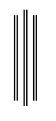
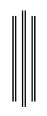
# A STUDY ON "PEPSI CONSUMERS BEHAVIOUR IN BIRGUNJ"



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A Thesis Submited to The Office of the Dean Faculty of Management Tribhuvan University

In partial fulfillment for the Requirement in Master's Degree in Business Studies (M.B.S) Birgunj Sep,2010

### **RECOMMENDATION**

## This is to certify that thesis Submitted by: Surendra prasad kushwaha

Entitled
"A STUDY ON PEPSI CONSUMERS BEHAVIOUR IN BIRGUNJ"

Has been prepared and approved by this department in the prescribed format Faculty of Management. This thesis is forwarded for evaluation.

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We have conducted the Viva Voce examination of the thesis presented by

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"A STUDY ON PEPSI CONSUMERS BEHAVIOUR IN BIRGUNJ"

And found the thesis to be original work of the student and written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the Requirement for Master's Degree in Business Studies (M.B.S)

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Member (External Expert)	:
Date :	

### **DECLARATION**

I hereby declare that the work reported in this thesis entitled "A Study on Pepsi Consumer Behaviour in Birgunj" submitted to the office of Dean, Faculty of Management, Thakur Ram Multiple Campus, Tribhuvan University is my original work done in the format of partial fulfillment of the Master's degree in business Studies (MBS) under the Guidance and supervision of Dr. Deepak Shakaya, Thakur Ram Multiple Campus Birgunj, Parsa.

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Date :-----

# CONTENTS CHAPTER ONE

INTRODUCTION		(1-13)	
1.1	Background of the study	1	
1.2	Background of the company	6	
1.3	Statement of the problem	10	
1.4	Objectives of the study	11	
1.5	Research Hypothesis	12	
1.6	Significance of the study	12	
1.7	Limitations of the study	13	
1.8	Chapter Scheme	13	
	CHAPTER TWO		
<b>REVIEW OF THE LITERATURE</b>		(14-34)	
2.1	Conceptual Review	14	
	2.1.1 Introduction of consumer behaviour	14	
	2.1.2 Traditional models of consumer behaviour	15	
	2.1.3 Contemporary models of consumer behaviour	19	
	2.1.4 Introduction of Advertising	33	
2.2	Review of previous studies	34	
	CHAPTER THREE		
RES	SEARCH METHODOLOGY	(38-43)	
3.1	Research Design	38	
3.2	Nature and sources of data	39	

3.3	Sampling Plan	40
	3.3.1 Target Population	40
	3.3.2 Sample Unit	40
	3.3.3 Sampling method and procedure	42
3.4	Data collection procedure	43
3.5	Analytical tools and procedure	43
	CHAPTER FOUR	
DAT	TA PRESENTION AND ANALYSIS	(45-58)
4.1	Consumption pattern of Pepsi consumer	45
4.2	Degree of consumer satisfaction	49
4.3	Effectiveness of promotional schemes of the company	51
4.4	Effectiveness of the media advertising of the company	53
4.5	Locations, Store, and Brand Awareness of consumer	54
4.6	Factors influencing consumer purchase decision	58
	CHAPTER FIVE	
SUM	IMARY CONCLUSION AND RECONNENDATION	(60-62)
5.1	Summary	60
5.2	Conclusions and major findings of study	61
5.3	Recommendations	62
BIB	LIOGRAPHY AND REFERENCES	63
APP APP	ENDICES ENDIX A ENDIX B ENDIX C	I-V I IV V
APP	ENDIX C	V

# **List of Table**

1.1	Role of consumer behaviour	1
1.2	Characteristics of consumer problem solving of approach	6
1.3	Employment profile	7
1.4	Brand, flavor and pack size of the company product	8
3.1	Sex group of consumers	41
3.2	Age group of consumers	41
3.3	Educational group of consumers	42
4.1	Consumption pattern of Pepsi consumers	46
4.2	Time related usage behaviour Pepsi consumer	48
4.3	Degree of consumer satisfaction with available Pepsi product 50	
4.4	Weighted responses of the respondents about the promotional	
	schemes	52
4.5	Weighted responses of the respondents about the advertising	
	media	53
4.6	Weighted responses of the respondents about the location	55
4.7	Consumers usually buying store	56
4.8	Brand awareness and rank order of responses	57
4.9	Factors influencing the selection of Pepsi product	58

# List of Figure

1.1	Organizational structure of Pepsi Company	8
2.1	A Simplified representation of Katon's	19
2.2	A summary view of the Nicosia Model of Consumer Behaviour	21
2.3	The Engel-Blackwell and Minard Model of Consumer Behaviou	r26
2.4	Bettman's Information Processing Model of Consumer Choice	29
2.5	A Simplified Summary of Consumer Decision Process	32
4.1	A Chart Structure of Consumption Pattern	47
4.2	A Chart of Usage Behaviour of Pepsi Consumers	49
4.3	A Diagram Showing Degree of consumers Satisfaction.	51

## **ABBREVIATIONS**

GM	-General Manager
Mkt.	-Marketing
Asst.	-Assistant
Pvt.Ltd.	-Private Limited
EPS	- Extended Problem Solving
LPS	-Limited Problem Solving
RPS	-Routine Problem Solving
T.V.	-Television
No.	-Number
GNP.	-Gross National Product
SLC	-School Leaving Certificate
Int	-Intermediate
d.f.	-Degree of freedom
Wei No.	-Weighted Number
F.M.	-Frequency Modulation
Res	-Respondents
Bus	-Business
Stu	-Student
Ser	-Service
Wei	-Weighted
R.Shop	-Retail Shop
UTC	-under the crown
CEO	-Chief of Executive Officer