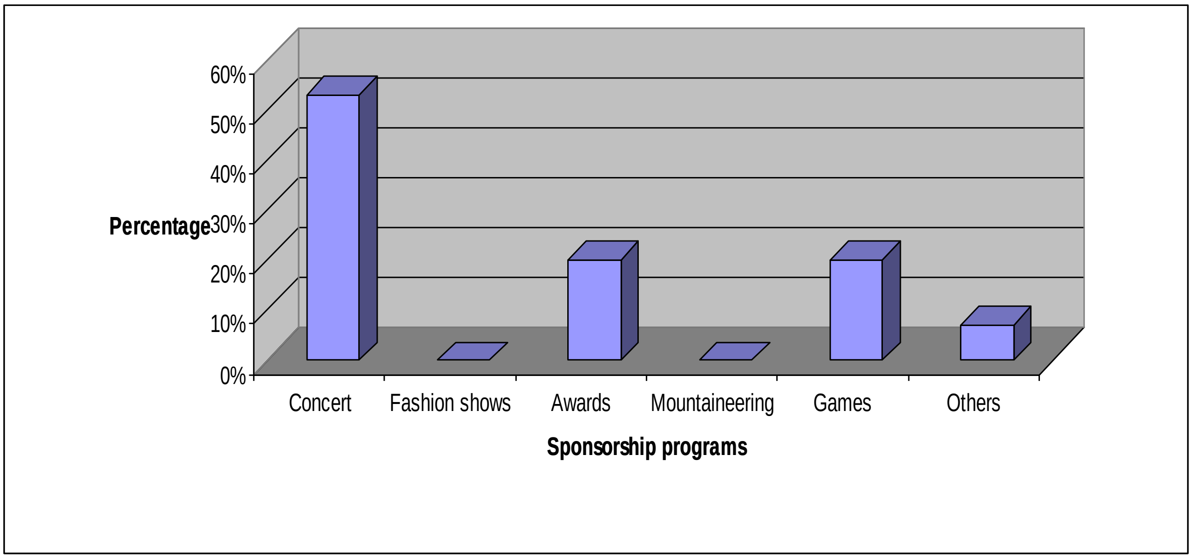


Figure 8: Preference of Sponsorship Activities - Baneshwor

53% believe that musical concert is the best option for sponsorship while 20% each think both award ceremony and games are the best way for beer company sponsorship. Consumers believe that there is no use of sponsoring neither fashion shows nor mountaineering programs while 7% believe that other programs rather than these are the best way for sponsorship.

h. Liking for Outdoor Hoarding Promotion of Beer

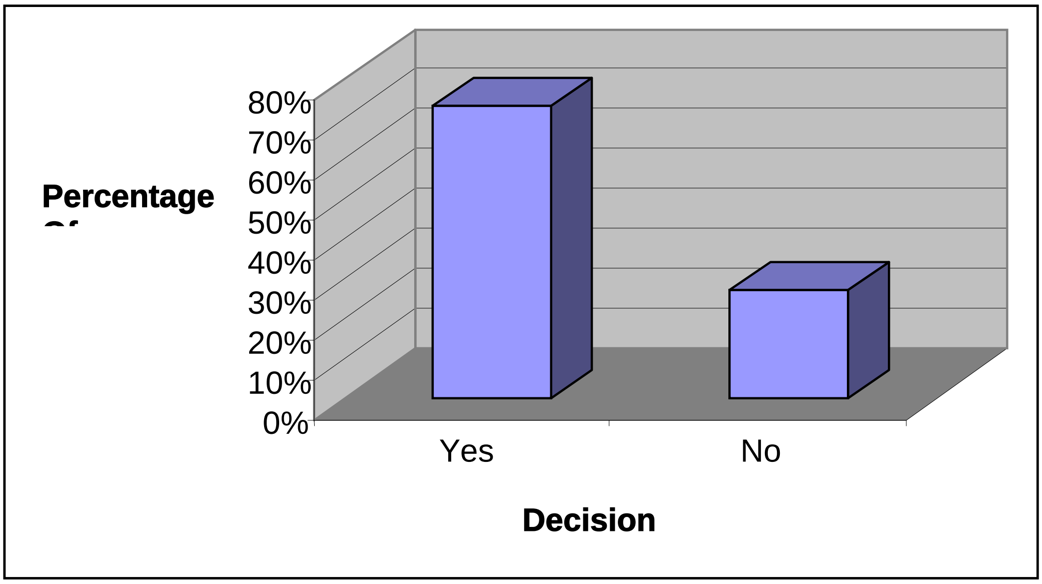


Figure 9: Response on Outdoor Hoarding Promotion - Baneshwor

73% of consumer responded that they have seen and like the outdoor hoarding promotion of beer while rest think that they don't care about it.

i. Importance of Beer Pricing in Purchase Decision

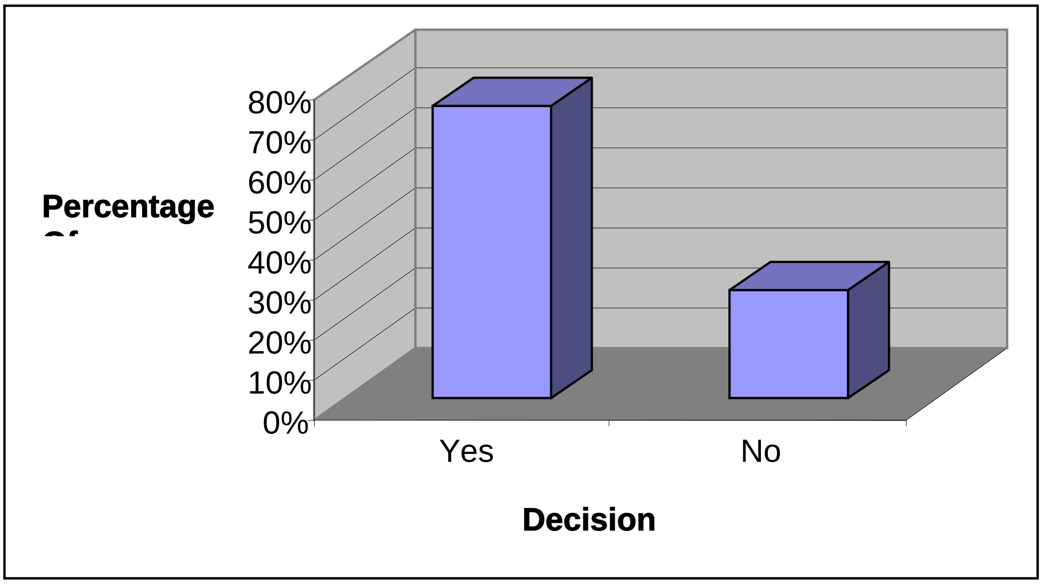


Figure 10: Purchase Decision Based on Price Factor - Baneshwor

73% of consumers think that price is an important factor for the purchase decision of the beer. Rests don't believe that price play an important role in their purchase decision.

j. Preferred Price Range by Consumers

The price range for the 650 ml of beer that consumers are willing to pay is shown in the following tables:

Price Range (in Rs)	**75-100**	**80**	**80-120**	**85**	**90**	**95**	**100**	**105**
Response (%)	7%	20%	7%	6%	7%	6%	40%	7%

Table 4: Price Range Preference - Baneshwor

Consumers have different opinion towards the correct price for the 650 ml of beer's bottle. Most people (40%) think that Rs. 100.00 is the reasonable price for the beer whereas 20% consumers think Rs. 80 can be the better price for them.

4.1.2 Analysis and Interpretation of On-Premise Outlets Survey

To know about the response of on- premise outlets, data were collected from bakery cafes, restaurant, fast food cafes, restaurant & bar, hotel etc. The sample size consists of 15 different varieties of outlets, which are as follows:

Types/ S.N	**Fast Food Cafe**	**Restaurant**	**Restaurant & Bar**
1	Katmandu Fast Food	Newari Khaja Ghar	Millijulli
2	Alina's Bakery	Mankamna Sekuwa Corner	Hotel
3	Nanglo Bakery	Badhshah	Trishna
4	Hearten Café	Rosemarry	
5	Anik Cafe	Hotel Roshan	
6	Kumari Cafe	Thakali Bhanchha Ghar	

Table 5: Selected On-Premise Outlets - Baneshwor

a. Availability of Beer Brands in On Premise Outlets

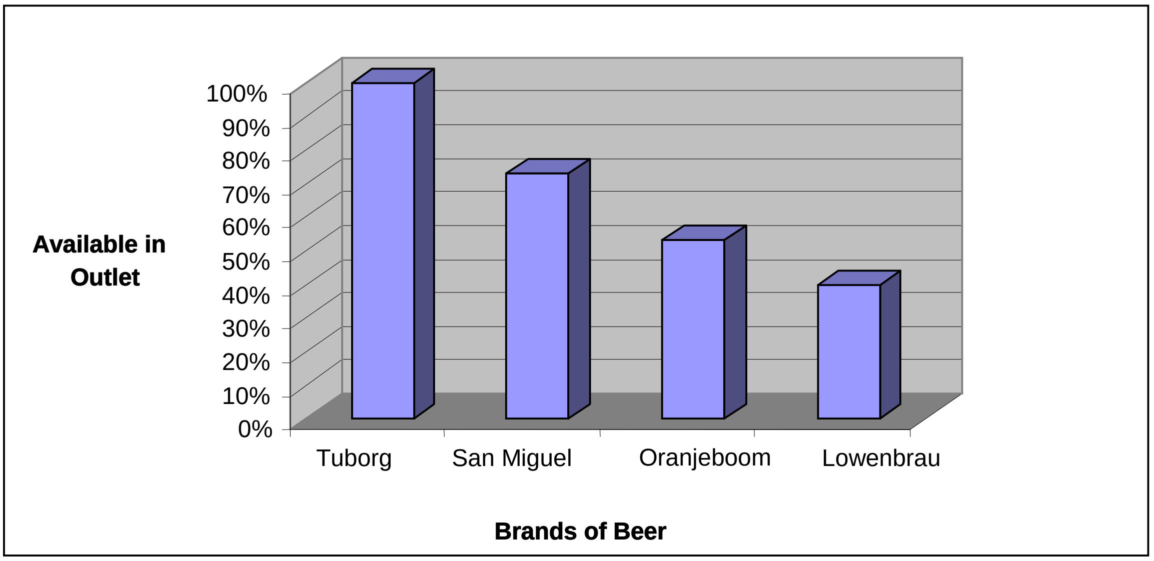


Figure 11: Availability of Beer Brands in On Premise Outlets - Baneshwor

Tuborg is available in every outlet whereas in 73% outlet has kept San Miguel. Oranjeboom is available in 53% of outlet while 40% of outlets have kept Lowenbrau.

b. Average Sale in Bottles per Month in On Premise Outlets

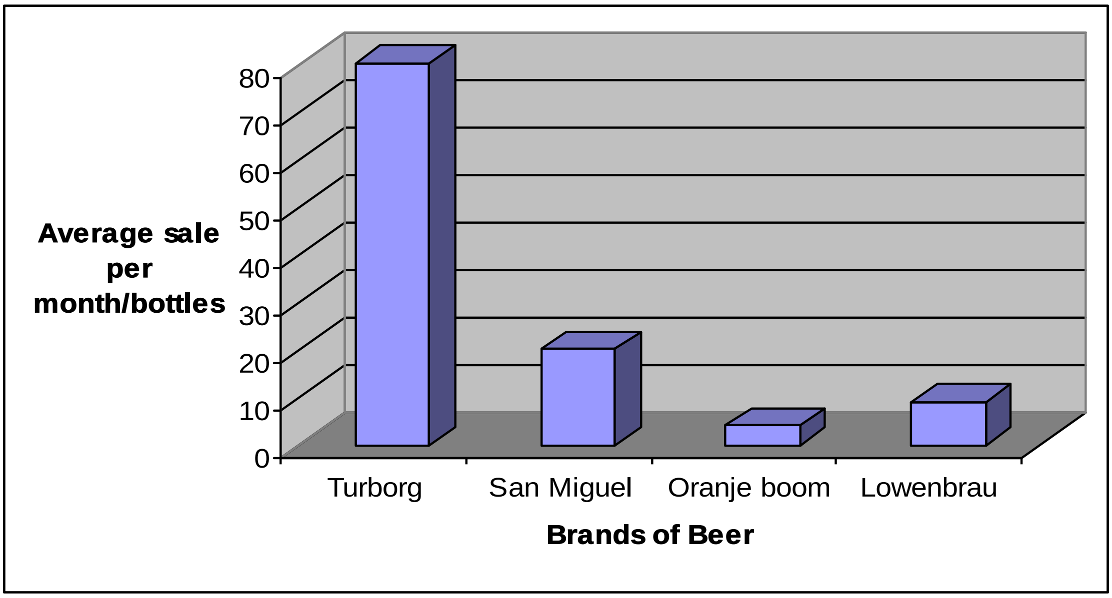


Figure 12: Average Sale in Bottles per Month in On Premise Outlets - Baneshwor

During research it was found that the availability of Oranjeboom (in %) in different out let is higher than Lowenbrau but in terms of sales volume in Baneshwor area, Lowenbrau is higher than Oranjeboom. This result came due to the current high launching promotional campaign by Lowenbrau in this area. For example they have been sponsoring in the newly opened cafe by giving complementary drink, providing free snacks with drink and implementing schemes like buy 2 get 1 free.

Tuborg has been recorded as highst volume sold beer. An average sale in month is more than 80 bottles whereas San Miguel's sales are nearly 25% of Tuborg i.e. 20 bottles. Oranjeboom's sales is only near about 4 bottles per month where as Lowenbrau sales are 9 bottles due to promotional campaign.

c. On Premise Outlet Preference on Different Offers and Schemes

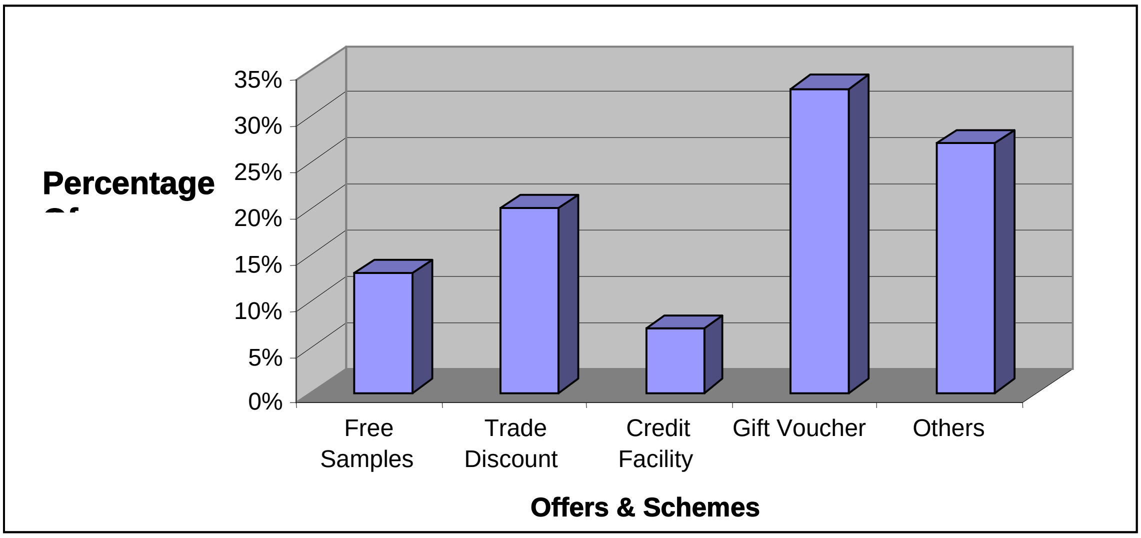


Figure 13: On Premise Outlet Preference on Different Offers & Schemes - Baneshwor

During the research, following preferences were witnessed of on premise outlets regarding different offers and schemes.

13% said that free samples are most likely such as buy two get one free whereas 20% thinks that trade discount in purchasing in the cases of beer is more attractive. Only 7% think that credit facility by company can be better scheme while 33% said that gift vouchers should be arranged by company while purchasing the product along with goveaways such as gifts to waiters like t-shirt, bar towel, openers etc. 27% focus on other factors like sponsorship in any event with facility such as complementary drink, any outlet based items etc.

d. Best Advertising Media for Beer in On Premise Outlets

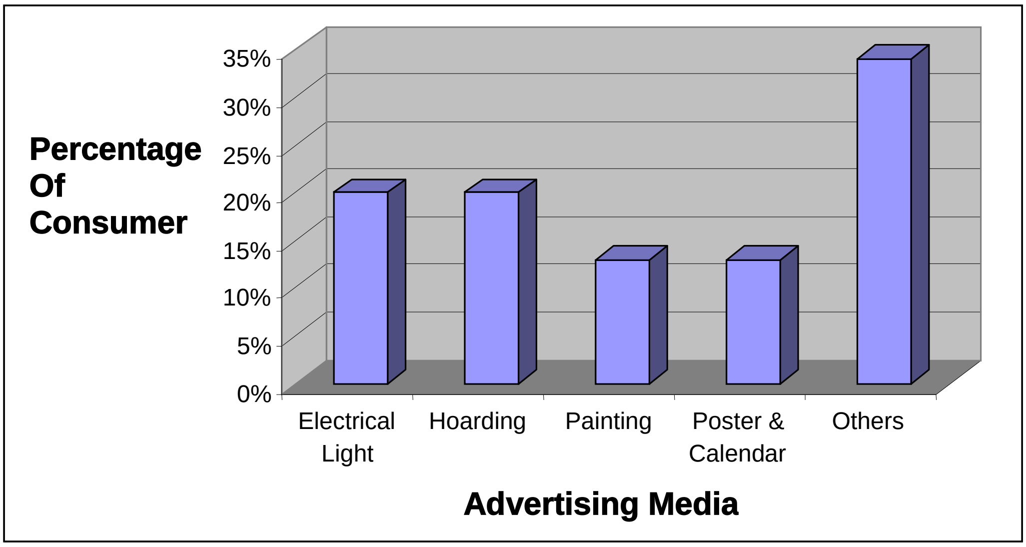


Figure 14: Best Advertising Media for Beer in on Premise Outlets - Baneshwor

During the research, following suggestions from the owners of the outlets for the best promotional option for beer were recorded.

20% responded electrical light can be best advertising medium and 20% said that company should provide hoarding for their outlets. 13% focused on painting of their out let by particular brand in specific place with beer information while 13% said that company should timely update and put poster and calendar of their brands.

34% insisted on other factors like providing astray, glass, bar menu, drink coupons, food festival sponsorship etc.

4.1.3 Analysis and Interpretation of Off-Premise Outlets Survey

To know about the response of off- premise outlets regarding the preference of the mainstream beer, a small research was done on 5 such outlets consisting of retail shops, cold stores, mini stores, wholesale etc located in Baneshwor area.

The outlets visited are as follows:

S.N.	Name of the Outlet
1	**Ravi Cold Store**
2	**Sundar Cold Store**
3	**Bhavani Store**
4	**Sapkota Store**
5	**K Cold Store**

Table 6: Selected Off-Premise Outlets - Baneshwor

a. Availability of Beer Brands in Off Premise Outlets

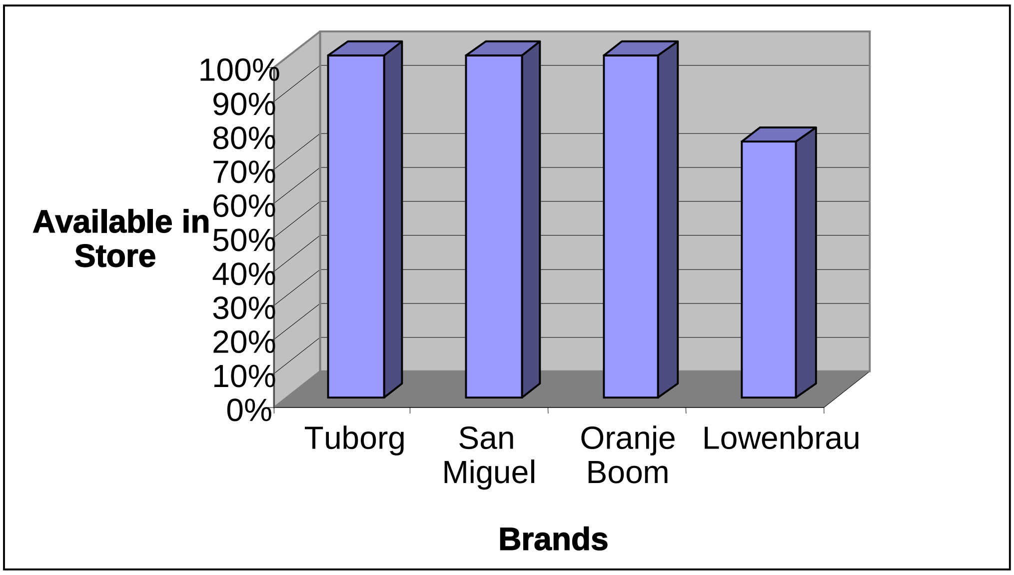


Figure 15: Availability of Beer Brands in Off Premise Outlets – Baneshwor

Tuborg, San Miguel and Oranjeboom are available in every outlet and Lowenbrau is only found in 80% of outlets.

b. Average Sale in Bottles per Month in Off Premise Outlets

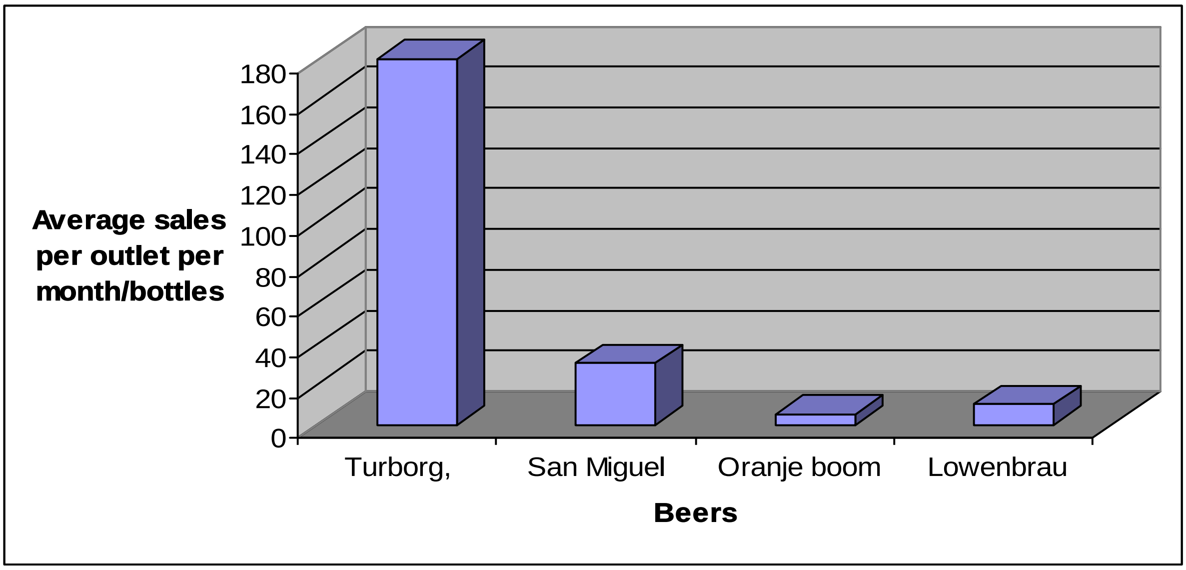


Figure 16: Average Sale in Bottles per Month in Off Premise Outlets - Baneshwor

During research it was found that availability of Oranjeboom (in %) in different out let is 100% but sale volume of this brand is very low in comparison to others. There is opportunity market in this area because retail sale of beer in this area is very high.

Tuborg has recorded as high volume sold beer with an average sale in month of more than 180 bottles. San Miguel’s sales are on an average, 40 bottles whereas Oranjeboom’s sale is near about 5 bottles per month. Lowenbrau sells 10 bottles due to promotional campaign.

c. Off Premise Outlet Preference on Different Offers and Schemes

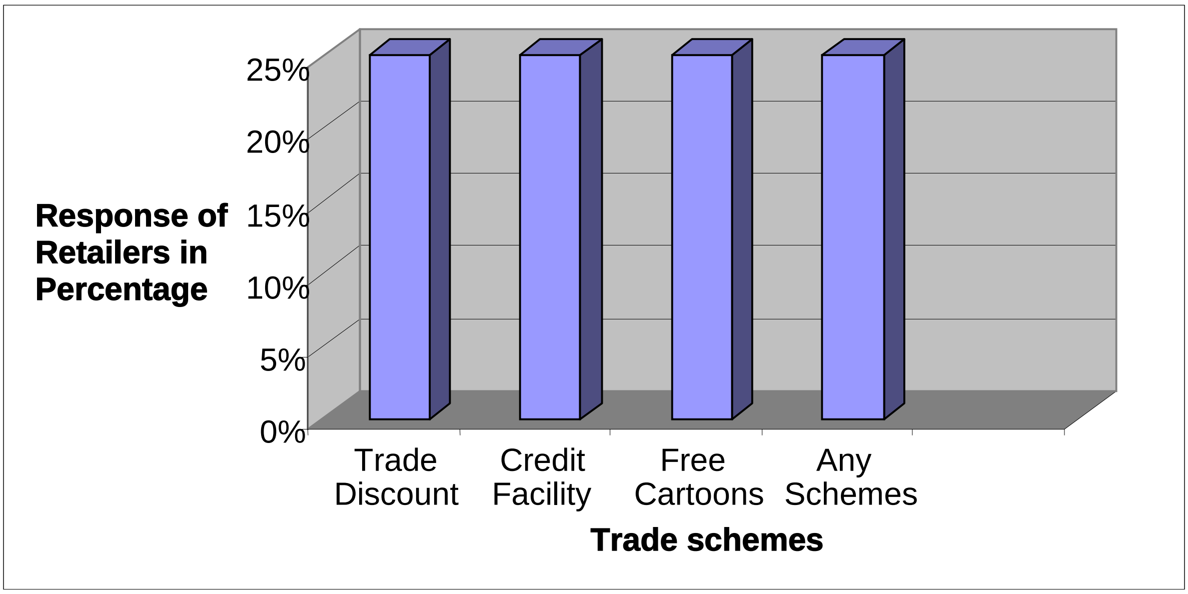


Figure 17: Off Premise Preference on Different Offers and Schemes- Baneshwor

People respond to incentives. Every retailer thinks that if they get any schemes from the company it will encourage them to sell the product. But at the same time they opinioned that product must be worth enough to sell. If customer doesn't demand the beer, then schemes doesn't matter to them.

25% think that trade discount is better scheme and other 25% think that credit facility is also good.

25% thinks that some bottles free in cases will be beneficial to them while the remaining 25% retail owner thinks that any kinds of schemes will be good. They said that any useful schemes will satisfy them.

d. Best Advertising Media for Beer in Off Premise Outlets

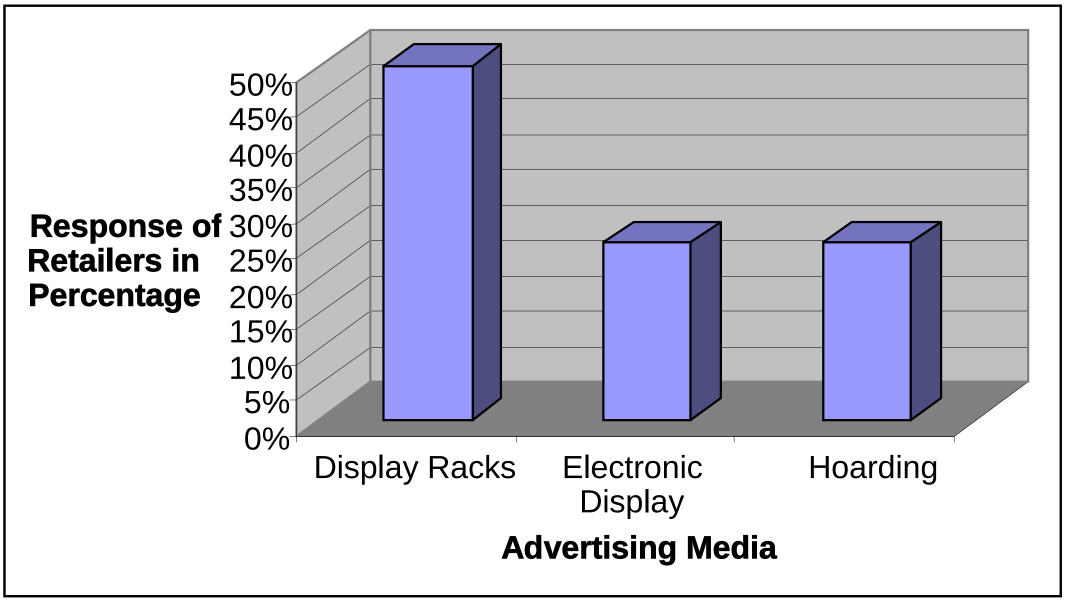


Figure 18: Best Advertising Media for Beer in Off Premise Outlets - Baneshwor

50% responded that it is better if company provide display rack for attractive placement of their beer while 25% think that electronic display can also be worthful. Rest 25% thinks that hoarding is the better medium.

4.2 Baneshwor Area at a Glance

In this location, consumers mostly prefer Tuborg beer. The sale of Tuborg beer is very high in terms of other beer. Distributor of Oranjeboom is focusing on presence of their brand in every store. Distributor frequently visits the outlets with the request of storing their brand but many retailer and hotelier are not interested to store the OB because very few people are asking for that brand.

Promotional activities in these areas by OB are very less. Earlier OB provided glasses as scheme but nowadays they are not getting any thing. Only few (3-4) hoarding boards of OB were found, whereas other beer has a lot of hoardings. Tuborg and San Miguel have sponsored many of the hotel and bars hoarding. Lowenbrau, which is also not popular brand is penetrating the market by it promotional campaign. It is providing many schemes as free glasses, t-shirt to the waiters and sponsoring in the newly opened café with welcome drink and buy 2 get 1 scheme.

If we see the sales of total cases of all brands we can know the market for beer in this area is very high. Oranjeboom can lure customer by improving taste and promotional activities. Company can promote the brand looking after the interest of the responder as consumers have given many options regarding the promotion activity, companies sponsorship campaign, price range etc.

4.3 Customer Preference in Thapathali Area

During the data collection process in this area the main road of Thapathali was covered for the survey.

4.3.1 Analysis and Interpretation of Consumer/End User Survey

To find out the factors affecting the preference of mainstream beer, we collected data from 18 respondents of Thapathali area, all of them were asked to fill up the questionnaire but all of them were not the inhabitant of the area. The respondents consisted of the mix of both male and female of different age groups from different professions.

a. Brand Clicking First on Consumers' Mind

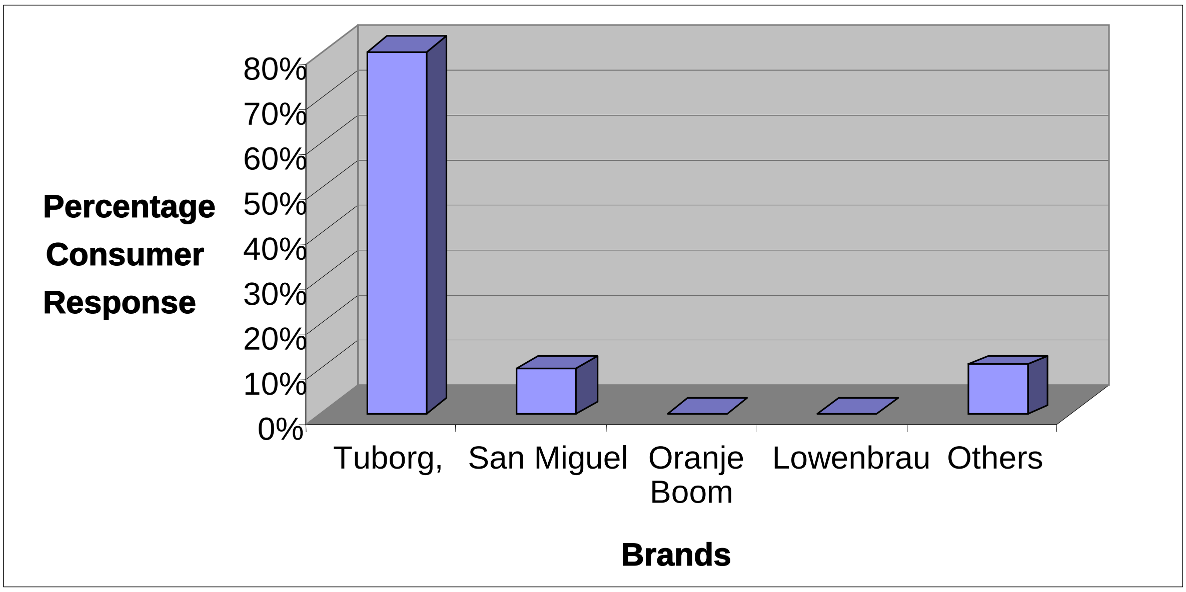


Figure 19: Brand clicking first on Consumers' Mind – Thapathali

During the market survey it was found that when consumer visit any shop, restaurant, bar etc to get the beer, Tuborg beer click their mind most as 80% consumers said that. 10% consumers responded that San Miguel click in their mind at first while consumer believes that neither Oranjeboom nor Lowenbrau make any impression on their mind. Rest 10% consumers believe that other brands beer click on their mind at first.

b. Ranking the Four Beer Brands in Terms of Consumer Preference

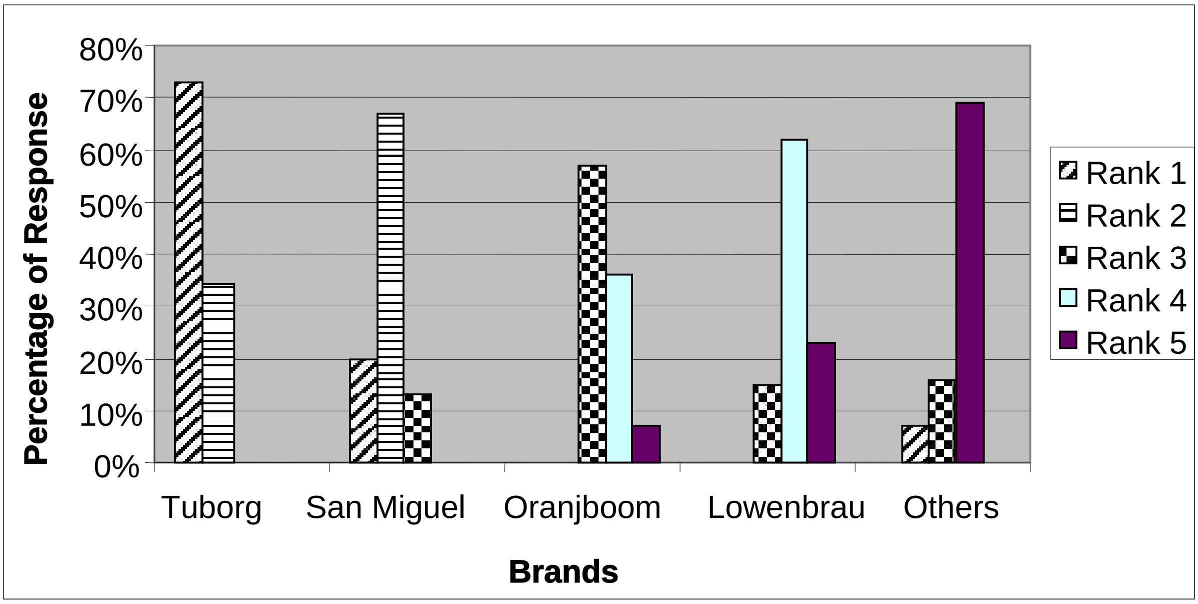


Figure 20: Consumer Ranking of Beer - Thapathali

73% consumers think that Tuborg is the number one brand whereas 20% thinks that San Miguel is superior to Tuborg. Rest 7% thinks that other brands are number one.

67% consumers think that San Miguel is second preferred brand, whereas 33% think Tuborg in second one. 57% believe Oranjeboom is preferable as third rank but 15% backs on Lowenbrau. Similarly 13% pointed San Miguel as third rank while rest 15% vote for other beer.

For the fourth rank it was found that 62% like Lowenbrau. In the same way 38% gave Oranjeboom this rank. Majority of consumer (69%) believe that other brands are on fifth rank but 8% believes that Oranjeboom is in this position and rest 23% thinks that Lowenbrau as fifth one.

c. Easy Availability of Beer Brands

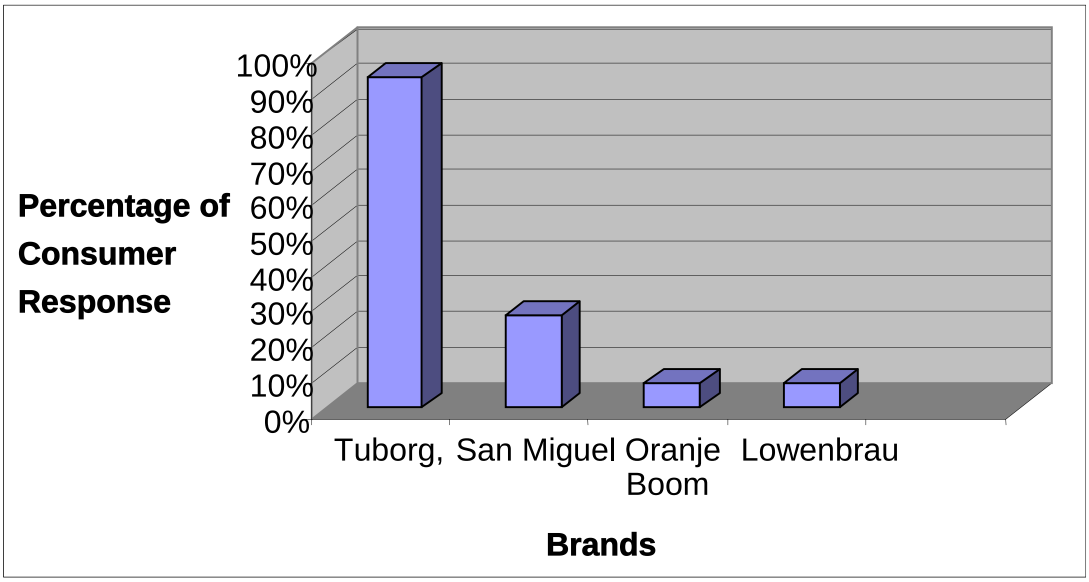


Figure 21: Easily Available Beer Brands - Thapathali

Availability of any brand in outlet also plays a vital role in the sale as well as preference of beer. Brand preference is the choice by the consumer of a particular brand over its competitors, usually resulting from a favorable experience with the item. However if the product proves to be unavailable, the consumer willingly shifts to a substitute. (Rosenberg; 1995-p40)

93% consumers of Thapathali area believe that Tuborg beer is most easily available while 26% believe that San Miguel beer is most easily available. 7% of Consumers believe that Oranjeboom and Lowenbrau Beers are easily available each.

d. Consumer Response on Preferred Place to Drink

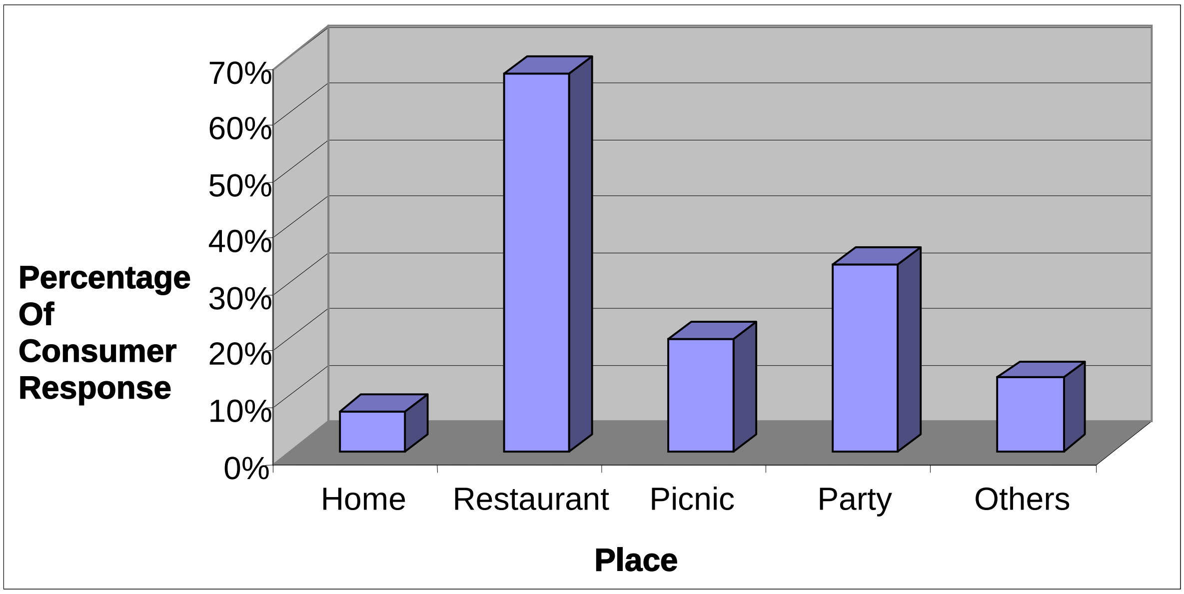


Figure 22: Favorite Place for Drink - Thapathali

Different people have different choices about their favorite place for drinking. Some love to have drink with friends some likes to drink only in the parties. So, 7% believe that home is the best place to drink while huge group of 67% believe that restaurant is favorite place. So, in Thapathali area most people love to go restaurant and have drink.

Picnic is also best place to Drink as 20 % of people think so while 33% think that parties are good place for drink. Rest 13 said that besides this there are other places also where they love to drink.

e. Advertisement's Role on Purchase Decision

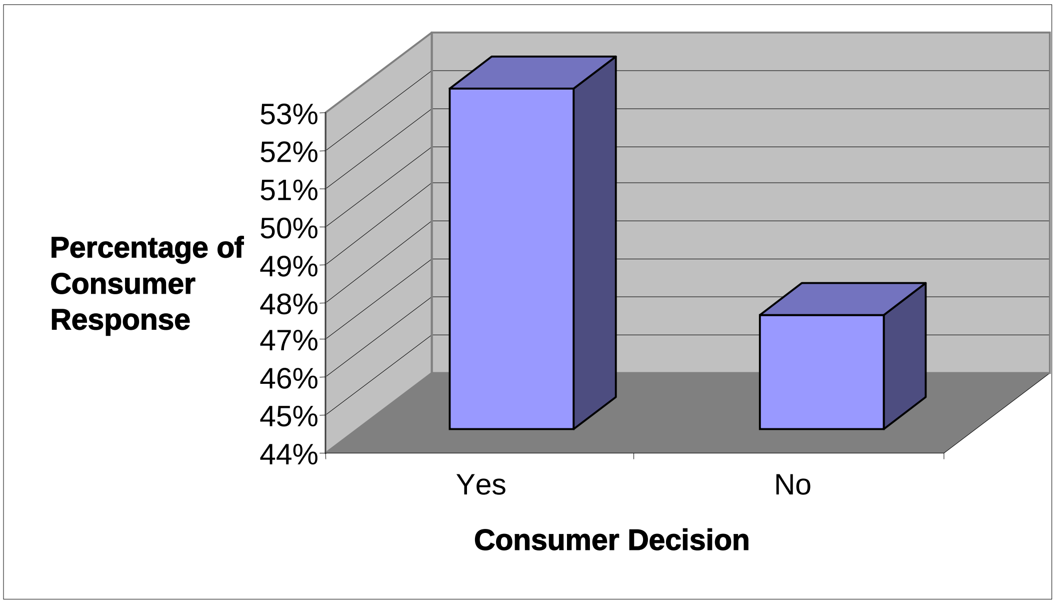


Figure 23: Consumer Decision on Advertisement Role - Thapathali

In Thapathali area, many consumers believe that advertisement effects the purchase decision of any brand of beers. 47% opined that advertisement doesn't play any role but the majority of people while 53% think that advertisement play vital role in the purchase decision of any brands. But it was amazing to find that the result was almost 50-50.

f. Effective Advertisement Media for Beer Branding

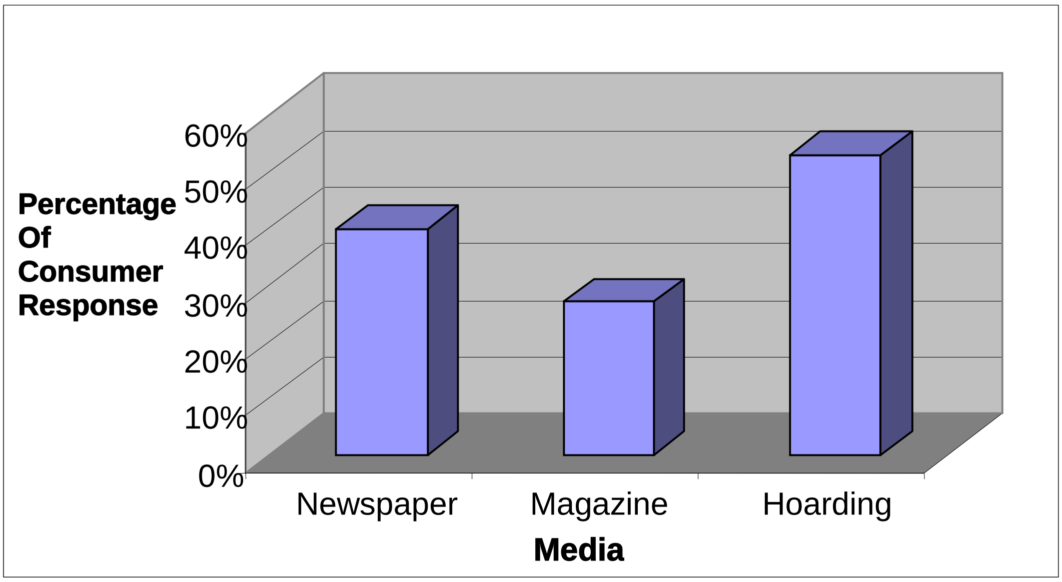


Figure 24: Effective Media for Promotion of Beer - Thapathali

40% consumers believe that newspaper is the effective advertisement media for beer whereas 27% said that magazine can be the proper channel of advertisement. Half of the respondents, i.e. 53% of consumer responded that hoarding board is best medium for the promotion of the brands.

g. Preference of Sponsorship Activities Done by Beer Company

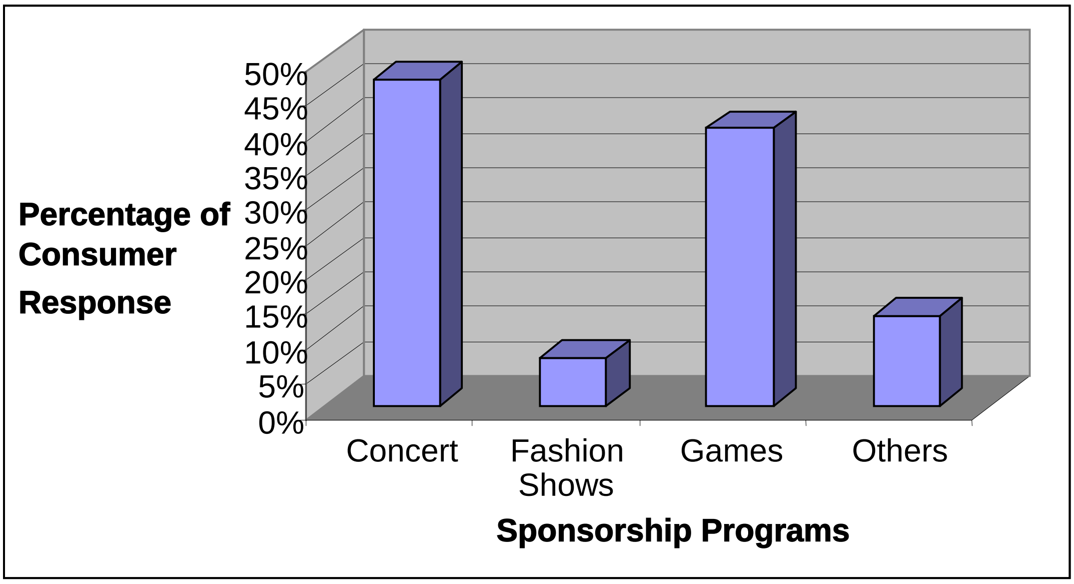


Figure 25: Preference of Sponsorship Activities – Thapathali

We see in the magazines, newspaper many companies are promoting their brand by sponsoring in many events like cricket games, fashion shows, blood donation programs etc. These sorts of activities are done to make their brand name popular. So, we analyzed the view of consumer, their opinions in what sorts of program company should involve for the popularity of beer.

- 47% said that company should sponsor in the Musical concerts.
- 7% thinks that company should organize the fashion shows.
- 40% thinks that to promote the brand company should sponsor in the games event like college based or national tournaments.
- Rest 13% responded that company should involve in other activities for example, any social or environmental awareness creating activities.

h. Liking for Outdoor Hoarding Promotion of Beer

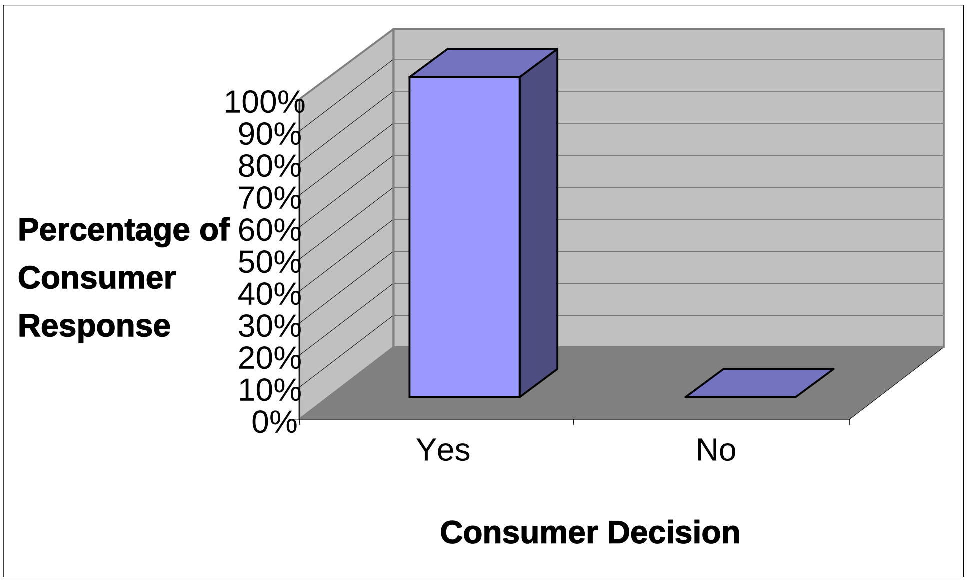


Figure 26: Response on Outdoor Hoarding Promotion - Thapathali

100% of consumer thinks that they have seen and like the outdoor hoarding promotion of beer it means that consumers are attracted by hoarding boards.

i. Importance of Beer Pricing in Purchase Decision

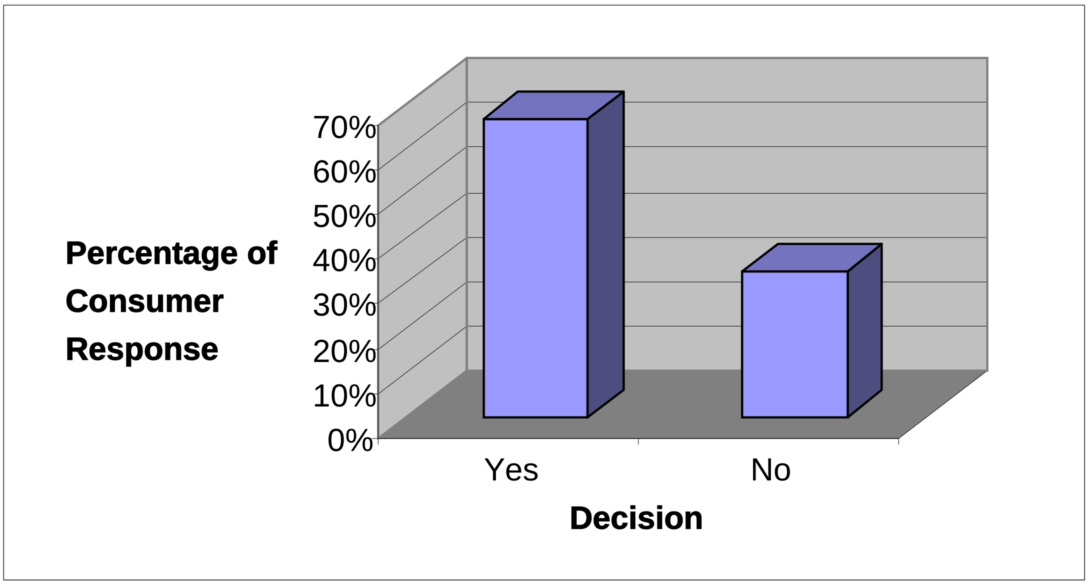


Figure 27: Purchase Decision Based on Price Factor - Thapathali

67% of consumer thinks that price is an important factor for the purchase decision of the beer and 33% don’t believe that price play an important role.

j. Preferred Price Range by Consumers

The price range for the 650 ml of beer that consumers are willing to pay is shown in the following tables:

Price Ranges (in Rs.)	**Below 80**	**80-100**	**90**	**100**	**105**	**110**	**120**	**125**
Response (%)	7%	7%	13%	20%	13%	7%	26%	7%

Table 7: Price Range Preference - Thapathali

Consumers have different opinion toward the correct price for the 650 ml of beer's bottle. Most people (26%) think that Rs. 120 is the reasonable price for the beer while 20% consumers think Rs. 100 can be better price for them. 13% each thinks that Rs. 90 or Rs. 105 can be reasonable price whereas other 7% each said that below Rs. 80, or the range between Rs. 80 to Rs. 100 or Rs. 110 or Rs. 125 would be the price they would be interested to pay for 650 ml of beer.

4.3.2 Analysis and Interpretation of On-Premise Outlets Survey

To know about the response of on- premise outlets, data were collected from bakery cafes, restaurant, fast food cafes, restaurant & bar, tandoori house etc. The sample size consists of 8 different varieties of outlets, which are as follows:

Types/ S.N	**Fast Food Cafe**	**Restaurant**	**Restaurant & Bar**
1	Indreni Fast Food	Indreni Kabab Ghar	Kohinor
2	Panjabi Tandoori	Zhakkash Kaja Ghar	Dhabha
3			Trishna
4			Tian Rui Chinese

Table 8: Selected On-Premise Outlets - Thapathali

a. Availability of Beer Brands in On Premise Outlets

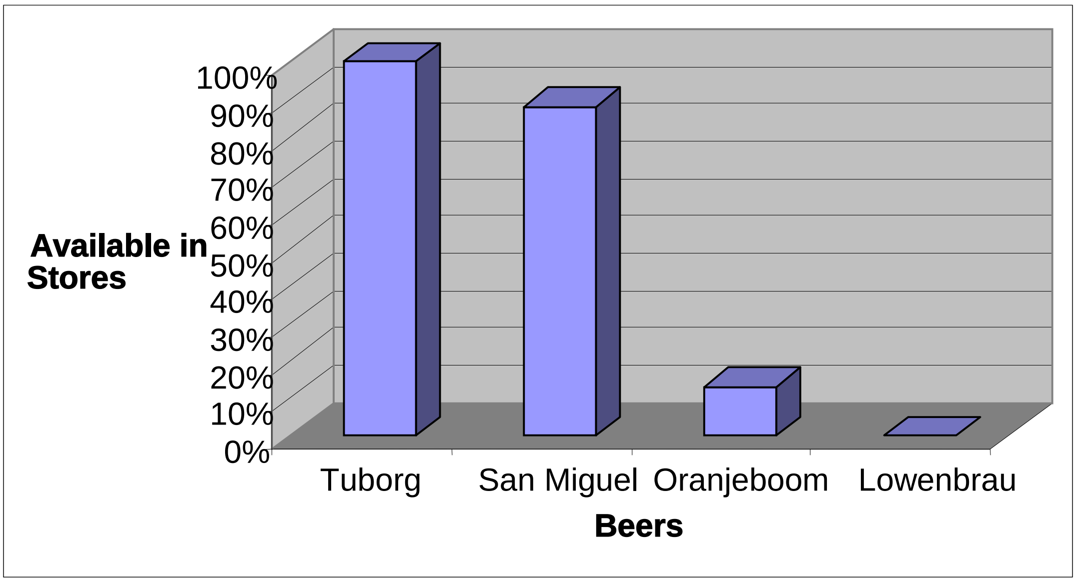


Figure 28: Availability of Beer Brands in On Premise Outlets - Thapathali

Tuborg is available in every outlet while in 88% of outlets San Miguel is available. Only 13% of outlets have Oranjeboom whereas compared to other brand, the presence of Lowenbrau was zero in the outlets of Thapathali because they haven't established their distribution channels in that area.

b. Average Sale in Bottles per Month in On Premise Outlets

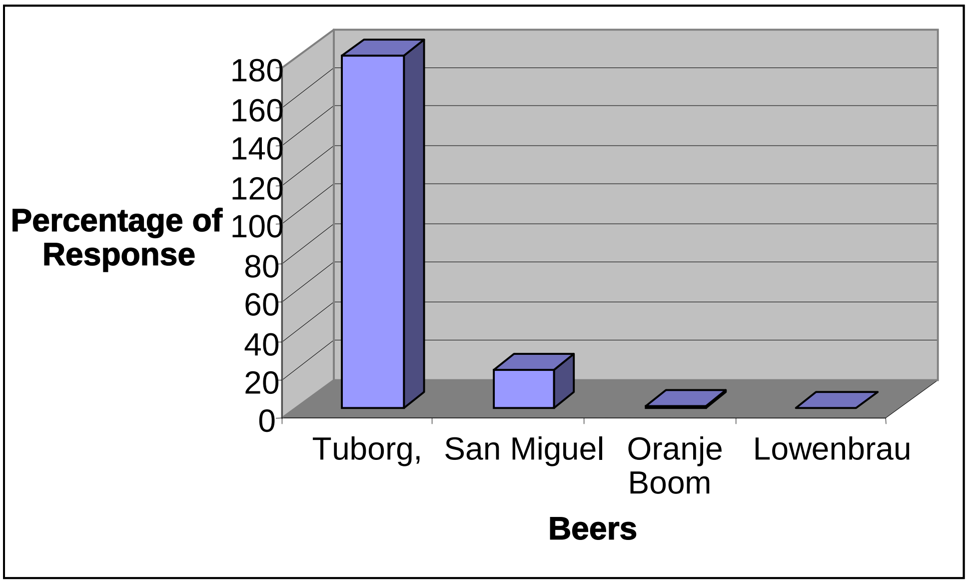


Figure 29: Average Sale in Bottles per Month in On Premise Outlets - Thapathali

During research it was found that Oranjeboom is recently being available in very few outlets. So the average sales per bottle is also very less as compare to Tuborg and San Miguel

Tuborg has recorded highest volume of selling beer. An average sale in month is more than 160 bottles/outlet while San Miguel's sales are nearly 19 bottles/outlet. Oranjeboom's sales is very poor, it is near about 1 bottle per month per outlet.

c. On Premise Outlet Preference on Different Offers and Schemes

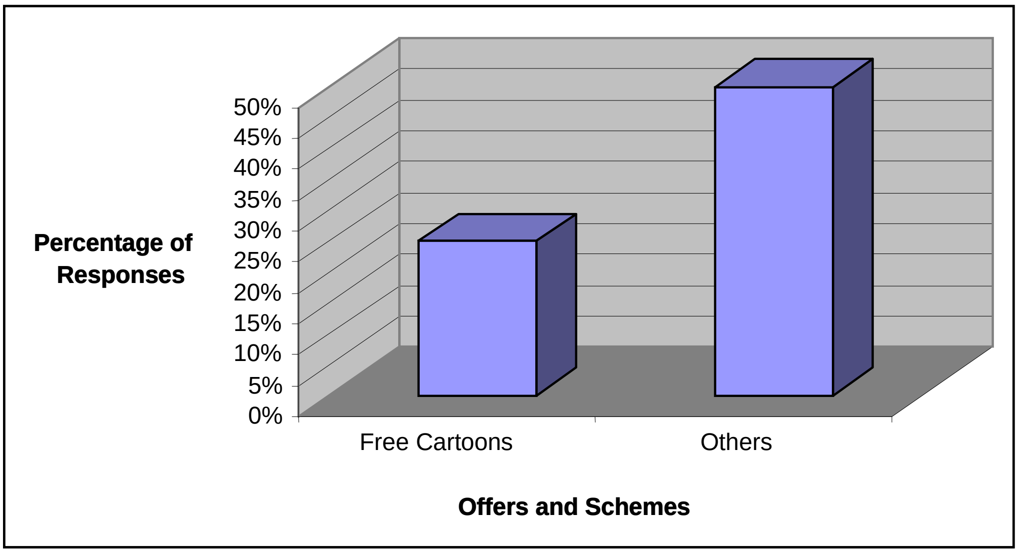


Figure 30: On Premise Outlet Preference on Different Offers & Schemes - Thapathali

During the research, following preferences were witnessed from on premise outlets regarding different offers and schemes.

25% said that free case of beer in purchase of more than five case of beer can be better scheme whereas half of the respondents, i.e. 50% focus on other factors like any schemes that should be staff oriented. They think that company should motivate staffs to sell their brands providing some incentives. Some think that company can give any thing. Rest of the people doesn't want to talk about the schemes and offers as they say companies have always cheated them on that.

d. Best Advertising Media for Beer in On Premise Outlets

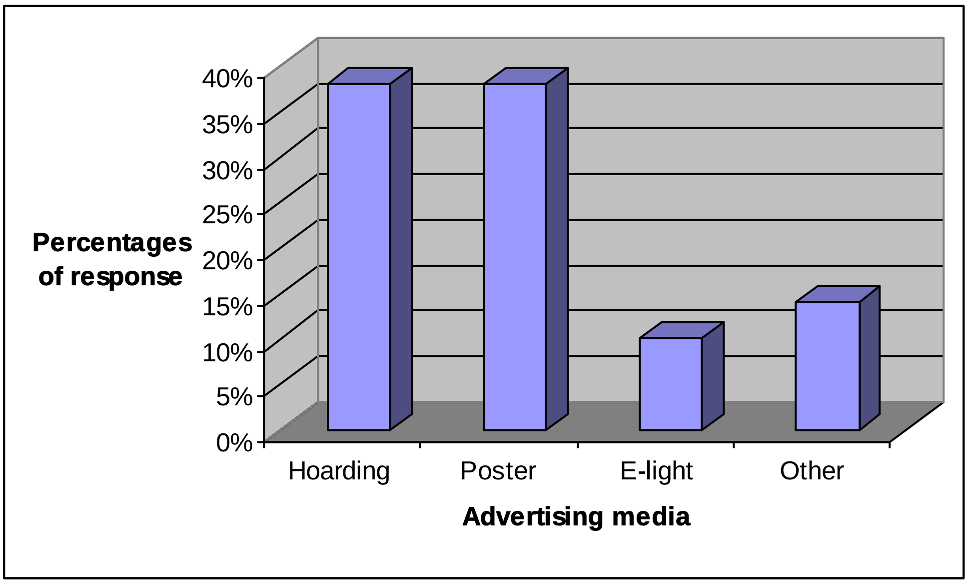


Figure 31: Best Advertising Media for Beer in on Premise Outlets - Thapathali

During the research, following suggestions from the owners of the outlets for the best promotional option for beer were recorded.

10% responded electrical light can be best advertising medium while 38% said that company should provide hoarding for their outlets. 38% focus on poster for their out let in specific place with beer information while rest 14% focus on other factors like providing astray, glass, bar menu, drink coupons, food festival sponsorship etc.

4.3.3 Analysis and Interpretation of Off-Premise Outlets Survey

The number of off premise outlets in Thapathali area is very few and the outlets having beer is very hardly available so off premise outlet survey could not be performed in Thapathali area.

4.4 Thapathali Area at a Glance

As like Baneshwor, in Thapathali also consumers mostly prefer Tuborg beer. The sale of Tuborg beer is very high in terms of other beer.

One important thing was found out during the survey that one year ago Oranjeboom was available in every outlet. It was the period when company has done huge investment in the promotions and schemes. The hoteliers responded us that, at that time because of high promotion customer used to come and ask for the brand. They used to sale more than 10 cases per month. More than 50% of outlets used to sell the brand. But nowadays Oranjeboom is available in only few outlets.

Distributors are frequently visiting the outlets with the request of storing their brand. But hoteliers are not interested to store the OB because of low demand of the brand. We think that company should give better offers to the hotel staffs and other people to encourage them to boost up the sale. Some hotel staff said that hotel staff can play vital role to sell any unpopular brand. If they serve the beer with better and proper mixture of snacks that matches with the taste, quality of the brand consumer will really like the test. So company should focus on the staff oriented offer and scheme activities.

If we see the consumers' response in this area, they said that Oranjeboom is not easily available in the area. It seems that may be company is missing the opportunity to grab the customer. So company should make availability of their brand in every outlet.

4.5 Customer Preference in Chabahil Area

During the data collection process in this area Chabahil Chowk, Ganeshthan and Gaushala area were covered.

4.5.1 Analysis and Interpretation of Consumer/End User Survey

To find out the factors affecting the preference of mainstream beer, we collected data from 18 respondents of Chabahil area, all of them were asked to fill up the questionnaire but all of them were not the inhabitant of the area. The respondents consisted of the mix of both male and female of different age groups from different professions

a. Brand Clicking First on Consumers' Mind

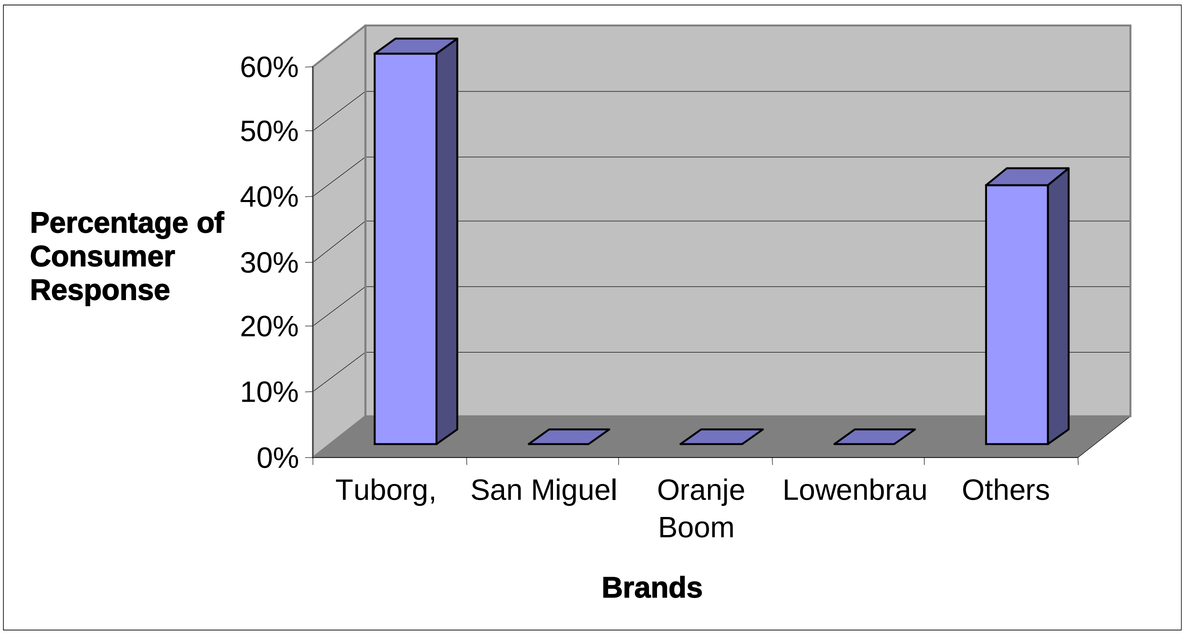


Figure 32: Brand clicking first on Consumers' Mind - Chabahil

60% consumer believes that Tuborg click in their mind at first while 40% consumers believe that other beer, Carlsberg click in their mind at first.

b. Ranking the Four Beer Brands in Terms of Consumer Preference

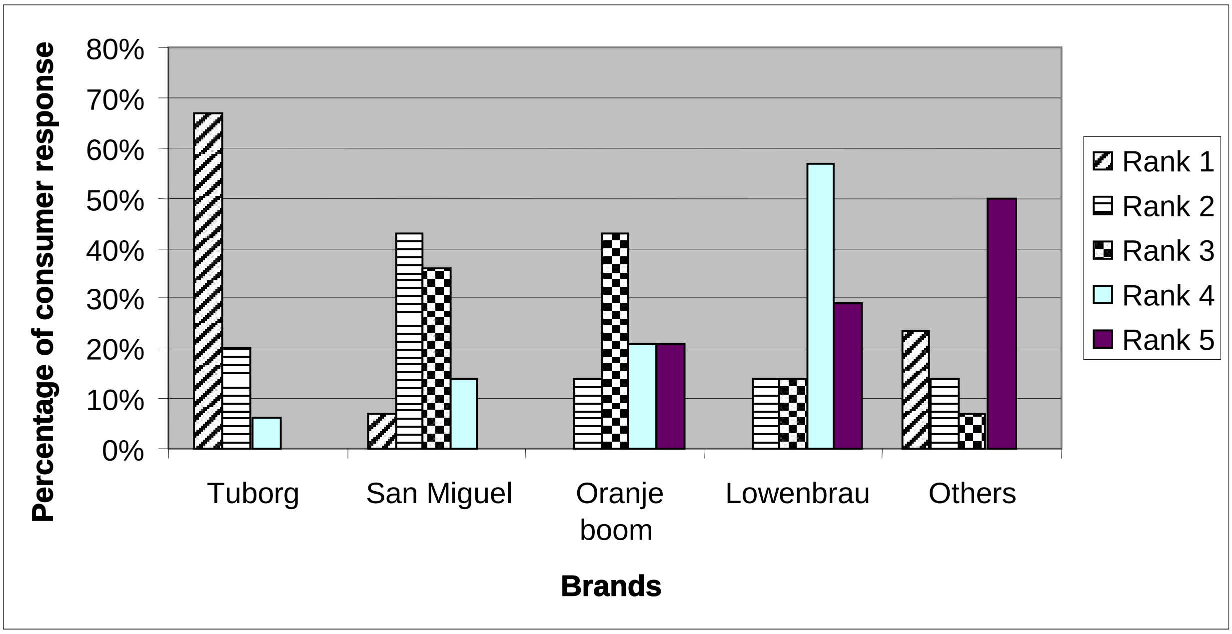


Figure 33: Consumer Ranking of Beer - Chabahil

During the consumer survey in Chabhail area it was clear that among these brands of beer Tuborg was found as the most popular brand. 67% consumers think that Tuborg is the number one brand whereas 7% think San Miguel is superior to Tuborg. Similarly 26% prefer other beer as number one brand.

43% consumers think that San Miguel is second preferred brand, whereas 20% think Tuborg in second one. 14% each said that Oranjeboom, Lowenbrau and other beer is their second choice. 43% believe Oranjeboom is preferable as third rank while 36% backs on San Miguel. Similarly 14% pointed Lowenbrau as third rank whereas 7% backs on other beer for third rank.

For the fourth rank it was found that 57% like Lowenbrau. In the same way 21% give Oranjeboom this rank. Similarly 14% pointed San Miguel as fourth rank and rest back that Tuborg as fourth rank. Half of consumers (50%) believe that other brands are on fifth rank .Similarly 29% think that Lowenbrau is fifth preferred brand while 21% believe that Oranjeboom is in this position.

c. Easy Availability of Beer Brands

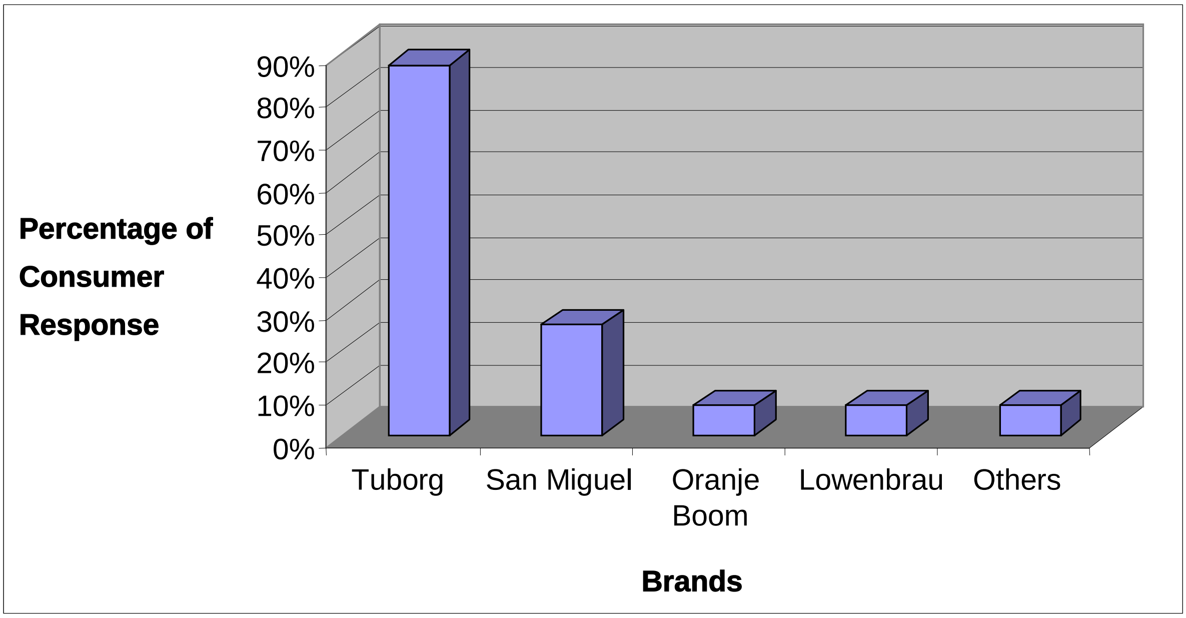


Figure 34: Easily Available Beer Brands - Chabahil

Availability of any brand in outlet also plays a vital role in the sale as well as preference of beer. Brand preference is the choice by the consumer of a particular brand over its competitors, usually resulting from a favorable experience with the item. However if the product proves to be unavailable, the consumer willingly shifts to a substitute. (Rosenberg; 1995-p40)

87% believe that Tuborg beer is most easily available whereas 26% believe that San Miguel beer is most easily available. 7% each believe that Oranjeboom, Lowenbrau and Other beer is most easily available.

d. Consumer Response on Preferred Place to Drink

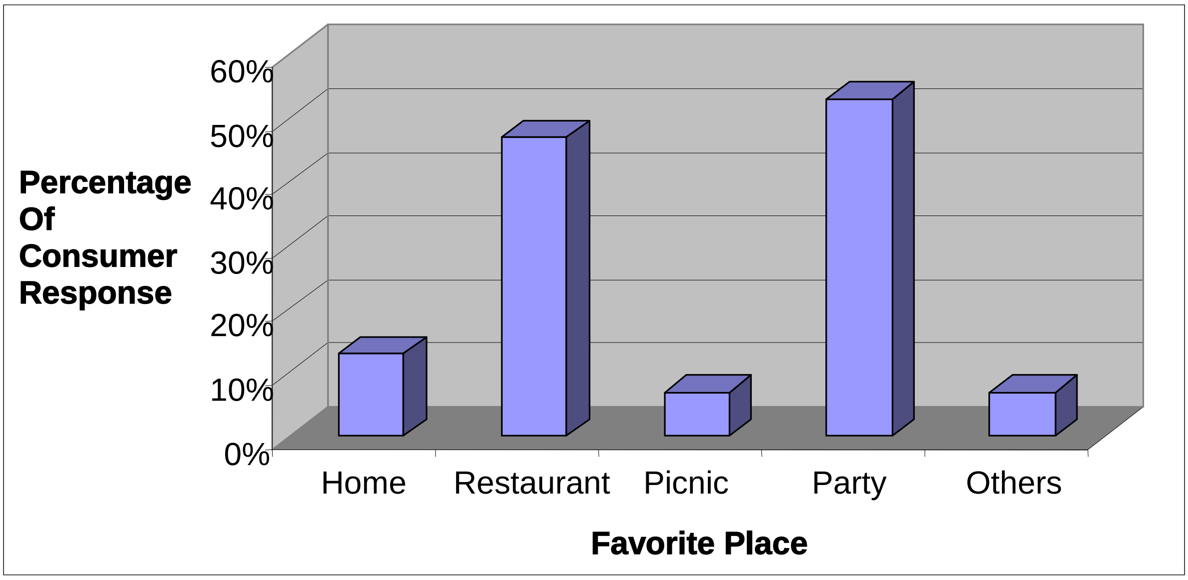


Figure 35: Favorite Place for Drink - Chabahil

13% believe that home is the best place to drink whereas 47% believe that restaurant is the best place. 7% believe that picnic is the best place to drink and 53% believe that party is the best place for that purpose. Remaining 7% say that other places are good place to drink.

e. Advertisement's Role in Purchase Decision

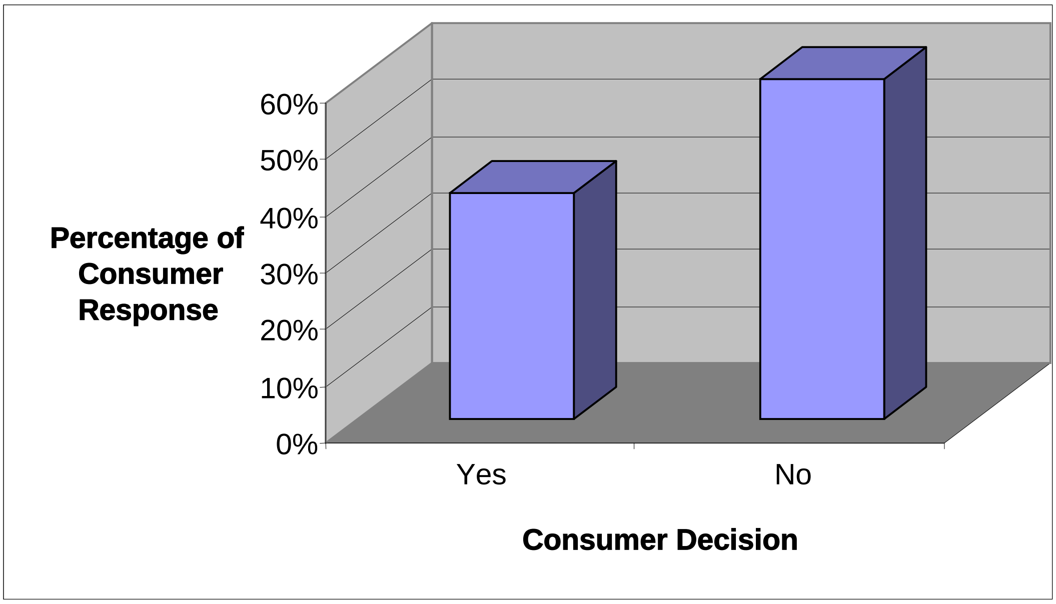


Figure 36: Consumer Decision on Advertisement Role - Chabahil

40% people think that advertisement play vital role in the purchase decision of any brands of beer and rest opined that advertisement doesn't play any role.

f. Effective Advertisement Media for Beer Branding

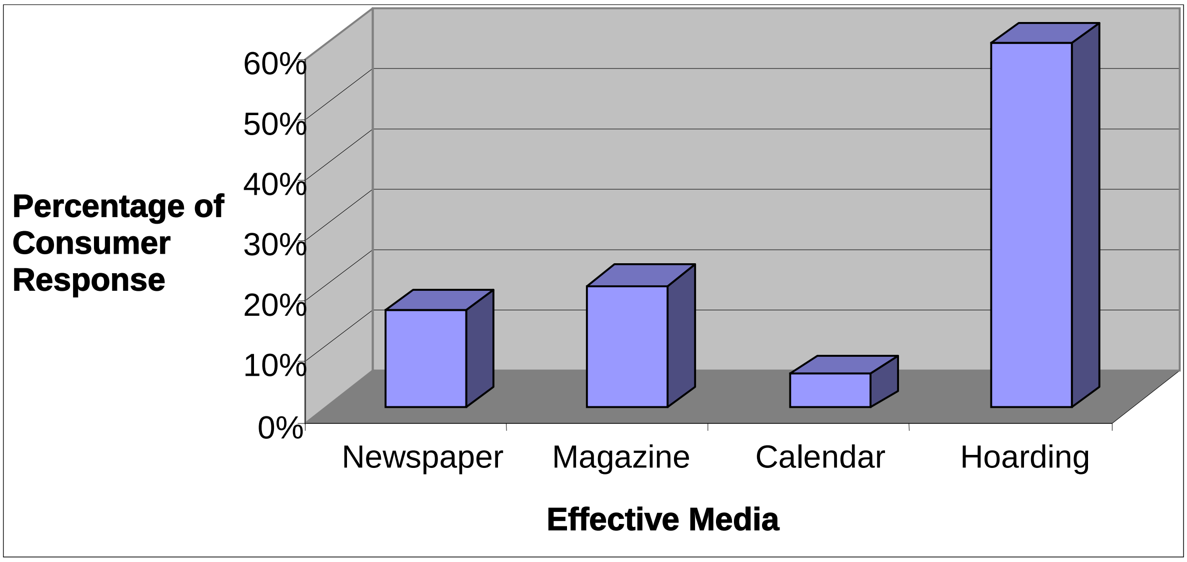


Figure 37: Effective Media for Promotion of Beer - Chabahil

16% consumer believes that newspaper is effective advertisement media while 20% said that magazine is effective advertisement media. 4% backs on calendar as the effective media while the huge 60% consumers think hoarding is the best media for beer advertisement.

g. Preference of Sponsorship Activities Done by Beer Company

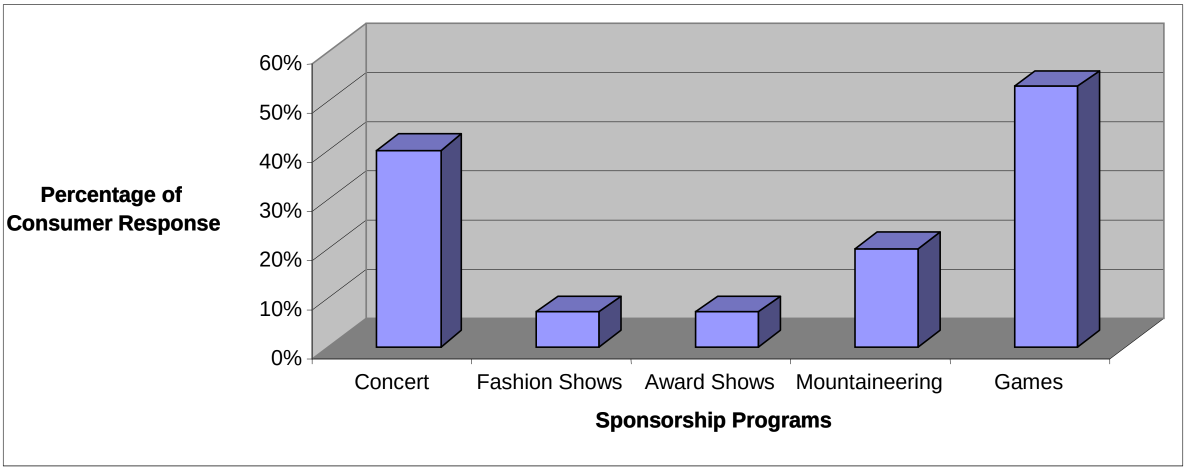


Figure 38: Preference of Sponsorship Activities – Chabahil

40% believe that musical concert is the best way for beer company sponsor while 7% each thinks award shows and fashion shows are the best way for beer company sponsor. 20% believe that mountaineering play role in beer company sponsor while 53% believe that games are the best option for beer company sponsorship.

h. Liking for Outdoor Hoarding Promotion of Beer

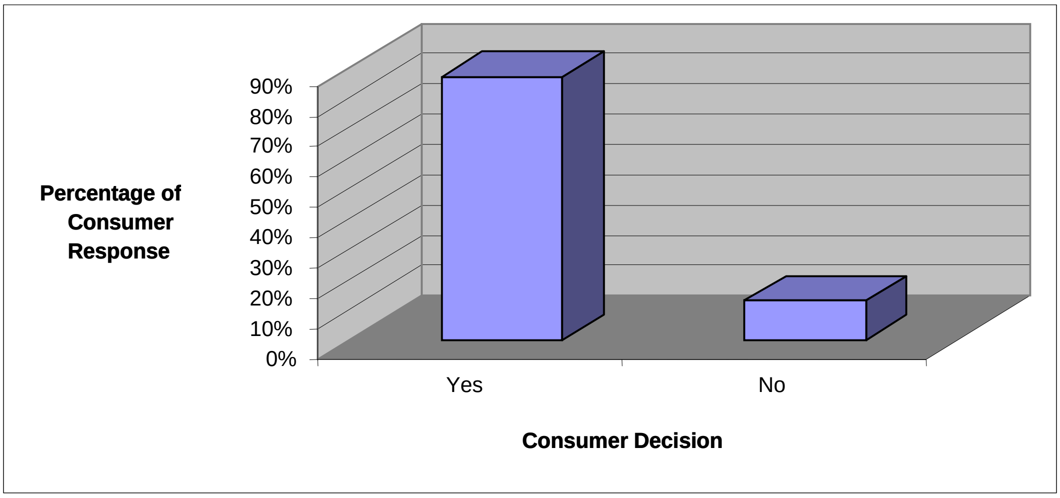


Figure 39: Response on Outdoor Hoarding Promotion - Chabahil

87% of consumers think that they have seen the outdoor hoarding promotion of beer and rest thinks that they don’t care about it.

i. Importance of Beer Pricing in Purchase Decision

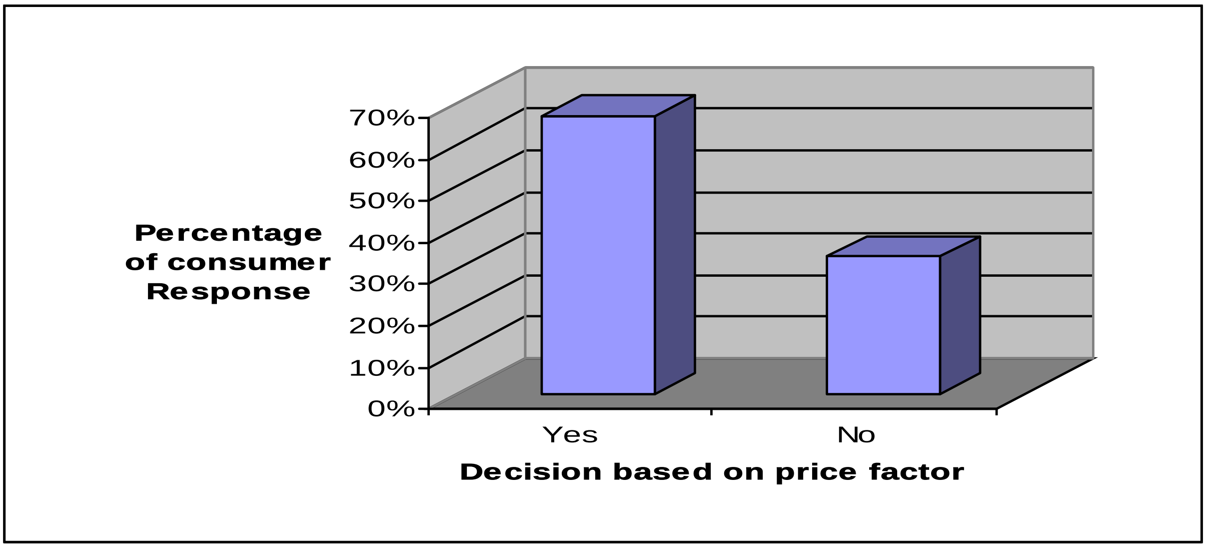


Figure 40: Purchase Decision Based on Price Factor - Chabahil

67% of consumers think that price is an important factor for the purchase decision of the beer. Rest 33% don't believe that price play an important role.

j. Preferred Price Range

The price range for the 650 ml of beer that consumers are willing to pay is shown in the following tables:

Price Ranges (in Rs.)	**Less than 80**	**80**	**85**	**90**	**100**	**110**	**120**	**130**
Response (%)	6%	27%	6%	7%	20%	20%	7%	7%

Table 9: Price Range Preference - Chabahil

Consumers have different opinion toward the correct price for the 650 ml of beer's bottle. Most people (27%) think that Rs. 80 is the reasonable price for the beer while 20% consumers think Rs. 100 or Rs. 110 can be better price for them.

4.5.2 Analysis and Interpretation of On-Premise Outlets Survey

To know about the response of on- premise outlets, data were collected from hotels, cafe, bars and bhojanalays.

The sample size consists of 11 different varieties of outlets, which are as follows:

Types/ S.N	Fast Food Cafe	Restaurant	Restaurant & bar
1	Bhagwansthan	Subhakamana	Ramaelo Jamkabet
2	Karki	Taplejung	Narayani
3	Addlas	Star Momo	
4	Lakshami	Taplejung Kanchanjanga	
5	Kantipur		

Table 10: Selected On-Premise Outlet - Chabahil

a. Availability of Beer Brands in On Premise Outlets

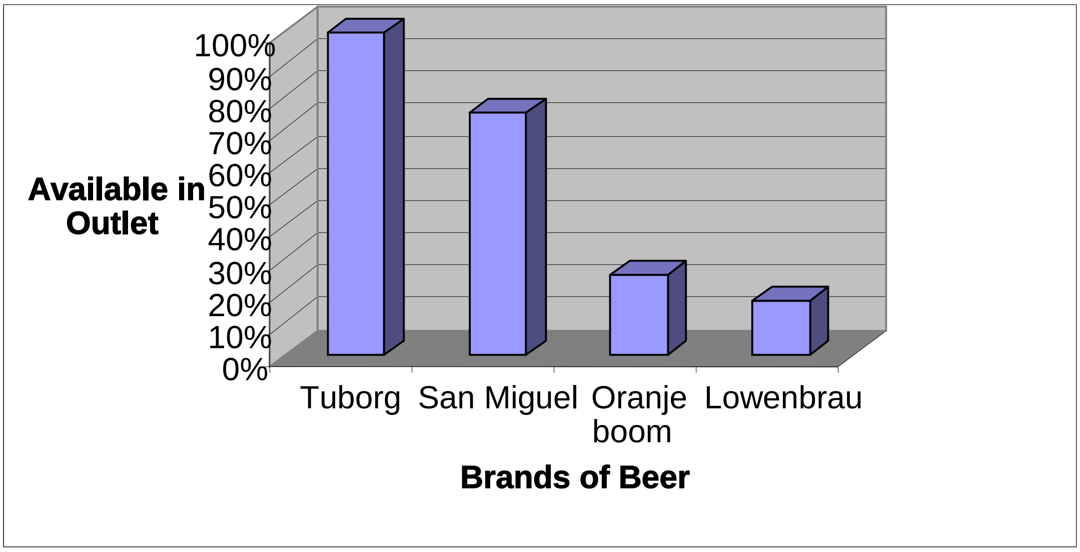


Figure 41: Availability of Beer Brands in On Premise Outlets - Chabahil

Tuborg is available in every outlet whereas in 75% of outlet San Miguel is available. Oranjeboom is available in 25% of outlet while Lowenbrau is available in 17% of places only.

b. Average Sale in Bottles per Month in On Premise Outlets

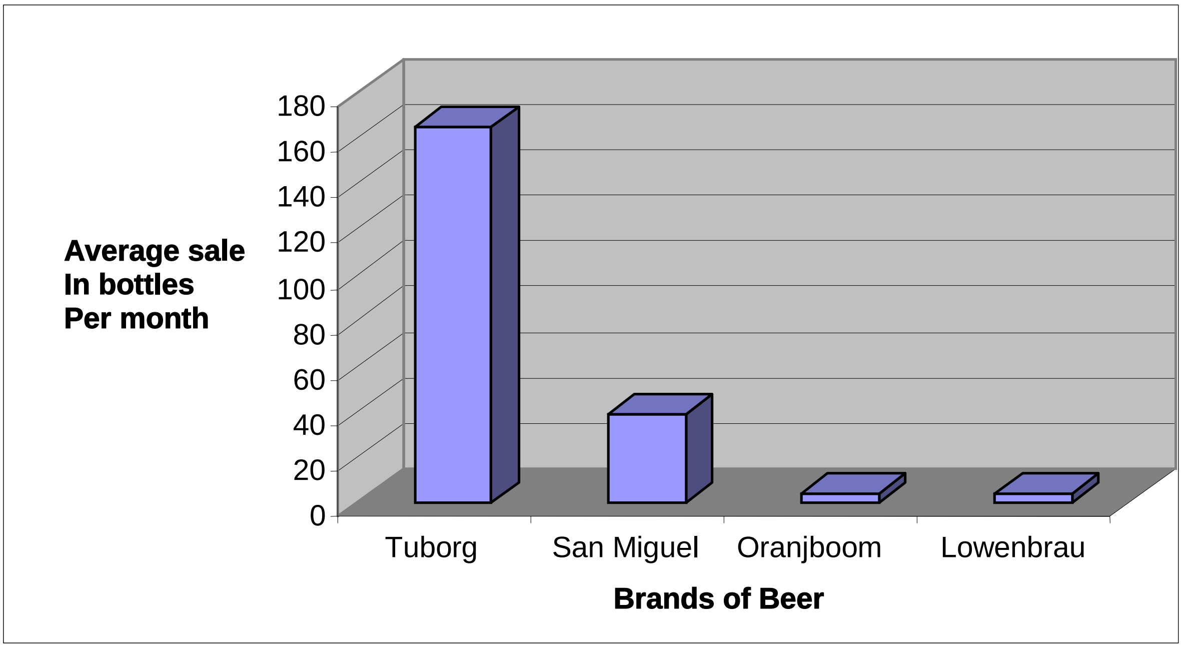


Figure 42: Average Sale in Bottles per Month in On Premise Outlets - Chabahil

During research it was found the availability of Oranjeboom (in %) in different out let in Chabahil area is higher than Lowenbrau but in sales ratio both are equal on average.

Tuborg has recorded as high volume sold beer with an average sale more than 165 bottles per month while San Miguel's sale is near about 39 bottles. Oranjeboom's and Lowenbrau's sales are 4 bottles per month.

c. On Premise Outlet Preference on Different Offers and Schemes

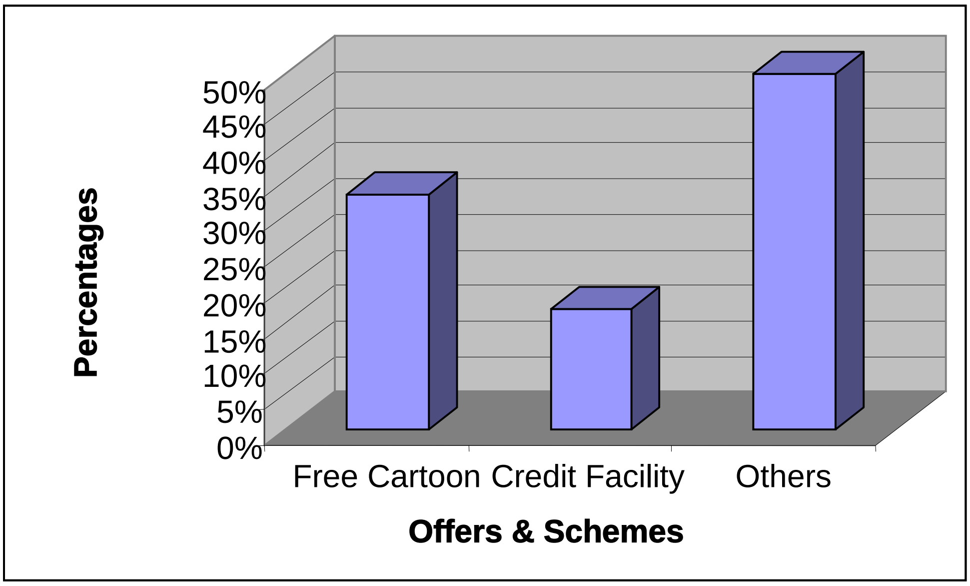


Figure 43: On Premise Outlet Preference on Different Offers & Schemes - Chabahil

During the research, following were the selection made by the owners regarding different offers and schemes.

33% said that free cases in purchase of bulk as 6-7 case can be better schemes while 17% think that company should provide credit facility to regular customer. Rest 50% said that other factors like providing gift item that is of worth for their outlet such as sponsors, decorative items etc.

d. Best Advertising Media for Beer in On Premise Outlets

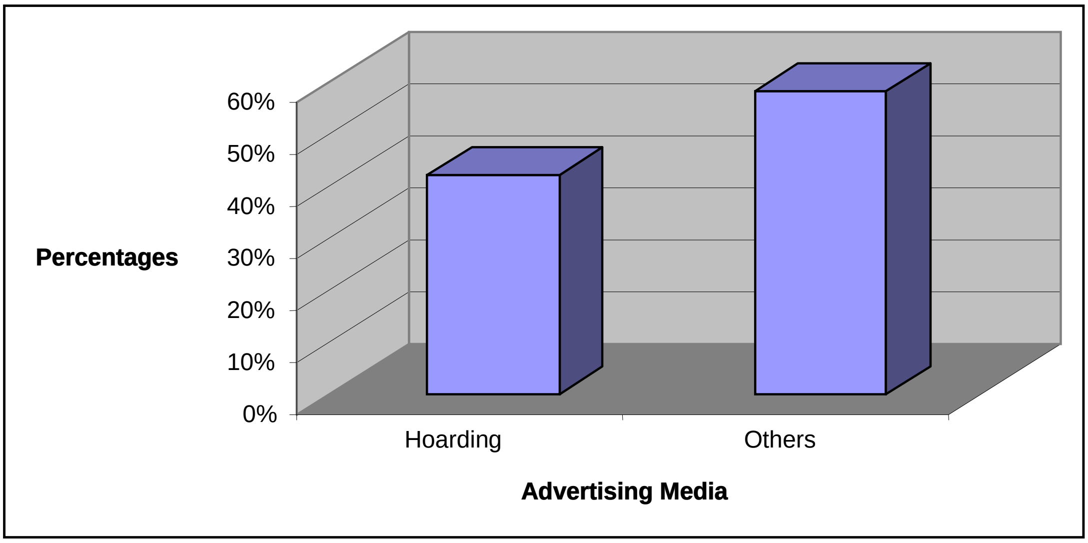


Figure 44: Best Advertising Media for Beer in on Premise Outlets - Chabahil

During the research, following suggestions from the owners for the promotion of beer in their outlets were made.

42% responded that company should provide hoarding for their outlet as a medium for the advertisement of the brand but the majority 58% focus on other factors like providing astray, glass, menu card or any decorative item.

4.5.3 Analysis and Interpretation of Off-Premise Outlets Survey

To know about the response of off- premise outlets regarding the preference of the mainstream beer, a small research was done on 10 such outlets consisting of retail shops, cold stores, mini stores, wholesale etc located in Chabahil and Ganeshthan.

The outlets visited are as follows:

S.N.	**Name of the Outlet**
1	Uma Cold Store
2	Subash Cold Store
3	Bhawana Store
4	Chandra Binayak Khadya Store
5	Rajesh Store
6	Kirana Store
7	Bidhan Retail Store
8	Anish Store
9	Punam Traders
10	A.S. Stores

Table 11: Selected Off Premise Outlets - Chabahil

a. Availability of Beer Brands in Off Premise Outlets

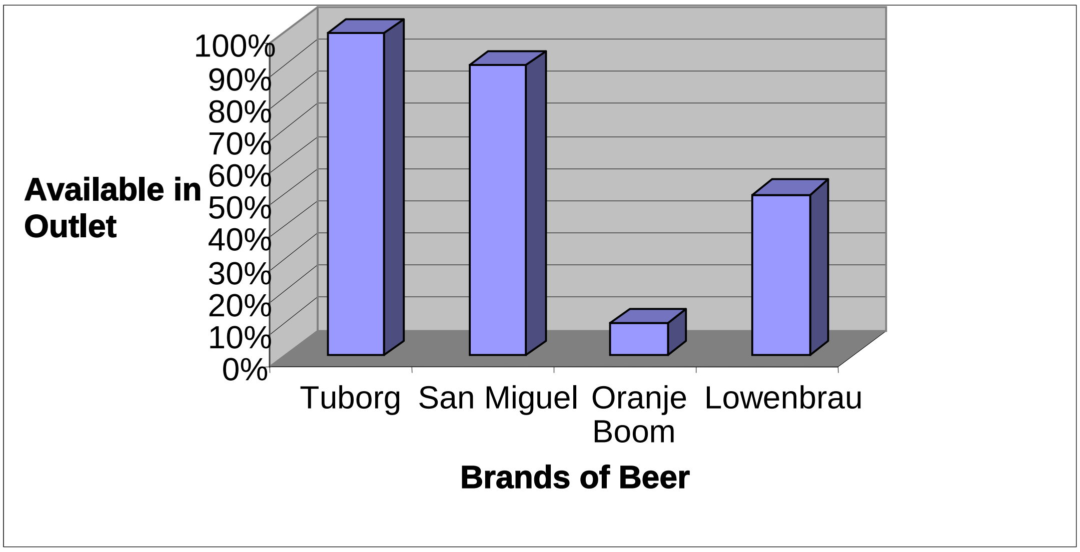


Figure 45: Availability of Beer Brands in Off Premise Outlets – Chabahil

During the research in the Chabahil area in off premise outlets, it was found that the availability of Oranjeboom is very low. Some wholesalers were also visited and even they haven't kept the brand because of the low demand. Earlier they used to sell that brand.

Tuborg is available in every outlet while San Miguel is available in 90% of stores. In 10% of retail outlet Oranjeboom is available whereas Lowenbrau is available in 50% of outlets.

b. Average Sale in Bottles per Month in Off Premise Outlets

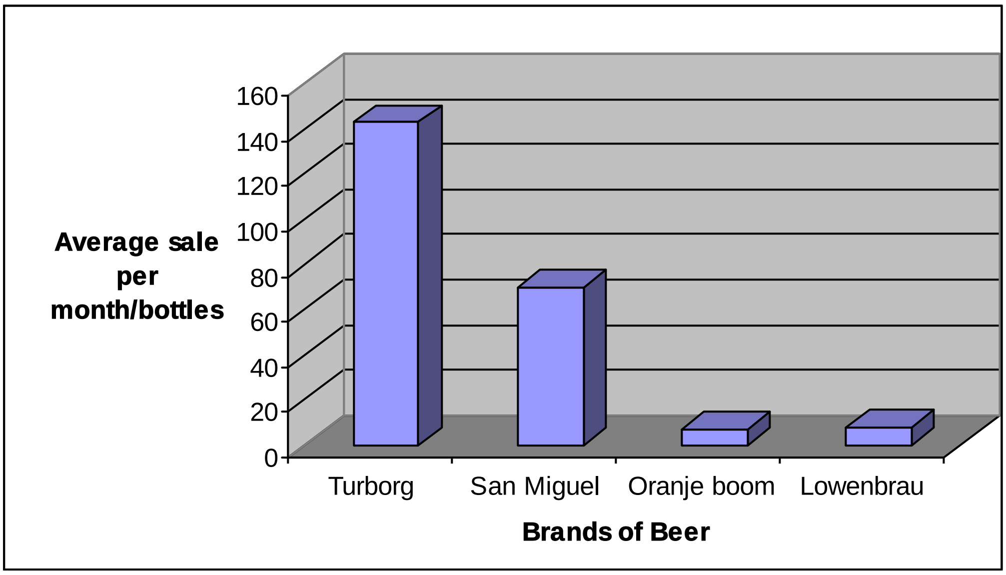


Figure 46: Average Sale in Bottles per Month in Off Premise Outlets - Chabahil

An average sale of Tuborg in month is 143 bottles and San Miguel's sales are on an average, 70 bottles. Oranjeboom's sale is 7 bottles per month and that of Lowenbrau is 8 bottles.

c. Off Premise Outlet Preference on Different Offers and Schemes

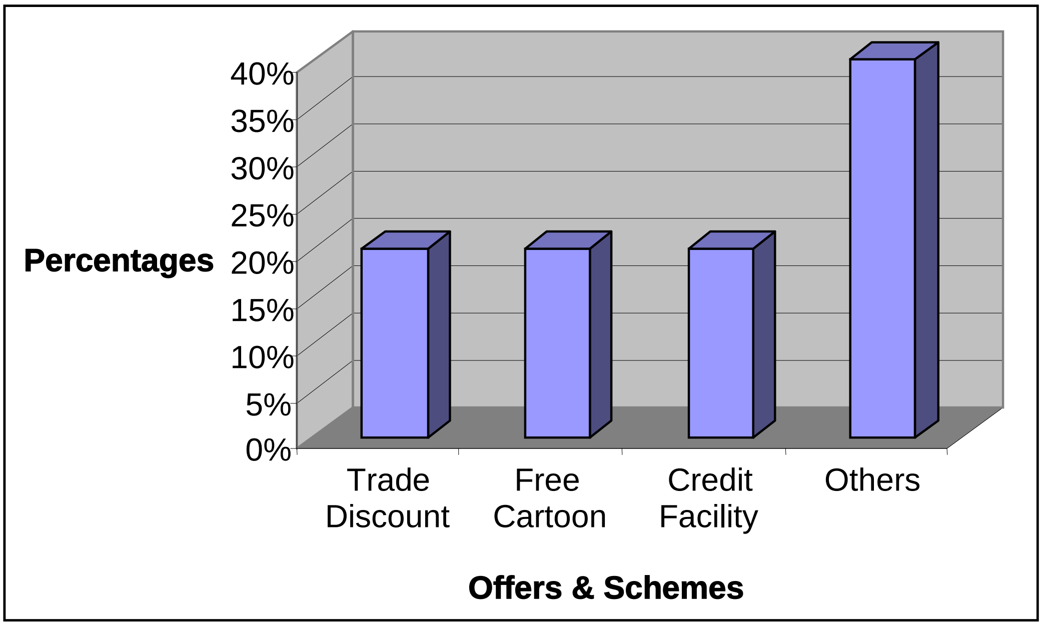


Figure 47: Off Premise Preference on Different Offers and Schemes- Chabahil

Every retailer thinks that if they get any schemes from the company it will encourage them to sell the product.

20% thinks that trade discount will be better scheme for them while 20% thinks that credit facility is also good. 20% thinks that some bottles free in cases will be beneficial to them and the remaining 40% retail owner thinks that any kinds of schemes will be good. For example gift items, some glasses free etc.

d. Best Advertising Media for Beer in Off Premise Outlets

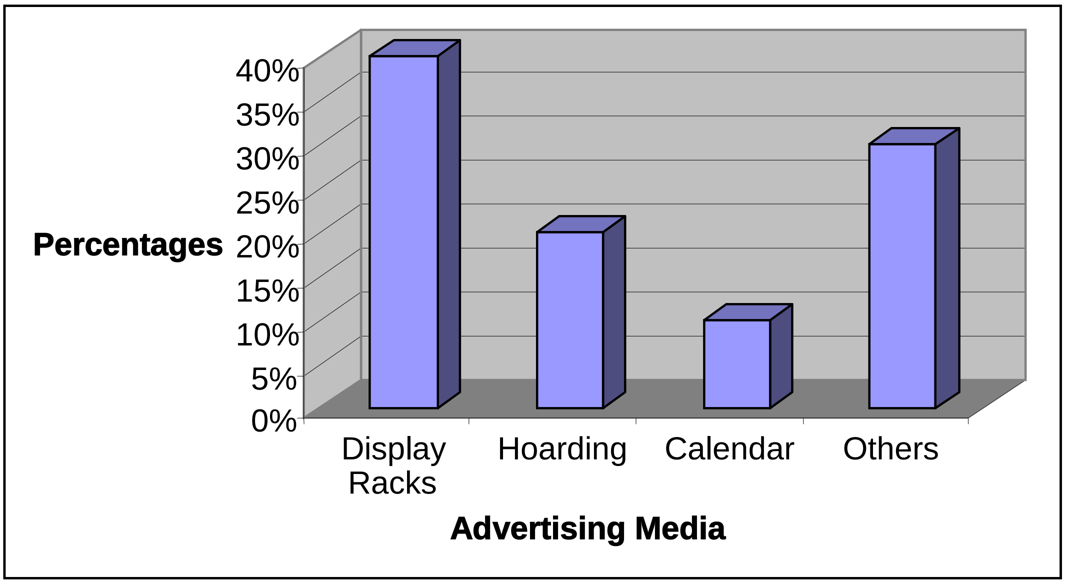


Figure 48: Best Advertising Media for Beer in Off Premise Outlets - Chabahil

40% of respondents that it is better if company provides display rack for attractive placement of their beer while 20% thinks that electronic hoarding board can also be better advertising medium. 10% thinks that company should provide calendar to encourage their customer toward the new brands whereas the remaining 30% said that they have no idea about the promotional campaign.

4.6 Chabahil Area at a Glance

In this location also the sale of Tuborg beer is very high in terms of other beers. It was found that distributor of Oranjeboom doesn't visit the outlets to encourage retailers and hoteliers to store the brand. In spite of sponsoring hoarding of wholesaler of Ganeshthan by Oranjeboom, the availability of the brand was not found. If OB is not available in the wholesaler's outlet than how can retailer and hotelier get the brand if they need it. They said that they didn't order the brand from the distributor because of low demand. So in my opinion Chabahil area's distributor should improve his work and should visit frequently to wholesalers and retailers.

Some retailers responded that to promote the brand company should provide attractive schemes to them. They think that if other brand is selling without any effort than why they should put effort to sell OB or other unpopular brand. They insisted that they can play vital role to boost up the sale if company encourage them by providing incentives. Company people should frequently visit to increase the relationship so it can be beneficial for the company.

In Chabahil, after Tuborg, Carlsberg is consumers' first choice, so there is still scope for other mainstream beers to establish themselves. Company can promote the brand by sponsoring in the consumer interest are like musical concert, restaurant programs etc.

4.7 Customer Preference in Balaju Area

During the data collection process in this area we covered NayaBajar, Balaju Baisdhara, Chowk and ring road area.

4.7.1 Analysis and Interpretation of Consumer/End User Survey

To find out the factors affecting the preference of mainstream beer, we collected data from 18 respondents of Balaju area, all of them were asked to fill up the questionnaire but all of them were not the inhabitant of the area. The respondents consisted of the mix of both male and female of different age groups from different professions

a. Brand Clicking First on Consumers' Mind

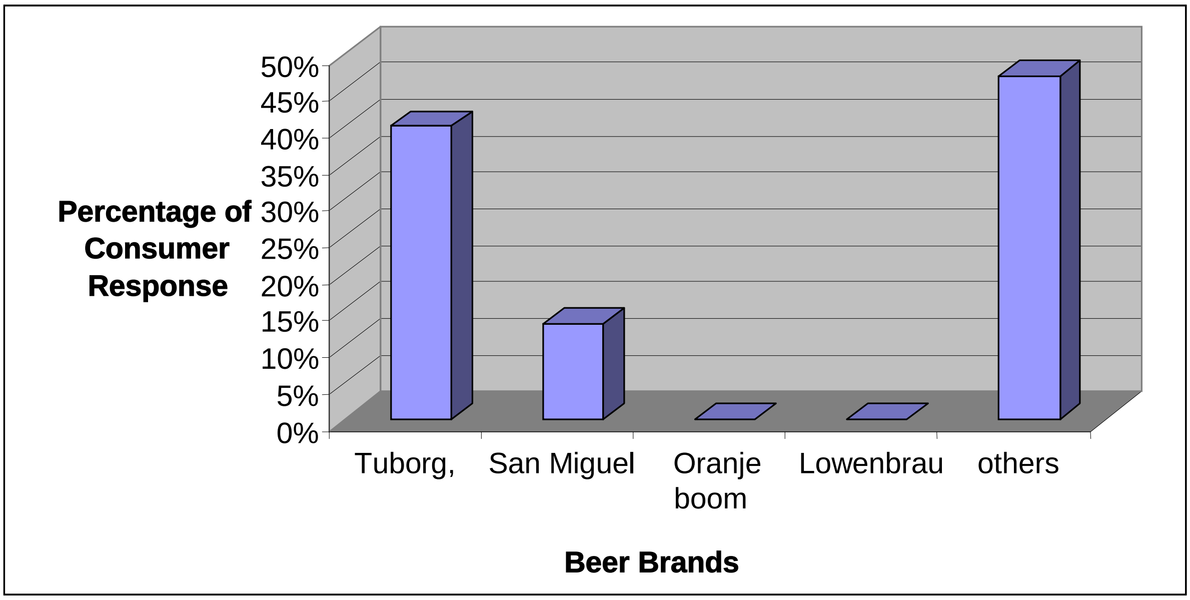


Figure 49: Brand clicking first on Consumers' Mind - Balaju

40% consumer believes that Tuborg click in their mind at first while 13% consumer believe that San Miguel click at first. Consumers believe that neither Oranjeboom nor Lowenbrau make any impression on their mind whereas the remaining 47% consumers believe that other beer e.g. Carlsberg, Everest clicks mind at first.

b. Ranking the Four Beer Brands in Terms of Consumer Preference

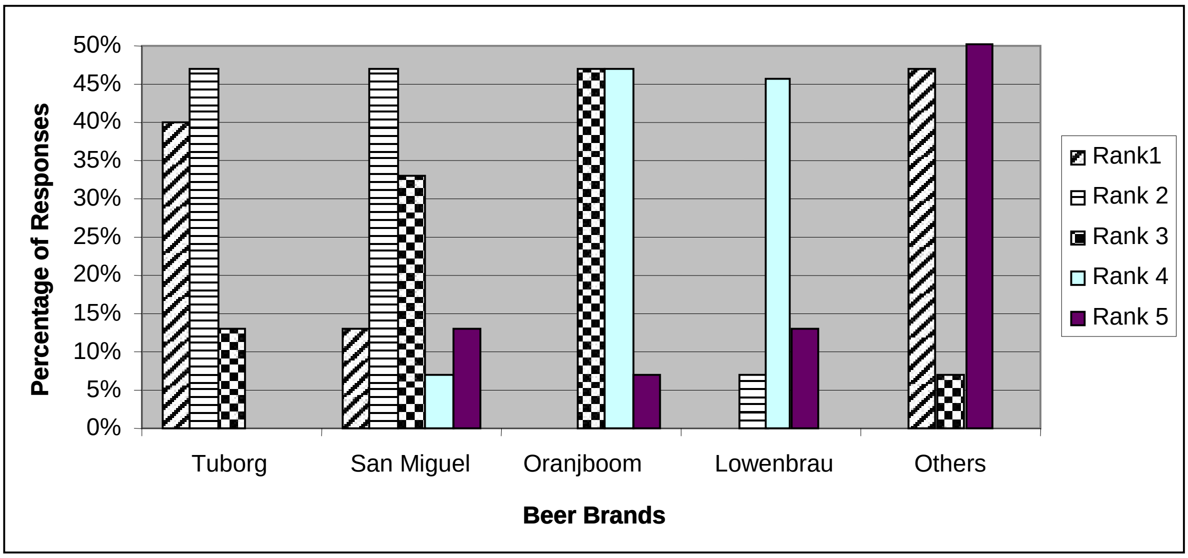


Figure 50: Consumer Ranking of Beer – Balaju

Majority of people 47% consumer said that other brands like Carlsberg is number one brand. 40% consumers think that Tuborg is the number one brand whereas 13% think San Miguel is superior to Tuborg. 47% consumers of each think that San Miguel and Tuborg is second preferred brand. Rest 6% said that Lowenbrau their second choice.

13% believe Tuborg is preferable as third rank while 47% backs on Oranjeboom. Similarly 33% pointed San Miguel as third rank and rest 7% thinks Lowenbrau can be in third position.

For the fourth rank we find that 7% like San Miguel. In the same way 47% give Oranjeboom this rank while rest back on Lowenbrau. 13% of each consumer believes that San Miguel and Lowenbrau are on fifth rank but 7% believe that Oranjeboom is in this position and the remaining 67% vote for other beer.

c. Easy Availability of Beer Brands

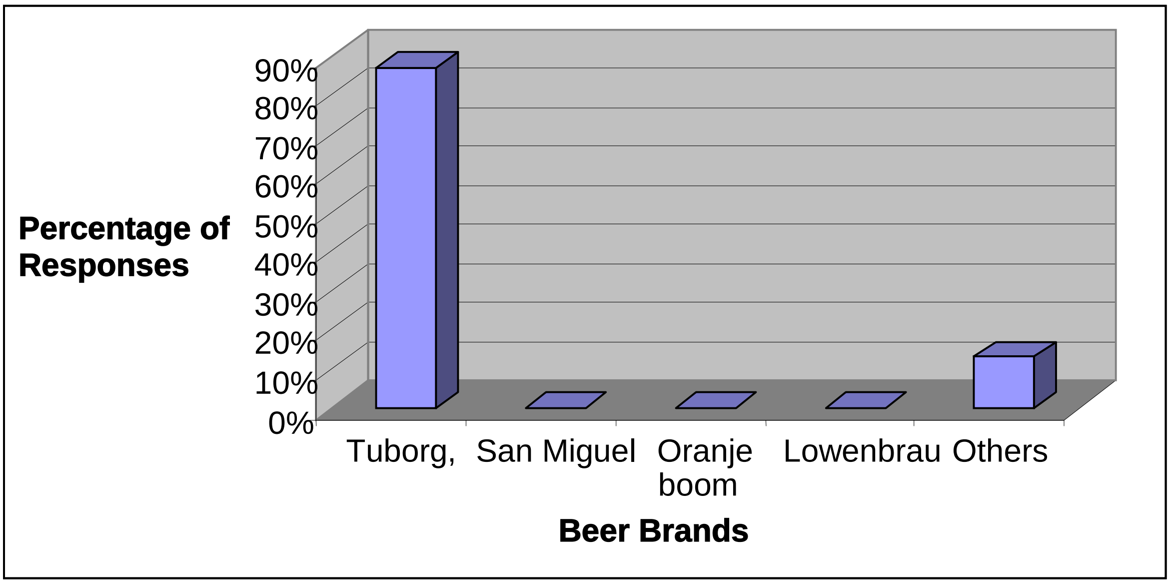


Figure 51: Easily Available Beer Brands - Balaju

87% believe that Tuborg beer is most easily available. Consumers believe that San Miguel, Oranjeboom and Lowenbrau are not easily available brands of beer and the rest 13% believe that other brand of beer is easily available.

d. Consumer Response on Preferred Place to Drink

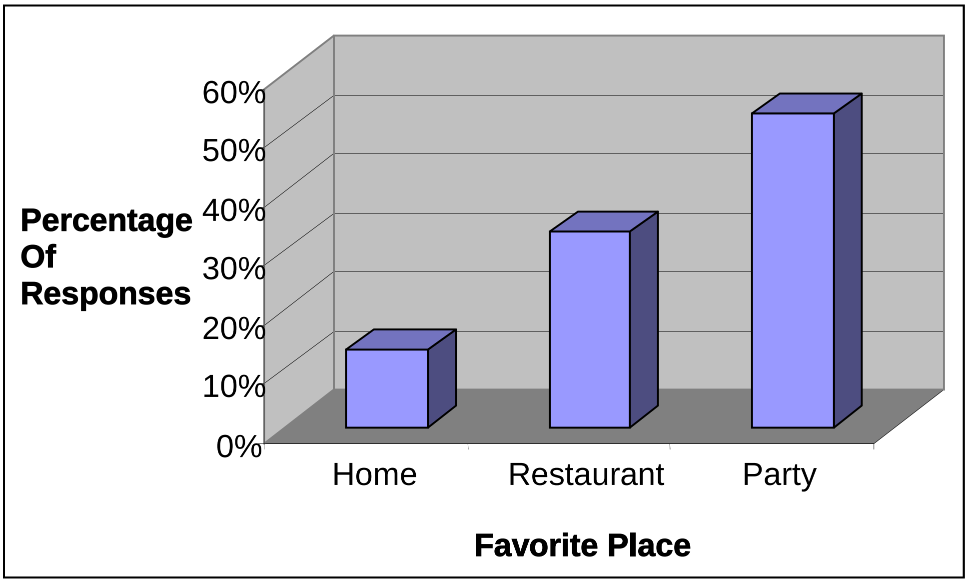


Figure 52: Favorite Place for Drink - Balaju

14% believe that home is the best place to drink and 33% believe that restaurant is their favorite place. 53% said that party is the best place to drink.

e. Advertisement's Role in Purchase Decision

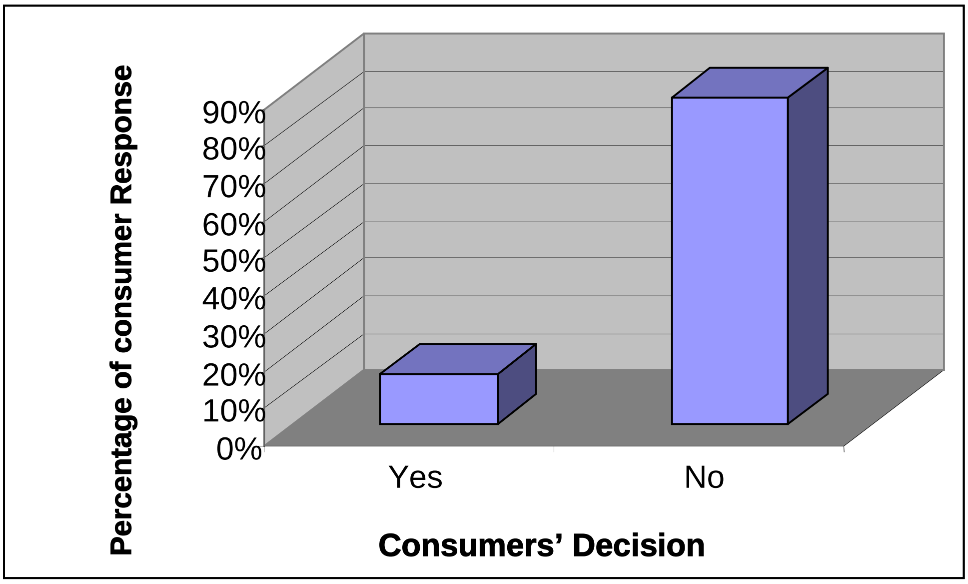


Figure 53: Consumer Decision on Advertisement Role - Balaju

13% consumers think that advertisement play role in their purchase decision of any brands of beer but the rest 87% opined that advertisement doesn't effect the purchase decision.

f. Effective Advertisement Media for Beer Branding

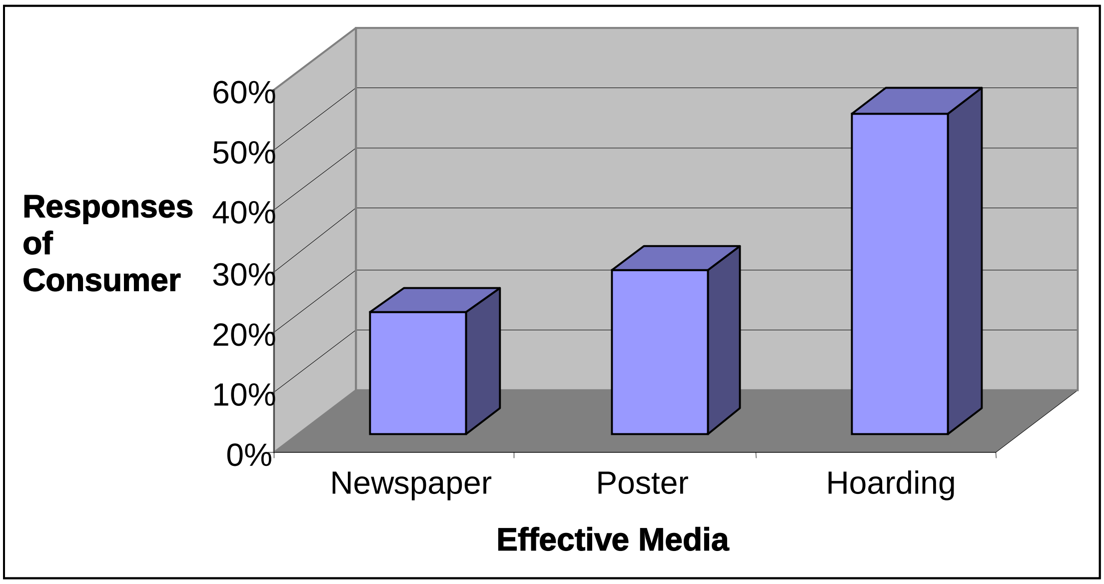


Figure 54: Effective Media for Promotion of Beer - Balaju

20% consumers think that newspaper is the effective advertisement media while 27% believes poster can be effective advertisement media. Huge 53% consumers think hoarding is the best media for beer advertisement.

g. Preference of Sponsorship Activities by Beer Company

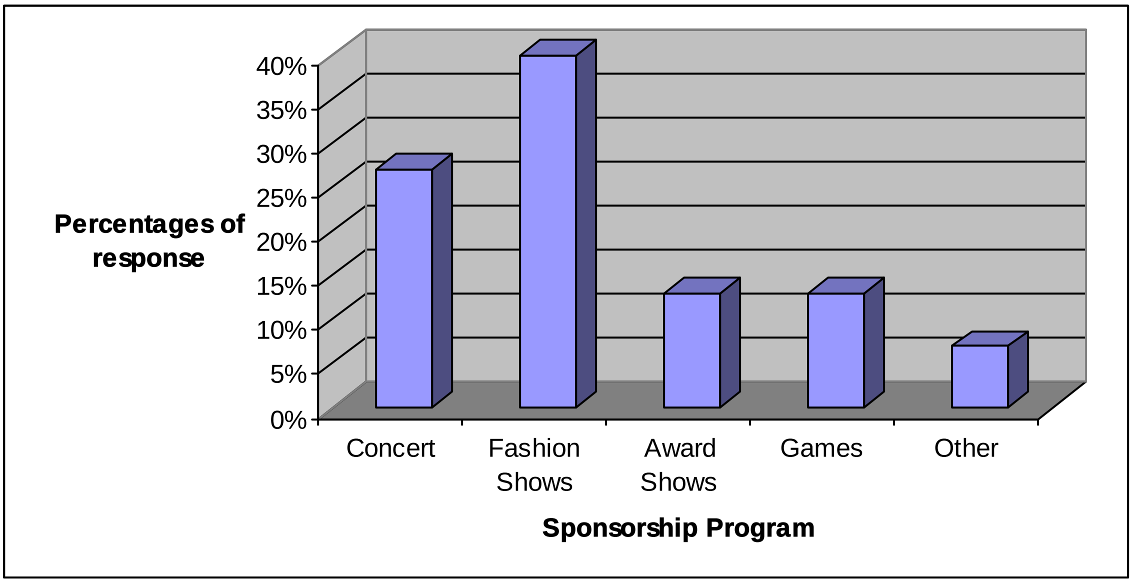


Figure 55: Preference of Sponsorship Activities – Balaju

27% believe that Musical concert is the best way for beer company sponsorship while 13% each thinks award shows and games are the best way for the sponsorship. 40% said that beer company should sponsor in fashion shows to promote their brand and the rest 7% believe that other medium are the best way for beer company sponsor.

h. Liking for Outdoor Hoarding Promotion of Beer

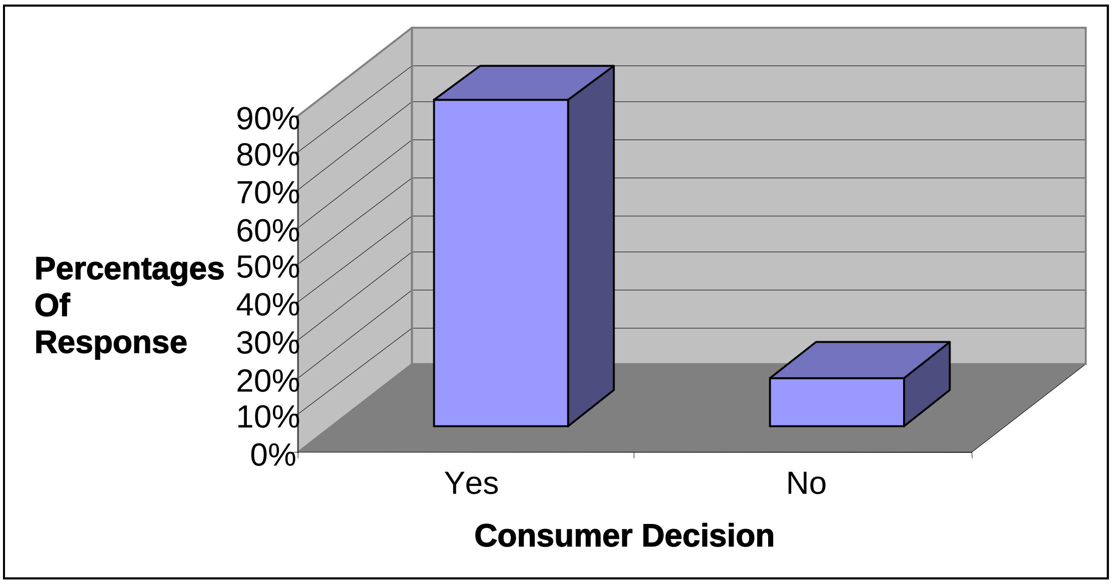


Figure 56: Response on Outdoor Hoarding Promotion - Balaju

87% of consumer thinks that they have seen and like the outdoor hoarding promotion of beer and rest thinks that they don't care about it.

i. Importance of Beer Pricing in Purchase Decision

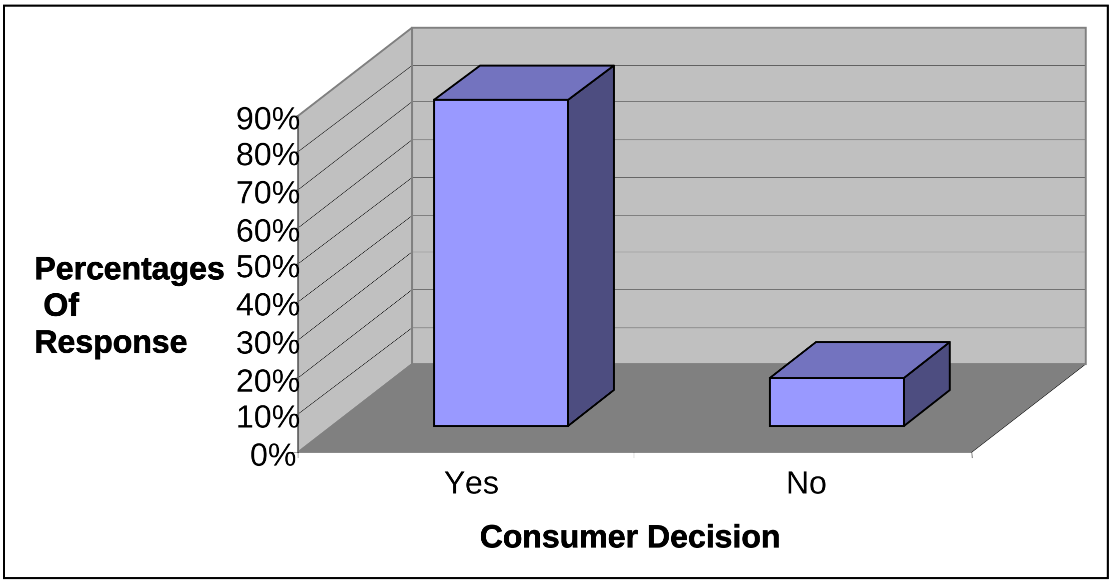


Figure 57: Purchase Decision Based on Price Factor - Balaju

87% of consumers think that price is an important factor for the purchase decision of the beer. Rest don't believe that price play an important role.

j. Preferred Price Range

The price range for the 650 ml of beer that consumers are willing to pay is shown in the following tables:

Price Ranges (in Rs.)	**80**	**85**	**90**	**100**	**110**	**115**	**125**	**130**
Response (%)	20%	7%	13%	33%	7%	7%	7%	6%

Table 12: Price Range Preference - Balaju

Most consumers, i.e. 33% think that Rs. 100 is the reasonable price for the beer and 20% consumers think Rs. 80 can be better price for them.

4.7.2 Analysis and Interpretation of On-Premise Outlets Survey

To know about the response of on- premise outlets, data were collected from restaurant, hotel, momo center, khaja ghar, sekwa ghar, restaurant & bar etc.

The sample size consists of 10 different varieties of outlets, which are as follows:

S.N.	**Name of the Outlet**
1	Khaja Ghar
2	MoMo Centre
3	Godavari Bhojanalaya
4	New Thakali Bhanchaghar
5	Pratima Khja Ghar
6	Nawalparasi Hotel
7	Kathmandu Fast Food
8	Bajeko Sekuwa
9	Meat Corner
10	Lunch Time Restaurant

Table 13: Selected On-Premise Outlets – Balaju

a. Availability of Beer Brands in On Premise Outlets

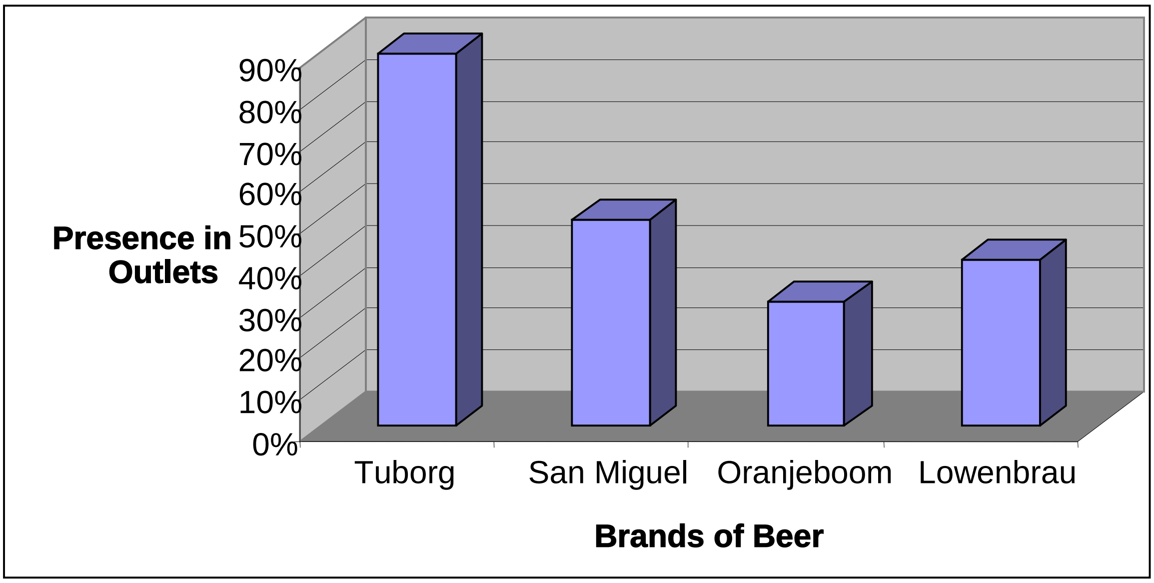


Figure 58: Availability of Beer Brands in On Premise Outlets - Balaju

Tuborg is available in 90% of outlet; this result is because of one outlet's bad relationship with the distributor of Tuborg. 50% of outlet has kept San Miguel while in 30% of outlet Oranjeboom is available. Lowenbrau is available in 40% of outlets.

b. Average Sale in Bottles per Month in On Premise Outlets

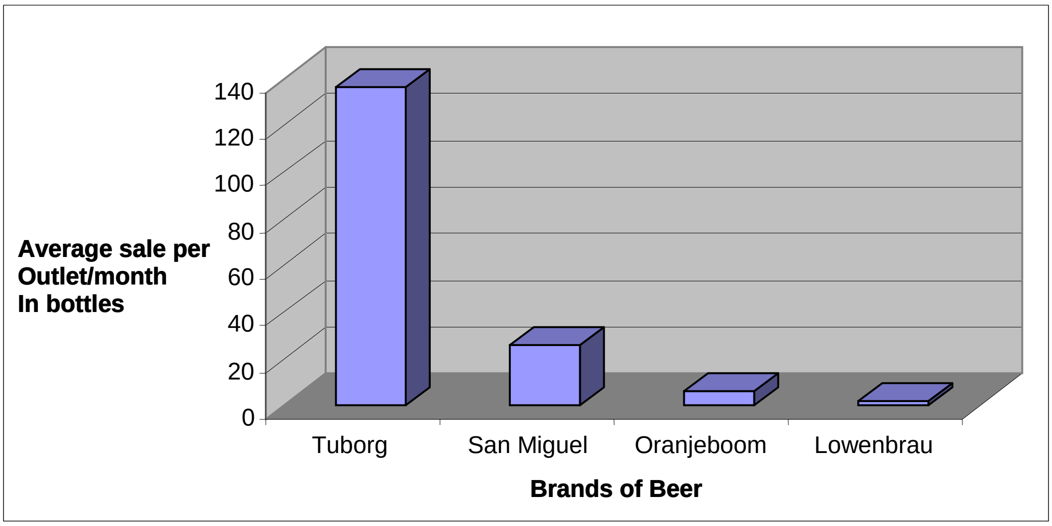


Figure 59: Average Sale in Bottles per Month in On Premise Outlets - Balaju

Though the presence of Oranjeboom in on premise outlet of Balaju area is low in percentage but sales per bottle is better than other area of our study. Tuborg's sale is 136 bottles and San Miguel's sale is about 26 bottles per month per outlet. Oranjeboom's sales is near about 6 bottles per month whereas Lowenbrau sells 2 bottles per month.

c. On Premise Outlet Preference on Different Offers and Schemes

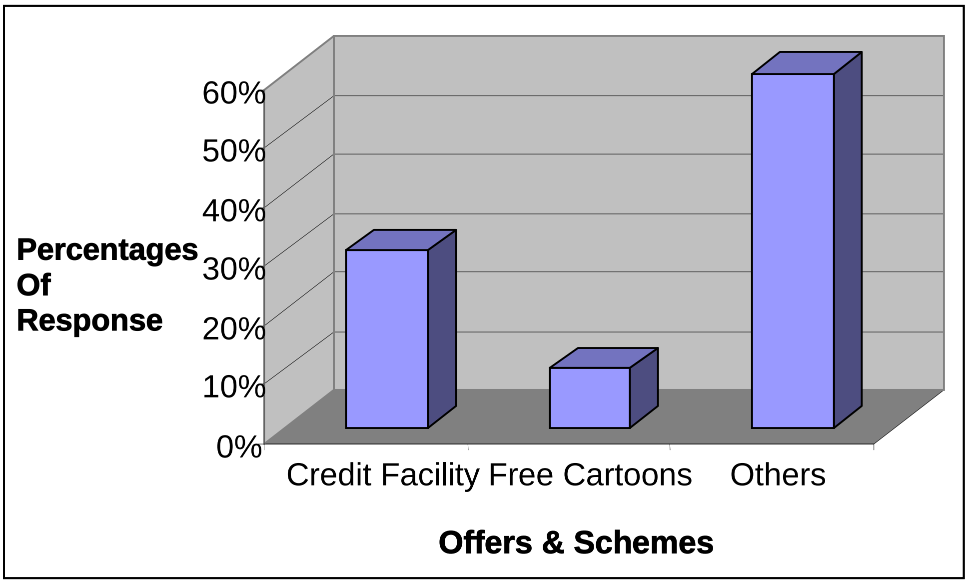


Figure 60: On Premise Outlet Preference on Different Offers & Schemes - Balaju

10% said that free cases in bulk purchase can be better scheme while 30% think that company should make environment of credit facility with wholesalers and distributors in some extent. Rest 60% said that other factors such as outlet based gift items and staff oriented gifts can be better schemes to boost up the sales.

d. Best Advertising Media for Beer in On Premise Outlets

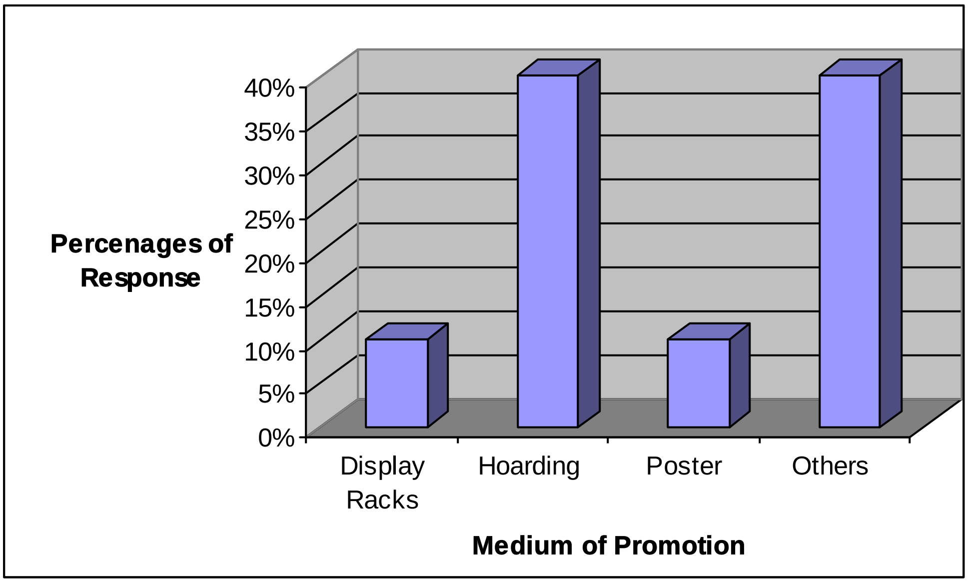


Figure 61: Best Advertising Media for Beer in on Premise Outlets - Balaju

40% said that company should provide hoarding for their outlets while 10% focused on providing display racks by company. 10% said that company should provide poster to attract the customer toward the brand while 40% focus on other factors like providing astray, glass, bar menu, etc.

4.7.3 Analysis and Interpretation of Off-Premise Outlets Survey

To know about the response of off- premise outlets regarding the preference of the mainstream beer, a small research was done on 10 such outlets consisting of retail shops, cold stores, mini stores, wholesale etc located in Balaju.

The outlets visited are as follows:

S.N.	**Name of the Outlet**
1	Laxmi Store
2	New Gorkhali
3	Uma Cold Store
4	Om Sai Buddha Shopping
5	Binayak Store
6	Bhattarai Cold Store
7	Retail Shop
8	Ujjwal Cold Store
9	Dawadi Cold Store
10	Uma Kirana

Table 14: Selected Off Premise Outlets - Balaju

a. Availability of Beer Brands in Off Premise Outlets

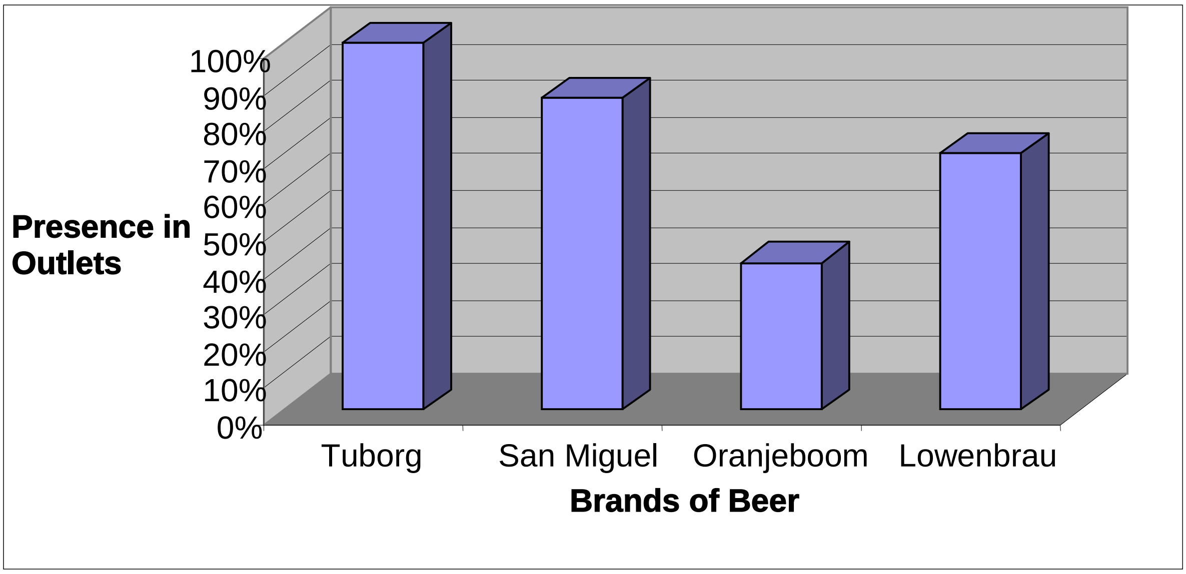


Figure 62: Availability of Beer Brands in Off Premise Outlets – Balaju

Tuborg is available in every outlet while San Miguel is available in 85% of outlets. Oranjeboom is available in 30% of outlets whereas Lowenbrau is available in 70% of outlets.

b. Average Sale in Bottles per Month in Off Premise Outlets

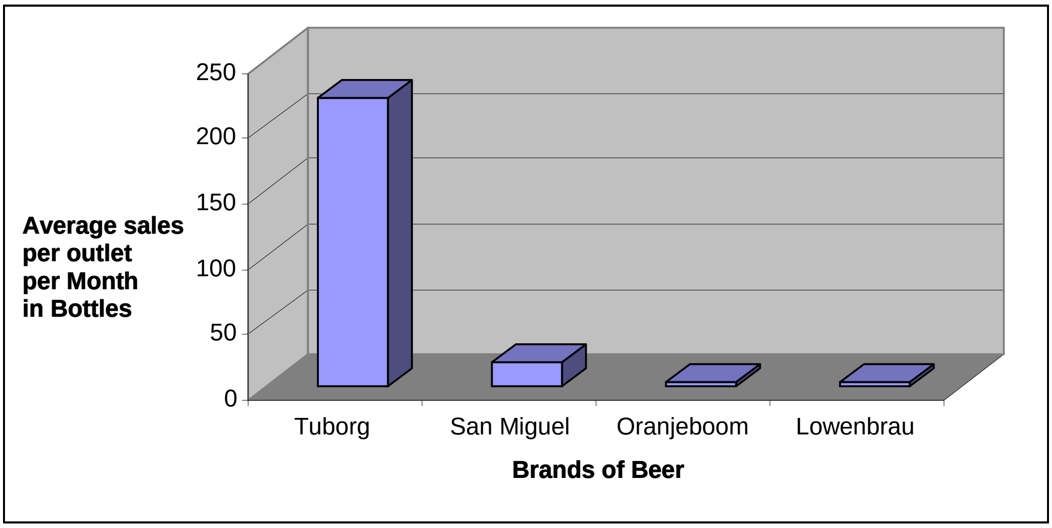


Figure 63: Average Sale in Bottles per Month in Off Premise Outlets - Balaju

Tuborg sale is very high in comparison to other brand, which is 220 bottles per month while San Miguel's sale is near about 19 bottles per month per outlet. Oranjeboom's sale is near about 4 bottles per month and last but not the least, Lowenbrau sales are 3 bottles per month.

c. Off Premise Outlet Preference on Different Offers and Schemes

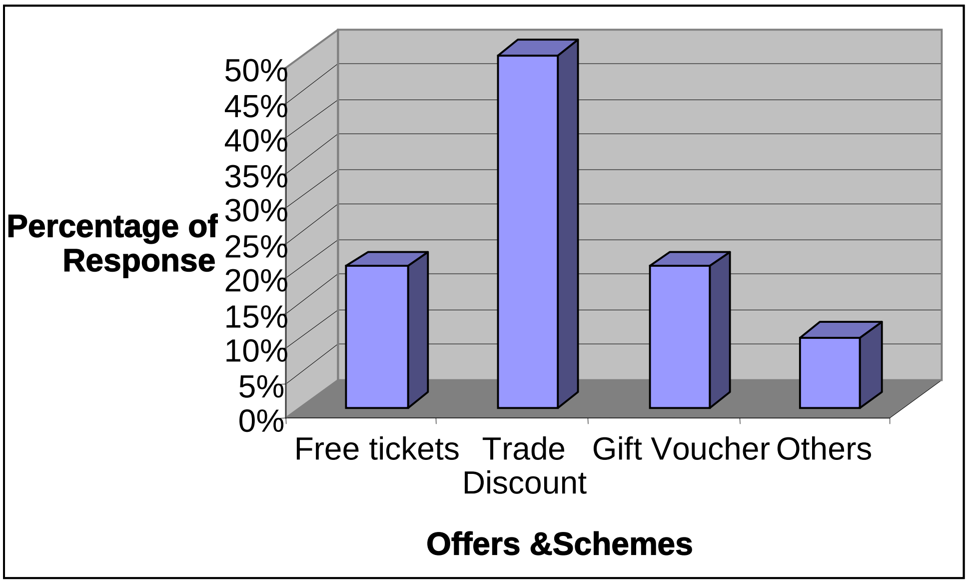


Figure 64: Off Premise Preference on Different Offers and Schemes- Balaju

In Balaju area, outlet owners were found to be interested in schemes like arrangement of the holiday packages for family by company. 20% said that such type of new schemes can attract them. 50% responded that trade discount can be better schemes while 20% think that gift vouchers is also a good scheme. The remaining 10% retail owners think that they have no ideas about the schemes

d. Best Advertising Media for Beer in Off Premise Outlets

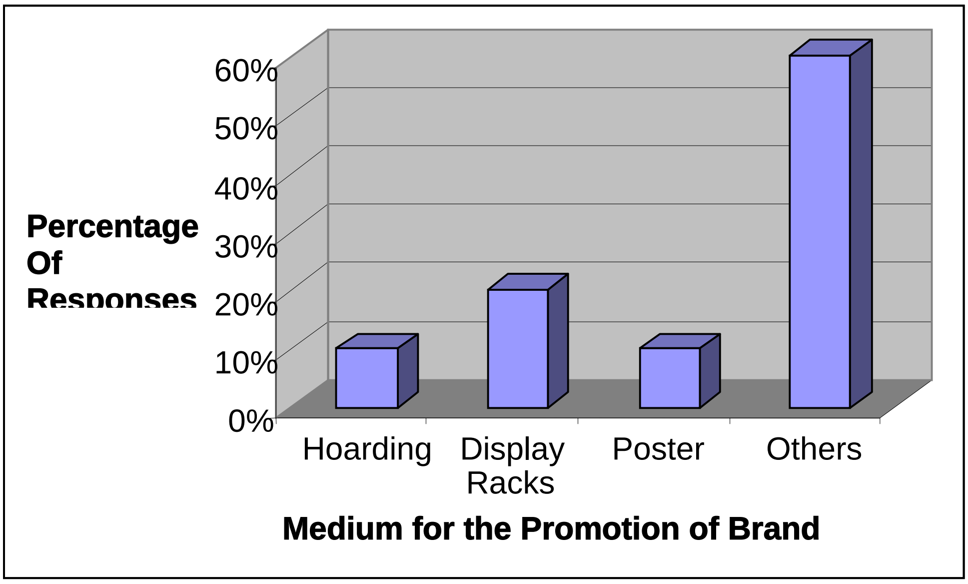


Figure 65: Best Advertising Media for Beer in Off Premise Outlets - Balaju

20% responded that it is better if company provide display rack for attractive placement of their beer as by doing that consumers also get attracted by the placement of beer. 10% each thinks that poster and hoarding can be better for the promotion of the brand while the majority, i.e. 60% think that any outlet based gift items can be better medium for promotion. Some said they have no idea about promotional activities.

4.8 Balaju Area at a Glance

Sale of Oranjeboom in Balaju Baisdhara area is quite good as compared to the other areas of the study. But in Naya Bazaar area, sale is very low even in comparison to Lowenbrau. One important thing is to note that when new outlets open, other brands distributors visit that outlet and sponsor for the opening ceremony schemes but no evidence were recorded of OB's involvement in such sort of activity. We found many hoarding boards of OB in Balaju.

In Balaju also Tuborg is the best preferred mainstream beer, which is far ahead of its competitors. Whether it is availability wise, sales wise, top of mind recall wise or any other factor wise, Tuborg is the most demanded beer.

But, as the study shows, there is lot of factors and fields where the other competitor brands need to work on as once the requirement of the customers is fulfilled and if the taste is accepted, the brand will definitely rise. In simple words, there is lots of scope for other brands also in this area.

CHAPTER-V

SUMMARY, CONCLUSION & RECOMMENDATIONS

5.1 Summary & Conclusion

Due to globalization, competition is increasing day by day. Business areas are expanding and facing the challenges of sustaining in the market. Oranjeboom is in initial stage, it is important for the company to know about the position in the market and market scenario of beer. To know the prevailing situation of Oranjeboom and its fellow competitors (Mainstream Branded Beers) in the market, a survey was conducted in four different locations inside Kathmandu valley; Baneshwor, Thapathali, Chabahil and Balaju.

Survey was performed to find out the customer preference of the mainstream beer inside the valley and the factors such as pricing, advertisement, availability, offers & schemes, top of mind recall etc effecting the customers' decision.

Survey was done for consumers/end users, on premise outlets and off premise outlets of the above mentioned 4 areas and following conclusions have been derived from the study:

- The first name of beer that comes in consumers' mind is Tuborg, San Miguel comes in second while Oranjeboom and Lowenbrau are still fighting for the third position. Tuborg has become the most recalled beer brand in the valley and it has become like a synonym for beer. Like there is a quite popular line that “Chiso bhanekai Coca Cola”, same thing is applied here, i.e. if its beer it is must be Tuborg.

- Tuborg is available in every outlet but shares of Oranjeboom in those outlets are minimal or zero. Availability is a very big issue for OB because it has been revealed from the survey that when consumers who have tasted OB once and want to try it again in outlets near their home, they don’t find it. It ultimately diverts their mind back to Tuborg and San Miguel at last.

- Tuborg and San Miguel have been sponsoring boards of restaurants and bars in huge numbers, and the outlet owners plus the consumers think it as the most desirable form of brand advertisement and it also works as an item of value to the outlet as it contains the outlet name and in some cases menu of the outlet with the branding of the beer.

- San Miguel is second preferred brand by consumers of mainstream branded beers as Carlsberg has also been accepted as the second choice but its segment is different.

- OB has to fight with Lowenbrau instead of Tuborg because of its promotional activities like free glasses, t-shirts for waiters and sponsoring in the newly opened cafe with schemes such as welcome drink, buy 2 get etc which have helped it for existence in the market and somewhat in consumers’ mind, although being a new brand.

- Lowenbrau is sold more in comparison to OB, during the survey period. It might because of its introductory offer as everywhere LB has been giving schemes and POPs’ which other brands are not, and it has made the situation for OB worse.

- Retailers and wholesalers want schemes like free samples, getting one bottle free in one cartoon of beer/carton free in bulk purchase and credit facilities etc for them while the on premise outlets more focus on sponsorship programs, restaurant nights, free cartons/complimentary etc.

- Restaurants’ owners can train their staffs to serve the particular brand of beers. So, it is waiters or the workers who ultimately can make the bottle open or stop it. For this purpose, they seek for items like ashtray, glasses, bar menu, drink coupons, t-shirts, caps and crown collection system etc.

- Newspapers and hoarding boards are good media for advertising beers and making sure it is updated regularly. Outdoor big hoardings being the first choice and newspaper the second one.

- Majority of consumers have noticed and like the hoarding boards of the beer and they also think that celebrities can be used to promote the brand of beers but not necessary it has to have sex appeal.

- It has been noticed that because of the monopoly of Tuborg, beer companies' advertisement does not effect their purchase decision as their mind has already been set to Tuborg when the word beer is pronounced.

- Consumers including students prefer to drink at restaurant, parties and festivals the most. So, beer companies should highly target these venues and season mostly for the sale as it is hugely consumed during this period.

- Consumers believe that neither OB nor Lowenbrau make any impression on their mind and they have suggested that OB needs to work very hard on brand building activities because for long run, the brand which is visible and recalled most will definitely sell.

- Consumers think that price is an important factor for the purchase decision of the beer and they admit that the current price of beer is too expensive for a normal consumer to purchase and use in a regular basis.

- Rs. 90-110 is the most preferred price range by the consumers for 650 ml. mainstream beer (per bottle).

- People don't like the quality and bottle of OB. They say the beer is not strong and up to the level.

- Though it's almost been 3 years that OB has been launched in market, still group of people haven't heard about OB and those who have heard think that it's too difficult to pronounce and think it might be some orange drink at first.

5.2 Recommendations

In order to be the top leading brand among main stream beers, companies, especially Oranjeboom must first find out how customers, retailers and restaurant owners perceive their product in the market. OB should also find out the reason for unpopularity of the product. Further it should find desires and requirements of customers and retailers and fill up the gap by improving the service and product.

Following suggestions are recommended:

- Company should focus on making retail owners, wholesales and suppliers happy by giving discounts and other offers and schemes like free samples, getting one bottle free in one cartoon of beer, discounts, credit facilities, free cases in bulk purchase etc , but these facilities should be altered and categorized after analyzing the concerned area.

- For the restaurant owners most lucrative offers are sponsorship programs, restaurant nights, free cartons/complimentary, bottle free scheme, restaurant boards etc. so the company should provide them those items. Waiters and workers should be offered with items like ashtray, glasses, bar menu, drink coupons, t-shirts, caps and crown collection system etc.

- Massive advertising through big hoardings and newspaper should be done for mass promotion of the beer but it should be carefully monitored that the designs are regularly updated.

- Continuous investment must be done in the brand building activities because once the customers start recalling the brand and it clicks on their mind, the earlier investment would start generating sales.

- OB should start frequently sponsoring musical concerts, dance parties, sports meet so that youngsters can associate themselves with the brand. It would be better if it associates itself with a particular sport so that if that sport is held, consumers can associate it with OB.

- Fashion shows also must be sponsored from time to time in order to increase female consumers so that they can also associate themselves with the brand. As beer has become a very fashionable drink for ladies, sponsorship programs of their interests should also be entertained.

- Involving in social activities and charitable events for the enlistment of the society. As beer is an alcoholic drink, sponsoring this kind of programs will generate a positive message for the brand by conveying the message that the company has realization for its social responsibilities as well.

- Training and motivating its suppliers and staffs to make available OB in every store and on time with good incentives as availability of the brand is the one of the biggest issue for the moment.

- Improving its quality (taste) and bottle (color, package and label) of OB so that customers can alter their choice by its first look only.

- Marketers should collect the feedback from retailers and restaurant owners to know the trend, taste and demand of the market on regular basis as well as they should keep track of the proper utilization of all the schemes, offers, giveaways etc being given to those outlets.

- Market for beers are still very good indeed, so there is a lot of scope and various innovative schemes can be taken out so that the beer catches its position in the market.

- Retailers want to sell OB because it is a product of Chaudhary Group and they want to maintain the product line of the company to in cash benefits from other super hit product of the group like noodles, juice drinks etc but the management and representatives are poor. Hence they have to discontinue the purchase because of this.

- Although OB wants to reach at the position where Tuborg is, for the time being it should put all its effort and resources to fight with LB as it is rising very aggressively. Without overcoming the LB effect, OB cannot increase its sale because LB is disturbing OB everywhere simply because it cannot disturb Tuborg, so the easiest way is to eat up the share of OB.

- Finally, SBN needs to go ahead with aggressive marketing plan and dedicated sales force. It will take time, but company should keep in mind that Tuborg has gained this position after struggling for 13 years.

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APPENDIX - 1

Questionnaire for Consumer/ End User

1. Do you prefer drinking beer?

a. Yes b. No

2. When you visit any shop, restaurant, bar, etc to get the beer/s which brand of beer does your mind click first? ________________________

3. Rank in orders (1,2,3,4,5) the following brands of beers in terms of your preference

Tuborg	
Oranjeboom	
Lowenbrau	
San Miguel	
Others	

4. Which of these following brands of beers are easily available in your convenience?

a. Tuborg b. Oranjeboom c.Lowenbrau d. San Miguel e. Other

5. Where do you prefer to drink ?

a. At home b. Restaurant c. Picnic d. Party e. Others

6. Does advertisement play an important role in your decision to purchase the beer?

a. Yes b. No

7. Which brand of beers do you usually observe in any advertisement media?

a. Tuborg b. Oranjeboom c.Lowenbrau d. San Miguel e. Other

8. In which advertisement media you usually prefer beer company should advertise?

a. Newspaper b. Poster c. Calendar d. Magazine e. Hoarding

9. What kinds of activities should the beer company sponsor?

a. Musical concert b. Fashion Shows c. Award Shows

d. Mountaineering e. Games f. Others

10. Have you seen outdoor hoarding promotion of beer?

a. Yes   b. No

11. Attitude towards hoarding board of branded beer available in market is representing by their sets of statements. *(Please tick the following statement according to your attitude)*

	Your attitude towards Hoarding Board	**Strongly Agree**	**Agree**	**Neither Agree nor Disagree**	**Disagree**
1	I like the hoarding board of beer				
2	I want a celebrity to be used				
3	I want sex appeal should be used				
4	The hoarding board should give more information about products.				
5	I want it to affective than informative.				
6	I want it to reflect the Nepalese culture.				
7	I want it to use slice of life				
8	I want it to be colorful				
9	I want animation to be used.				

12. Is price an important factor for purchasing the beer/s?

a. Yes   b. No

13. What price do you think is reasonable for 650 ml beer*? (Rate the price within the range of Rs. 80 to Rs. 150)*

Please specify ________________

14. **Basic information**

Gender

Male ☐   Female ☐

Occupation

Employed ☐ Self employed ☐ Student ☐Others ☐

Age

18-25☐ 25-40☐ Above 40 ☐

Thank you for your kind cooperation

(Your contribution counts a lot)

APPENDIX - 2

Questionnaire for On-Premise Outlets

Name of the Firm :

Location :

Position of the interviewee :

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1. Please answer the following questions:

	Brand of Beer	Available at your Store	Sales (in Carton per month)	High Demanded Beer	Rank the most Salable Beer in your Place
1	Tuborg				
2	San Miguel				
3	Oranjeboom				
4	Lowenbrau				

2. On an average how many bottles of beer do your customers consume in one sitting?

a. 1-3 b. 4-8 c. 6-8 d. Above 8

3. Rank orders the following brands of beer in term of your preference. (Rank the most liked brand 1, the next most liked brand 2 …so on.)

Characteristics	Tuborg	Oranjeboom	San Miguel	Lowenbrau
Brand Image				
Price				
Scheme				
Good relation				
Delivery				
Demand				

4. In which season, does your demand for beer increase?

a. Summer b. Spring c. Autumn d. Winter

5. Do you want the beer company should provide scheme for you?

a. Yes b. No

6. If yes, what kind of trade schemes the beer company should provide, so as to increase your intention to buy that brand of beer/s?

a. Free ticket b. Trade discount c. Credit facility d. Free Carton

e. Other (please specify) __________________

7. What would be the best advertising media for the beer brand that you would recommend to do in your outlets?

a. Newspaper b. Poster c. Magazine d. Painting

e. Calendar f. Hoarding g. Others (please specify)

8. Please describe the outdoor & indoor display (interviewer observation)

(Poster, Glow Bottle, Dangler, Painting, Calendar, Beer Mug, Beer Jar, Glow Sign,

Fabric Poster, Ash Tray, T-shirt etc.)

Thank you for your participation

APPENDIX - 3

Questionnaire for Off-Premise Outlets

Name of the Firm :

Location :

Position of the interviewee :

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1. Please answer the following questions:

	Brand of Beer	Available at your Store	Sales (in Carton per month)	High Demanded Beer	Rank the most Salable Beer in your Place
1	Tuborg				
2	San Miguel				
3	Oranjeboom				
4	Lowenbrau				

2. Rank orders the following brands of beer in term of your preference. (Rank the most liked brand 1, the next most liked brand 2 …so on.)

Characteristics	Tuborg	Oranjeboom	San Miguel	Lowenbrau
Brand Image				
Price				
Scheme				
Good relation				
Delivery				
Demand				

3. In which season, does your demand for beer increase?

a. Summer b. Spring c. Autumn d. Winter

4. Do you want the beer company should provide scheme for you?

a. Yes b. No

5. If yes, what kind of trade schemes the beer company should provide, so as to increase your intention to buy that brand of beer/s?

a. Free ticket b. Trade discount c. Credit facility d. Free Carton

e. Other (please specify) ___________________

6. What would be the best advertising media for the beer brand that you would recommend to do in your outlets?

a. Newspaper b. Poster c. Magazine d. Painting

e. Calendar f. Hoarding g. Others (please specify)

7. Please describe the outdoor & indoor display (interviewer observation)

(Poster, Glow Bottle, Dangler, Painting, Calendar, Beer Mug, Beer Jar, Glow Sign,

Fabric Poster, Ash Tray, T-shirt etc.)

Thank you for your participation