CHAPTER I

INTRODUCTION

1.1   Background of the Study

Consumer is the king in the business. This success and failure of any business entirely depends on consumer's reaction to a firm's marketing mix or strategies mix or strategies. Firm's marketing mix or strategies should be designed in such way that satisfies consumers need and wants. To design an effective marketing strategy that satisfies consumer's unsatisfied need and wants, a firm should know the buying behavior of consumers. Understanding consumer buying behavior is an important task for today's marketers.

Consumer behavior may be defined as the decision process and physical activity individual engage in when evaluating, acquiring, using or disposing of goods and services (London and Della Bitta, 1993: 5)

However, buying behavior of consumer differs from one to another; however, their buying process may be identical. Generally, the consumer buying process consist of five stages problem recognition, information search, evaluation of alternatives, purchase and post purchase evaluation.

The initial stage of consumer's buying is the problem is the problem recognition and it occurs when a 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 consumer searches for 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, however,

consumer has developed evoked set the set of brands of a product which the buyer actually considers while making a specific brands choice.

Products are the evoked sets have been evaluated in the third stage of buying process. To evaluate the products in the evoked set, a consumer 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 yield on or more brands that the consumer is willing to buy, the consumer is ready to move on to the next stage of decision process i.e. purchase stage. During this stage, consumer selects not only the product of brand to buy but also select seller or store from which s/he 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, buyers start to evaluate the product 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 (Narayan and Markin, 1975 :7-11)

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 of consumer involved in purchasing and the nature of the products s/he wants to purchase. Persons in high-involvement decision process may omit some of these stages. Whatever be 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 recent years, the international business environment has been marked by far-reaching changes. In the last few years, the business environment of Nepal too has been changed drastically. An implementation of one window system for both domestic and foreign investors and adoption of free and liberal trade policy have

increased the business activities to a great extent throughout the country. Consequently, business has become more complex and competitive. To survive in such a changing and competitive business environment, all activities of the business must be focused on the consumer (Koirala, 2048: 33)

In reality, the consumer is sovereign, deciding whether to accept or reject a product on the basis of whether or not it meets perceived needs and desires. To meet perceived needs and desires of the consumers, the marketer should understand the buying behavior of consumer. However, understanding of consumer buying behavior is a complex and difficult task as it is influenced by many factors.

Generally, consumer behavior is influenced by four factors: cultural (culture, subculture and socio class); social (reference groups, family and social roles and statuses); personal (age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality and self-concept); and psychological (motivation, perception, learning, beliefs and attitudes) (Kotler, 2003: 198). Research into these factors can provide clues to reach and serve consumers more effectively.

Consumers' needs and desired undergo change from time to time. In order to adapt business with changing pace of consumers' needs and desires, it is essential for marketers to conduct research continuously on consumers. Realizing this fact, business enterprises of advanced countries have carried out a series of researches on consumer behavior. However, such practices of studying consumer buying behavior are role in our country. Here, an attempt has been made to study the consumer behavior with respect to decision making process of motorbike purchase in Kathmandu city.

1.2   Focus of the Study

There are number of showroom, retail-outlet, wholesaler and supermarket which sell different brands of products. The success and failure of any business firm entirely depends on consumer's reaction to its offerings. It is, therefore essential for the market or manufacturer of the products and services to understand the consumer buying behavior in today's changing and competitive business environment.

Understanding, consumer behavior had become more complex and complicated day by day. It requires continuous efforts of investigation and exploration of consumers. However, such practice of investigation and exploration on consumer buying behavior are too rare on entirely absent in Nepalese business perspective.

1.3   Statement of the Problem

In recent years, the international business environment has been marked by far-reaching changes. In the last few years, the business environment of Nepal too has been changed drastically. An implementation of one window system for both domestic and foreign investors and adoption of free and liberal trade policy have increased the business activities to a great extent throughout the country. Consequently, business has become more complex and competitive. To survive in such a changing and competitive business environment, all activities of the business must be focused on the consumer.

In really, the consumer is sovereign, deciding whether to accept or reject a product on the basis of whether or not it meets perceived needs and desires. To meet perceived needs and desires of the consumers. However, understanding of consumer buying behavior is a complex and difficult task as it is influenced by many factors such as cultural, social, personal and psychological. In addition, consumer behavior is a changing phenomenon.

Consumers' needs and desires undergo change from time to time. In order to adapt business with changing pace of consumers' needs and desires, it is essential for marketers to conduct research continuously on consumers. Realizing this fact, business enterprises of advanced countries have carried out a series of researches on consumer behavior.

However, such practices of studying consumer buying behavior are rare in our country. Here, an attempt has been made to study the consumer behavior with respect to decision making process of motorbike purchase in Kathmandu city.

1.4   Objectives of the Study

Understanding consumer behavior has become more complex and complicated day by day. It requires continuous efforts of investigation and exploration of consumers. However, such practice of investigation and exploration on consumer buying behavior are too rate or entirely absent in Nepalese business perspective. In such a circumstances, an attempt has been made in this work to study consumer behavior with respect to decision-making process of motorbike purchasing in Kathmandu City. The main objectives of this study are mentioned below:

i)   To study & analyze the decision making process of motorbike owners in Kathmandu City and to determine the purpose of motorbike purchasing.

ii)   To study & examine the profile of the motorbike owners on the basis of age, gender, income & qualification.

iii)   To evaluate and find out the factors influencing for brand sold as well as consumer buying behavior.

iv)   To determine and find out attitude of other influencing consumer choices process as well as personal belief in consumer behavior.

v)   To provide suggestions on the basis of study findings.

1.5   Importance of the Study

The Nepalese marked has been gradually turned into cutthroat competition. Different types of product with large number of alternative brands are available in the market. In this context, it is essential for the manufacturer or marketer of the product to know the buying behavior of target customer to turn success in their favour. As the focus of the study is on consumer behavior with respect to decision –making process of motorbike purchase in Kathmandu city, the marketer of the product will be highly benefited by this study. They may use the findings of this study as a guideline for making strategies for

successful marketing of their product. Such marketing strategies may relate to segmentation of market based on buyer's behavior. The research also benefits the dealer of motorbike specially Golchha Organization.

The research helps not only the marketers but also provide valuable guidelines and reference to the scholars and researchers who are interested in conducting further research on consumer buying behavior.

1.6   Limitation of the Study

This research is conducted for partial fulfillment of master degree in business studies. The researcher being a student has very limited and resources. Thus, the study has certain limitations which are as follows:

Consumer's decision-making process was studied with motorbike as a product. Thus, the result of this study will be more applicable to this product only.

This study will confine only in Kathmandu city. All the respondents for this study were taken from Kathmandu city. Thus, sample size taken for the study is small in comparison to the population of the study.

The study was entirely based on the opinion, views and responses of the respondents. Opinions of the respondents were as a sense of truth, which may not be correct at all time due to changing behavior of customers.

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

1.7   Organization of the Study

This study has been organized under five chapters. Chapter one contains background of the study, focus of the study,statement of the problem, objective of this study, importance of the study and limitation of the study.

The second chapter is designed to examine the review of related literature; especially the consumer's decision process and factors influencing buyer's behavior. Other relevant past studies also has been reviewed.

The third chapter describes the methodological aspect of the study. It contain research design, population and sample, nature and sources of data, data collection procedure and data analysis tools.

The fourth chapter incorporates the main body of the study data presentation and analysis. This chapter highlights the objective wise data presentation, analysis and interpretation. Major findings of this study are also presented in this chapter.

Finally, a summary, conclusion and recommendations are presented in chapter five. In addition, and extensive references and appendix are presented at the end.

CHAPTER II

LITERATURE REVIEW

2.1   Introduction

Consumer decision process has remained an important area of theoretical and empirical research for long. The understanding of why consumers behave as they do and the reasons there of has tremendous implications for both the marketers and the public policy makers. While this understanding is likely to help marketers match their marketing mix with the need of different consumer segments, it can also enable public policy makers formulate such consumer programs and mandatory regulations for business as deemed necessary to promote consumer welfare.

The research in the area of consumer behavior receives added significance in a product market environment like that of Nepal characterized by low level of education, lack of buying alternatives and biased sources of information.

Present study is an attempt in this direction aimed at examining the consumer behavior with respect to decision-making process of motorbike purchase in Kathmandu city. In order to provide a framework for this study, available literature on different components of consumer decision process has been received and presented in subsequent heading in this chapter.

2.2   Consumer Decision Process

One of the important and traditional areas of study in consumer behavior has been the consumer decision-making process leading to product/service purchase. The study of consumer decision-making involves the analysis of how people choose between two or more alternative acquisitions and of the processes that take place before and after the choice (Mowen, 1990:.283)

At the most complex level, consumer decision making process consists of a series of five stages shown in figure 2.1

Figure 2.1

A Generic Flowchart of the Consumer Decision Process

Problem Recognition

↓

Search

↓

Alternative Evaluation

↓

Choice

↓

Post acquisition Process
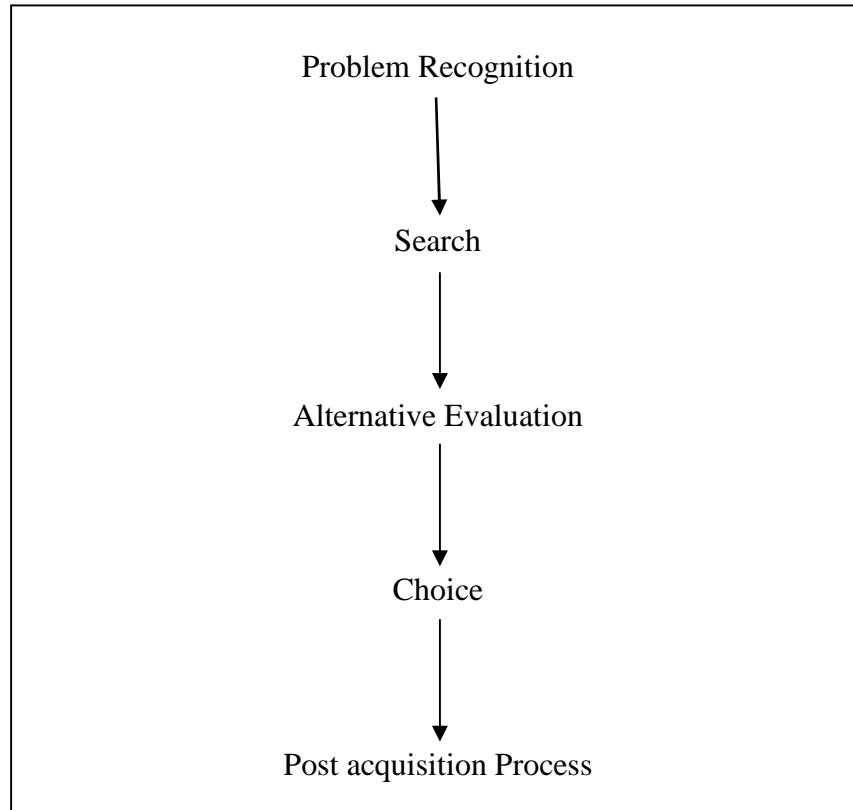
i) Problem Recognition

Problem recognition occurs when a discrepancy develops between an actual and a desired state of being. In essence, problem recognition occurs when a need state is felt. Typically, researchers seek to identify consumer problem by analyzing the factors that act to widen the gap between the actual state and the desired state. Thus, if the satisfaction with the actual state decreases, or if the level of the desired state increases, a problem may be recognized that propels consumer to action.

ii) Consumer Search Behavior

After a consumer identifies a problem of sufficient magnitude to propel him or her to action, a search process is begun to acquire information about products or services that

may eliminate the problem. The investigation of the consumer search process is highly important to marketers. In particular, it influences a company's promotion and distribution strategies.

Researchers have found that two types of consumer search process exist-internal search and external search. Internal search involves that consumer attempting to retrieve from long term memory information in products or service that will help to solve a problem. In contrast, external search involves the acquisition of information from outside sources, such as friends, advertisements, packaging, sales personnel, and so forth.

iii)   Alternative Evaluation

In the evaluation stage of the action process, the consumer compares the brand identified as potentially capable of solving the problem that initiated the decision process. When the brands are compared, the consumer may from belief, attitudes and intentions about the alternatives under consideration. Thus, alternative evaluation and the development of beliefs, attitudes and intentions are closely related. The result of alternative evaluation of right-involvement goods is generally lengthy comparative to low-involvement goods.

iv)   Consumer Choice Process

After engaging in an evaluation of the alternatives, the consumer's next step in the decision making process is to make a choice among alternatives. Consumers make a variety of different types of choices. They can choose among alternative brands or services, and they can make choices among stores. How consumers go about making choices is strongly influenced by the types of decision process in which they are engaged. Good evidence exists that the choice process differs if consumers use a high-involvement approach as compared to a low-involvement approach. When consumers are highly involved in the purchase, they will tend to engage in a lengthy decision-making process. In such a high-involvement purchase, consumers are described as moving through each of the five stages of the action process in a sequential manner.

In contrast, when consumers perceive little personal importance in the purchase they will move through a limited decision process. The search stage will be minimized. In addition,

the alternative evaluation stage may be largely skipped. Family, in limited decision making the choice process will be much simple than in high involvement conditions.

v)   Post Acquisition Process

The post acquisition phase of the consumer buying process consists of four stages acquisition consumption/usage, the formation of post acquisition purchase satisfaction or dissatisfaction, consumer complaint behavior and product disposition. The post acquisition phase has a major impact on whether consumers will repurchase the product or service. In addition, expectations of how will be treated in the post acquisition phase may influence actual buying decision (Mowen, 1990: 285-375)

2.3   Factors Influencing Consumer Behavior

A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Research into all these factors can provide clues to reach and serve consumers more effectively.

Cultural Factors

Culture, subculture and social class are particularly important in buying behavior.

Culture: Culture is the fundamental determinant of a person's want and behavior. The growing child acquires a set of values, perceptions, preferences and behavior through his or her family and other key institutions. Each culture coins of smaller subcultures that provide more specific identification and socialization for their members.

Subculture: Subcultures include nationalities, religions, racial groups and geographic regions. When subcultures grow large and affluent enough, companies often design specialized marketing programs to serve them.

Social class: Social classes reflect not only income, but other indicators such as occupation, education and area of residence. There members share similar values interests and behavior. Social classes differ in dress, speech patterns, recreational preferences and many other characteristics. Social classes show distinct product and

brand preference in many areas, including clothing, home furnishings, leisure activities and automobiles.

Social Factors

In addition to cultural factors, a consumer's behavior is influenced by such social factors as reference groups, family and social roles and statuses.

Reference groups: A person's reference groups consist of all the groups that have a direct or indirect influence on the person's attitudes or behavior. Groups having a direct influence on a person are called membership groups. Some membership groups are primary groups, such as family, friends, neighbors and co-workers with whom the person interacts continuously and informally. People also belong to secondary groups, such as religious, professional and trade union groups, which tend to be more formal and require less continuous interaction.

Family: The family is the most important consumer-buying organization in society and family members constitute the most influence primary reference group. The family has been researched extensively. We can distinguish between two families in the buyer' life. The family of orientation consists of parents and siblings. From parents a personal ambition, self-worth and love. Even if the buyer no longer interacts very much with his or her parents, their influence on the buyer's behavior can be significant.

Role and Statuses: A person participates in many groups – family, clubs, and organizations. The person's position in each group can be defined in terms of role and status. A role consists of the activities a person is expected to perform. Each role carries a status.

Personal Factors

A buyer's decisions are also influenced by personal characteristics. These include the buyer's age and stage in the life cycle, occupation, economic circumstances, lifestyle and personality and self-concept.

Age and stage in the life cycle: People buy different goods and services over a lifetime. They eat baby food in the early years, most foods in the growing and mature years and special diets in the later years. Taste in clothes, furniture and recreation is also age related. Marketers often choose life-cycle groups their target markets.

Occupation: Occupation also influences consumption patterns. A blue-collar worker will buy work clothes, work shoes and lunch boxes. A company president will buy expensive suits, air travel and country club membership. Marketers try to identify the occupational groups that have above-average interest in their production and service.

Economic circumstances: product choice is greatly affected by economic circumstances such as spendable income, saving and assets, debts, borrowing power and attitudes towards sending and saving. Marketers of income-sensitive goods continuously monitor trends in personal income, saving and interest rates.

Lifestyle: People from the same subculture, social class and occupation may lead quite different life style. A lifestyle is a person's pattern of living in the world as expressed in activities, interest and opinions. Lifestyle portrays the "whole person" interacting with his or her environment. Marketers search for relationship between their products and lifestyle groups.

Personality and self-concept: Each person has personality characteristics that influence his or her buying behavior. By personality, we mean a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli. Personality is often described in terms of such traits as self confidence, dominance, autonomy, deference, sociability, defensiveness and adaptability. Personality can be a useful variable in analysis consumer brand choices. The idea is the brands also have personalities and that consumers are likely to choose brands whose personalities match their own.

Psychological Factors

A person's buying choices are influenced by four major psychological factors motivation, perception, learning and belief and attitudes.

Motivation: A person has many needs at any given time. Some needs arise from physiological states of tension such as hunger, thirst or discomfort. Other needs arise from psychological states of tension such as the need of recognition, esteem or belonging. A need becomes a motive when it is around to a sufficient level of intensity. A motive is a need that is sufficiently pressing to drive the person to act.

Perception: A motivated person is ready to act. How the motivated person actually acts influenced by his or her perception of the situation. Perception is the process by which individual selects, organizes and interprets information inputs to create a meaningful picture the world. Perceptions can vary widely among individuals exposed to the same ability.

Learning: When people act, they lean. Learning involves changes in an individual's behavior arising from experience. Most human behavior is learned. Learning theorists believe that learning is produced through the interplay of drives, stimuli, cues, responses and reinforcement. Teaching theory teachers marketers that they can build up demand for a product by associating it with strong drives, using motivating cues and providing positive reinforcement.

Beliefs and Attitudes: Through doing and learning, people acquire belief and attitudes. There in turn influence buying behavior. A belief is a descriptive thought that a person holds about something. People's belief about a product or brand influences their buying decisions. Marketers are interested in the beliefs people carry in their heads about their products and brands. Brand beliefs exist in consumers' memory.

Attitudes lead people to behave in a consistent way toward similar objects. Consumer's attitude towards a firm and products strongly influence the success or failure of that organization's marketing strategy. When consumers have strong negative attitudes about one or more aspects of a firm's marketing practices, they not only stop using the product but also many stop their relatives and friends from using it. Since attitude can play such an important part in determining consumer behavior, marketer should measure consumer attitudes towards such dimension as prices, package designs, brand name, advertisement, etc. (Kotler, 2003: 183-198)

2.4   Review of Unpublished Literature

Under this segment, previous thesis of Tribhuvan University has been reviewed. The unpublished literatures found relevant to the study are as follows:

Bhandari (2004) conducted a research study on, "Brand preference study on motorbike with reference to Kathmandu city" with the objective of:

- ➢ To identify the profiles of customers of specific brand.
- ➢ To examine the product attributes sought in the motorbike brand.
- ➢ To access the customers' perception on brand preference.

The research was mainly based on primary data. Motorbike was chosen as the sample product. The sample of the respondents used in this study constitutes 120 motorbike riders of Kathmandu city. The research findings of the study were as follows:

- ➢ Hero Honda brand has been found as the most preferred brand, Bajaj as the second, Yamaha as the third, other brand as the 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 buyer.
- ➢ The price factor 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 as the strong attributes of Lifan brand. It has been found that Lifan disadvantages with regard to fuel efficiency and resale value.
- ➢ Dayang brand of motorbike has been found more positive on its aesthetic looks and finance facility.

Palungwa (2003) conducted a research study on, "A study on personal computer buyer behavior" with the objective of:

> ➢ To analyze the level of buyer awareness about personal computer.
> ➢ To ascertain brand preference of buyers.
> ➢ To analyze the purpose of buying personal computer.
> ➢ To provide suitable suggestions.

Fifty respondents were selected from Kathmandu valley. Only those samples were included who had acquired personal computer. Random and convenience sampling method was used in this study. The data were collected through a self-administered questionnaire survey in Kathmandu valley manually at convenient time. The major findings of this study were as follows:

> ➢ The respondents from Kathmandu valley preferred assembled personal computer than branded personal computer.
> ➢ One of the important findings was that time efficiency was basic motivating factor for personal computer user.
> ➢ The respondents had their priority for personal and family use of personal computer.
> ➢ Respondents were price sensitive; they are dependent on process of purchasing personal computer.
> ➢ People with higher income and education were the prominent buyer of the personal computer.
> ➢ The buyers were ready to spend more than thirty-five thousand rupees on personal computer and were highly conscious of quality of the product.

Baniya (1994) conducted a research study on, "A study of buyer behavior in Pokhara with special reference to cross-culture buying pattern" with the objective of:

> ➢ To find out the brand pattern and purchase frequently of the clothing and the grocery products for the British-Gorkhas and the local people.

➢ To examine the store name awareness, purchase location and types of store used by the British-Gorkhas and the local people for the purchase of clothing and grocery.

➢ To determine the criteria used by the British-Gorkhas and the local people for choosing a particular product, brand, store and their rank of order of importance.

➢ To fine out the attitude of the British-Gorkhas and the local people towards bargaining.

On hundred respondents were selected for the study. This study was based on primary data and all the required data were collected from 50 British-Gorkhas and 50 local people. For the statistical analysis, statistical tool such as percentage, rank, Spearman's rank correlation coefficient were used. The major findings of his study were:

➢ The purchase frequency of the grocery for the British-Gorkhas and the local people were similar to a large extent.

➢ Majority of British-Gorkha use foreign brands as well as a large number of local people adopt similar approach.

➢ Awareness levels of British-Gurkhas are high on grocery items, but in case of clothing, it was found low in comparison to local people.

➢ As far as the criteria used to choose a product is concerned, quickly and price are in the high profit of ranking.

➢ Both British-Gorkha and local people have almost similar attitude towards bargaining.

Dahal (1994) conducted a research study on "Patterns of consumer decision making process while purchasing high involvement goods in Nepal" with the objective of:

➢ Patterns of decision making strategies consumers utilize while making purchase of a durable goods.

➢ The level of pre purchase information seeking and their correlates.

➢ Size of the choice set.

➢ Decision making criteria and rules employed in evaluation of alternatives.

The study was based strictly on primary data. All the required information was collected from 300 respondents of Kathmandu district with the help of a structured questionnaire. The analysis tools included the factor analysis, cluster analysis, discriminant analysis and path analysis. The major findings of the study were:

➢ Though not very extensive, the Nepalese buyers undertake information search with greater emphasis upon dealer and interpersonal sources of information.

➢ Source of information available to Nepalese buyers have five dimension brochures, test-drive, advertisements, interpersonal source and dealer visit.

➢ Nepalese buyers have rather small-evoked set size for both the makers and model.

➢ Total search effort was positively related with education, but it was negatively related with prior preference for manufacturer and model.

CHAPTER III

RESEARCH METHODOLOGY

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

3.1   Research Design

Descriptive research is a fact-finding operation searching for adequate information. It is a type of survey study which is generally conducted to assess the opinion, behavior, or characteristics of a given population and to describe the situation and events occurring at present (Boyd, 2002, p.128). The objective of this study is to examine consumer behavior with respect to decision-making process of motorbike purchase in Kathmandu city. Descriptive research is widely conducted to solve various marketing problem. Thus, a descriptive survey research design is applied to this study.

3.2   Population and Sample

Population consists of total motorbike owner in Kathmandu city for this study. It includes well-defined number of the motorbike 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 motorbike buyers of Kathmandu city. Kathmandu city was chosen the geographical region to draw the sample from because the motorbike traffic here is tremendous compared to any other district. The respondents in sample are believed to the true representative of the population.

3.3   Nature and Source of Data

The information and data required for conducting the study was entirely based on primary source. Primary information and data were gathered through structured questionnaire. Based on the objectives of the study, a comprehensive questionnaire was

developed which included questions pertaining to consumer decision-making process and factors influencing behavior.

3.4   Date Collection Procedure

The data were collected through self-administered structured questionnaire. It was collected at mutual convenient place in Kathmandu city. The respondents were supported by oral explanation when they did not understand the questionnaire.

3.5   Date Analysis Tools

The questionnaire were distributed and collected to make them applicable for presentation and analysis. Presentations of data are done on table from, simple diagram, bar diagram and pie chart. The interpretation and explanation are made whenever necessary.

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

In this chapter, the data and information obtained from the questionnaire have been presented and analyzed comparatively keeping the objective in mind. This chapter has been organized into three sections. In the first section, presentation and analysis has been done to identify decision-making process of motorbike owners. The second section of the chapter deals to determine the factors that influence the consumer buying behavior of motorbike in Kathmandu city. Likewise, in the last section, presentation and analysis has been done to study the profile of the motorbike buyers.

4.1   Presentation and Analysis to Decision-making Process of Motorbike Owners

In this section, an attempt has been made to identify decision-making process while making a motorbike purchase. For this purpose, questions relating to problem recognition consumer search behavior, alternative evaluation, and consumer choice process and post acquisition process have been employed. The analysis has been done on the basis responses provided by the respondents.

4.1.1   Problem Recognition

In this section, three sets of question have been asked to the consumers. The first question was asked to fine out consumer's preference to motorbike in comparison to other vehicles. Table 4.1 shows the actual result of the respondents.

Table 4.1

Reason for Preferring Motorbike

Reason	No of respondents	Percentage
It is economical	18	36
It saves time	14	28
It is easy to handle	7	14
Easy movement	11	22
Total	**50**	**100**

Source: Survey Report, 2008

Figure 4.1

Reason for Preferring Motorbike
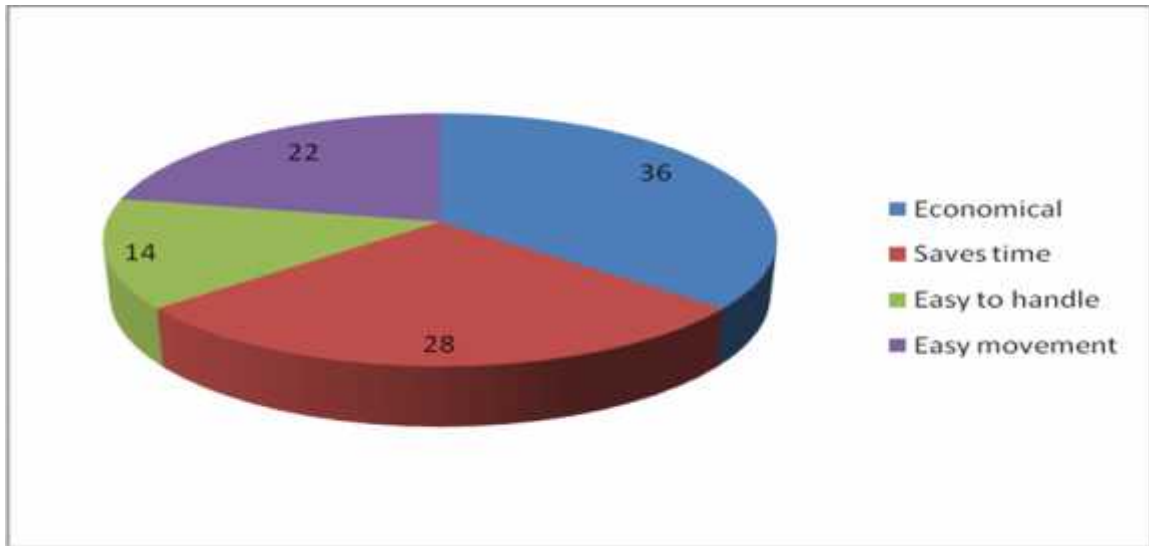
The second question was asked to fine the purpose of motorbike riding. Table 4.2 reflects the purpose of motorbike riding.

Table 4.2

Purpose of Motorbike Riding

Purpose	No of respondents	Percentage
Transportation	35	70
Pleasure	6	12
Status	2	4
Interest	7	14
Total	**50**	**100**

Source: Survey Report, 2008

Figure 4.2

Purpose of Motorbike Riding
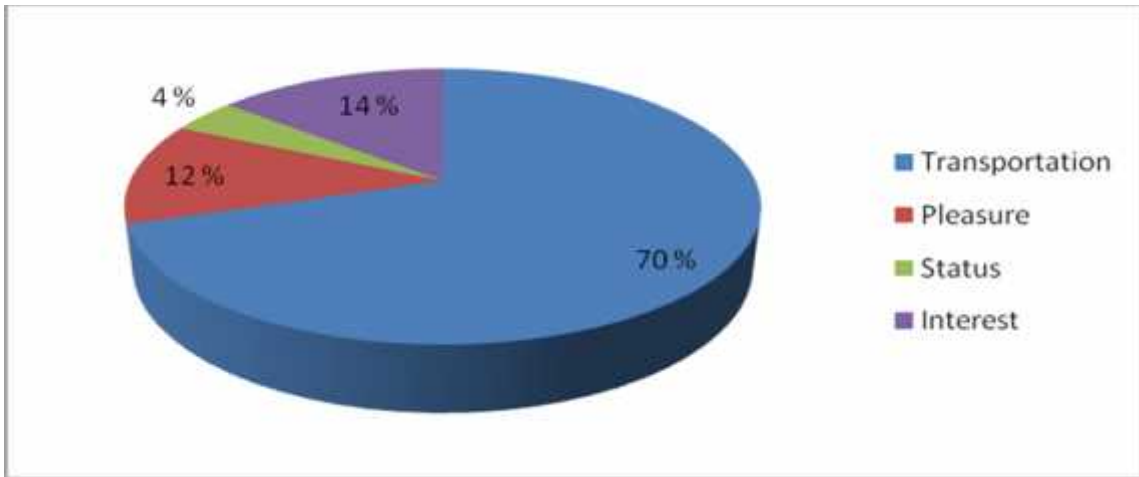
The final question was asked to find out the effect f advertisement on problem recognition. Table 4.3 shows the actual result of the respondents.

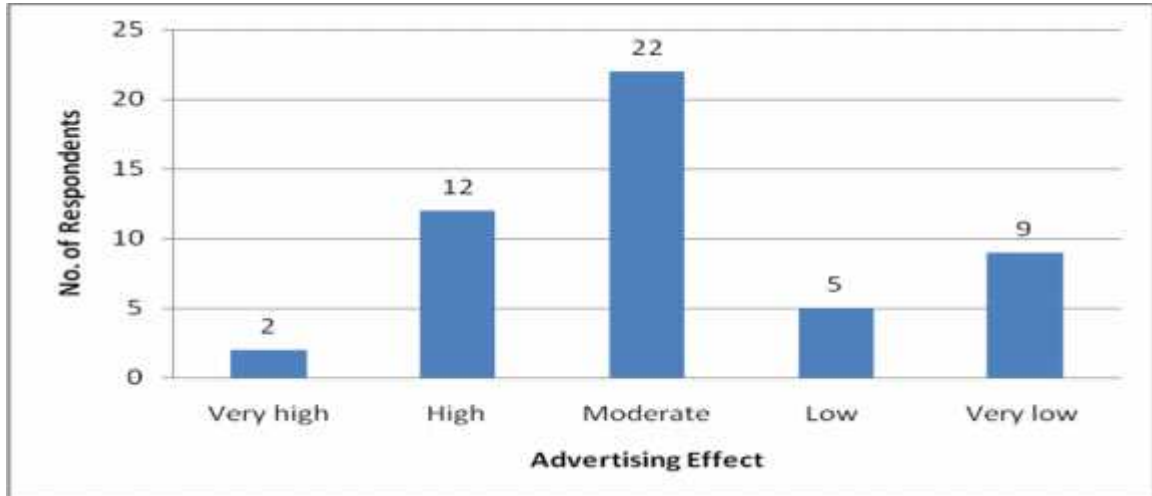**Table 4.3**

Advertising Effect on Problem recognition

Option	No of respondents	Percentage
Very high	2	4
High	12	14
Moderate	22	44
Low	5	10
Very low	9	18
Total	**50**	**100**

Source: Survey Report, 2008

As shown in the table 4.3, 44% of respondents were moderately affected by advertisement on problem recognition, 24% highly, 18% very low and 10% low respectively. Figure 4.3 represents the data more clearly.

Figure 4.3

Advertising Effect on Problem Recognition

4.1.2 Consumer Search Behavior

In this section, three sets of question have been asked to the consumers. The first question was asked to find out how the consumers first happened to know the model of motorbike they bought. Table 4.4 shows the actual result of the respondents.

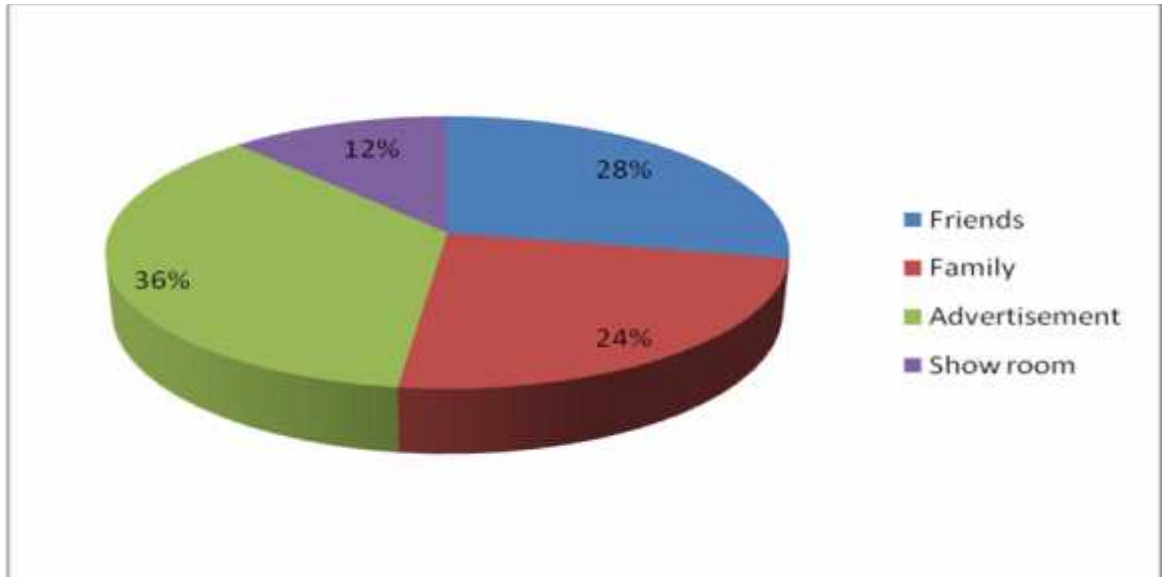**Table 4.4**

Source of First-hand Information

Source	No of respondents	Percentage
Friends	14	28
Family	12	24
Advertisement	18	36
Show room	6	12
Total	**50**	**100**

Source: Survey Report, 2008

Figure 4.4

Source of First-hand Information

The second question was asked to find out information sought by the buyers before purchasing a motorbike. Table 4.5 shows the result of the respondents.

Table 4.5

Information Sought on Motorbike

| Source	No of respondents	Percentage
Features	16	32
Performance	24	48
Price	8	16
After-sale service	2	4
Total	**50**	**100**

Source: Survey Report, 2008

Table 4.5 represents information sought by respondents on motorbike. 48% of respondents sought information on performance on performance of a motorbike like mileage, ride frequency of repair, etc. Similarly, 32% of respondents look information on

features like electric start, disc brakes, looks, etc. and 16% looks for price. Only 4% of respondents look for after-sale service. It has been explained more clearly in figure 4.5.

Figure 4.5

Information sought on Motorbike
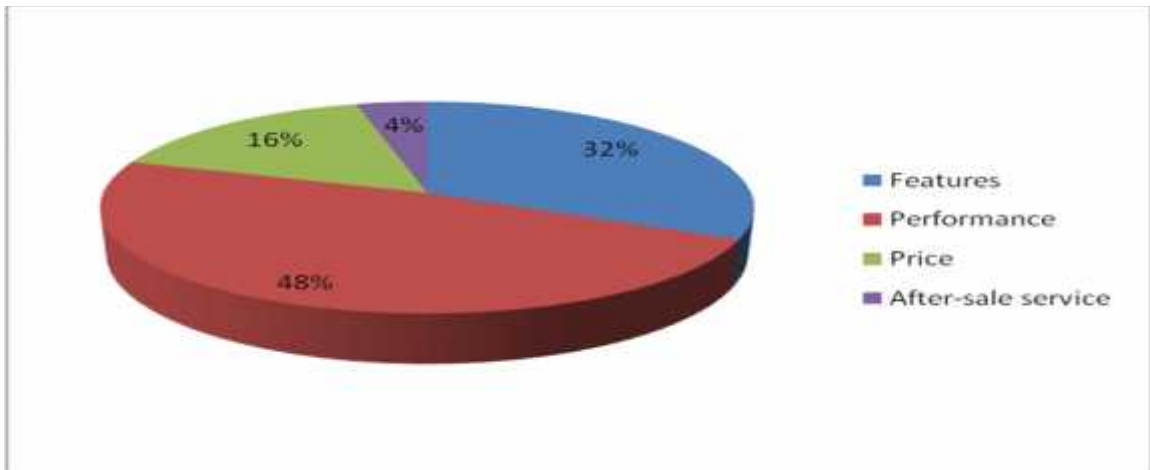
The final question under this section was asked to fine out the source of information consumers used while purchasing a motorbike. Respondents have been asked to rank different sources of information they used. Table 4.6 shows the result of the respondents.

Table 4.6

Ranking Source of Information used by the consumers

Rank Factor	1st		2nd		3rd		4th		5th		Total
	No.	%	No.	%	No.	%	No.	%	No	%	
TV	14	28	9	18	7	14	8	16	12	24	50
Friends	12	26	18	36	8	16	8	16	3	6	50
Dealers	6	12	10	20	14	28	12	24	8	16	50
Brochure	5	10	8	16	12	24	9	18	16	32	50
Test driving	12	24	5	10	9	18	13	26	11	22	50
Total	50	100	50	100	50	100	50	100	50	100	

Source: Survey Report, 2008

As shown in the table 4.6, respondents have given rank to the sources of information they used while purchasing a motorbike. TV is the most used source of information which is in the first rank with 28%, followed by friends and family in the second rank with 36%.

Similarly, visit to dealers is in the third rank with 28%, test-driving is in the fourth rank with 26% and finally manufacturer's brochure is in the fifth rank with 32%.

4.1.3 Alternative Evaluation

Under this section, two sets of question have been asked to know the consumers evaluation criteria. The first question was asked to identify the criteria one can possibly use while checking different modals of motorbike. Table 4.7 shows the result of the respondents.

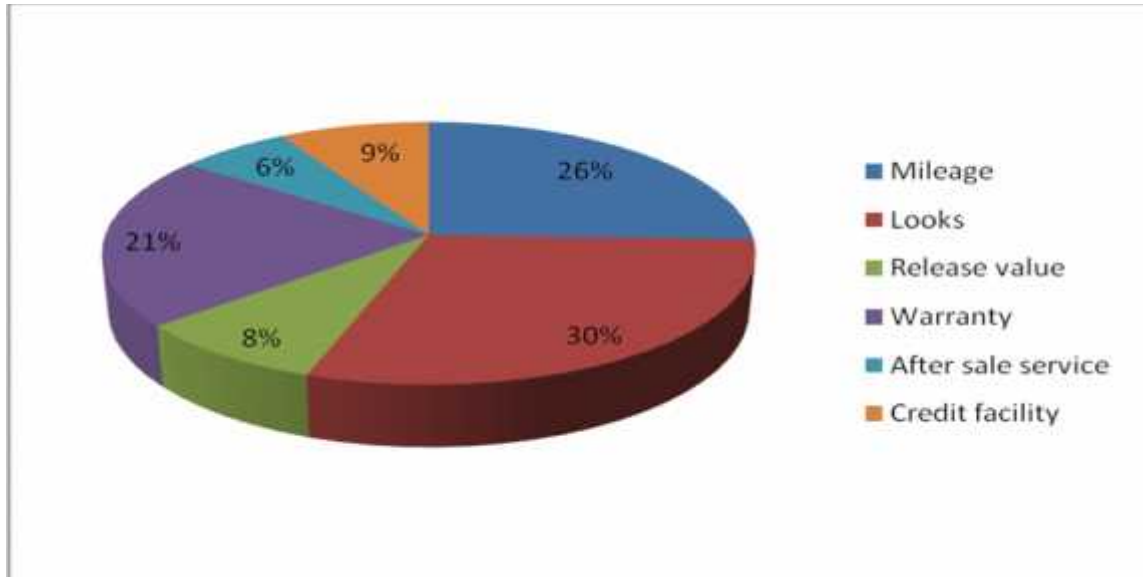**Table 4.7**

Criteria used while selecting different Models

Criteria	No. of respondents	Percentage
Price	12	24
Mileage	14	28
Looks	4	8
Release value	10	20
Warranty	3	6
After sale service	4	8
Credit facility	3	6
Total	50	100

Source: Survey Report, 2008

Table 4.6 shows that the motorbike buyers first look for mileage while evaluating different models of motorbikes which is 28%. It is closely followed by price with 24%, resale value with 20%, looks and after sale service with 8% and credit facility and warranty with 6% respectively. The data are represented in figure 4.6 for better understanding.

Figure 4.6

Criteria used while selecting different Models

This second question was asked to find out the recommendation used by the buyers while selecting the model of the motorbike. Table 4.8 shows the result of the respondents.

Table 4.8

Recommendation used by the Consumers

| Recommendation	No of respondents	Percentage
Friend	25	50
Family members	20	40
Salesperson	3	6
Relationship	2	4
Total	**50**	**100**

Source: Survey Report, 2008

Table 4.8 shows the recommendation used by the respondents while purchasing a motorbike. It is clearly from the table that 50% of the respondents use friend as a recommendation. Only 4% of respondents use relatives, which is the least source used for

recommendation. Similarly, use of family members as recommendation is 40% and salesperson is 6% respectively. The data has been presented in figure 4.7.

Figure 4.7

Recommendation used by the Consumer
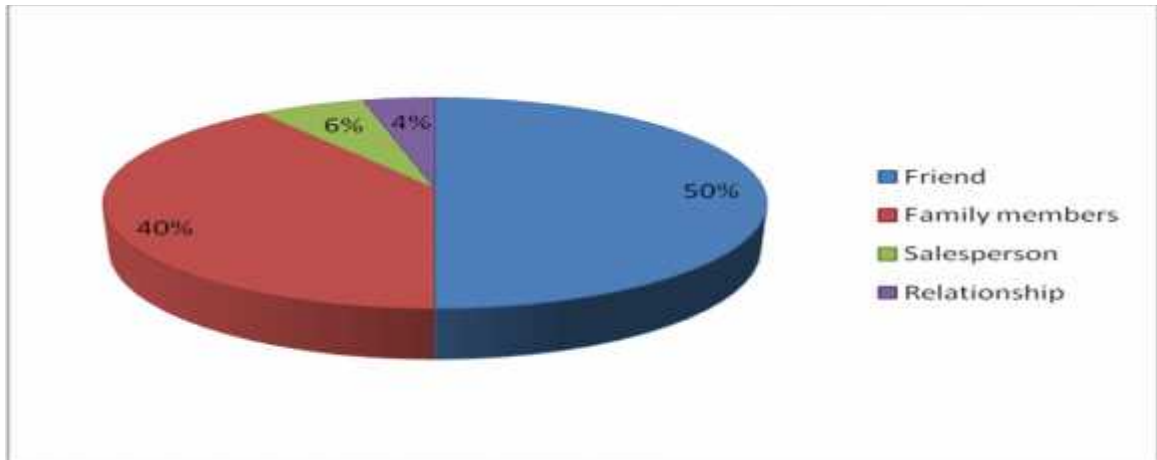
4.4   Consumer Choice Process

This section two, sets of question have been presented and analyzed to identify consumers' choice process. The first question deals with the factors influencing consumer choice process. Respondents have been asked to rank the factors influencing their choice process. Table 4.9 shows the result of the respondents.

Table 4.9

Factor Influencing Consumer Choice Process

Factors	1st		2nd		3rd		4th		5th		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Price	15	30	10	20	9	18	10	20	6	12	**50**
Brand	6	12	13	26	14	28	10	20	7	14	**50**
Model	12	24	3	6	15	30	9	18	11	22	**50**
Spare parts	12	24	9	18	4	8	13	26	12	24	**50**
Resale Value	5	10	15	30	8	16	13	26	14	28	**50**

Source: Survey Report, 2008

In the table 4.9, respondents have given rank to the factors influencing consumer choice process while purchasing a motorbike. As shown in the table, price is the most important factors influencing consumer buying decision which is in the first rank with 30%. Resale value of a motorbike is in the second rank with 30%. Similarly, model of a motorbike is in the third rank with 30% followed by spare parts available in the fourth rank with 26% and brand of a motorbike in the fifth rank with 14%. According to the sample collected, price has been found as the most influencing factor in consumer choice process of a motorbike.

Under consumer choice process, the second set of question has been asked to identify how attitude of others affect while making a product choice. Attitude of friends, family members and relatives also influences consumer decision-making process. Thus, the respondents were asked to identify how attitude of others influences consumer choice process. Table 4.10 shows the result of the respondents.

Table 4.10

**Attitude of others Influencing Consumer Choice Process**

Options	No of respondents	Percentage
Very high	5	10
High	14	28
Moderate	9	18
Low	9	18
Very low	13	26
Total	**50**	**100**

Source: Survey Report, 2008

As shown in the table 4.10, 28% of respondents were highly affected by attitude of others on consumer choice process which was closely followed by 26% who had very low effect. Similarly, 18% of respondents had moderate effect as well as 18% respondents had low effect on attitude of others. Only 10% of respondents were found to be very highly affected by attitude of others. Figure 4.8 represents the data more clearly.

Figure 4.8

Attitude of others Influencing Consumer Choice Process
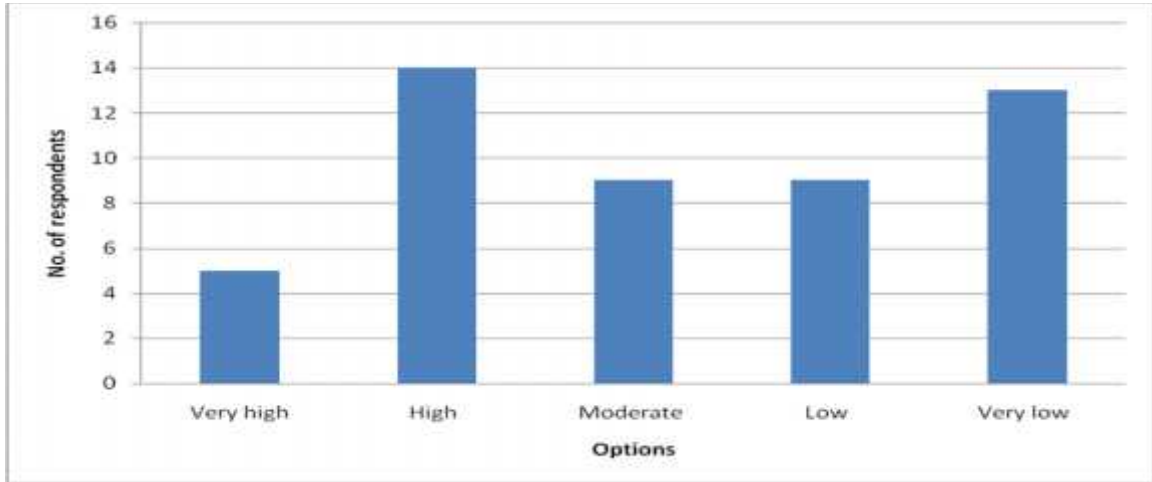
4.1.5 Post Acquisition Process

For finding out post acquisition process, the consumers were asked how well they were satisfied with their motorbike. Table 4.11 shows the result of the respondents.

Table 4.11

Satisfaction Level of Respondents

| Satisfaction level	No. of respondents	Percentage
Delighted	5	10
Satisfied	27	54
Just satisfied	11	22
Dissatisfied	2	4
Disappointed	5	10
Total	**50**	**100**

Source: Survey Report, 2008

Table 4.11 shows the satisfaction level of respondents after the purchase of motorbike. It is related with the post acquisition of the respondents. It is found that 54% of respondents are satisfied with the purchase of their motorbike. Similarly, 22% of respondents are just satisfied with their decision. But, 10% of respondents are disappointed with their motorbike as well as 10% are delighted. Only 4% respondents have been found to be dissatisfied with their purchase of motorbike. The satisfaction level of respondents was high according to the sample collected. The date has been presented in figure 4.9 for better understanding.

Figure 4.9

Satisfaction Level of Respondents
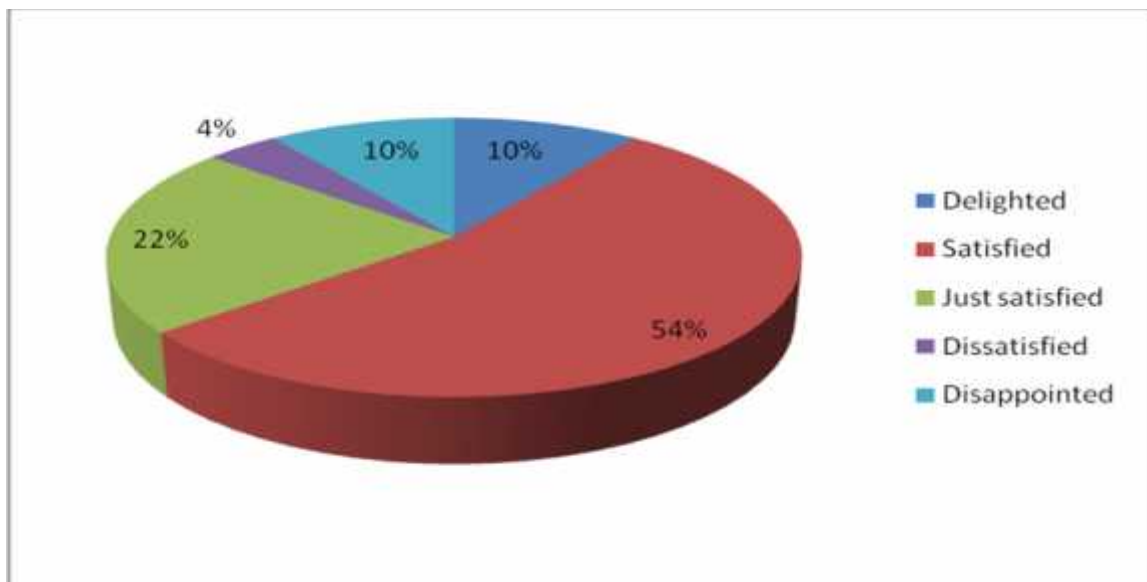
4.2 Presentation and Analysis of Examine Factors Influence Consumer Behavior

The second objective of this study is to find out factors influencing consumer behavior. A consumer's buying behavior is influenced by social, personal, cultural psychological factors. Research into all these factors can provide clues to research and serve consumers more effectively. To achieve this objective, question relating to factors influencing

consumer behavior have been employed. The analysis has been done based on responses provided by the respondents.

4.2.1 Personal Belief of Respondents

A buyer's decision is influenced by personal characteristics. A statement stating, "Japanese motorbikes are better than motorbike manufactured in order countries," was presented to respondents. Table 4.12 shows the result of the respondents.

Table 4.12

**Personal Belief of respondents regarding Japanese Motorbike**

Option	No of respondents	Percentage
Strong agree	21	42
Agree	9	18
Undecided	6	12
Disagree	6	12
Strong disagree	8	16
Total	**50**	**100**

Source: Survey Report, 2008

As shown in the table 4.12, 42% of respondents strongly agree with the statement that Japanese motorbikes are better than motorbike manufactured in other countries. Similarly, 18% of the respondents agree with the statement, 16% strongly disagree, 12% disagree and 12% are undecided. The data has been presented in the figure 4.10.

Figure 4.10

Personal belief of Respondents regarding Japanese Motorbike
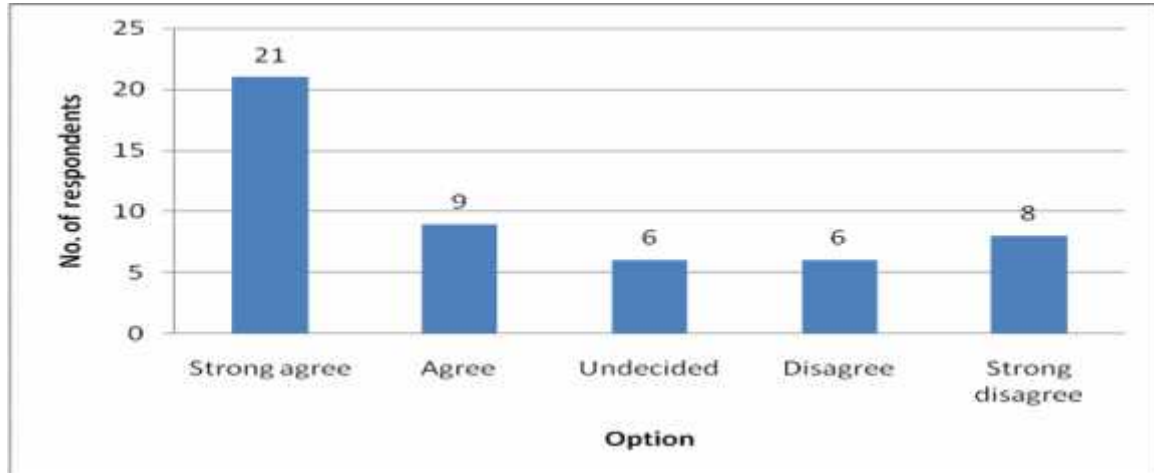
4.2.2   Factors Influencing Consumer Behavior

In this section, an attempt has been made to identify factors influencing consumer behavior. Respondents have been asked to rank the factors influencing consumer behavior. Table 4.13 shows the result of the respondents.

Table 4.13

Factors Influencing Consumer Behavior

Rank Factors	1st		2nd		3rd		4th		Total
	No.	%	No.	%	No.	%	No.	%	
Social	10	20	21	42	9	18	10	20	**50**
Personal	29	58	12	24	5	10	4	8	**50**
Cultural	5	10	7	14	19	38	19	38	**50**
Psychological	6	12	10	20	17	34	17	34	**50**
Total	**50**	**100**	**50**	**100**	**50**	**100**	**50**	**100**	

Source: Survey Report, 2008

As shown in the table 4.13, respondents have given rank to the factors influencing consumer behavior while purchasing a motorbike. It is clearly seen from the table that personal factors like interest, occupation and lifestyle is the most important factors influencing consumer behavior which is in the first rank with 58%. Social factors like friends, family members and neighbors are in the second rank with 42%. Similarly, cultural factors like nationality, religion and social class is in the third rank with 38%. Psychological factors like recognition, belongings and belief are found to be the least influencing factors in consumer behavior which is 34%. According to the sample collected, personal factors have been found to be the most influencing factors in consumer behavior while purchasing a motorbike.

4.3 Presentation and Analysis to Identify the Profit of the Consumers

Final objective of this study is to fine out the profile of the motorbike owners. In this section, questions have been asked to obtain demographic information relating to gender, education level, occupation and age of the respondents. The responses to these questions are presented in the respective tables.

4.3.1 Education Level of Respondents

All the respondents have been classified into four categories based on their education level. Table 4.14 shows the analysis of respondents in terms of highest level of education.

Table 4.14

Education Level of Respondents

| Education Level	No of Respondents	Percentage
SLC	1	2
Intermediate	14	28
Graduate	27	54
Postgraduate	8	16
Total	**50**	**100**

Source: Survey Report, 2008

Table 4.14 shows the education level of respondents. It is found that 54% of respondents are graduate, 28% have completed intermediate level, 16% are post graduate and only 2% have SLC as the highest level of education. The data has been presented in figure 4.11.

Figure 4.11

Education Level of Respondents
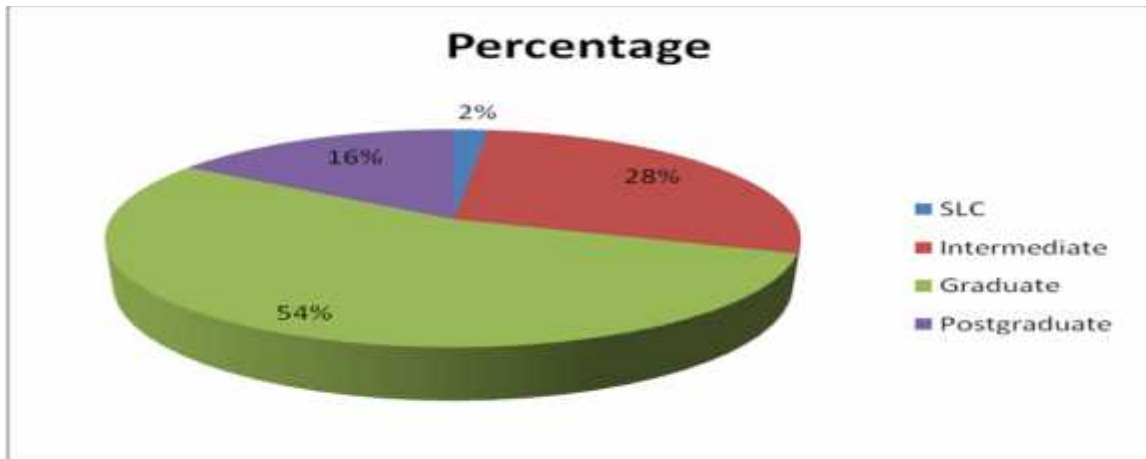
4.3.2   Current Occupation of Respondents

All the respondents have been divided onto four categories based on their current occupation. Table 4.15 shows the analysis of respondents in terms of their respective occupation.

Table 4.15

**Current Occupation of Respondents**

Current Occupation	No of Respondents	Percentage
Students	12	24
Job holder	31	62
Business	4	8
Social worker	3	6
Total	50	100

Source: Survey Report, 2008

Table 4.15 shows 62% of respondents are job holder, 24% are student, 8% are businessman and 6% are social worker. According to the sample collected, most of the respondents are found to be a job holder. Figure 4.12 respondents the data more clearly.

Figure 4.12

Current Occupation of Respondents
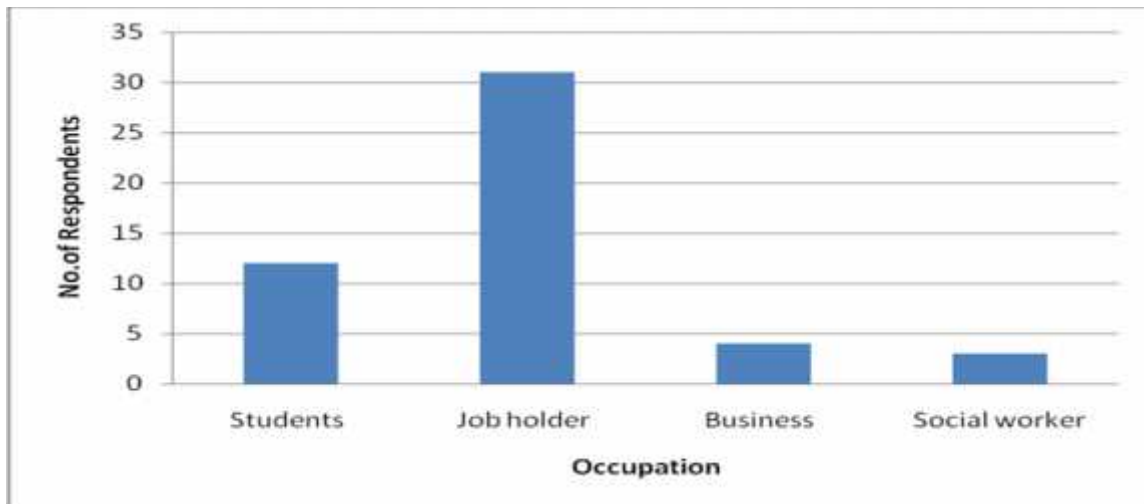
4.3.3 Age Group of Respondents

All the respondents have been divided into four categories based on their age group. Table 4.16 shows the analysis of respondents in terms of their age group.

Table 4.16

Age Group of Respondents

Age Group	No. of Respondents	Percentage
18-29	39	78
30-39	7	14
40-49	3	6
50 or above	1	2
Total	50	100

Source: Survey Report, 2008

Table 4.16 shows the age group of respondents. Most of the respondents fall in the age group of 18-29 which is 78%. It is followed by the age group of 30-39 which is 14% and 40-49 which is 6%. Only 2% of respondents are found to be in the age group of 50 or above. The most active buying age group according to the data is 18-29 years. The data has been presented in the figure 4.13 for better understanding.

Figure 4.13

Age Group of Respondents
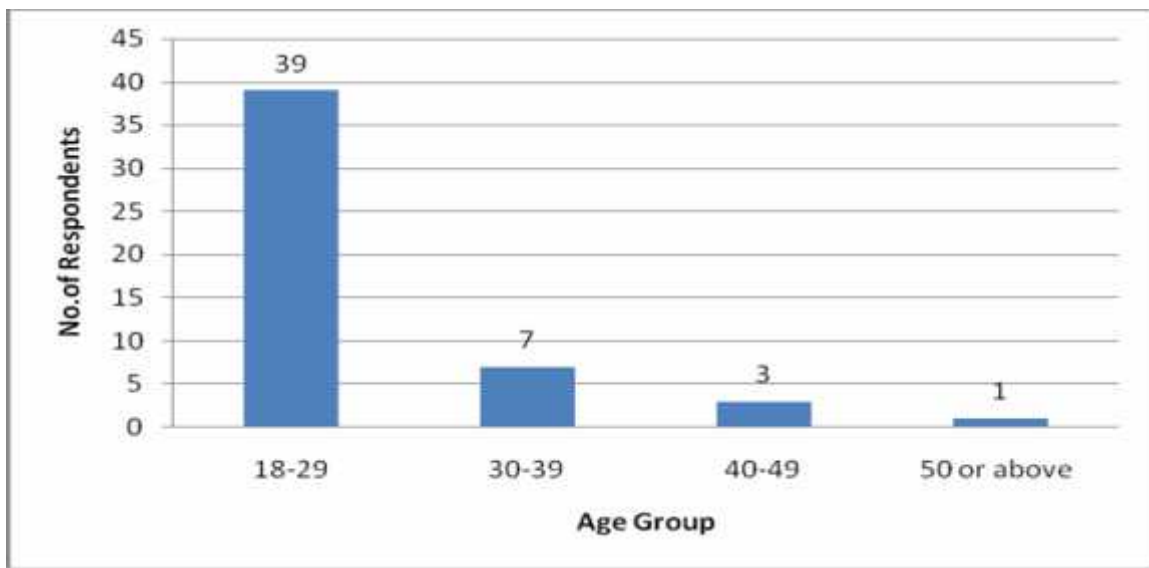
4.4   Major Findings of the Study

Based on the analysis of respondents on consumer behavior with respect to decision making process of motorbike purchase in Kathmandu city, the major findings of the study has been presented below:

1.   The respondents preferred motorbike in comparison to other vehicles, as it is economical. Only few respondents have been found prefer motorbike for its easy handling.

2.   A large number of motorbike riders used motorbike for the purpose of transportation. While the other used it for interest, pleasure and status respectively.

3.   The study has found out advertising has moderate effect on problem recognition.

4.   The responsibility first happened to know about the model of motorbike they bought through advertisement.

5.   Performance of motorbike like mileage, ride and frequency of repair are the most sought information by the respondents in the consumer search behavior.

6.   Respondents have given rank to different sources of information they used while purchasing a motorbike which are as follows:

TV advertisement	1st Rank
Friends and Family	2nd Rank
Visit to dealers	3rd Rank
Test-driving	4th Rank
Manufacturer's brochure	5th Rank

7.   In the alternative evaluation process, the motorbike buyers first looked for mileage while evaluating different models of motorbikes. Only few respondents considered warranty any credit facility in alternative evaluation process.

8.   Friends are the most used source for recommendation while evaluating different model of motorbikes.

9. Respondents have given rank to the factors influencing consumer choice process while purchasing a motorbike which are as follows.

Price	1st Rank
Resale value	2nd Rank
Model	3rd Rank
Spare parts available	4th Rank
Brand	5th Rank

10. The study has found out that attitude of others highly affect the consumers in their buying decision process.

11. The respondents strongly agree with the statement that Japanese motorbikes are better than motorbike manufactured in other countries.

12. Respondents have given rank to different factors influencing consumer behavior which are as follows

Personal factors	1st Rank
Social factors	2nd Rank
Cultural factors	3rd Rank
Psychological factors	4th Rank

13. On the basis of education level, large numbers of respondents have been found to be in the graduate level. Only few respondents have SLC as highest level of education.

14. The current occupation of most of the respondents is found to be jobholder. So, most of the jobholder seems to use motorbike for transportation.

15. 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 buying age group according to the study is 18-29 years.

CHAPTER V

SUMMARY, CONCLUSION & RECOMMENDATIONS

5.1   Summary

One of the important and traditional areas of study in consumer behavior has been the consumer decision consumer decision process leading to product purchase. The study of consumer decision-making involves the analysis of how people choose between two or more alternative acquisitions and the process that take place before and after the choice.

The success and failure of any business entirely depends on consumer's reaction to a firm's marketing mix or strategies. It is therefore essential for the marketer to understand the consumer buying behavior for long-term survival in today's changing and competitive business environment.

Consumer behavior may be defined as the decision and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services. But understanding of consumer behavior effort of investigation and exploration of consumers. But such practice of investigation and exploration on consumer buying behavior are too rare of entirely absent in Nepalese business perspectives.

In such a circumstances, an attempt has been made in this work to study consumer behavior with respect to decision-making process of motorbike purchase in Kathmandu city. The study is aimed at determining decision-making process of motorbike purchase, determining factors influencing consumer behavior and studying profile of the consumer.

The sample of respondents used in this study constitutes 50 motorbike buyers of Kathmandu city. Kathmandu city was chosen the geographical region to draw the sample from because the motorbike traffic here is tremendous compared to any other district. The information and date required for conducting the study was entirely based on primary source. Primary information and date were gathered through structured questionnaire. Based on the objectives of the study, a comprehensive questionnaire was developed

which included questions pertaining to consumer decision-making process and factors influencing consumer behavior.

The first objective of the study has been made to identify decision-making process while making a motorbike purchase. For this purpose, questions relating to problem recognition, consumer search behavior, alternative evaluation, consumer choice process and post acquisition process have been employed. The analysis has been done on the basis of responses provided by the respondents.

Another stream of research in this study has focused at finding out factors influencing consumer behavior. A consumer buying behavior is influenced by social, personal, cultural and psychological factors. Research into all these factors can provide clue to reach and serve consumers more effectively. To achieve this objective, questions relating to factors influencing consumer behavior have been employed.

The final objective of this study has focused at finding out the profile of the motorbike owners. In this section, questions have been asked to obtain demographic information relating to gender, education level, occupation and age of respondents.

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 has been undertaken to identify consumer behavior with respect to decision making process of motorbike purchase in Kathmandu city. Responses of various respondents have been collected, presented and analyzed. Based on this information, following conclusions can be made.

1. Motorbike has become the best means of transportation in comparison to other vehicles as it is economic, it saves time, it is easy to handle and it is easy to ride in crowded streets.

2.   Nepalese consumers are moderately affected by advertisement on problem recognition.

3.   Performance of motorbike like mileage, ride and frequency of repair are the most sought information by the respondents in the consumer search behavior.

4.   TV advertisement is the most used source of information while purchasing a motorbike.

5.   Nepalese consumers use friends as recommendation while evaluating different model of motorbikes.

6.   Price is the most influencing factor in consumer choice process.

7.   Personal factors like interest, occupation and lifestyle is the most influencing in consumer behavior.

8.   Jobholders are the main customers of a motorbike. Similarly, an active segment motorbike owner is in the age group 18-29 years.

5.3   Recommendations

The study has shown that different consumers go through different decision-making process while purchasing a motorbike. Similarly, behavior is influenced different factors and situations. On the basis of major findings of the study, following recommendations have been made.

1.   The most sought information on a motorbike is its performance like mileage, ride and frequency of repair. So, it is suggested to give high performance on performance of a motorbike.

2.   TV advertisement should be highly exploited while providing information to the potential buyers.

3. The study has found that Nepalese buyers mostly use friends as recommendation. So, it is suggested to provide good after-sale service to its buyers so that they can exchange satisfaction level with the potential consumers.

4. Competitive price should be charged to influence consumer choice process.

5. According to this study, the most influencing factors in consumer behavior is personal factor like interest, occupation and lifestyle. So, the manufacturers should give high priority to personal factor of the potential consumers.

6. The most active buying age group is 18-29 years. So, the preference of the youth should be highly considered.

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Appendix

A Survey on Motorbike Buyers.

My name is Saroj Nepal. I am a student of Nepal Commerce Campus. Currently, I am doing master's degree in management. I am interested in finding out individual's decision-making process while purchasing a motorbike. For this purpose, I request you to fill up this questionnaire giving valuable time. Your response to this questionnaire would help me to carry out my research effectively. All the information provided by you will be kept confidential.

Section A: Problem recognition

1. Why do you prefer motorbike in comparison to other to other vehicles?
   a. It is a economical ☐   c. It is easy to handle ☐
   b. It saves time ☐   d. Easy movement in crowded streets ☐

2. What is the purpose of motorbike riding?
   a. Transportation ☐   b. Status ☐
   b. Pleasure ☐   c. Interest ☐

3. In what extent did you desire to own a motorbike watching an advertisement?
   a. Very High ☐   d. Low ☐
   b. High ☐   e. Very Low ☐
   c. Moderate ☐

Section B: Consumer search behavior

1. How did you happen to know first about the model of motorbike you bought?
   a. My friends told me ☐   c. I saw its advertisement ☐
   b. My family member/relative told me ☐   d. I happened to see it in a dealer's show ☐
      room

2. Please tell me about the kind of information you sought about motorbike before you bought your motorbike?
   a. Features-electric start, disc brakes, looks ☐   c. Price ☐
   b. Performance-mileage, ride, frequency of repair ☐ d. After-sale service ☐

3. Which of the following source of information did you use to collect information prior to purchase of your motorbike? Please rank sources of information, 1 being the highest.
   a. TV advertisement   1   2   3   4   5
   b. Friends/Family   1   2   3   4   5
   c. Visit to dealer   1   2   3   4   5
   d. Manufacturer's brochure   1   2   3   4   5

e.	Test driving	1	2	3	4	5

Section C: Alternative evaluation

1. The list below presents a number of criteria one can possibly use while checking different models of motorbike. Please check the criteria you used while evaluating different models of motorbike.

    a. Price ☐   e. Warranty ☐

    b. Mileage ☐   f. After-sale-service ☐

    c. Looks ☐   g. Credit facility ☐

    d. Resale value ☐

2. Was the model of motorbike you bought recommended by

    a. Friend ☐   c. Salesperson ☐

    b. Family member ☐   d. Relative ☐

Section D: Consumer choice Process

1. What are the factors influencing your buyer decision? Please rank the factor, 1 being the highest

a.	Price	1	2	3	4	5
b.	Brand	1	2	3	4	5
c.	Model	1	2	3	4	5
d.	Spate parts available	1	2	3	4	5
e.	Resale value	1	2	3	4	5

2. To what degree do the factor below affect in your buying decision? Please tick one of the number, 1 being the highest.

a.	attitude of others	1	2	3	4	5
b.	Situational factors	1	2	3	4	5

3. Did you go alone or with somewhere you knew when you went to buy a motorbike?

    a. Alone ☐   b. With someone ☐

4. Why have you chosen to go with someone you know?

    a. To help in deciding which motorbike to buy ☐   c. To get his/her help in inspecting different ☐ models

    b. To get discount from the dealer ☐   d. To make sure I make the right decision ☐

Section E: Post acquisition process

1. How well are you satisfied or dissatisfied with your motorbike?

    a. Delight ☐   d. Dissatisfaction ☐

    b. Satisfied ☐   e. Disappointed ☐

    c. Just satisfied ☐

2. Are you using motorbike for purpose you bought?

    a. Yes ☐   b. No ☐

3. If no, what actions have you taken?

    a. Sole it ☐   b. Exchanged it ☐   c. Looking for sale ☐

Section F: Factors influencing buyer's behavior

Following are some personal belief statements. Please indicate your agreement or disagreement with each statement, where I indicate you highly agree.

1. Japanese motorbikes are better than motorbike manufactured in other countries.

    > 1   2   3   4   5

2. Price of a motorbike reflects its quality.

    > 1   2   3   4   5

3. When you first seriously through about buying a new motorbike, did you knew which brand to busy?

    a. Japanese: Definitely yes ☐   Not sure ☐   Definitely no ☐

    b. Indian: Definitely yes ☐   Not sure ☐   Definitely no ☐

    c. Others: Definitely yes ☐   Not sure ☐   Definitely no ☐

4. Please check the factors that influenced your choice of the motorbike you bought. Please the sources, one being the highest.

    a.   Social factors-friends, family neighbors   1   2   3   4   5

    b.   Personal factors-interest, occupation, lifestyle   1   2   3   4   5

    c.   Cultural factors-nationality, religion, social class 1   2   3   4   5

    d.   Psychological factors-recognition, belongings, belief   1   2   3   4
        5

Section G: Profile of the consumer

1. Your gender: a. Male   ☐   b. Female   ☐

2. Please check the category representing the highest level of education you have completed.

    a.   SLC   ☐   c. Graduate   ☐

    b.   Intermediate   ☐   d. Postgraduate   ☐

3. What is your current occupation?

    a.   Student   ☐   c. Business   ☐

    b.   Job holder   ☐   d. Social work   ☐

4. Which of these categories best describes your age?

    a.   18-29   ☐   c. 40-49   ☐

    b.   30-39   ☐   d. 50 or above   ☐

5. Your monthly income :

    a.   5000-10,000   ☐   c. 15000-20000   ☐

    b.   10,000-15,000   ☐   d. above 20,000   ☐