

CHAPTER -I

INTRODUCTION

1.1 Background of the Study

A buyer is anyone who might buy a given product. A buyer may be either an individual person or an organization that have an interest in the product and the means to acquire it. Therefore, a buyer is someone who is potentially willing and able to buy product offered by the marketer. Since the buyer and consumer create demand for the product, the aggregate of individual consumer or buyer is called as the “market”. The success of the firm largely depends upon the buyer’s offer. Their acts or responses denote the behavior of the buyers or consumers. These actions may either positive or negative. Positive actions of the buyers secure the future success of the firm. Whole negative actions of the buyers create problem to make the firm failure in the marketplace. Therefore, the marketer should be able to correctly analyze the environment.

Sales closing is normally depends upon activities and action of people that purchase and use economic goods and services including the influences on these activities and actions. That means the acts of individuals directly involved in obtaining and using economic goods and services, including the decision process that proceed and determine these acts, this is called buyers’ behavior. Consumer decision-making process consists of the activities that the people engaged in when selecting, purchasing and using products and services so as to satisfy needs and desires. Such activities involve mental and emotional process in addition to physical action. It is the attempt to predict either a specific product is to be buying or not. It is concerned with the activities and actions of customer that purchase and use the products.

However, behavior and decision making process of consumer differs from one to another; their buying process may be identical. Generally, the buyer buying process consists of five stages-problem recognition, information search, evaluation of

alternatives, purchase and post purchase evaluation. The initial stage of consumer buying process is the problem recognition and it occurs when buyer becomes aware of the fact that there is difference between a desired state and an actual condition. After becoming aware of the problem or need, the buyer searches for the information regarding availability of brands, product features seller's characteristics, process and other relevant aspects. Duration and intensity of search efforts depends on buyer's experience in purchasing and nature of the product to be purchased. During this stage, buyer develops evoked set (the set of brands of product), which then buyer actually consider while making a specific brand choice.

Products in the evoked set have been evaluated on the third stage of buying process. To evaluate the products in the evoked set, a buyer establishes a set of criteria to compare the product characteristics. Using the criteria and considering the importance of each, a buyer rates and eventually ranks the brands in the evoked set. If the evaluation yields, on the next stage is purchase stage. During this stage, consumer selects not only the product or brand to buy but also select seller from the store from which he or she will buy the product .The actual act of purchase occurs during this stage. But, not all decision process lead to a purchase; the individual may terminate the process prior to purchase. After purchase, a buyer starts to evaluate the product and its satisfaction, known as post-purchase evaluation. The outcome of the post-purchase evaluation is either satisfaction or dissatisfaction, which feeds back to other stages of the decision process and influences subsequent purchase.

Though the consumer buying decision process consists of five stages, all the consumers do not always go through all these five stages. The individual may terminate the process during any stage. This depends on the experience involved in purchasing and the nature of the products he or she wants to purchase. Person in high involvement decision process may omit some of this stage. Whatever is the buying process, it is essential for the modern marketer to know the buying behavior of his or her target customer for the long- term survival.

In reality the buyer is sovereign, deciding whether to accept or reject a product on the basis of whether or not it meets perceived needs or desires. To meet perceived needs and desire of the buyers, the marketer should understand the buying behavior of the buyer. Understanding of buyer buying behavior is complex and difficult task as it is influenced by many factors. Generally, buyer behavior is influenced by four factors such as: cultural (culture, subculture and social class);social(reference groups, family and social roles and status); personal(age ,stage in lifecycle ,occupation, economic circumstances, lifestyle, personality and self concept),and psychological(motivation, perception ,learning, beliefs and attitudes).Research of all these factors can provide clues to reach and serve buyers more effectively.

Buyer needs and desires undergo change from time to time. In order to adapt business with changing pace of buyers' needs and desires, it is essential for marketers to conduct research continuously on buyers. Realizing these facts, business enterprises of advance countries have carried out a series of researches on buyer behavior. However such practices of studying buyer buying behavior are rare in our country. Here, an attempt has been made to explore the buying decision-making with respect to minibus purchase in Rupandehi district. The research is made in Nepal Bank Limited Rupandehi branch consulting the borrower of auto loan.

1.2 Focus of the Study

There are numbers of dealers dealing with sales of minibuses, like Sipradi Trading, National Motors, Bhajuratna Engineering And Sales, Agni Incorporated e.t.c. which offers different brand of minibuses. The success and failure of any firm entirely depends on buyer's reaction to its offerings. It is, therefore essential for the marketer or manufacturer of the products and services to understand the buyers' buying behavior in today's changing and competitive business environment. The world is becoming very much complex and competitive day by day, so the task of marketer is also increased. Therefore to understand buyer behavior, it requires

continuous efforts of investigation and exploration of customers. However, such practices of investigation and exploration are rare in the case of Nepal, different multinational companies are spending large sum of money for this purpose.

Different motorcycle dealers are making the tremendous effort to pull the buyer's attention toward the product but it is not in fact investigation and exploration. It is totally negligible in the case of four wheelers. In such circumstance, an effort has been made to explore the fact related to buying decision making with respect to minibus purchase in Rupandehi District and we have taken reference of TATA and Ashok Leyland minibuses as these brands are most preferred by the buyers.

1.3 Statement of the Problem

After the membership of Nepal in W.T.O it is noticed that the business environment of Nepal will be far much complex and complicated in lack of proper study and research. In recent years, the international business environment has been marked by far reaching changes. In recent years the business environment of Nepal has been changed drastically Free and liberal policy have increased the business activities to a great extent throughout the county in one hand, on the other hand the competition is tough. So now almost efforts of the sellers are strictly focused to customer orientation and selling of product. In the competitive market the buyer has the number of choices and freedom of choice in product amongst to many alternative offerings. The buyer has freedom of whether to accept or reject the product, on the basis of either the offer of product as per his choice or not. Thus customer orientation is very much difficult and complex task. So the marketer should understand the buying behavior of buyer. Understanding of buyer buying behavior is influenced by different external environmental and personal beliefs. Furthermore buyer behavior is dynamic phenomenon.

As, there is existence of too many alternative product, the buyers have freedom in choice. In another part the need and desires of buyer undergo change from time to time. In order to adapt business with changing pace of consumer needs and

desires, it is essential for marketers to conduct research continuously on buyers. Realizing this fact, business enterprises of advanced countries have carried out a series of researches on buyer's behavior. However, such practices are rarely found in Nepalese market, here an attempt has been made to study buying decision making with respect to minibus purchase in Rupandehi District and we have taken reference of TATA and Ashok Leyland minibuses as these brands are most preferred by the buyers.

1.4 Objectives of the Study

Nepal is an underdeveloped country, so it lacks the proper infrastructure facility like bridges, roadways airports e.t.c. So Nepalese people prefer the small micro (small) vehicle for transportation to easily operate in narrow road. Almost in city area where there is narrow road minibuses are easy vehicle to operate. So, I felt it is best to choose minibuses for my study. This study is based on the buying decision making with respect to minibus purchase in Rupandehi District, it will benefit the purchaser to identify which brand is best and it helps the dealer in closing sales. The main objectives of this study are mentioned below-:

- 1) To study and evaluate the purpose of minibus purchase in Rupandehi District.
- 2) To identify the areas and examine under which the buyers of minibus make the decision before selecting a brand.
- 3) To assess the affecting factors in buyer's decision making process in buying vehicles.
- 4) To identify the purchase process of minibus in Rupandehi District of Sampled company.
- 5) To provide suggestions to the concerned on the basis of study finding .

1.5 Importance of the Study

Competition brings threats to the marketer and opportunities to the buyers. Nepalese market is also gradually netting by cutthroat competition. Different types of product with different features and models are available. In this context it is difficult for buyer to select the best-fit brand and in the other hand it makes sellers to select the target market and close the sale. As the focus of this study is based on the buying decision making with respect to minibus purchase in Rupandehi District, both the marketer as well as buyer will be benefited by this study. The marketer can use the findings of this study as guidance for making strategies for successful marketing of their product. Especially this study benefits the dealer of the minibuses specifically Bhajuratna Engineering and Siprodi Trading Pvt. Ltd. It also benefits the owner of minibuses of Rupandehi District. It will provide valuable guidelines and reference to the scholars and who are interested in conducting further research on buyers buying behavior.

1.6 Limitations of the Study

This study is conducted for partial fulfillment of master's degree in business studies. Being a student, I prepare this thesis in rush of time and in lack of resources. Thus, the study has certain limitations, which are as follows:

- 1) This study is made amongst the customers of Rupandehi only. Sample size taken for the study was taken from Rupandehi District.
- 2) The study was entirely based on the opinions, views and responses of the owner of minibuses of Rupandehi District.
- 3) The study is entirely based on primary data and it would be supported by secondary data.

In spite of these limitations, lots of effort has been made to make this study more reliable and accurate.

1.7 Organization of the Study

The study is sub-divided in to five chapters. **FIRST CHATER** contains Background of the study, Focus of the study, Statement of the problem, Objective of the study, Importance of the study and Limitation of the study.

The **SECOND CHAPTER** is designed to examine the review of related literatures; especially the buyer's decision process and factors influencing buyer's behavior. Other relevant past studies also has been reviewed.

THIRD CHATER describes the methodological aspect of the study. It contains Research Design, Population and Sample, Nature and Sources of Data, Data Collection Procedures and Data analysis Tools.

FOURTH CHAPTER incorporates the main body of the study data presentation and analysis. This chapter is key chapter, which highlights the objective-wise data presentation, analysis and interpretation. Major findings of this study are also presented in this chapter.

Finally, Summary, Conclusion and Recommendations are presented in chapter five. In addition, an extensive references and appendix are presented at the end.

CHAPTER -II

REVIEW OF LITERATURE

2.1 Introduction

We always engage in purchase different type of goods and we make decision each and every time to purchase the goods. So this type of decision made by us either purchase or not to purchase the goods is called buying decision-making process. Therefore it is very vague term to understand and explain. Different writer have his or her own explanation about this. Some of these views of the writer are remembered here in this chapter.

People are constantly involved in buying decision-making whether the product they purchase quickly such as food or consumed slowly over time. Buyers make much decision everyday. Buyers usually purchase the product only after prior thought and action. Their purchase decision typically involves several steps. Mainly a buyer has to pass through five stages. These stages are Need recognition, Information search, Evaluation of alternatives, Purchase decision, and Post purchase evaluation.

2.2 Buyer Decision Process

- 1) **Need Recognition-** The decision process begins when the buyer recognizes a need. Buyers may experience a need themselves or others trigger them. Arousal of a need drives the person into a state of discomfort and anxiety. It is reduced when the consumer acts to satisfy the need.
- 2) **Information Search-** once a buyer recognizes the need, he will search for ways of satisfying it. The search for information is very costly. It requires time and effort. The buyer may obtain information from several sources. These sources include-
 - a) Personal sources -Family, friends, neighbors, acquaintances etc.

- b) Commercial sources Advertising, salespeople, dealers, packaging, displays, etc.
- c) Public sources-Mass media, consumer rating organizations, etc.
- d) Experiential sources Handling, examining, using the product.

Buyers learn about various alternatives, their features, strength and weakness through information search. They collect information of related products from all possible sources for better evaluation of alternative products .

3) **Evaluation of Alternatives-**

After collecting information about alternatives, buyer review the information, evaluate the alternative, and select the best alternative that best satisfies their needs. Each individual has own system of evaluation. The consumer may have single criteria quality of the product or several criteria such as quality, ease of use, size, price etc.

4) **Purchase Decision**

After searching information and evaluation, the consumer must make purchase decision. The first outcome in the decision is to purchase or not to purchase. If the decision is to purchase series of related decision must be made regarding brand, payment methods, warranties, delivery, after sales service and installation.

5) **Post Purchase Evaluation**

The final stage in decision process is post purchase evaluation that is evaluation of the purchase decision. Buyer must still decide whether they have made wise decision. After purchase, buyer uses the product and decides whether satisfied or dissatisfied. If the product meets the consumer's expectations, they are satisfied; if it exceeds expectations they are delighted. This consequence reinforces future loyalty to the brand. (Shrestha, 2002: 63-66)

2.3 Influences on the Buying Process

Buyers make many buying decisions everyday. Their buying process is influenced by a number of factors, they can't be control by others totally but it can be take into account. These factors classified under the following three headings.

- 1) **Buying Situation**-Buying process varies with the type of buying situation. Buying situation further divided into-i) Extensive problem solving ii) Limited problem solving iii) Automatic response
 - i) Extensive problem solving-It occurs when a problem is new, the means of solving that problem are expensive, and risk is associated with the purchase decision.
 - ii) Limited problem solving-It occurs when the buyer has some experience withy the product of interest. However, a certain amount of information search and evaluation of few alternatives is necessary to check that the right decision is made. In such situation consumer have a high probability of purchasing a brand previously purchased
 - iii) Many products are repeatedly purchased. People are habituate of buying a particular product. When need arise they automatically purchase that brand. No additional information is sought. People's attitudes and belief toward the product are already formed and are usually very positive in automatic response.

2) Buyer Characteristics-

Buying process is largely influenced by buyer's characteristics. Each buyer has hundreds of characteristics. The major characteristics of buyer are explained below-

i) ***Demographic characteristics-***

Demographics are vital statistics of describing people such as sex, age, and marital status, number of children, education and geographical location. These characteristics indicate certain buying pattern. People change the products they buy over their lifetimes.

ii) ***Socio-economic Characteristics-***

A buyer's economic situation will greatly affect product choice. Buyers can be categorized into social classes based on their income, education and occupation. For example, buyer with higher income is in higher social classes. Social class can be used a predictor of a buyer's buying process. Buyers in high social class are generally exposed to more information about products and have opportunities to evaluate more alternatives than buyer in social classes when a purchase decision is made.

iii) ***Personality-***

Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. It can be useful in analyzing buyer behavior for some product choice.

iv) ***Life Style-***

People coming from the same social class and even occupations may have quite different life styles. Life styles refer to the patterns of living as expressed in a person's activities, interests and opinions. The techniques of measuring life styles are known as psychographics. People's life style undoubtedly influences their choice of products and their brand preferences. There are no common accepted categories of life style.

v) ***Learning-***

Learning may be defined as changes in behavior resulting from previous experiences. Learning theorists say that most human behavior is learned. Learning occurs through the interplay of drives, stimuli, cues, and responses and reinforce. Repeated reinforcement leads to a habit or brand loyalty. Once a habitual behavior pattern has been established, it replaces conscious, willful behavior.

vi) ***Beliefs and attitudes-***

A belief is a descriptive thought that a person has about something. It may be based on real knowledge, opinion and faith. An attitude describes a person's relatively consistent evaluations. Beliefs and attitudes are influenced by personal experience and information gained from various personal and impersonal sources. People tend to act on their beliefs and attitudes.

3. Group Influence

Each buyer belongs to number of groups. These groups include a family, social clubs and organizations and reference groups. The way we think, believe and act is determined to a great extent by groups.

i) ***The Family-***

Family members can strongly influence buying process. The decision as to which product or brand to purchase may be a family decision.

ii) ***Reference Group-***

The term reference group is used to indicate a group of people that influence a person's attitude and behavior. Each group develops its own

standards of behavior that serve as frames of reference for the individual members. Members share these values and are expected to conform to the group's behavior pattern. (Shrestha, 2002:67-71)

2.4 Review of Unpublished Literature

In this segment different former thesis of Tribhuvan University has been remembered once, which I thought very much supportive during my study. These theses provide me baselines for my overall study.

A) In (1994) Dahal has conducted a research study titled *“Patterns of consumer decision making process while purchasing high involvement goods in Nepal”*. The study has the objectives-

- # Patterns of decision making strategies consumers utilize while making purchase of durable goods.
- # The level of pre-purchase information seeking and their correlates.
- # Decision making criteria and rules employed in evaluation of alternatives.

The study showed that the study is based on primary data. Required information was collected from 300 consumers of Katmandu valley with the assistant of structured questionnaire. The tools used are factor analysis, cluster analysis, discriminated analysis and path analysis. The major findings of the study were:

- # Though not vary expensive, the Nepalese buyers undertake information search with greater emphasis upon dealer and interpersonal sources of information.
- # Sources of information available to Nepalese buyers have five dimensions brochures, test drive, advertisements, interpersonal source and dealer visit.

- # Nepalese buyers have rather small-evoked set size for both the makes and model
- # Total search effort was positively related with education, but it was negatively related with prior preference for manufacturer and model.

B) In 2004 (Bhandari) has conducted a research on “*Brand preference study on motorbike with reference to Kathmandu city*’. The objective of the study was:

- # To identify the profiles of customer of specific brand
- # To examine the product attributes sought in the motorbike brand
- # To Asses the customers’ perception on brand preference.

The research mainly based on primary data. Motorbike was sample product. The sample was taken within Kathmandu city. Sample constitutes 120-motorbike rider of Kathmandu city. The findings of the study were as follows:

- # Hero Honda has been found as the most preferred brand, Yamaha as the second, K-Bajaj as the third, other brands as fourth, Lifan as the fifth and Dayang as the sixth preferred brand respectively.
- # On the basis of profession, Hero Honda has been most popular except in business category. K-Bajaj has been popular in business category.
- # It was found that brand loyalty exists in the motorbike buyers.
- # The price factor has been found as the main factor for brand switching.
- # Hero Honda has been positively perceived in terms of fuel efficiency, resale value and aesthetic looks.
- # Yamaha has been found having high resale value, high power and moderate looks.

- # K-Bajaj has been represented by its fuel efficiency, more after sales services and moderate looks.
- # High power and high aesthetic looks have been found the strong attributes of Lifan brand. It has been found that Lifan disadvantages regard to fuel efficiency and resale value.
- # Dyang brand of motorbike has been found more positive on its aesthetic looks and finance facility.

C) In 2005 (Shrestha) has conducted a research on” ***Consumer Behavior with respect to Decision Making Process of Motorbike Purchase in Kathmandu City***”

The objective of the study was:

- # To determine the decision-making process of motorbike owner in Kathmandu City.
- # To determine consumer buying behavior
- # To study the profile of the motorbike owners.

The study entirely based on primary sources. The data were collected from self-administered questionnaire. Major findings of study were:

- # The respondents preferred motorbike in compression to other vehicles, as it is economical.
- # Large number of motorbike riders used motorbike for the purpose of transportation while others used it for interest, pleasure and status respectively.
- # The study has found out that advertising has moderate effect on problem recognition.
- # The respondents first happened to know about the model of motorbike they bought through advertisement.
- # In the alternative evaluation process, the motorbike buyers first looked for mileage while evaluating different models of motorbikes. Only few

respondents considered warranty and credit facility in alternative evaluation process.

- # Friends are the most used source for recommendation while evaluating different model of motorbikes.
- # Respondents have ranked to the factors influencing consumer choice process while purchasing a motorbike which as follows:

Price	1 st rank
Resale Value	2 nd rank
Model	3 rd rank
Spar parts available	4 th rank
Brand	5 th rank

- # The study has found out that attitude of others highly affect the consumers in their buying decision process.
- # On the basis of education level, large numbers of respondents have been found to be in the graduate level. Only few respondents have S.L.C as highest level of education.
- # The current occupation of the respondents who ride motorbike is found to be jobholder.
- # On the basis of age group, most of the respondents have been found to be in the age group of 18-29 years. Thus, the most active buying age group according to the study is 18-29 years.

In this way different published and unpublished literatures support me during my study. These sources assist me to carry out the study, sampling process and to reach conclusion of arise problems and make conclusion. So I'm very much grateful to the publishers.

CHAPTER -III

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It facilitates the research work and provides reliability and validity to it. Research methodology employed in this study is presented below.

3.1 Research Design

Research design is the specification of procedures for collecting and analyzing the data necessary to help, identify or react to the problem or opportunity. It assist to collect information in order to help identify or react to a problem or opportunity faced by the marketers or researchers. The collected information has some value as it helps improve the decision.

The research design under this study is Descriptive research design. Descriptive research design describes certain phenomena, such as the characteristics of users of a product, the variation in use in terms of age, income, lifestyle etc. Descriptive information provides a sound basis for the solution of marketing problem. Descriptive research is a fact-finding operation searching for information. It is a type of survey study, which is generally conducted to assess the opinions, behavior, or characteristics of a given population and to describe the situation and events occurring at present. The objective of this study is to examine buyer behavior and decision making process with respect to minibus purchase in Rupandehi. Descriptive research is widely conducted to solve various marketing problems. So according to the nature of the study I have chosen the descriptive research design.

3.2 Populations and Sample

Under this study population represents the total minibus purchase in Rupandehi District. It includes well-defined number of the minibus owner. Sample is the selection of certain number of respondents out of population. Sample is taken out of whole universe.

The sample of respondents used in this study constitutes 50 minibus users of Rupandehi district. Bhairahawa city was chosen as the geographical region to draw the sample because minibuses are operated successfully here as compared to any other district. The respondents in sample are believed to be the true representative of the population.

3.3 Nature and Sources of Data

This research study was based on both primary and secondary data. Secondary data was collected from official records. Primary information and data were gathered through structured questionnaire. Based on the objectives of the study, a comprehensive questionnaire was developed which included question pertaining to consumer decision-making process and factors influencing consumer behavior.

3.4 Data Collection Procedures

The data was collected through self-administered structured questionnaire. It was collected at Nepal Bank Limited, Bhairahawa branch. All the respondents were the borrower of auto loan. The respondents were of different age group, education level and income level. The respondents were supported by oral explanation when they did not understand the questionnaire.

3.5 Data Analysis Tools

The collected data has been tabulated as required and represented in bar diagram. For the primary analysis, the questionnaire were distributed and collected to make

them applicable for presentation and analysis. Presentation of data is done on table form, simple diagram, bar diagram and pie chart. The interpretation and explanation are made whenever necessary.

CHAPTER-IV

DATA PRESENTATION AND ANALYSIS

This chapter is concerned with the presentation and analysis of data of this research study. It is the main part of this study. This chapter was focused on the presentation and analysis of buying decision making with respect to Minibus purchase in Rupandehi District and sales status of TATA and Ashok Leyland Minibus in Rupandehi District as well as aggregate in Nepal. To achieve the stated objective of the study and to make easier to understand the findings, qualitative as well as quantitative data and information had been analyzed.

4.1 Sales Status of TATA Minibus and Ashok Leyland Minibus

Table 4.1: Total Sales Trend of TATA Minibus and Ashok Leyland Minibus

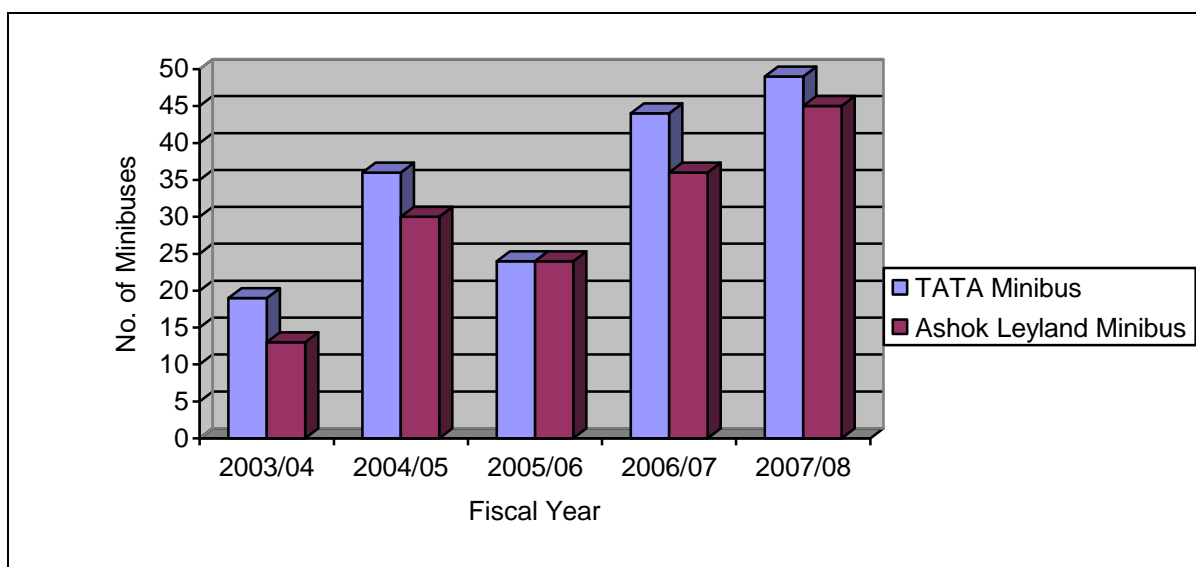
Company/F.Y.	2003/04	2004/05	2005/06	2006/07	2007/08
<u>TATA</u>					
Total Sales	170	334	252	402	470
Value	16,15,00,000	36,74,00,000	30,24,00,000	52,26,00,000	70,50,00,000
Sales in Rupandehi	19	36	24	44	49
Percentage (%)	11.18	10.78	9.52	10.99	10.42
Profit	N/A	N/A	N/A	N/A	N/A

(Source : Company Report)

<u>Ashok Leyland</u>					
Total Sales	125	295	235	355	405
Price	11,25,00,000	29,50,00,000	258500,000	42600,000	546750,000
Sales in Rupandehi	13	30	24	36	45
Percentage (%)	10.4	10.16	10.21	10.14	11.11
Profit	N/A	N/A	N/A	N/A	N/A

(Source : Company Report)

Figure 4.1: Sales Trend of TATA and Ashok Leyland in Rupandehi District



In the above table and diagram represented that, the sales status of TATA and Ashok Leyland in Rupandehi District. It is clearly showed that, the sales trend of Minibuses in Rupandehi District are in increasing trend, it means the number of buses are increasing in Rupandehi District as well as in aggregate is also increasing. But it is decreased in 2005/06 both in aggregate and Rupandehi District.

4.2 Purpose of Minibus Purchase in Rupandehi District

Mainly buyers of minibus in Rupandehi District purchase minibuses for two main purposes. They are discussed below;

4.2.1. To use as public carrier

Under this users purchase minibus to operate and provide service to public as public carrier by operating minibuses in certain route such as Bhairahawa to Butwal, Bhairahawa to Kathmandu etc.

4.2.2. To use as private carrier

In this purpose the minibus users operate the minibuses for carrying the students of schools and colleges and to carry tourist also.

It is difficult to say exactly how many operators' uses minibuses for what purpose. In another way buyers of minibus in Rupandehi District can be categorized into consumer buyer and institutional buyer .Consumer buyer operate minibuses in their own supervision while institutional buyer purchase minibus and hire them to third parties. Here an attempt had been made to find out the purposes of minibus buyers in Rupandehi District with the support of data presentation .Now I would like to join my study what is the percentage of people who use minibuses for these two purposes. For this I have taken the 50 different people having different demographic features and beliefs. Table4-1 shows the actual result of purpose of minibus purchase in Rupandehi District.

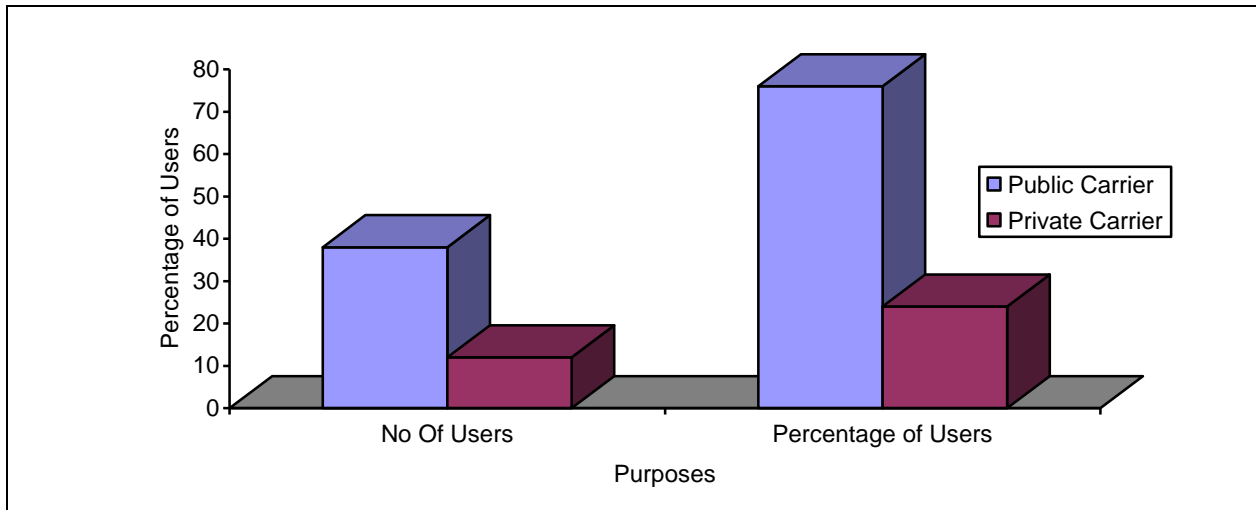
Table 4.2: Purpose of Minibus Purchase in Rupandehi District

Purpose	No of Users	Percentage of users
Public carrier	38	76
Private Carrier	12	24
Total	50	100

(Source: Field Survey, 2009)

The study result that majority of percentage i.e., 76% of minibus buyer uses minibus for public carrier. They operate minibus for carrying passenger from one place to another in specific route. The data has been presented in figure 4-2

Figure 4.2: Purpose of Minibus Purchase in Rupandehi District



In the above diagram the first bars represent the total number of users out of total respondents using minibuses for two different purposes i.e. Public Carrier and Private Carrier and second bars represent the percentage out of total respondents using minibuses for these two different purpose. Buyers in Rupandehi use minibuses mainly for carrying public as public carrier.

4.3 Areas under which the buyer of Minibus make Decision before Selecting a Particular Brand

To find out the areas under which the buyer of minibus makes decision before purchasing a particular brand I have taken sample of 50 different minibus users of Rupandehi District. The concern of buyer about what attributes they analyze before selecting a brand are presented in table 4-3

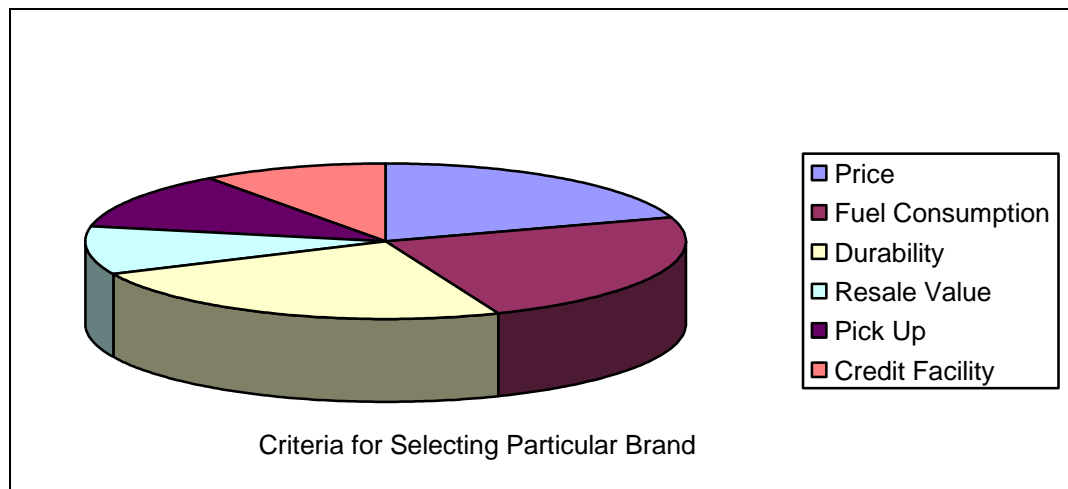
Table 4.3: Areas under which the Buyers of Minibus Make Decision before Selecting a Particular Brand

Criteria	No of Respondents	Percentage in total respondents
Price	18	36
Fuel consumption	13	26
Durability	10	20
Performance	9	18
Total	50	100

(Source: Field Survey, 2009)

The finding from the study reveals that the main factor that highly affects the consumer decision-making process is price. By the study it is known that 36% of the buyer is price conscious, 26% of buyers are motivated by fuel economy, and 20% by durability of the minibuses and 18% are motivated by the performance of the minibuses. The finding from the study is represented in figure 4-3 below.

Figure 4.3: Areas under which the Buyers of Minibus make Decision before Selecting a Particular Brand



The above chart denotes that the buyers of minibus in Rupandehi are high price conscious. They are more selective and attracted by the features like fuel consumption and durability. They give less priority to features like resale value and credit facility and pick up of minibuses.

4.4 Affecting Factors of Buyers' Decision Making Process

4.4.1 Personal Belief of the Respondents

Personal belief of respondents highly influence the buying decision making process. Personal belief in long term finally becomes the brand loyalty of the buyer toward the particular product. Majority of decision about accept or reject a particular product largely depends upon the personal belief of the buyer. So to find out the effect of personal belief in consumer decision-making I give the statement "Hero Honda Splendor consumes more fuel than Bajaj Champion motorcycle to fifty different respondents. The belief of the respondents about this fact is presented in table 4-4 below:

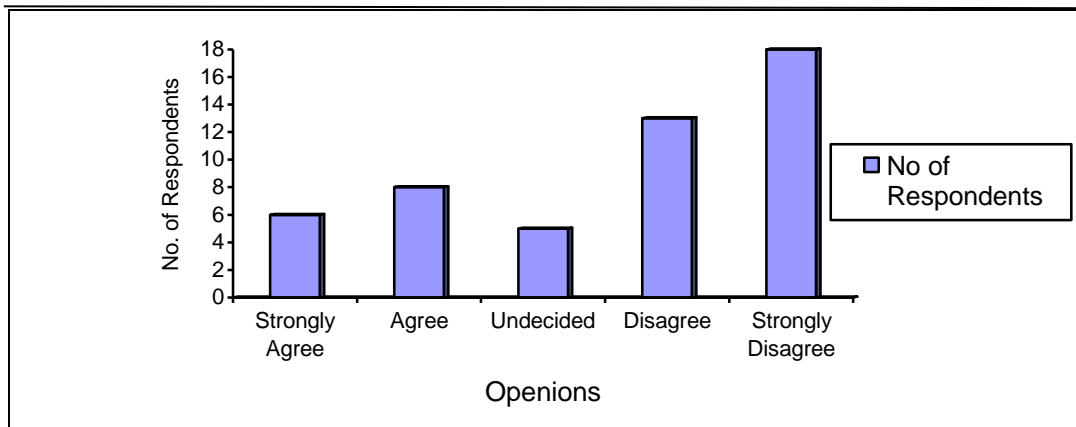
Table 4.4: Personal Belief of the respondents Regarding Hero Honda Splendor and Bajaj Champion Motorbikes

Opinions	No of Respondents	Percentage in total
Strongly Agree	6	12
Agree	8	16
Undecided	5	10
Disagree	13	26
Strongly Disagree	18	36
Total	50	100

(Source: Field Survey, 2009)

In fact in standard ride condition Bajaj Champion consumes less fuel than Hero Honda Splendor but the study show that the people have strong belief that motorbike produced by Hero Honda company are more fuel efficient than any other models. By the study, 36% of the respondents strongly disagree with this statement that is due to public image of Hero Honda as more fuel economical brand. The personal belief of the respondents regarding this study is shown in figure 4-4 below

Figure 4.4: Personal Belief of the respondents regarding Hero Honda Splendor and Bajaj Champion Motorbikes



Above figure show that buyers have great image about the bikes of Hero Honda has fuel economy. This is the reason behind even though Bajaj Champion is more fuel efficient in true sense; people decide Hero Honda Splendor is more fuel economical.

4.4.2 Influence of Outsiders and Family

It is seen that in Nepalese society before purchasing a high value good, buyer discussed with family, friends' salesperson relatives etc. So to find out the facts that are the outsiders they influence the buying decision-making I ask the question to 50 different respondents. Table 4-5 shows the views of respondents

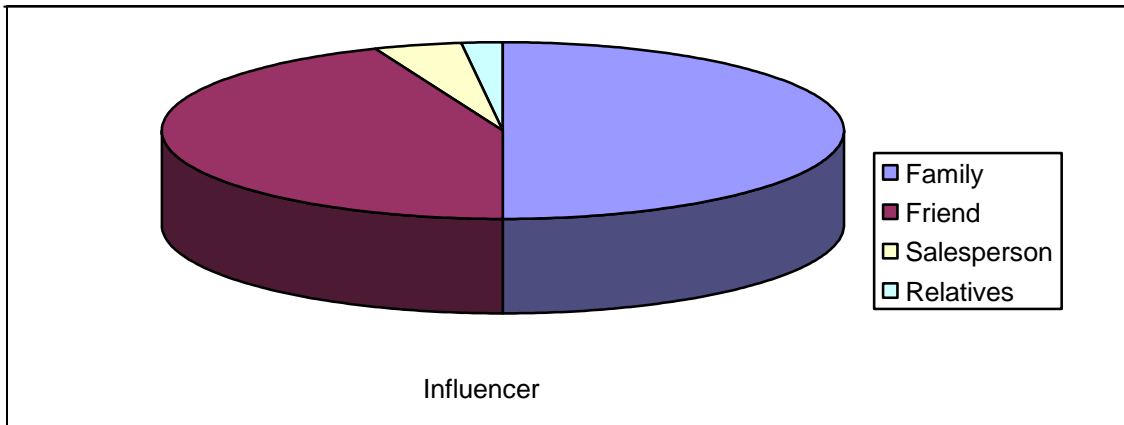
Table 4.5: Influence of Outsiders and Family in Buying Decision Making

Influencer	No of respondents	Percentage in total
Family	25	50
Friend	22	44
Salesperson	2	4
Relatives	1	2
Total	50	100

(Source: Field Survey, 2009)

Above table shows that while making decision to select a product, recommendation of family influence more to all. Out of 50 different people, half percentage of people give the answer, they influenced much by family. The data find out is presented in figure 4-5 below:

Figure 4.5: Influence of Outsiders and Family in Buying Decision Making



Above chart show that family has dominant role in buying decision making of the buyer. The study on fifty respondents gives those fifty percentages of respondents makes buying decision according to the decision of their family. In second, buyer buying decision-making is affected by friends and then after by sales person and relatives respectively.

4.4.3 Influence of Media and Others

To find out the fact influence of media and other sources in buying decision making process we ask the question to fifty different respondents that -Are you initiate more by media or by other sources for making the decision to purchase or reject the product. The result is presented in table 4-6 below

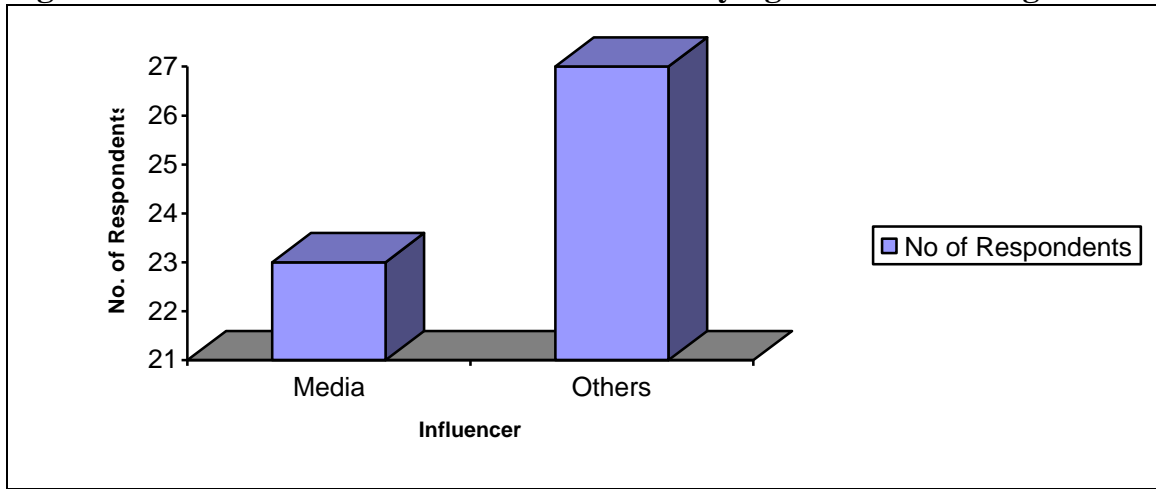
Table 4.6: Influence of Media and Others in Buying Decision Making

Influencer	No of Respondents	Percentage in total
Media	23	46
Others	27	54
Total	50	100

(Source: Field Survey, 2009)

The study reveals that majority of buyers are influenced by others sources rather than media. Here, this study concludes that other sources friend influences the majority i.e., 54% of buyers, media influences family and peer groups etc and only the minority percentage i.e, 46%. But the study shows that media has also plays tremendous effect on buying decision-making. This is presented in figure 4-6

Figure 4.6: Influence of Media and Others in Buying Decision Making



Above figure concludes that buying decision making of the buyer is more affected by the other sources like friend, family, sales person, relatives rather than media like electronic, print media etc.

4.5 Influence of Media and Promotion in Buying Decision-Making

It is found that media and promotion highly influence the buying decision-making. For this I ask question to 50 different respondents about-how much you purchase the product by observing advertisement. The responses of the respondents are tabulated below in table 4-7

Table 4.7: Influence of Media and Promotion in Buying Decision-Making

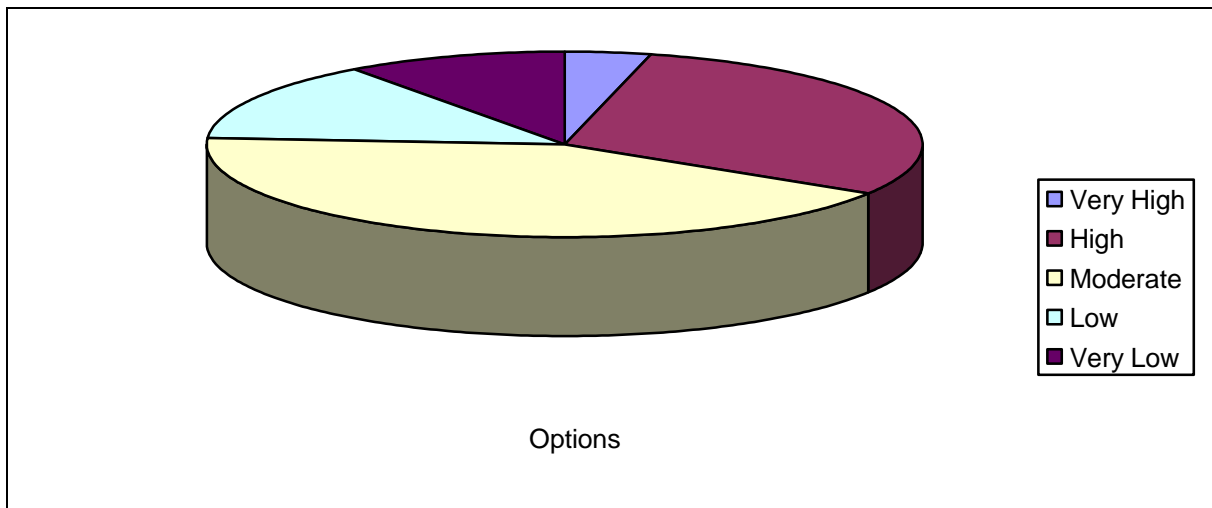
Options	No of respondents	Percentage in total
Very high	2	4
High	15	30
Moderate	21	42

Low	7	14
Very Low	5	10
Total	50	100

(Source: Field Survey, 2009)

People don't believe that promotion and advertisement very high influence the buying decision-making. In total about 42% of the respondent view that media and advertisement affect in moderate level in buying decision-making. All the respondents are found affected more or less by media and advertisement. Only 10% expressed that they are vary low influenced by promotion. In conclusion, promotion play vital role on buying decision making process. The idea expressed by the respondents is presented in figure 4-7 below:

Figure 4.7: Influence of Media and Promotion in Buying Decision Making



Among the fifty respondents of Rupandehi District 42% of the respondents viewed that media has moderate level of influence in buying decision-making and only ten percentages viewed that media has very low influence in buying decision-making.

4.6 Demographic Features that affect Buying Decision Making Process

Before going to main topic, I had taken the views of respondents to carry out the major demographic features that affect buying decision-making process and to make my study easy. The demographic features that are under study here are- Income level, Education level, Age group to simplify the study and find out the popularity of the product having different demographic racial. So, for this I had presented and analyzed the following profile of the buyer

4.6.1 Income levels of Respondents

For this I have choose 50 different respondents who further found that they earn income 5 to 25 thousands per month. The findings are presented in table 4-8

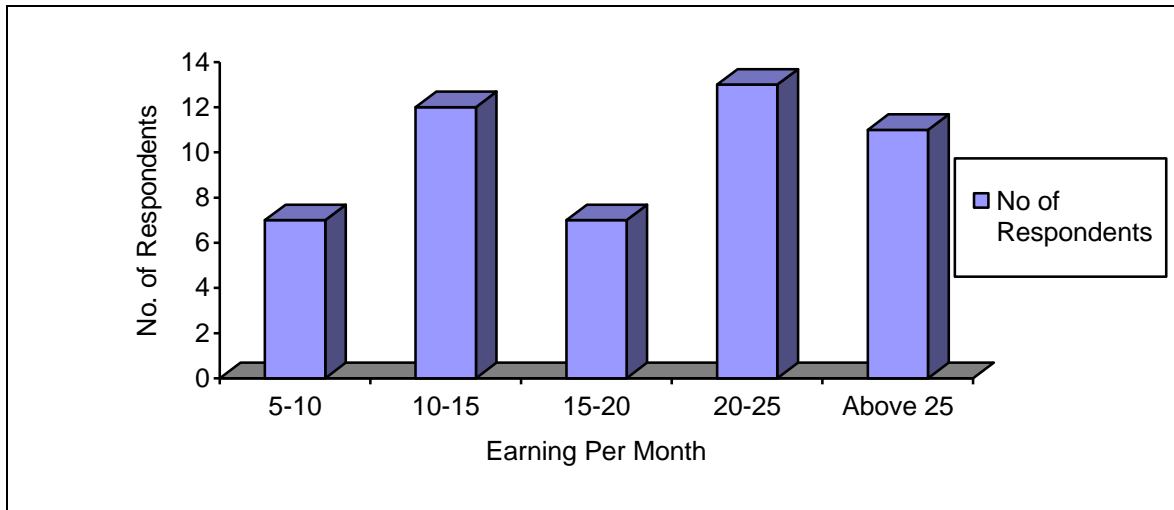
Table 4.8: Income Level of Respondents under Study

Earning per month	No of Respondents	Percentage in Total
5-10	7	14
10-15	12	24
15-20	7	14
20-25	13	26
Above 25	11	22
Total	50	100

(Source: Field Survey, 2009)

The above table 4.8 expressed that the majority of buyers having income level in between 20-25 thousands per month. The income level of the respondents found here is quite high because almost of respondents were professional minibus operator of Rupandehi. The result obtained by the views of respondents are presented in Figure 4.8 below:

Figure 4.8: Income Level of Respondents under Study



The above figure show that the maximum percentage of respondents are earning the income between Rs.20000-Rs25000.The income of respondents found quite high because minibus business in Rupandehi District is profitable in the comparison of any other districts.

4.6.2 Age group of the Respondents

Age group of respondents highly influences the buying decision making of the buyer. So here I like to add the topic age group as another demographic feature. The demand and desire of the product of the people of different age group is said to be different .So I had made the survey selecting the 50 different respondents to find out the age group of the respondents under my study. The finding is presented in table 4-8 below:

Table 4.9: Age Group of the Respondents

Age group	No of respondents	Percentage in Total
20-30	11	22
30-40	18	36
40-50	10	20
50-60	8	16
Above 60	3	6
Total	50	100

(Source: Field Survey, 2009)

The above table shows that the majority of the buyers/respondents are between the age group 20-50 years and minority in age between 50-60 years. The age group of the respondents is presented diagrammatically in Figure 4.9 below:

Figure 4.9: Age Group of the Respondents

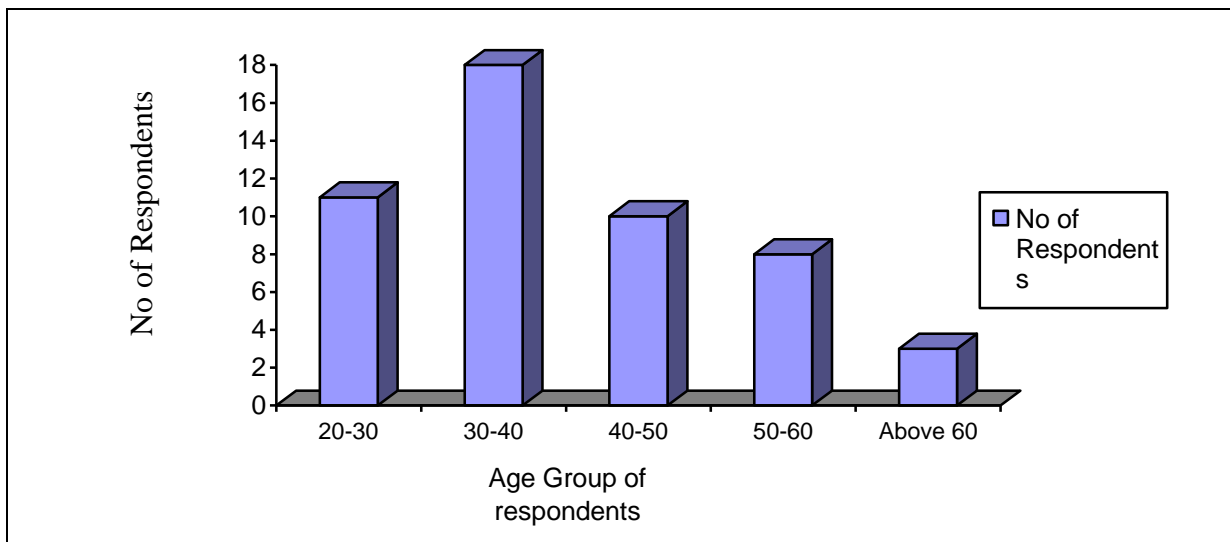


Diagram 4.9 represents the age group of the respondents where 78% of respondents are aged 20-50 which is highest percentage in total and only 22% of

respondents are age between 50-70. It concludes that only least no of old aged buyers are engaged in minibus operation business.

4.6.3 Education Level of Respondents

Another factor that influences the buying decision-making is education level of respondents. Education brings rationality in people. So we have taken 50 respondents/minibus users to find out their academic qualification. The findings from the study is represented in table 4.10 below:

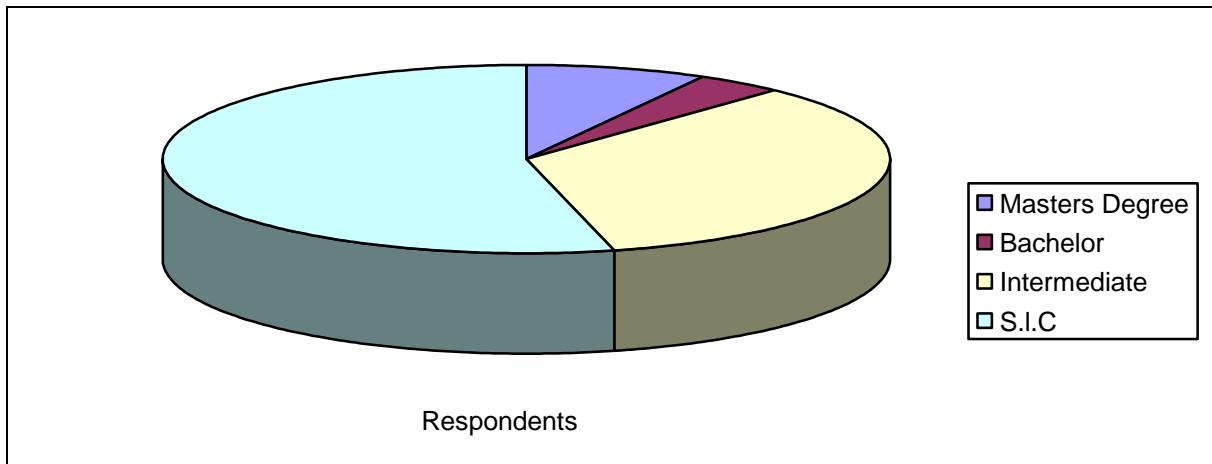
Table 4.10: Education Level of Respondents

Education Level	No of respondents	Percentage in total
Masters degree	4	8
Graduate	2	4
Intermediate	17	34
S.L.C	27	54
Total	50	100

(Source: Field Survey, 2009)

Study presents that mostly the respondents are having the qualification under intermediate and minority numbers of respondent's i.e, 12% of respondents are having qualification above graduation. The education level of respondents are represented diagrammatically in figure 4.10 below:

Figure 4.10: Education Level of Respondents



The above figure represent among the respondents among the respondents more then 50% i.e, 54% of minibus users are having qualification equal to S.L.C and only the few respondents i.e, 8% are having qualification masters degree and only 4% of respondents having qualification equal to bachelors degree.

Above demographic features of the users /respondents are further discussed because it assist me to predict how to get into the main topic of my study It also help to carry out what the demographic features that affects the buying decision making. Further I found that the way of spending habit is different in different income level. Education level allows quick decision making in selection of particular brand and evaluation of available alternatives. On the other hand it is found that desire and decision-making capacity is indifferent in different age group. I found decision made by teen-agers to purchase a product is quick, immature and emotional whereas decision made by the respondents of age group between 30-60 years is slow, matured and less emotional. This study about the demographic features helps me vary much during my study.

4.7 Comparative Study of Buying Decision Making in between Tata and Ashok Leyland Minibus

General introduction of TATA and Ashok Leyland and their dealership in Nepal

4.7.1 TATA

TATA brand of motors are famous in both Nepal and its mother country India and other third countries also. TATA is the manufacturer and distributor of different type of vehicle worldwide. TATA is also taking part in different world class motor racing with its racing car. So TATA has established its own name and fame among the manufacturer of vehicles. TATA has three major vehicle manufacturing plant in India. The head office of TATA is in Mumbai and plants are established in Pune, Jamsedpur and Lakhnow of India.

The dealership of TATA motors had been taken by Sipradi Trading Pvt. Ltd. Sipradi Trading Pvt. Ltd was established in 1982 A.D with the motive of distributing the TATA automobiles Nepalwide. In Nepal there are altogether six major branches of Sipradi. Head office and workshop of Sipradi is in Naya Naikap ,Kathmandu and sales office and showroom is located in Thapathali, Kathmandu.The branches of Sipradi is located in Itahari, Birgunj, Narayangadh, Butwal, Nepalgunj and Dhangadhi.So, these branches are serving in effective distribution of TATA brand motors Nepalwide in one hand ,in the other hand people are getting the vehicle of their own choice in their city. Beside vehicle Sipradi is distributing Excide batteries, Lube MAK engine oil and spare parts. Altogether there are around four hundred working staffs in Sipradi.

TATA has manufacturing different types of vehicle useful for carrying cargo and passenger. Currently, TATA is manufacturing Bus-M.C.V and L.C.V, Truck-H and M.C.V trucks, L.M.V DI pick up. S.C.V ACE. etc. Beside these brands TATA is manufacturing world class vehicles.

4.7.2 Ashok Leyland

Mainly Ashok Leyland is famous for manufacturing high powered vehicles and heavy equipments. Ashok Leyland is the second largest manufacturer of vehicle in India and is very much reliable brand to Indian people. Main focus of Ashok Leyland is in manufacturing heavy equipments like tractors, cranes, rollers, trippers etc. Besides that buses and trucks of Ashok Leyland are famous in Nepal also. Sada Yatayat, Nepal Yatayat, Sajha Yatayat etc are operating the minibuses of this brand successfully. People believed that vehicles of Ashok Leyland are very much fit for the low land rather than hilly region.

The main dealership of Ashok Leyland motors had been taken by Bhajuratna Engineering and sales private limited. Bhajuratna Engineering is a sister concern of Jyoti group. Ashok Leyland vehicles are selling and distributing under Vehicle Sales Division of Bhajurantna Engineering and Sales. Head office of vehicle sales depot is in Thapathali Kathmandu. Ashok Leyland truck and bus spare parts and servicing is in Thapathali. Ashok Leyland has its branch offices in Bramhapuri Janakpur, Main road Hetauda, Naya bazaar Pokhara, Baipas road Birgunj. Bhajuratna Engineering has extended agree and vehicle sales depot in Narayan path Siddarthnagar, Shreepur Birjung, Dharan road Biratnagar, Prithvichwok Bharatpur to sale and distribute the vehicle of Ashok Leyland.

Product of Ashok Leyland is very much famous among the farmers of Nepal. Different brand of Tractors of Ashok Leyland are used by the farmers for different type of agricultural work, even to dig the land. Gajraj G4 brand of tractor is said to be Nepal's largest selling tractor. Now a days Ashok Leyland ALPSV minibuses are very much liked by the operator to operate within the Kathmandu valley. Beside Bhajuratna Engineering Saurya Shree International has also started the dealership of Ashok Leyland vehicles in far western region.

4.8 Number of the Users of TATA and Ashok Leyland in Total Respondents on the Basis of Different Distinct Features

4.8.1 On the basis of fuel economy

Under this study I have taken 50 respondents of different age group out of Rupandehi District and ask the question on the basis of fuel economy, which brands you, must prefer TATA or Ashok Leyland. The finding is presented in table 4-11 below.

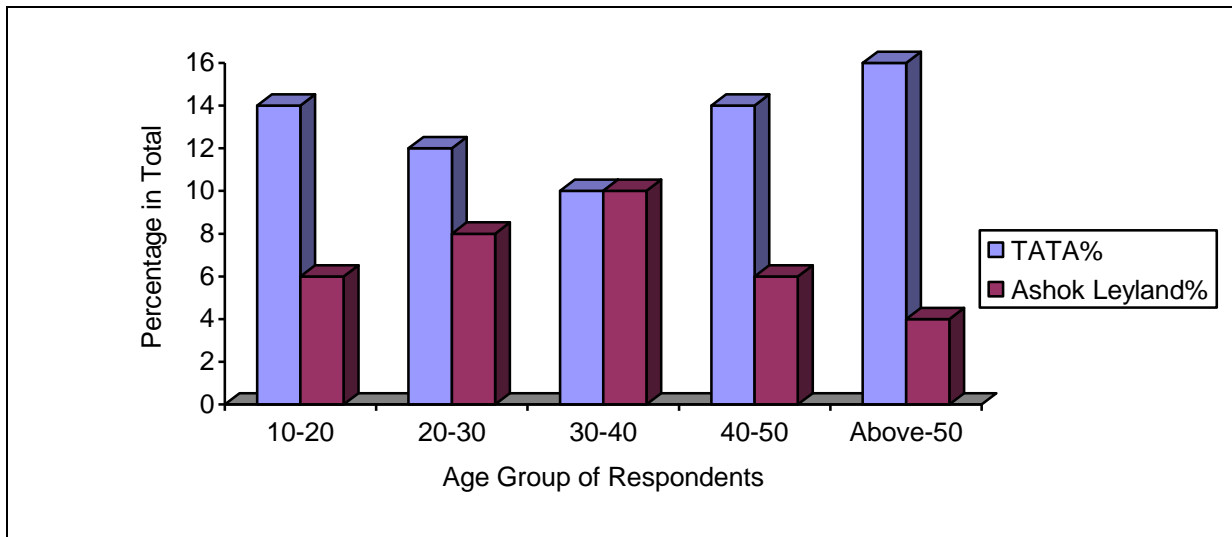
Table 4.11: Comparison on the Basis of Fuel Economy

Age Group	TATA Users	Ashok Leyland Users	TATA Percentage	Ashok Leyland Percentage
10-20	7	3	14	6
20-30	6	4	12	8
30-40	5	5	10	10
40-50	7	3	14	6
50-60	8	2	16	4
Total	33	17	66	34

(Source: Field Survey, 2009)

Above data represents that the majority of users i.e, 66% of users believe that TATA minibuses are more fuel economical than Ashok Leyland minibus. Only 34% of users believe that Ashok Leyland minibuses are fuel economical. The finding from the study is presented in figure 4-11 below.

Figure 4.11: Comparison on the Basis of Fuel Economy



The figure above represents that the TATA minibuses are more fuel economical than Ashok Leyland. Further it is found that normally in Rupandehi to Kathmandu route Ashok Leyland consumes 7.5 liters per trip and TATA takes only 6.5 liters per trip in same route.

4.8.2 On the basis of Durability

Before selecting a particular brand of product buyers spend plenty of time for finding out the durability of product. So I think the feature durability meanings more for buyer .So to find out the durability of two brands i.e., TATA and Ashok Leyland I ask with 50 buyers/respondents of minibuses having age between 10 to 60 -which brand you found more durable. The views of respondents are presented in table 4.12 below

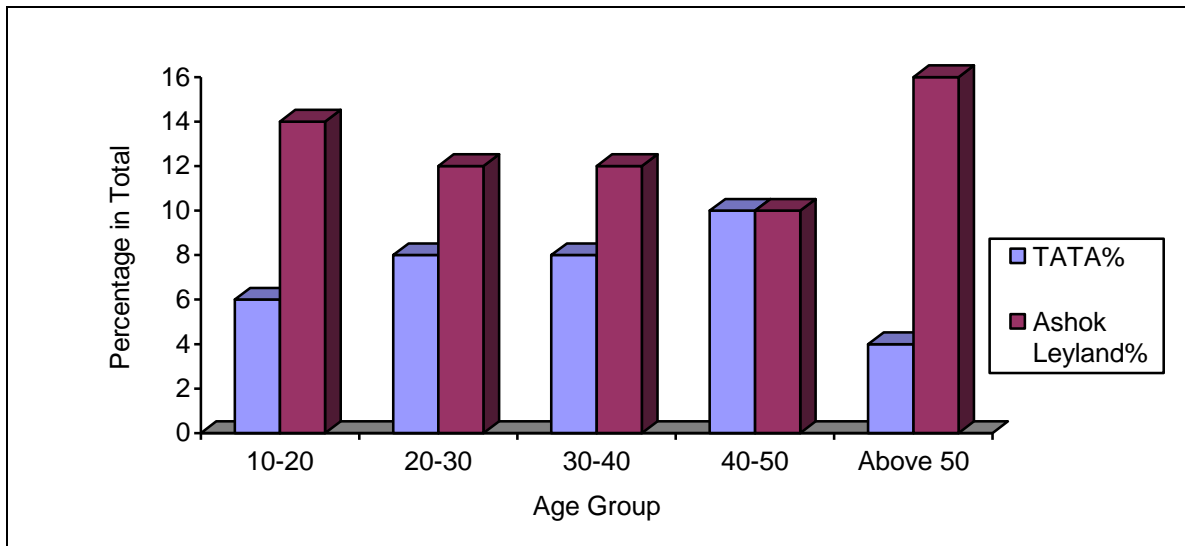
Table 4.12: Comparison on the Basis of Durability

Age Group	TATA	Ashok Leyland	TATA Percentage	Ashok Leyland Percentage
10-20	3	7	6	14
20-30	4	6	8	12
30-40	4	6	8	12
40-50	5	5	10	10
50-60	2	8	4	16
Total	18	32	36	64

(Source: Field Survey, 2009)

The above table summarize that it is believed that Ashok Leyland minibuses are more durable than TATA minibuses. Out of 50 minibus users 64% of respondents believe that Ashok Leyland minibuses are more durable than TATA minibuses. Only 36% of respondents believe that TATA minibuses are more durable than Ashok Leyland minibuses. It is represented in figure 4.12 below:

Figure 4.12: Comparison on the Basis of Durability



Above figure presents that Ashok Leyland minibuses are believed to be more durable than TATA minibuses. So dealer of Ashok Leyland can focus in this feature to enhance the sales of their product.

4.8.3 On the basis of Performance

Performance is another main attribute of the automotive equipments. So the buyers make great consideration about the performance of the product before buying a product. Thus I have asked 50 respondents of Rupandehi District-which brand have good pick-up in between TATA and Ashok Leyland. Further I found that the respondents viewed that both brand of minibuses gives different performance in hilly and tarai (plain). So, I carry out my study dividing total study into i) Performance in Tarai region and ii) Performance in hilly region.

4.8.3.1 On the basis of Performance in Tarai (Plain)

Under this study I've select 50 different minibus users/respondents of Rupandehi District and carry out their views which is presented in table 4.13.

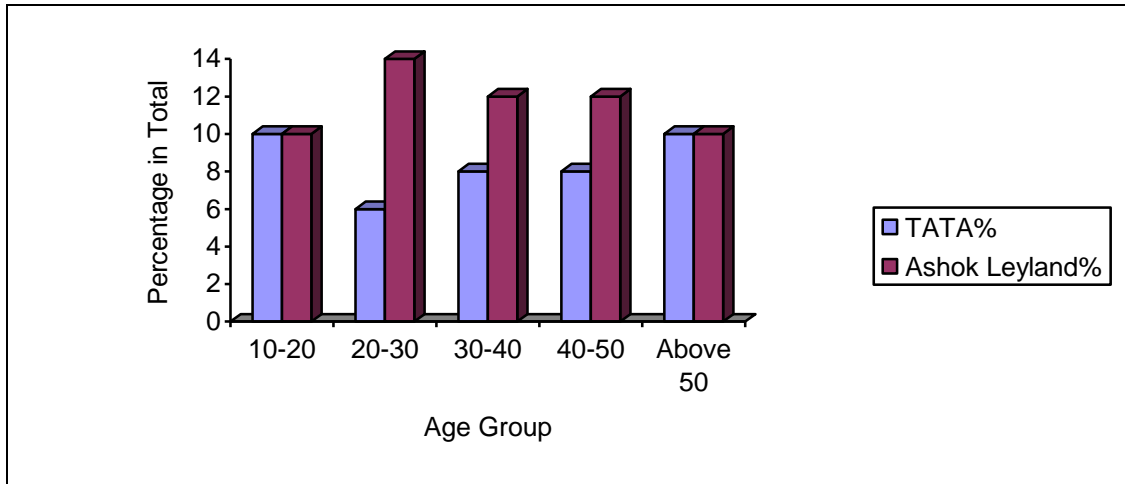
Table 4.13: On the Basis of Performance in Tarai (Plain)

Age group	TATA	Ashok Leyland	TATA Percentage	Ashok Leyland Percentage
10-20	5	5	10	10
20-30	3	7	6	14
30-40	4	6	8	12
40-50	4	6	8	12
50-60	5	5	10	10
Total	21	29	42	58

(Source: Field Survey, 2009)

Table 4.13 represents the views of buyers concerning the performance of TATA and Ashok Leyland minibuses in Tarai (plain) region. It is represented in figure 4.13 below:

Figure 4.13 :On the Basis of Performance in Tarai (Plain).



Above Figure 4.13 conclude that Ashok Leyland gives more performance than TATA minibus in tarai (plain).

4.8.3.2 On the Basis of Performance in Hilly Region

After finding the fact about the performance of these two brands in tarai and I have made my study to find out which brand between TATA and Ashok Leyland, gives more performance in hilly region. For this I've taken sample of 50 different buyers of minibus .The views of these respondents are tabulated below in table 4.14.

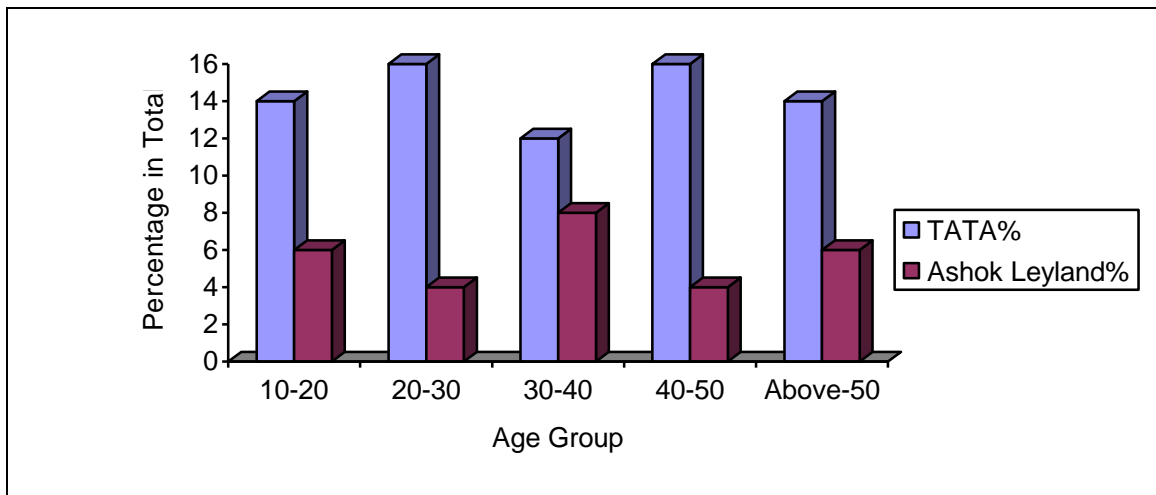
Table 4.14: On the Basis of Performance in Hilly Region

Age Group	TATA	Ashok Leyland	TATA Percentage	Ashok Leyland Percentage
10-20	7	3	14	6
20-30	8	2	16	4
30-40	6	4	12	8
40-50	8	2	16	4
50-60	7	3	14	6
Total	36	14	72	28

(Source: Field Survey, 2009)

The above table concluded that the performance of TATA and Ashok Leyland minibuses. Out of 50 respondents 66% viewed that TATA's performance more to Ashok Leyland in hilly region. Only 34% viewed that Ashok Leyland performance is good to TATA's performance in hilly region. The findings are presented in figure 4.14 below:

Figure 4.14: On the Basis of Performance in Hilly Region



Majority of respondents viewed that performance of TATA in hilly region is high to performance of Ashok Leyland. Asking about this to dealers of these to brands for Nepal, they agreed about this fact.

4.8.3.3 Average Preference on the Basis of Performance

It makes me quite unclear about the fact which brand gives more performance in overall operating condition within the country. For this I add-up the concept of average performance to make my study more clear. The average performance of the TATA and Ashok Leyland in overall operating condition is tabulated in table 4.14 below:

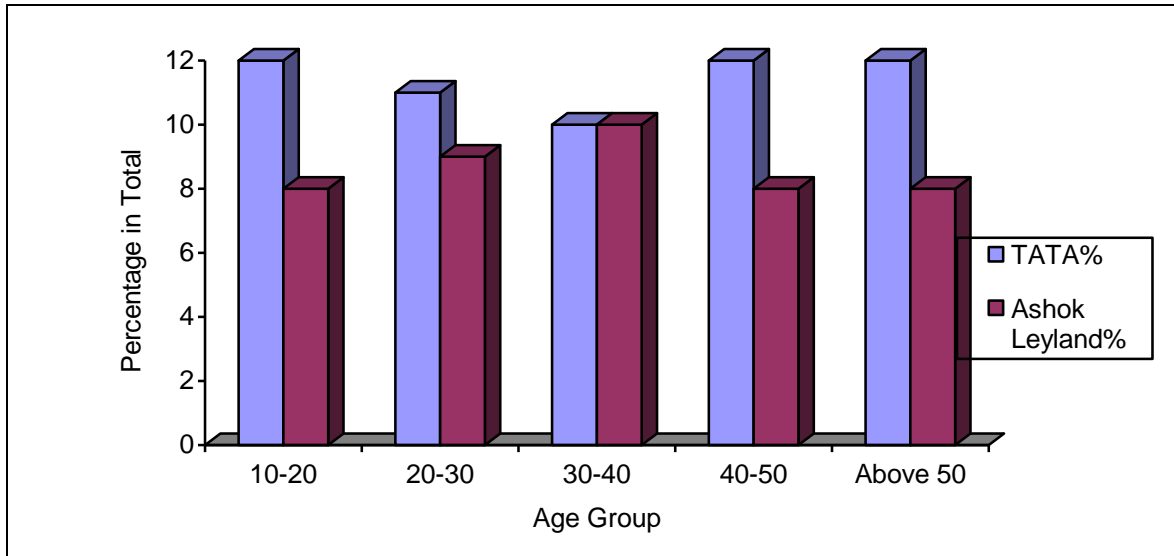
Table 4.15: Average Preference on the Basis of Performance

Age Group	TATA(tarai)	TATA(hill)	Average	Ashok Leyland(tarai)	Ashok Leyland(hill)	Average	TATA Percentage	Ashok Leyland Percentage
10-20	5	7	6	5	3	4	12	8
20-30	3	8	5.5	7	2	4.5	11	9
30-40	4	6	5	6	4	5	10	10
40-50	4	8	6	6	2	4	12	8
50-60	5	7	6	5	3	4	12	8
Total	21	36	28.5	29	14	21.5	57	43

(Source: Field Survey, 2009)

From the study in average TATA is more preferred from the viewpoint of performance. Out of total 57% of respondents prefer TATA on the basis of performance while only 43% prefer Ashok Leyland. The finding is figured out in 4.15 below:

Figure 4.15: Average Preference on the Basis of Performance



The above figure represent that the responses about the preferences of the buyers/respondents to TATA and Ashok Leyland on the basis of average performance of these two brand of minibuses .The study found in average performance of TATA minibuses is better than Ashok Leyland minibuses.

4.8.3.4 On the Basis of Servicing and Spare Parts

Dealers and sub-dealers of vehicle offer free servicing, maintenance services and spare parts of their brand. So, these facilities are great attraction for the buyers for buying decision-making. So on the basis of this attempt has been made to find which brand is must prefer between TATA and Ashok Leyland. The survey among 50 respondents is presented below in table 4.16.

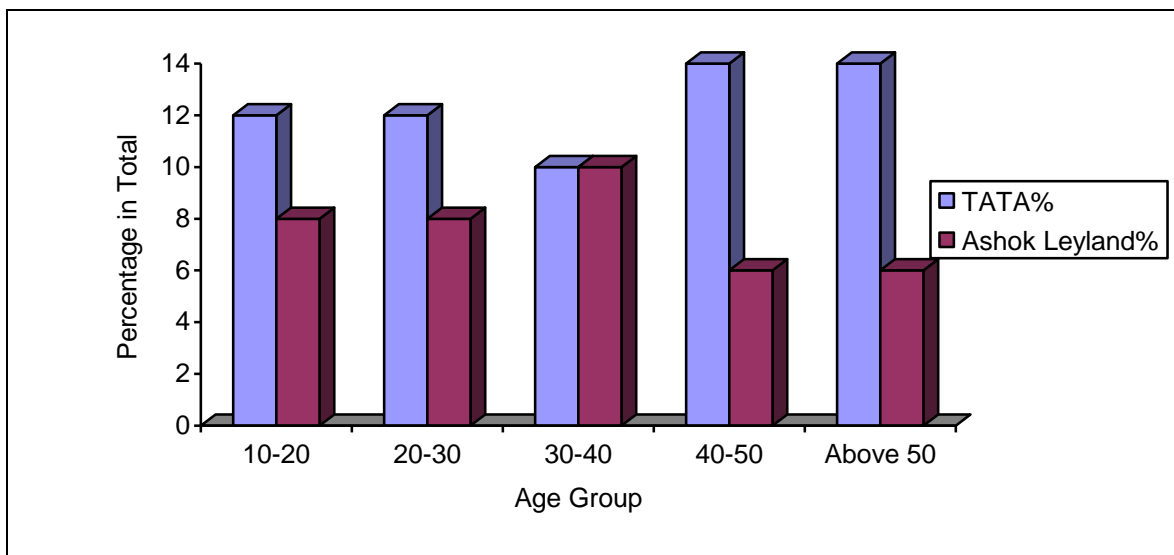
Table 4.16: On the Basis of Servicing and Spare Parts

Age group	TATA Preference	Ashok Leyland preference	Percentage of TATA	Percentage of AshokLeyland
10-20	6	4	12	8
20-30	6	4	12	8
30-40	5	5	10	10
40-50	7	3	14	6
50-60	7	3	14	6
Total	31	19	62	38

(Source: Field Survey, 2009)

Above table describes that the majority of respondents/buyers believe that, on the basis of spare parts availability and servicing TATA is best. Out of total respondents 62% of respondents choose TATA whereas only 38% of the respondents prefer Ashok Leyland. The finding is presented in figure 4.16 below:

Figure 4.16: On the Basis of Servicing and Spare Parts



Above figure presents that on the basis of availability of spare parts and servicing facility TATA is more liked by the users and they believe that even though

the mechanical parts of Ashok Leyland are durable, it is hard to replace due to lack of easy availability and expensive.

4.9 Overall Ranking of TATA and Ashok Leyland on the Basis of Different Distinct Features

The overall findings on the basis of different features of TATA and Ashok Leyland minibuses after the direct interaction with the buyers of these two brands are presented below in table 4.17.

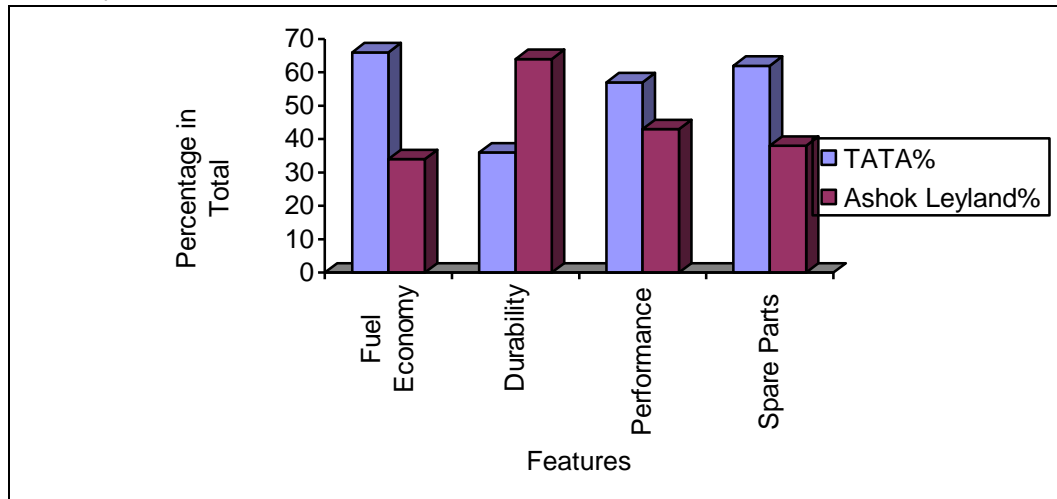
Table 4.17: Overall Ranking of Respondents about TATA and Ashok Leyland Minibuses On the Basis Of Different distinct Features

Age group	Fuel Economy		Durability		Performance		Spare Parts		Average Percentage	
	TATA	Ashok Leyland	TATA	Ashok Leyland	TATA	Ashok Leyland	TATA	Ashok Leyland	TATA	Ashok Leyland
10-20	14	6	6	14	12	8	12	8	11	9
20-30	12	8	8	12	11	9	12	8	10.75	9.25
30-40	10	10	8	12	10	10	10	10	9.5	10.5
40-50	14	6	10	10	12	8	14	6	12.5	7.5
Above 50	16	4	4	16	12	8	14	6	11.5	8.5
Total	66	34	36	64	57	43	62	38	55.25	44.75

(Source: Field Survey, 2009)

The above table represents that in overall ranking TATA minibuses are believed to be better than Ashok Leyland minibuses. This is presented in figure 4.17 below:

Figure 4.17: Overall Ranking of Respondents about TATA and Ashok Leyland Minibuses On the Basis of Different distinct Features.



Above figure 4.17 present that the users of minibus in Rupandehi Districts believe that in fuel economy TATA is superior to Ashok Leyland and in durability and performance Ashok Leyland is superior to TATA. Further they believe that the dealer of TATA is providing better servicing and after sales service. Maintenance facility granted by TATA is better to Ashok Leyland.

Generally, minibus purchaser of Rupandehi District analyze the above mentioned criterion before making the decision of buying best fit brand for him/her.

4.10 Major Findings of the Study

The study titled “**Vehicle Buying Behaviour in Nepal**” helps me to carryout the facts about the problems, challenges, benefits about the vehicle operation services. Based on the analysis the major findings of the study have been presented below:

- 1) The minibus buyers purchase minibus to use as the public carrier for operates in different routes mentioned by the government and use as the public carrier to provide the transportation services to students, tourists and others.

- 2) Different distinct features like fuel consumption, durability, resale value affect buying decision, pick up and other services granted by the dealers.
- 3) Personal belief strongly affect the buying decision making, in the same manner it is affected by others forces like family, friends, unions and media vehicles like advertisement, publicity etc.
- 4) Demographic features like age, income, and education also highly influence the buying decision-making. It is found that the choice of the product in different age group is different and they have their own analysis and interpretation about the product.
- 5) By the study it is found that TATA minibuses are more fuel efficient than Ashok Leyland whereas Ashok Leyland minibuses are more durable than TATA.
- 6) TATA minibuses are best fit in hilly region on the basis of performance whereas Ashok Leyland minibuses are best fit in plain region.
- 7) Spare parts and services granted by TATA are more available and reliable than Ashok Leyland minibuses.
- 8) In overall ranking, after the study and analysis among 50 different users of TATA and Ashok Leyland minibuses with the assistance of different distinct features of these brands. It is concluded that majority of users prefer TATA minibuses than Ashok Leyland minibuses.
- 9) It is needed to grant after sales service on product and the change the features of the product with respect to the topography of the country is necessary to win the market, enhance demand and finally to win the market share.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The success and failure of the firm largely depend upon the buyer's response to the product. So, the seller makes lots of effort to win the heart of the buyers and market. The acts and responses of buyer denote the behavior of the buyer or consumer. This action may be positive or negative. Positive actions of the buyer secure the future success of the firm. In the other hand negative actions of the buyers create problem and finally firm fails in marketplace.

Decision-making is one of the important tasks, which must take, by the buyer before purchasing a product. The buyer and consumer create demand for the product, the aggregate of individual consumer or buyer is called as the "market". The success of the firm largely depends upon the buyer's behavior. Their acts or responses denote the behavior of the buyers or consumers. These actions may either positive or negative. Positive actions of the buyers secure the future success of the firm. Whole negative actions of the buyers create problem to make the firm failure in the marketplace. That means the acts of individuals directly involved in obtaining and using economic goods and services, including the decision process that proceed and determine these acts, this is called buyers' behavior. Decision-making is act of buyer either a specific product meets their desire or not or it is according to his/her demand and finally purchase the product after the different alternative evaluation. Consumer decision-making process consists of the activities that the people engaged in when selecting, purchasing and using products and services so as to satisfy needs and desires. In reality the buyer is sovereign, deciding whether to accept or reject a

product on the basis of whether or not it meets perceived needs or desires. To meet perceived needs and desire of the buyers, the marketer should understand the buying behavior of the buyer. Understanding of buyer buying behavior is complex and difficult task as it is influenced by many factors.

The world is becoming very much complex and competitive day by day, so the task of marketer is also increased. Therefore to understand buyer behavior, it requires continuous efforts of investigation and exploration of customers. However, such practices of investigation and exploration are rare in the case of Nepal, different multinational companies are spending large sum of money for this purpose. So now almost efforts of the sellers are strictly focused to customer orientation and selling of product. In the competitive market the buyer has the number of choices and freedom of choice in product amongst to many alternative offerings. The buyer has freedom of whether to accept or reject the product, on the basis of either the offer of product as per his choice or not. Thus customer orientation is very much difficult and complex task.

This study is also serves as a brick to make clear the buyer behavior problems and solution. The objective of the study is to identify the purpose of minibus purchase in Rupandehi District and finding is majority of the users of minibus use it for public carrier. Second objective was to identify the areas under which the customers of minibus make the decision before selecting a minibus brand and the finding is the areas are fuel economy, performance, durability, resale value, credit facility etc. Third objective was to find out affecting factors in consumer decision-making process and the finding is personal belief, outsiders and family, media and others. Finally the last objective was comparative study of TATA and Ashok Leyland minibus on the basis of view of buyers of these two brands and decision making process of users to select these two brands and after the study of different aspects the finding considering the overall study was TATA is more preferred brand to Ashok Leyland.

During the study presentation and analysis of data on each of these objectives have been done on the basis of responses provided by the respondents.

5.2 Conclusion

This study is undertaken to find out the buying decision making of buyer and comparative study of TATA minibuses and Ashok Leyland Minibus in the diameter of Rupandehi District. Fifty respondents out of Rupandehi District have been taken for the study. During the study they are very much supportive for me. Responses of various respondents have been collected, presented and analyzed. On the basis of the information provided by the respondents following conclusion has been made-

- 1) Majority of minibus users of Rupandehi District use the minibus for public carrier and among them only few use the minibus for private carrier such as to carry the students and tourists.
- 2) Different decision has been made by the buyer of minibus before selecting a specific brand such as, price, fuel consumption, durability, Resale value, performance, credit facility etc.
- 3) Consumer decision-making is affected by different factors. They are personal belief of respondents, outsiders and family, media etc.
- 4) Family influence is more to any others while making the purchase decision of a product.
- 5) Impact of media is less to other sources in buying decision-making.
- 6) The demographic factors such as income level, Age and education of buyers also affects the overall buying decision making.
- 7) On the basis of durability Ashok Leyland minibuses are believed to be durable than TATA minibuses.
- 8) TATA is believed to be more fuel economical to Ashok Leyland minibuses.

- 9) Performance of Ashok Leyland is better in plain region than TATA minibuses while the performance of TATA is superior to Ashok Leyland in hilly region.
- 10) Servicing facility and spare parts availability of TATA minibuses is better to Ashok Leyland minibuses.
- 11) In overall ranking 55% of the respondents believed that TATA minibuses are best while only 45% believed that Ashok Leyland minibuses are best.

5.3 Recommendations

- 1) Purchasing minibuses for public carrier is dominated by purchasing the minibuses for private carrier .So it is suggested that dealer of minibuses should divert the sales effort toward the selling the product to private institution for private carrying, to enhance the sales growth.
- 2) It is found that the buyer of the product desire the product having low unit price, low fuel consumption, high performance and durability. So the manufacture and dealer of the vehicle should consider this fact to make the vehicle more competitive and desirable by the buyer.
- 3) Personal belief is strong impulses and motivator of buyer buying decision making. So, the seller should understand the personal behavior and motivational factors of buyer for effective sales closing, to built public image and goodwill.
- 4) Family has strong influence in buying decision making. Therefore before sales presentation, consulting the family member is better.
- 5) Media and advertisement may be great and effective way to send the message about the product in front of the buyer.
- 6) Different demographic features of buyer may affect the buying decision making of the buyer. Demographic features such as age, education and income level brings the difference in choice of the product, selection of brand and pre and post purchase evaluation. So, it is suggested that the marketer

/dealer should understand the behavior and other demographic factors of the buyer to close the sales effectively and to create brand image.

- 7) The manufacturer and dealer of Ashok Leyland should consider the fact high fuel consumption and its impact on total sales of the Ashok Leyland minibuses. Buyers of minibuses are suggested that they should purchase TATA minibuses in the context of ever arising scarcity of fuel in our country.
- 8) The manufacturer of TATA should consider the views of the public that TATA is quite cheap in quality in the reference of durability in compare to Ashok Leyland. So, product should be make durable and it is suggested to the buyer to purchase Ashok Leyland minibus in the context we have to operate in graveled and rough motor able road, and it made compulsion that vehicle should be durable.
- 9) It is suggested that Ashok Leyland should be better to operate in lowland (tarai) and TATA should be better to operate in hilly region.
- 10) Considering the servicing and spare parts availability TATA is serving better than Ashok Leyland. So, it is suggested to use TATA instead of Ashok Leyland, if we only consider this fact.
- 11) Although both the brands i.e., TATA and Ashok Leyland has their own merits and demerits, in the view of respondents TATA is somehow better than Ashok Leyland. So, it is concluded that it would not be dull decision making if the buyer choose TATA instead of Ashok Leyland but Ashok Leyland is also earning popularity because of its durability, extending service and added facilities.