

**IMPACT OF BRAND ON CONSUMER PURCHASE DECISION
OF BEER BRANDS IN NEPAL**

A Dissertation Submitted to the Office of the Dean, Faculty of Management in
partial fulfillment of the requirements for the Master's Degree

By

Shibaji Khadka

Exam Roll No. 24101/20

Campus Roll No.633/076

Registration No.7-2-720-68-2008

Shanker Dev Campus

Group: Marketing

Kathmandu, Nepal

May, 2025

CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of Dissertation entitled “**Impact of Brand on Consumer Purchase Decision of Beer Brands in Nepal**”. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the Dissertation.

.....

Shibaji Khadka

May, 2025

REPORT OF RESEARCH COMMITTEE

Mr. Shibaji Khadka has defended research proposal entitled “**Impact of Brand on Consumer Purchase Decision of Beer Brands in Nepal**” successfully. The research committee has registered the Dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of supervisor Laxman Raj Kandel and submit the dissertation for evaluation and viva voce examination.

.....
Laxman Raj Kandel
Dissertation Supervisor

Dissertation Proposal Defended Date:
Date:

Dissertation Submitted Date:
Date:

.....
Asso. Prof. Dr. Sajeeb Kumar Shrestha
Chairperson, Research Committee

Dissertation Viva Voce Date:
Date:

APPROVAL SHEET

We have examined the **“Impact of Brand on Consumer Purchase Decision of Beer Brands in Nepal”** presented by **Mr. Shibaji Khadka** for the degree of **Master of Business Studies (MBS)**. We hereby certify that the Dissertation is acceptable for the award of degree.

.....
Laxman Raj Kandel
Dissertation Supervisor

Signature:

.....
External Examiner
Signature:

.....
Chairperson, Research Committee
Signature:

.....
Asso. Prof. Dr. Kapil Khanal
Campus Chief

Date:

ACKNOWLEDGEMENT

This study entitled “Impact of Brand on Consumer Purchase Decision of Beer Brands in Nepal” has been prepared in partial requirement of the master of business studies (MBS) under the faculty of management. My primary indebtedness goes to Shankar Dev Campus which has provided a learning environment and opportunity to use the theoretical knowledge in the practical field.

My sincere thanks go to my supervisor Laxman Raj Kandel for his time, effort and expertise from the beginning till the end of this report. I would also like to take these opportunities to express my deep gratitude to those entire individual who helped me directly or indirectly through out this research and helped me to complete this dissertation.

Finally, I would like to take the responsibility of any errors in this study. I will be thankful to all those who provided valuable suggestion for its improvement.

Shibaji Khadka

(Researcher)

TABLE OF CONTENTS

CONTENTS	PAGE NO:
<i>Title page</i>	<i>i</i>
<i>Certificate of authorship</i>	<i>ii</i>
<i>Report of research committee</i>	<i>iii</i>
<i>Approval sheet</i>	<i>iv</i>
<i>Acknowledgements</i>	<i>v</i>
<i>Table of contents</i>	<i>vi</i>
<i>List of table's</i>	<i>viii</i>
<i>List of figures</i>	<i>ix</i>
<i>Abbreviations</i>	<i>x</i>
<i>Abstracts</i>	<i>xi</i>
CHAPTER 1: INTRODUCTION	1-7
1.1 Background of study	1
1.1.1 An overview of beer company in Nepal	4
1.2 Problems statement	5
1.3 Objectives of the study	6
1.4 Rational of the study	6
1.5 Limitations of the study	6
CHAPTER 2: LITERATURE REVIEW	8-25
2.1 Theoretical review	8
2.1.1 Concept relating brand and branding	8
2.1.2 Brand equity	8
2.1.3 Literature related to history of branding	8
2.1.4 Guiding principle of branding	9
2.1.5 Brands loyalty, concept and definition	9
2.1.6 Factors for building and maintaining brand loyalty	10
2.1.7 Product differentiation	11
2.1.8 Branding	11
2.1.9 Level of risk	12
2.1.10 Consumer behavior	12
2.1.11 Involvement of consumer	12
2.1.12 Sales promotion	13
2.1.13 Brand switching	14

2.1.14 Brand loyalty correlation	14
2.1.15 Brand loyalty model	15
2.1.16 Bernoulli model	16
2.1.17 Markov model	16
2.1.18 Linear learning model	17
2.1.19 new trier model	17
2.1.20 Probability diffusion model	18
2.2 Empirical review	19
2.3 Research gap	25
CHAPTER 3: RESEARCH METHODOLOGY	26-32
3.1 Research design	26
3.2 Population sample and sample technique	26
3.3 Nature and source of data	27
3.4 Data collection techniques	27
3.4.1 Qualitative approach	27
3.4.2 Quantitative approach	27
3.5 Data analysis tools and techniques	28
3.5.1 Descriptive analysis	28
3.5.2 Inferential analysis	29
3.6 Conceptual framework and definition of variables	31
CHAPTER 4: RESULTS AND DISCUSSION	33-45
4.1 Result	33
4.1.1 Demographic analysis of the respondents	33
4.1.2 Descriptive analysis	39
4.1.3 Inferential analysis	40
4.2 Major finding	44
4.3 Discussion	44
CHAPTER 5: SUMMARY AND CONCLUSION	46-49
5.1 Summary	46
5.2 Conclusion	48
5.3 Implication	49
REFERENCES	50-52
APPENDICES	53-57

LIST OF TABLES

TABLE	PAGE NO:
1. Gender of the respondent	33
2. Age of respondent	34
3. Marital status of the respondent	34
4. Education of the respondent	35
5. Occupation of the respondent	35
6. Income level of the respondent	36
7. Respondent of select of beer product	36
8. Respondent for quantity prefer to buy	37
9. Respondent for brand product range	37
10. Respondent for occasion to buy product	38
11. Respondent for channel for purchasing	38
12. Respondent for spend on beer product	39
13. Descriptive statistic	39
14. Correlation between BA, BL, PQ, BAS, and independent variable	41
15. Model summary	41
16. Goodness of fit of test	42
17. Regression result for independent effect of BA, BL, PQ, BAS on CPC	43

LIST OF FIGURE

TABLE

PAGE NO:

1. Conceptual framework

31

Abbreviations

a	:	Constants
ANOVA	:	Analysis of variance
b	:	Regression coefficient
BA	:	Brand awareness
BAs	:	Brand association
BL	:	Brand loyalty
C.V	:	Coefficient of variation
CPD	:	Consumer purchase decision
E _i	:	Error in term
N	:	Number of observations in series X and Y
PQ	:	Perceived Quality
r	:	Correlation between X and Y

ABSTRACTS

The purpose of this study is to assess the impact of brand on customer purchasing decisions for beer brands in Nepal. The study takes an explanatory research strategy, with convenience sampling utilized as a non-probability sample technique. Structured questions and online surveys were utilized to collect data from 95 respondents. Data analysis is carried out using both descriptive and inferential methods. According to the findings, emotions such as customer purchasing decision, brand awareness, brand loyalty, perceived quality, and brand association are strong tools for beer companies in Nepal.

The independent variables have a substantial positive correlation with the BA, BL, PQ, and BAS. The association between the BA, BL, PQ, BAS, and CPD has been discovered to be positive; a significant positive correlation indicates that increasing the BA, BL, PQ, and BAS is more effective than growing the CPD.

Keywords: *CPD, BA, BL, PQ, AND BAS*

CHAPTER-I

INTRODUCTION

1.1 Background of the study

In today's ever-changing corporate climate, examining the intersection of brand loyalty and sustainable consumption strategies has become a top priority. Consumers' growing concern for product quality, corporate values, and environmental protection has elevated brand loyalty to the status of an emotional link between brands and consumers. Global environmental challenges are becoming more serious as a result of objective reasons, and sustainable development has steadily become the unavoidable choice for global enterprises seeking to meet society expectations and achieve long-term sustainable development. Sustainable consumption techniques involve both business and social responsibilities. They can gradually improve consumers' sense of identification with brands, support continuous enterprise innovation and development, and generate economic, social, and environmental win-win scenarios.

A brand has a value that is determined by the quality of its products in the market and the customer's satisfaction or contentment with its products and services. This increases customer trust in the brand. Customers who trust a company's quality have a favorable relationship with the brand and are more likely to become loyal to it. Customer loyalty and trust are critical for a business because they lower the likelihood of an attack from competitors, Aaker, (1996).

Customers may become less loyal to a brand if businesses are unable to provide high-quality goods at competitive costs. This will have a negative impact on their decision to buy. Every brand fulfills its responsibility to keep customers loyal to the specific product or products. A large increase in product pricing may cause businesses to lose clients. Conversely, high brand loyalty is a direct result of high product quality. If consumers are satisfied with the products after using them that is when product brand loyalty begins. Consumer behavior encompasses the mental and emotional aspects as well as the visible actions of customers during the search, acquisition, and after-consumption phases of a product or service. The study of how, what, when, and why consumers make purchases is known as consumer behavior. It combines aspects of economics, sociology, psychology, socio-psychology, and anthropology, (Bhattacharya and Sen, 2003).

The rapidly changing business environment has supplied several inputs (in the form of both beer packaging and emotional pictures incorporated into it) that impact buyer behavior and maintain consumer preferences in flux. The digital revolution and increased competition have put a wealth of requested information at the consumer's disposal before to purchasing a product. Informational inputs emphasizing the benefits of each branded product have a significant impact on the buyer's decision. Factors There are numerous other factors that influence consumer behavior and may be of interest to marketers. Branding components play a significant role in consumer decision making. Brand equity is the foundation for making a consumer's decision to favor a brand. Cravens (2003) defines brand equity as a set of brand assets and liabilities associated with a brand, its name, and symbol that contribute or remove from the value supplied by a product or service to a company and/or its customers. Brand equity is a useful asset for a firm that wants to invest in its brands. A powerful brand enjoys high levels of customer brand awareness and loyalty.

Brands also have a symbolic significance that allows customers to select the best product based on their needs and happiness. Typically, consumers purchase specific brands not only for appearance and functionality, but also to boost their social standing. Brand names show numerous aspects of a product and provide buyers with a variety of information about it, as well as a description of what the product means to them. Furthermore, it gives a concise overview of the customer's feelings, knowledge, and experiences with the brand. Furthermore, customers do not spend a lot of time learning about products. When a buyer contemplates purchasing a product, they evaluate it immediately based on memory and the brand name, Hansen and Christensen, (2003).

Investigating the intersection of sustainable consumption practices and brand loyalty has drawn business attention in the dynamic business environment. Brand loyalty has evolved into an emotional connection between brands and consumers as well as a gauge of consumer trust in companies due to consumers' growing concerns about environmental protection, corporate principles, and product quality. Due to objective circumstances, the severity of environmental issues worldwide is growing, and global corporations are progressively beginning to realize that sustainable development is the only way to meet society expectations and accomplish long-term sustainable development. In addition to being a business strategy, sustainable consumption

practices are also a social obligation. Over time, they can foster ongoing innovation and business development, increase customers' sense of brand identity, and provide win-win outcomes for the economy, society, and environment. Differentiating a company's product from others is the main goal of branding. Customers' purchasing patterns and judgments are undoubtedly greatly influenced by branding. The majority of businesses today face difficult obstacles when attempting to introduce new items in a market that is extremely competitive. Gaining a large market share for their products has become extremely challenging for businesses. Even in this difficult environment, there are still a lot of ways for businesses to get a competitive edge and increase their revenue. One of the primary elements that can make products extremely competitive is the perceived quality and pricing of the product. These elements are also crucial in helping buyers create brand loyalty to products, which in turn influences their decision to buy. When consumers base their purchase decisions on information they have learned about particular brands and items as well as on their prior purchasing experiences following consumption, the decision-making process can occasionally become extremely complex, (Sawhney, 2006).

Businesses employ a variety of elements to create an image in the minds of their customers. These elements may include names, designs, or a combination of these to help customers recognize a particular brand or product. Brand equity is a crucial strategy for competing businesses to attract consumers who might make purchasing decisions. In order to satisfy their needs and requirements, customers choose to spend their time, money, and other resources on different items. This is mostly shown by consumer behavior. The study of consumer behavior includes the questions of what, when, why, and where customers will purchase goods. It also emphasizes the frequency of product usage by customers. Additionally, it provides insight into how customers assess things after making a purchase and how those assessments impact subsequent purchases, (Schiffman, 2009).

These days, a country's brand is a vital instrument for boosting its economy. Brand name and equity can be used to influence people's purchasing decisions. Given that consumers are now more aware of brand names, businesses should take into account that in order to compete in a highly competitive market, they must establish a well-known brand name and image in the minds of consumers to sway their decisions. When a consumer wants to buy a product, a brand image or name that conveys greater

loyalty to the company or brand comes to mind, making brand awareness a crucial tool that can affect the choice to buy. Market image and loyalty are positively correlated with brand awareness, (Shehzad, 2014).

Branding includes a variety of characteristics such as brand image, trust, associations, and communication. These factors influence consumer perceptions and attitudes about a brand. For example, consistent messaging, great experiences, and a strong brand identity can all contribute to positive brand sentiments. In a Nepalese study on tourist-oriented eateries, Sthapit et al. (2023) stated that brand coverage and communication via social media will result in consumer response and value development. For marketers, regardless of their company's marketing strategies, the primary goal of their marketing activities is to influence consumers' perception and attitude toward a brand, establish the brand image in consumers' minds, and stimulate consumers' actual purchasing behavior of the brand, thereby increasing sales, maximizing market share, and developing brand equity.

The literature suggests that a consumer's opinion of a product is influenced by a number of factors, even while his actual experience with the commodity is at least somewhat responsible for his impression of the product. A customer's likelihood of intending to buy or being willing to acquire a good or service in the future is known as their purchasing intention. Whether marketing a product as handcrafted might influence customers' intentions to buy is a topic of debate. Design processes are heavily reliant on the variety and cultural aspects of product specifications as a result of the consumer market's concurrent evolution driven by customer-orientation and shifting customer requirements and perceptions.

1.1.1 An overview of Beer Company in Nepal

There are a number of beer companies in Nepal, such as Barahsinghe Beer, Yeti Brewery, Yak Brewing Company, and Gorkha Brewery. Founded in 2013 as a joint venture between the Vishal firm and another Nepali firm, Yeti Brewery started producing goods for sale in 2017. Has a 360,000 hectoliter capacity per year, accounts for more than 15% of Nepal's beer consumption, and uses the local brand ARNA. Likewise, the Yak Brewing Company was established in 2013 by a group of friends who wished to produce a wide variety of beer styles in Nepal. Possesses a brewery in Kurintar, Chitwan, include well-known labels like Himalayan Falcon, Dunkel

Weizen, Pilsner, and Barahsinghe. Likewise, Gorkha Brewery In Nepal, Tuborg Gold is the most popular and best-selling international brand, with brands including Carlsberg Beer, Tuborg Beer, Gorkha Beer, and Somersby Apple Cider. Finally, a brewery that produces a wide variety of beer styles, Barahsinghe Beer, uses smart membrane devices to filter and clean the beer flow.

1.2 Problem statement

The demand for and production of a wide range of goods and services has increased as a result of population growth and economic improvement. People may now order their needs from a distance without ever leaving their rooms thanks to highly developed technology, which has made the globe smaller. Marketing has been transformed by online purchasing and television casting. Consumers now have access to a wide range of items and brands thanks to technological advancements and industrial sector developments. There are now a lot more alternative brands and products available in the Nepalese market due to developments in both the national and international markets. Products made anywhere in the world can now be used from the comfort of one's own home, and consumers have more freedom to select the brands they are most comfortable with. Even when there are several brands available on the market, do consumers consistently buy the same brand or do they stay with one? This is the most pressing issue facing the Nepalese consumer market. This study's primary issue is that it measures brand loyalty over the whole Nepalese market. Marketers are constantly interested in the actual number of consumers as well as their perceptions of both their brand and rival brands. The issues with this study are based on this problem and are listed below:

- a. What is relationship between brand awareness and consumer purchase decision for beer brands in Nepal?
- b. What is relationship between the brand loyalty and consumer purchase decision for beer brands in Nepal?
- c. What is relationship between perceived quality and consumer purchase decision for beer brands in Nepal?
- d. What is the relationship between brand association and consumer purchase decision for beer brands in Nepal?

1.3 Objective of the study

Consumer behavior can be better understood by studying brand loyalty, which is a temporal element. A key asset of the producer or manufacturer is brand loyalty. When a product is successful on the market, more people will become brand loyal; therefore, research on brand loyalty emphasizes both the producer's and the brand's image. Realizing the importance of brand loyalty, marketers around the world mostly in developed nations have been conducting brand loyalty research on a constant basis. To date, however, just one researcher in Nepal has focused on the topic. This study is therefore being carried out primarily to determine whether or not Nepalese consumers are brand loyal. The objective of this study can be listed as follows:

- a. To assess the relationship between brand awareness and consumer purchase decision for beer brands in Nepal.
- b. To examine the relationship between the brand loyalty and consumer decision making consumer purchase decision for beer brands in Nepal.
- c. To examine the relationship between perceived quality and consumer purchase decision for beer brands in Nepal.
- d. To analyze the relationship between brand association and consumer purchase decision for beer brands in Nepal.

1.4. Rational of the study

The success or failure of the numerous existing industry units has a direct impact on the nation's economic status. If the sector is successful, the country will advance. Effective product marketing is the main driver of their industry's success. In the era of intense competition, understanding consumer preferences, performance, loyalty, and choice is essential for effective marketing. The study's primary focus is on how brands influence customer decisions, using Nepali beer brands as a case study. This research will be highly beneficial to the country's marketers and manufacturers. The study's findings might be used as a roadmap to help them create successful strategies for their products.

1.5 Limitations of the study

The limitation of this study is follows:

- 1 The products included in this study are based on four low involvement products (i.e. Tuborg, Nepal ice, Gorkha, and Iceberge) this study will not necessarily be applicable to other product.
- 2 Sample size is very small in comparison to the population of the study.
- 3 This study is entirely based on the views and responses of the consumers.
- 4 It is almost impossible to include the whole population in the study. So out of this population 100 consumers are surveyed in different cities in Nepal.

CHAPTER-II

LITERATURE REVIEW

Review of literature refers to the examination of other pertinent research studies in the connected field of study in order to identify all part studies, their findings, and their shortcomings and to draw implications for more research, Wolf & Pantta, (1999). The literature that is pertinent to this investigation is covered in this chapter. It is crucial to understand the findings of other research that is pertinent to the study. A conceptual framework will be included in the first section, and reports, articles, journals, and dissertations will be reviewed in the subsequent sections.

2.1 Theoretical Review

2.1.1. Concept Relating Brand & Branding

Essentially, a brand is what people think of when they hear a company name, and branding is the intentional actions taken to create that perception. The two are inextricably linked, with branding being the active practice of developing and maintaining a brand. A brand is the core identity or perception of a company or product in the minds of consumers, and "branding" is the strategic process of actively shaping and managing that perception through marketing and communication efforts to distinguish it from competitors and build a desired image in the marketplace.

2.1.2. Brand Equity

The worth of a brand is referred to in marketing as brand equity. Consumer perceptions and experiences with the brand establish that value. When consumers have positive opinions about a brand, its brand equity is positive.

2.1.3 Literature Related to History of Branding

With the introduction of packaged goods in the 19th century, brands in the marketing domain first emerged. Many household products, including soap, were produced in centralized factories rather than in local communities as a result of industrialization. Since these companies produced mass-made goods, they had to reach a larger market a clientele that was solely familiar with local products. It soon became clear that recognizable, locally produced soap was impossible for a generic container to compete with. It was the responsibility of the packaged goods manufacturers to persuade the market that the non-local product could be trusted just as much. James

Walter Thompson released a house advertisement elucidating trademark advertising around 1900. What we now call branding was first explained commercially in this way. Numerous products from that time period, like Kellogg's morning cereal and Uncle Ben's rice, provide examples of the issue. The producers wanted their goods to look and feel much like the produce grown by nearby farmers. Manufacturers then swiftly discovered how to link their products to various types of brand values, including youth, pleasure, or luxury, with the aid of advertising. This was the beginning of what is today called branding.

2.1.4. Guiding Principle of Branding

As a fundamental principle that guides all brand decisions and actions throughout the organization, a guiding principle of branding is the fundamental value or belief that forms the basis of a brand's identity and dictates how it interacts with consumers, communicates, and positions itself in the marketplace. Important components of a branding guiding principle:

- a. Clarity of purpose:** It outlines the brand's basic purpose and values in detail.
- b. Consistency:** Makes certain that the key principles are reflected in all brand communications and experiences.
- c. Customer focus:** Places a high priority on comprehending and satisfying the demands of the intended audience.
- d. Authenticity:** It builds consumer trust by accurately representing the company and its ideals.

2.1.5. Brands Loyalty, Concept and Definition

"Brand loyalty" is the term used to describe a customer's persistent preference for a particular brand, choosing to buy their goods or services over and over again even when there may be other options available. This preference is typically motivated by the brand's quality, value, or overall experience; in other words, it's a dedication to a particular brand over others, shown through positive advocacy and repeat purchases.

Key points about brand loyalty:

- a. Customer behavior:** The frequency with which a customer makes purchases from a particular brand is a measure of brand loyalty.

b. Positive perception: It frequently results from a favorable opinion of the brand's dependability, quality, and customer support.

c. Emotional connection: In certain situations, brand loyalty might involve an emotional bond with the company in addition to logical decision-making.

2.1.6. Factors for Building & Maintaining Brand Loyalty

Delivering consistently high-quality goods and services, providing outstanding customer service, establishing trust via openness, actively interacting with consumers, creating a sense of community, incorporating customer feedback, rewarding loyalty through initiatives, and preserving consistent brand messaging across all platforms are all important components of creating and sustaining brand loyalty. In other words, offering a dependable and satisfying customer experience that makes customers feel appreciated and encourages them to keep choosing your brand over competitors.

Breakdown of important factors:

a. Product Quality: Brand loyalty is built on a foundation of continuously providing high-quality goods and services that either meet or surpass the expectations of customers.

b. Customer Service: Building trust and loyalty requires providing exceptional customer service, which includes timely problem solving and tailored interactions.

c. Brand Values and Transparency: Building trust and loyalty requires communicating openly and aligning your brand with principles that appeal to your target audience.

d. Community Building: Building a feeling of community around your business through activities, social media interaction, or unique content helps increase brand loyalty.

e. Customer Feedback: Asking for and acting upon client input shows that you respect their thoughts and are dedicated to making improvements.

f. Loyalty Programs: Strengthening loyalty can be achieved by putting in place reward programs that encourage engagement and repeat business.

h. Personalized Experiences: A more meaningful experience is produced by customizing marketing and interactions to each customer's demands.

i. Consistent Branding: Retaining a consistent visual design and messaging throughout all platforms strengthens consumer trust and brand identification.

j. Customer Education: Giving clients knowledge about your goods and services helps them see their worth and develop trust in your company.

2.1.7. Product Differentiation

One marketing tactic that helps a product stand out from similar products is product differentiation. It may be determined by design, cost, quality, or other elements. The objective is to develop a unique selling proposition (USP) that provides a company with a competitive advantage and draws clients.

How it works

a. Identify unique features: Emphasize the features that set your product apart from those of your competitors.

b. Build a brand: Build a solid reputation and image for your brand.

c. Offer exceptional customer service: Offer assistance that improves the clientele's experience.

d. Price strategically: Provide goods at various pricing points to cater to various clientele groups.

2.1.8. Branding

There will be more loyalty if the category is structured and there is branding activity than if it were simply disorganized. Through branding operations, brands can be distinguished by their names, symbols, pictures, and connotations. Creating strong associations that will affect consumers not only with regard to functional features but also with regard to symbolism is referred to as branding activity in this context. The campaign by Ruf & Tuf, which uses a personality-oriented concept to instill trust in domestically produced goods, is another innovative method of branding (particularly in a category with Western origins). Using sponsorship to establish a connection is also a branding action. Public relations, sales promotion, and advertising are all examples of branding activities that encompass a variety of facets, (Sharma, 2000).

2.1.9. Level of risk

Functional, social, and psychological dangers are the ones that are usually seen as being present. These dangers are thought to exist in a variety of products, from electric cars to personal care items. A leading brand in a market that provides a high-quality product and manages the perceived dangers of the product is likely to gain a devoted following of customers. Amazon.com, a global leader in online marketing, first focused on traditional categories like music and books before addressing and successfully overcoming "the perceived risk" barrier to build a sizable following of devoted customers. For instance, smaller companies that compete with large brands in the personal care sector can use this dimension to approach loyalty.

How can a high-quality but less expensive fairness cream guarantee that users won't perceive any hazards to their health or use?

2.1.10. Consumer behavior

"Consumer behavior" refers to the study of how individuals or groups select, purchase, use, and dispose of goods, services, or ideas to satisfy their needs and wants, encompassing the psychological, social, and cultural factors that influence their buying decisions and consumption patterns; essentially, it examines the "why" and "how" behind people's buying habits.

Key points about consumer behavior:

- a. Focus on decision-making:** The complete consumer decision-making process is examined, including need identification, purchase, and post-purchase assessment.
- b. Impact of marketing:** In order to create marketing strategies that effectively connect with their target audience, organizations must have a thorough understanding of customer behavior.
- c. Interdisciplinary field:** Psychology, sociology, economics, and anthropology are just a few of the fields that are used in consumer behavior research to understand the motives and actions of consumers.

2.1.11. Involvement of Consumer

A consumer's level of personal importance for a product or service influences how much time, effort, and thought they put into making a purchase decision. In other words, it indicates how motivated they are to thoroughly consider and carefully select a

particular option; the more involved they are, the more deliberate the decision-making process will be.

Key points about consumer involvement:

a. Motivation level: How personally relevant a product is to a customer's wants and values is a major factor in determining their level of commitment.

b. Decision-making process: Before making a purchase, high engagement frequently results in thorough information searching, alternative comparison, and deliberate thought.

c. Product categories with high involvement: Because they are expensive and have the potential to have a big impact, big-ticket items like homes, vehicles, or pricey technologies usually have substantial consumer involvement.

d. Low involvement products: Basic hygiene and food are examples of everyday commodities with limited engagement, where customers may make snap selections based on familiarity or habit.

Factors influencing consumer involvement:

a. Personal factors: Individual requirements include values, hobbies, and product category knowledge.

b. Product factors: Cost, brand image, perceived quality, and degree of risk involved in the transaction.

c. Situational factors: Time constraints, social pressures, and the significance of the purchasing event.

2.1.12. Sales Promotions

The more price-discount-led sales promotions there are in a given category or market, the less likely it is that consumers would be loyal to the brand. The reason for this is because the price war mindset is ingrained in the minds of the customers. As long as they are properly integrated into the brand's overall strategy, sales promotions by themselves are not a bad idea. A premium brand that engages in regular sales promotions runs the risk of losing its premium, which would be irreversible harm to a company that has invested years in building its premium image. It is not possible to address the factors in isolation. In order to foster brand loyalty, they are expected to work in concert. In a situation where loyalty is gradually fading, marketers face a

topical challenge: the combination of these elements and the timing of the combination, (Sharma, 2000).

2.1.13. Brand switching

In essence, brand switching is the opposite of brand loyalty and occurs when a customer who usually purchases from one brand chooses to buy a different brand instead. In other words, they change their purchasing habits and choose a competitor product, frequently because of factors like price, quality, customer service, or a desire to try something new.

Key points about brand switching:

- a. Consumer behavior:** When a devoted client chooses to purchase from a different brand, it represents a change in consumer behavior.
- b. Reasons for switching:** Brand switching can result from a variety of factors, including price changes, subpar customer service, a lack of innovation, promotions from competitors, or just the desire to try something else.
- c. Impact on companies:** By preserving consumer satisfaction, responding to issues, and continuously providing value, businesses aim to reduce brand switching.

2.1.14. Brand Loyalty Correlation

The term "brand loyalty correlation" describes the connection between a consumer's favorable opinion of a brand and their regular purchases from that brand. This means that when a customer has a strong positive opinion of a brand, they are more likely to consistently choose it over rivals, exhibiting loyalty through their behavior.

Key aspects of brand loyalty correlation:

- a. Positive perception:** The good opinion that customers have toward the brand which encompasses elements like quality, value, dependability, and customer service is a crucial component.
- b. Repeat purchase behavior:** The most obvious sign of brand loyalty is when a consumer continues to purchase goods or services from the same company over time.
- c. Attitudinal loyalty:** This is the customer's mental attachment to the brand, which is frequently fueled by favorable feelings and brand association, even in the face of alternative possibilities.

d. Behavioral loyalty: This is the practice of making consistent purchases from the same brand.

Factors influencing brand loyalty correlation:

- a. Brand identity and messaging:** A powerful, dependable brand image, that appeals to the intended market.
- b. Customer experience:** Favorable experiences with the brand, such as the quality of the products, the shopping experience, and the customer service.
- c. Loyalty programs:** Rewards and incentives that promote recurring business.
- d. Emotional connection:** Strong emotional ties between a brand and its customers can greatly increase brand loyalty.

2.1.15. Brand Loyalty Model

A "Brand Loyalty Model" refers to a theoretical framework that explains the factors and stages involved in a customer's decision to consistently choose one particular brand over others, often driven by positive experiences; trust in the brand's quality, and a strong emotional connection, leading to repeat purchases even when faced with competitive alternatives.

Key points about the Brand Loyalty Model:

- a. Core concept:** Despite the availability of alternative brands, a devoted consumer consistently purchases from the same one, indicating a preference and dedication.
- b. Stages of loyalty:** Customers move through several stages of brand loyalty, including as awareness, contemplation, purchase, and advocacy, as they become more and more involved with the company.

Factors influencing loyalty:

Perceived quality: How well the client thinks the service or product is

Customer satisfaction: Good encounters with the brand

Brand values alignment: When the customer shares the brand's values and mission

Emotional connection: Positive feelings associated with the brand

Loyalty programs: Good encounters with the brand

2.1.16. Bernoulli Model

A statistical model known as a "Bernoulli Model" is based on the Bernoulli distribution and, in essence, describes a single event with only two possible outcomes: "success" and "failure," each of which has a fixed probability (p for success, $1-p$ for failure). This type of model is frequently used to represent situations such as flipping a coin in which you can only get heads or tails, with a fixed probability per outcome.

Key points about the Bernoulli Model:

a. Binary outcome: The main characteristic is that it only simulates two possible outcomes for every trial, which are usually denoted by the numbers 0 (failure) and 1 (success).

b. Fixed probability: A Bernoulli experiment has a constant probability of "success" (p) for every trial.

c. Independent trials: Each trial in a Bernoulli process is considered to be independent of the others, implying that the outcome of one does not influence the outcome of the next.

2.1.17. Markov model

A Markov Model is a statistical tool that represents a system in which the probability of transitioning to a future state is solely determined by the current state, implying that past events have no influence on the next state, according to the "Markov property"; it essentially models a sequence of events in which the next event is determined solely by the current one, rather than the entire history of events preceding it, and is frequently visualized as a chain of states with transition probabilities between them.

Key points about Markov Models:

a. States: A Markov model is made up of discrete states that represent the various possible system circumstances.

b. Transitions: The movement between states is known as a transition, and each transition is assigned a probability that represents the possibility of moving from one state to the next.

c. Markov Property: The Markov property is the fundamental premise of a Markov model, which asserts that the probability of progressing to the next state is determined only by the present state and not by any past states.

Types of Markov Models:

a. Markov Chain: The simplest type of Markov model, in which all states are observable and the transition probabilities between them are known.

b. Hidden Markov Model: A more complicated model in which some states are not immediately visible and the system is monitored via a collection of emissions based on the hidden states.

2.1.18. Linear Learning Model

A "Linear Learning Model" is a machine learning algorithm that assumes a linear relationship between input features and output variables, which means it, tries to find a straight line that best fits the data, allowing for predictions based on a simple mathematical equation that is simple to interpret and apply. Especially when the relationship between variables is pretty obvious. The most popular example of a linear model is "Linear Re

Key points about Linear Learning Models:

a. Simple Equation: The basic idea is to represent the relationship between variables with a linear equation, which is commonly stated as " $y = mx + b$," where "y" is the anticipated output, "x" is the input feature, "m" is the slope, and "b" is the intercept.

b. Interpretation: Linear models provide a significant benefit in terms of interpretability; by looking at the associated coefficient, you can clearly grasp how each input feature contributes to the projected outcome.

2.1.19. New Trier Model

The "New Trier Model" refers to the educational approach used by New Trier Township High School in Illinois, which is primarily concerned with providing a rigorous academic curriculum with multiple levels of difficulty within each subject, allowing students to select the level that best suits their abilities. But simultaneously promoting critical thinking, varied perspectives, and a strong commitment to community engagement; in short, a system that caters to a diverse spectrum of learners while challenging them to achieve their full potential.

Key aspects of the New Trier Model:

- a. Subject-level grouping:** Students can select different levels of difficulty within each subject, ranging from general to honors and high honors, allowing for personalized learning based on individual needs.
- b. Emphasis on critical thinking:** Encouraging pupils to examine information, challenge assumptions, and explore alternative points of view during the learning process.
- c. Community engagement:** Creating a culture in which students actively participate in service learning and contribute to their local communities.
- d. Diversity and inclusion:** Embracing varied backgrounds and viewpoints throughout the student group.
- e. High academic expectations:** Setting the standard for difficult courses with a focus on college readiness.

2.1.20. Probability Diffusion Model

A Probability Diffusion Model, sometimes known as a "diffusion model," is a generative machine learning model that operates by gradually adding noise to data (by the forward diffusion process) until it becomes pure noise. The algorithm then learns to reverse this procedure in order to generate fresh data that is comparable to the original data by gradually reducing noise. Creating fresh samples by "diffusing" information throughout the data distribution.

Key points about diffusion models:

- a. Forward diffusion:** This is the process of gradually introducing Gaussian noise into the data, resulting in a completely noisy distribution.
- b. Reverse diffusion:** The core learning section is where the model attempts to reverse the forward diffusion process, taking noisy data and predicting the original data by gradually eliminating the noise.
- c. Generative nature:** Diffusion models are generative models because they may generate fresh data samples that are similar to the training data distribution.

How it works:

Training data: The model is trained using real data.

Forward diffusion process: During training, the model iteratively adds Gaussian noise to each data point, gradually changing it into pure noise.

Learning the reverse process: The model learns to predict the preceding stage in the diffusion process, effectively removing noise from the input.

Generating new data: Once trained, the model generates new data by beginning with random noise and iteratively applying the learnt "denoising" procedures to eventually recreate a genuine sample.

2.2 Empirical review

Oliver, (1997), examined brand loyalty is a firmly held commitment to regularly rebuy or re-patronize a service or favored product in the future, regardless of situational factors or marketing efforts that have the potential to cause switching behavior. It is a measurable performance measure for organizations all over the globe. Manufacturers and businesses are constantly seeking to establish a market position by building their own devoted consumer base. In today's highly competitive world, companies must maintain long-term relationships with their customers in order to increase market share. This includes using marketing strategies such as discounting their market price, expanding their distribution channels, and launching new promotional campaigns to attract both existing and new customers. Customers who are brand loyal trust a company/organization to provide quality products or services as well as good customer service, which creates an ideal opportunity to meet customer needs by selling across product lines, increasing the company's sales volume without having to focus too much on attracting new customers.

Ronaldo, and Atik, (2015) examined that Millions of Indonesians have accepted sportswear. Sportswear has been increasingly acceptable in Indonesia in recent years, and we can see it in malls, on the streets, in schools, and everywhere else, particularly in Bandung. Many people developed loyalty to sportswear brands, as seen by the clothing they wore. Sportswear, which includes sports jackets, footwear, shorts, caps, and other sorts of clothing, is quite popular nowadays since many people have been wearing it for a long time. This study aims to discover what makes a customer loyal to a sportswear brand and whether or not the factors are significant. The researcher believes that local or international sportswear firms can learn from the world's leading sportswear brands, such as Nike and Adidas, to establish brand loyalty for customers

while maintaining the same quality as the best sportswear. The researcher believes that if numerous sportswear brands could learn from the characteristics that influence brand loyalty toward sportswear in Bandung, any sportswear company may create brand loyalty in major cities such as Jakarta and Surabaya, as Bandung is renowned as 'The City of Mode'. This study will separate the seven major characteristics that contribute to brand loyalty toward athletic brands, such as product quality (PQ), style (ST), brand name (BN), store environment (SE), service quality (SQ), sales promotion (SP), and price (PR), from the brand loyalty (BL). Young adults in Bandung filled out a questionnaire with 39 questions to determine the priorities in brand loyalty. After the questionnaire is filled out, the researcher uses SPSS 22 to do the reliability and validity tests, compute and descriptively analyze the responses, and utilize regression to determine the relationship between the components and brand loyalty.

Singh, (2016) examined that the dynamic competitive climate has altered the way firms have previously operated. Customers' increasing awareness, along with the expanded number of options available to them, has radically transformed the marketing process. In the current environment, there is a higher requirement for long-term partnerships with clients in order to enjoy recurring sales. Business organizations are now focusing on increasing consumer brand loyalty in order to realize the benefits of recurring sales. The current study, therefore, is an attempt to analyze the elements that influence brand loyalty in the footwear sector. Simultaneously, an attempt has been made to identify the most popular brand in the footwear sector. A total of 100 respondents were chosen from the Ludhiana region. Correlation and multivariable regression techniques were used. The findings indicated that twelve of the fourteen identified criteria had a significant link with brand loyalty. Proper pricing tactics and customer happiness were the most influential factors in determining brand loyalty to a footwear business.

Gnawali, (2018) examined that consumer's decision to purchase and use items and services. Understanding the consumers is worthwhile for entering the industry. Marketers devote enormous resources to investigating this issue. Several elements influence customers' purchasing decisions; any of them can become determining factors. The purpose of this study is to look into the relationship between purchase choice criteria and customer purchasing decisions. The findings show that there is a favorable association between physical environment, temporal viewpoint, and customer purchasing decisions. However, it was discovered that there is no link between social

environment and customer purchasing decisions. This study demonstrated that good products pique consumers' curiosity, and consumers are more likely to make a purchase decision when presented with a physical environment, temporal perspective, task specification, and antecedents.

Shrestha, and Mandal, (2018) examined a consumer's purchase decision for beer brands in Nepal. The concept of understanding consumer buying decisions when purchasing beer brands in Nepal is new, and to fill this gap, the paper evaluates the characteristics that have a stronger association with customers and prioritizes reasons for choosing certain beer brands in Nepal. It was carried out quantitatively with a sample size of 400 clients from four different channels in Kathmandu, Nepal: restaurants, clubs, hotels, and local Bhatt's. The study also employed a five-point Likert scale questionnaire to collect data. Furthermore, the gathered data were subjected to correlation and regression analysis. The research discovered a positive and substantial relationship between the independent variables brand awareness, perceived quality, and brand association and the dependent variable consumer purchase decision. In contrast, brand loyalty demonstrated a favorable but not significant causal relationship with consumer purchasing decisions for any specific beer brands. Furthermore, beer firms should prioritize price strategy, revenue management methods, and promotional strategy in developing consumer purchasing decisions. Furthermore, branding activities, campaigns to promote beer brands through mass media and advertising agencies, collaboration with specialized agencies, offering discounts and value-added promotional activities, were vital in promoting the beer brands of the beer firms and attracting consumers to buy their specific beer brands. To summarize, all aspects of branding are equally significant in understanding customer decision making.

Sahu, and Menon, (2019) examined that the factor boosting brand loyalty among smart phone users in Thane City" The study's main results are that smartphones have become a necessity for their daily activities. Smart phones are used for more than just communicating with friends, family, and business associates; they also have data storage, a camera, multimedia capabilities, and other features. Royal users are willing to pay little more for their smartphone brand. The literature review gave insight into the impact of advertising media in raising brand awareness. It has a significant and favorable impact on consumer decision-making. Manufacturers and businesses are constantly seeking to establish a market position by building their own devoted

consumer base. The purpose of this study is to fill a vacuum in the literature by identifying the most important factors that influence customer loyalty to Asian paints.

Naeem, and Sami, (2020) examined the link between product brand loyalty and car customers' purchasing decisions. The study focused on a comparative investigation of two well-known automobile brands, Honda City and Toyota Corolla Xli, as well as the varied effects of product brand loyalty on automotive customers' purchasing decisions. The cross-sectional quantitative research design was used in the study. In today's competitive business world, most marketers and producers of various brands have encountered several elements that allow them to not only influence their clients' purchase decisions but also secure their purchasing preferences. This study's variables include product brand loyalty, perceived quality, price, and purchase decision. During the evaluation of the link between these variables, the study discovered that there is a positive relationship between product brand loyalty, perceived quality, price, and purchasing choice.

Shajrawi, (2020) examined the influence of brand name, image, and perceived quality on consumer purchasing decisions. To meet the study's goal, a random sample of 310 Zain Company telecommunications service users in Jordan was recruited. The targeted consumers were requested to complete an online questionnaire. The characteristics were measured using a five-point Likert scale with values ranging from 1 (strongly disagree) to 5 (strongly agree). The researcher analyzed the data using descriptive statistics, confirmatory factor analysis, and structural equation modeling. The study found that brand name had a considerable favorable effect ($\beta = 0.374$) on customer purchasing decisions. The effect is significant at the 1% level ($p = 0.000 < 0.01$). However, the results demonstrate that brand image has a smaller significant positive ($\beta = 0.112$) effect on consumer purchasing decision than brand name. This effect is significant at the 10% level ($p = 0.085 < 0.10$). The study indicated that perceived quality has a considerable positive impact ($\beta = 0.469$) on customer purchasing decisions. The effect is significant at the 1% level ($p = 0.000 < 0.01$). Notably, it was discovered that perceived quality has a greater impact on consumer purchase decisions than both brand name and brand image, implying that Zain Telecommunication Company customers believe perceived quality has more weight and significance than both brand name and brand image.

Baidhya, (2022) examined that Companies must maintain long-term relationships with their clients, and it is critical to devote adequate attention to them. Nowadays, most buyers purchase things based on brand rather than scrutinizing them. Brand loyalty is the extent to which customers are faithful to a specific brand, as demonstrated through repeat purchases. The primary goal of this research is to investigate the factors influencing brand Asian Paints users in Kathmandu Valley. The study was conducted using a descriptive and quantitative research design. Primary data was acquired using questionnaires utilizing probability proportional sampling constructed in five Likert scales to measure factors influencing brand loyalty for Asian Paints users in Kathmandu valley. Means and standard deviations were utilized as measurement methods. According to the empirical findings of this study, customers have high brand loyalty due satisfaction and experience with Asian paints among the five characteristics based on average mean score. Trust drives the repurchase of Asian paints and is the most important factor for customers among many individual evaluations. Customers may immediately recall the logo of Asian Brand is the least considered and insufficient sector, this item is more considered by Asian Paints. This research can be applied to the success and capture of market share for any product due to brand loyalty by enhancing deficient sectors that promote client trust and fidelity.

Regmi, (2022) examined that the determinants of consumer purchasing behavior for Nepalese industrial products in Nepal. Consumer buying behavior is the dependent variable, whereas price fairness, accessibility, opinions, and status are the independent factors. Primary and secondary data sources are used to gather respondents' thoughts on price, availability, opinions, and positioning in Nepal. This study is based on responses from a specific area in Kathmandu Valley. Structured questions were designed to achieve the study's goal. This study demonstrates that pricing fairness is positively connected with consumer purchasing behavior. It indicates that fair prices for Nepalese items led to an increase in customer purchasing behavior. It suggests that the more Nepalese items are available, the more likely consumers will buy them. In addition, the study found that status is positively associated to consumer purchasing behavior. It implies that an individual may make a very beneficial option to purchase Nepalese industrial products if he or she believes that doing so will help them improve their social position. The findings also indicate that pricing fairness, availability, opinions, and status all have a positive correlation with customer purchasing behavior. However,

only availability, opinions, and status have significant coefficients at the 5% level of significance.

Karanjit, et al. (2024) examined how branding influences customer behavior at Himalayan Java Coffee Shops in Kathmandu Valley by examining the mediating effect of consumer attitude in connection to the branding elements (brand image, brand loyalty, brand trust, and brand experience). The cross-sectional data was carefully obtained from 208 respondents aged 18 and up who live in the Kathmandu Valley and had previously consumed coffee. The primary data was evaluated quantitatively using SMART-PLS. The study found that the dimensions of Brand Image, Brand Loyalty, Brand Trust, and Brand Experience had a substantial impact on consumer behavior at Himalayan Java. Furthermore, the structural model confirmed that consumer attitude will function as a mediator in the link between Brand Image, Brand Loyalty, Brand Trust, and Brand Experience. By bridging empirical gaps and employing Theory of Planned Behavior (TPB), this study extends our understanding of how Brand Image, Brand Loyalty, Brand Trust, and Brand Experience influence customer behavior, particularly in the example of Himalayan Java. The study emphasizes the importance of branding in influencing consumer behavior and has the potential to help managers in several service and manufacturing industries consider various branding elements when reaching out to customers.

Sharma, and Basyal, (2024) analyzed the influence of emotional advertising on customer purchasing behavior in Kathmandu Valley. The study takes an explanatory research strategy, including convenience sampling as a non-probability sample technique. The KOBO toolset and structured questions were used to collect information from 412 respondents. Data analysis includes both descriptive and inferential analyses. The findings show that emotions like happiness, enthusiasm, and comedy are effective advertising tactics. They contribute to trust, shape consumer impressions, and impact purchasing behavior. However, obstacles such as the gap between promises and execution and a lack of innovation can undermine the impact of emotional advertisements. To address these obstacles, realistic commercials that truly represent the goods, as well as creative tactics, should be used to have a greater impact on consumers' purchasing decisions.

Zheng, (2024) examined that amid rapid global economic development, public awareness of environmental protection is growing, and the integration of brand loyalty

with sustainable methods is an unavoidable trend in corporate development. Brand loyalty is an important indicator of the relationship between consumers and brands. It can increase consumers' propensity to buy, reduce their perception of risk, and lower decision-making costs, resulting in steady market share for businesses. Furthermore, as global climate change and environmental challenges gain prominence, businesses and society are placing a greater emphasis on sustainable consumption practices. Companies should stay up with the times by emphasizing the compatibility of brand values with sustainable consumption concepts, offering environmentally friendly and energy efficient sustainable products and services, and therefore encouraging consumers' green consumption behavior. As a result, the combination of brand loyalty and sustainable consumption strategies can meet consumers' demands for environmental protection and sustainable development, provide several benefits to businesses, and be critical to attaining long-term stable development.

2.3 Research Gap

This research differs from earlier research in a few ways. Few dependent and independent variables were employed in the majority of earlier studies, and the researchers mostly concentrated on secondary data. In this study, we focused on the relationship between dependent and independent variables and used more statistical tools, such as mean, standard deviation, correlation, regression, correlation, ANOVA, etc. We should have focused on primary data, questioners, and respondent reviews, whereas previous studies focused on specific locations, a small number of respondents, and statistical tools.

CHAPTER-III

RESEARCH METHODOLOGY

This chapter describes in full the investigator's research approach. Throughout the data gathering phase of the study, it explains the methodologies used and the logic behind their selection. This chapter begins with an overview of the study's research design, followed by information about the sample and demographics, data collection methodologies, validity and reliability testing, data analysis, and software utilized.

3.1 Research Design

The procedures, strategies, and tasks that comprise the research design aid in determining the objective of the study and provide answers for making it viable. A planned study's general plan specifies the methods and procedures used to produce specific findings with the best level of validity, objectivity, and economy. This study examines the relationship between customer purchasing decisions and brand impact. Thus, descriptive research designs serve as the foundation for this investigation. The variables' trend and pattern will be investigated using tables and graphs, summary statistics, and correlation. The association between customer purchasing decisions, Brand Awareness, Brand Loyalty, Perceived Quality, and Brand Association was examined using the generalized moment's regression approach.

3.2 Population, Sample and Sampling Technique

The study was carried out in many cities across Nepal. The sample included beer consumers who purchased beers through various channels such as liquor stores, restaurants, clubs, and hotels in Kathmandu. The independent variables in this study include brand awareness, brand association, brand loyalty, and perceived quality, while the dependent variable is the customer purchase decision. This study will use quantitative data collected using a questionnaire that will represent both the dependent and independent variables using a 5-point Likert scale and personal information.

The study's demographic consists of customers who are of legal drinking age in Nepal, which is 21 years or older. The quantitative study's population consisted of 100 consumers who were over the legal drinking age. For this study, only four different channels will be investigated at the researcher's discretion.

3.3 Nature and Source of Data

The study employed a quantitative approach. The quantitative method will be utilized to collect data from clients at conveniently located restaurants, clubs, and hotels throughout the Kathmandu valley. A self-administered 5-point Likert-scale questionnaire tool will be utilized to obtain data from clients regarding their purchasing decisions.

3.4 Data Collection Techniques

The study will be built around primary data sources. The questionnaire will be used to collect primary data, with respondents being asked about their interests and the influence of the brand. The questions will be based on the assessment's theme, consumer purchase choice challenges and solutions to these difficulties. Online surveys will be conducted with people of various ages and in locations where the company currently has a presence.

A handful of basic and organized sets of questions were constructed and asked to the target respondents, including background inquiries on gender, age, education qualifications, marital status, occupation, and monthly personal income, a 5-point Likert scale is used for the survey of data in which 1= strongly disagree, 2= disagree, 3 = neutral, 4= agree and 5 = strongly agree.

3.4.1 Qualitative Approach

Data will be collected qualitatively from secondary sources such as journals, papers, and observations. Qualitative data contributes to the study of our vision. As we gather and organize knowledge, we discover new trends or concepts that enhance our comprehension.

3.4.2 Quantitative Approach

The quantitative data strategy will collect information from online buyers and non-buyers (possible future customers). As a result, quantitative statistics help us determine the exact conclusion of our research. For example, the quantitative technique can be used to estimate the number of consumers or individuals willing to purchase a specific product.

3.5 Data analysis tools and Techniques

Data analysis is one of the most critical components of research. The data review method achieves the goal by utilizing statistical, accounting, and financial tools. A number of information sources were coupled with financial and statistical approaches to enhance the analysis's legitimacy, validity, and effectiveness. Due to time and resource restrictions, data analysis is based on the present data pattern. This study employs simple statistical and causal procedures, such as regression, arithmetic mean, standard deviation, and Karl Person correlation coefficients. In a similar way, financial analysis employs accounting techniques like ratio analysis. The instruments used in this study can be viewed.

3.5.1 Descriptive statistic

Statistical techniques enable a rational analysis of data by quantifying it and drawing numerical conclusions. The statistical tools utilized in this investigation are as follows.

1. Average/ Mean

The average is normally calculated by adding all of the data from each observation and dividing by the total number of observations. The value in question is designed to function as a representative of all values in the group as a whole, reflecting the entire group to which it belongs.

$$\bar{X} = \frac{\sum x}{N}$$

Where,

\bar{X} = Arithmetic means,

$\sum x$ = Sum of data,

N = Number of value

2. Standard deviation

The standard deviation (σ), a dispersion measure in absolute terms, is another indicator of investment risk; the lower the standard deviation, the safer the investment. In other words, a low standard deviation indicates considerable

observational regularity and series homogeneity, as well as the opposite. To get the standard deviation, use the following formula:

$$\text{Standard Deviation } (\sigma) = \sqrt{\frac{\sum (X - \bar{X})^2}{n}}$$

Where,

(σ) = Standard Deviation,

X = Number in X-series

\bar{X} = Mean

n = Number of Observations in a sample

3. Coefficient of variation

Furthermore, coefficient variation, or CV, is a significant risk indicator. To calculate the risk per unit of return, divide the standard deviation by the expected return. When the projected returns of two options differ, comparisons become more meaningful. Investors who feel that the rate of return should increase as risk increases may find a clear explanation of the relative trade-off between expected return and risk in the coefficient of variation.

$$\text{Coefficient of Variation (C.V.)} = \frac{\sigma}{\bar{X}}$$

Where,

CV = Coefficient of Variation

\bar{X} = Mean,

(σ) = Standard Deviation

3.5.2 Inferential analysis

Inference analysis is a statistical strategy that uses a small but representative sample to make inferences about the characteristics of a larger population. Using a smaller subset of the population as a reference allows the researcher to make generalizations about a larger population. Inferential statistics allow me to use statistical models to compare our sample data to other samples or past research. The majority of the research uses a statistical model known as the generalized linear model, which

generates straight line (linear) probabilities and findings in the form of regression analysis, ANOVAs (analysis of variance), student t-tests, and other models.

1. Correlation coefficient

Correlation refers to the degree to which two or more variables are linearly related. When one variable changes, the other follows suit. A positive association exists when the average rise or fall in one variable is associated with the average rise or decrease in the value of another. If both variables increase and decrease, their values will be negatively linked. Nonetheless, the correlation coefficient remains between +1 and -1. Karl Pearson defined the basic correlation coefficient between two variables, such as X and Y, as follows: In practical applications, the correlation coefficient is commonly utilized.

$$\text{Coefficient (r)} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

Where,

r = Correlation between X and Y

N = Number of observations in series X and Y

$\sum X$ = Sum of observations in series X

$\sum Y$ = Sum of observations in series Y

$\sum X^2$ = Sum of square observations in series X

$\sum Y^2$ = Sum of squared observations in series Y

$\sum XY$ = Sum of product of observations in series X and Y

2. Regression Analysis

Multiple regression analysis is a natural extension of fundamental linear regression analysis. Instead of using only one independent variable, two or more are employed to estimate the unknown values of a dependent variable. However, the core concept of the analysis stays unaltered. Multiple regressions is a statistical technique that uses the values of two or more known independent variables to forecast or estimate the dependent variable's most likely value.

a) Simple line of regression

It simply considers two variables, one dependent and the other independent. The dependent variable is predicted when the independent variable changes by one unit.

$$Y = a + bX$$

Where,

a = constant,

b = regression coefficient

b) Multiple regression analysis

It considers more than two variables. So it uses multiple regression analysis to determine the joint effect of independent variables.

$$CPD = a + b_1 BA + b_2 BL + b_3 RQ + b_4 BA \dots + E_i$$

Where,

a = constants

CPD = Consumer purchase decision,

BA = Brand Awareness,

BL = Brand Loyalty,

PQ = Perceived Quality,

BAs = Brand Association.

E_i = Error in term

3.6 Conceptual framework and definition of variables

Independent variables

Dependent variable

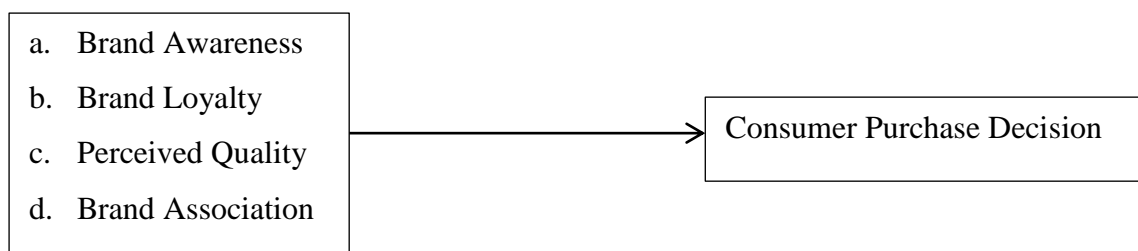


Figure:1 Conceptual Framework

From: Sawagvudcharee, Shrestha, & Mandal, (2018)

a. Consumer Purchase Decision

A "Consumer Purchase Decision" is the final step in a consumer's decision-making process, where individuals select to acquire a specific product or service after analyzing different possibilities based on their needs, considering criteria like price,

quality, brand reputation, and available information, effectively making the active choice to complete a transaction, Qazzafi, (2019).

b. Brand Awareness

Brand awareness refers to consumers' knowledge with a certain brand. Essentially, this refers to how well people know and remember a brand's name, logo, or other distinguishing aspects, indicating the brand's presence in the public consciousness and affecting their purchasing decisions. The greater brand awareness, the more likely consumers are to choose that brand when making a purchase, (Ronaldo & Atik, 2015).

c. Brand Loyalty

Brand loyalty is defined as a customer's continuous preference for a single brand, in which they regularly choose to purchase items or services from that brand. When confronted with similar goods from competitors, people are generally motivated by positive experiences, trust, and an emotional attachment to the brand identity. It goes beyond just recurrent purchases and represents a deeper connection to the brand, (Rowley, 2005).

d. Perceived Quality

The term "perceived quality" refers to a consumer's subjective judgment of the overall quality of a product or service based on their perception of features such as functionality, design, branding, and reliability. Essentially, how good consumers perceive the product is in comparison to alternatives, even if their impression does not fully match its real quality. It is a mental impression generated by the buyer based on multiple cues rather than only on quantifiable facts, (Yee et al 2011).

e. Brand Association

Brand association is the mental link that a customer forms between a brand and specific traits, feelings, experiences, or concepts, effectively establishing an image or feeling in the consumer's mind when they think of a specific firm or product. Which can be good, negative, or neutral and has a big impact on their purchase decisions and brand loyalty; the goal is to build strong, positive associations that separate a brand from competitors while also promoting brand recall and customer loyalty.

CHAPTER-IV RESULT AND DISCUSSION

4.1 Results

The data analysis results are displayed to make the findings about the study's objectives more accessible. To ensure the best results, the data were analyzed in accordance with the study methodologies described in the third chapter. This chapter's objective is to introduce the reader to the fundamentals of data interpretation and analysis. The presentation is carefully arranged based on the various tools and methods utilized to establish links and relevance between the material and the goals. It comprises a review of primary data and the conclusions that follow.

4.1.1 Demographic Analysis of the Respondents

First, we review and assess the survey findings and responses received from actual clients via the online platform. The respondents are chosen from a Nepalese population sample. The entire questionnaire was distributed to 100 participants, however only 95 responded who had consumed beer. When respondents purchase beer, their profiles by gender, age, education, occupation, and personal income are given in the tables below.

Table 1

Gender of the Respondent

Gender	Frequency	Percentage	Cumulative Percentage
Male	59	62.1	62.1
Female	36	37.9	100
Total	95	100	

(Source: Survey, 2025)

The data above shows a virtually equal gender participation of 36 (37.9%) females and 59 (62.1%) males.

Table 2*Age of respondent*

Age Group	Frequency	Percentage	Cumulative Percentage
21-30	34	35.8	35.8
31-40	30	31.6	67.4
41-50	22	23.2	90.5
Above 50	9	9.5	100.0
Total	95	100	

(Source: Survey, 2025)

Table 2 shows the response distribution by age group. According to the data, 35.8% of respondents were between the ages of 21 and 30, 31.6% were between the ages of 31 and 40, 23.2% were 41-50, and 9.5% were under the age of 50 or older. With younger people accounting for the vast majority of responses, this breakdown gives light on the age distribution of the group surveyed.

Table 3*Marital Status of the Respondent*

Marital Status	Frequency	Percentage	Cumulative Percentage
Married	58	61.1	61.1
Unmarried	37	38.9	100.0
Total	95	100	

(Source: Survey, 2025)

The data above depicts nearly equal marital status involvement, with 58 (61.1%) married and 37 (38.9%) unmarried.

Table 4*Education of the Respondent*

Education	Frequency	Percentage	Cumulative Percentage
Below SLC	6	6.3	6.3
SLC	2	2.1	8.4
Intermediate	23	24.2	32.6
Bachelor	46	48.4	81.1
Master and Above	18	18.9	100.0
Total	95	100	

(Source: Survey, 2025)

Table 4 displays the respondents' various degrees of schooling. The SLC group listed below contains 6 (6.3) of the responses. Similarly, the SLC group had 2 (2.1%) of the responses. Of the respondents, 23 (24.2%) fall into the Intermediate category. Of the respondents, 46 (48.4%) are Bachelors. Last but not least, 18 (18.9%) of the responses are Master or higher.

Table 5*Occupation of the Respondent*

Occupation	Frequency	Percentage	Cumulative Percentage
Student	9	9.5	9.5
Government Employees	22	23.2	32.6
Private sector employees	35	36.8	69.5
Business person	29	30.5	100
Total	95	100	

(Source: Survey, 2025)

Table 5 displays the respondents' various jobs. Students made up nine of the respondents. The government employs 22 responders. 35 respondents are private-sector employees. Finally, 29 of the respondents are business owners.

Table 6***Income level of the Respondent***

Income level	Frequency	Percentage	Cumulative Percentage
Up to 15000	12	12.6	12.6
15001-30000	18	18.9	31.6
30001- 50000	35	36.8	68.4
More than 50000	30	31.6	100.0
Total	95	100.0	

(Source: Survey, 2025)

According to Table 6, 12 respondents earn up to Rs. 15 000 per month. Monthly salaries for 18 respondents range from Rs. 15001 to Rs. 30,000. The monthly incomes of 35 respondents range from Rs. 30001 to Rs. 50000. Finally, 30 respondents have monthly incomes in excess of Rs. 50,000.

Table 7**Respondent of select of beer product**

Beer product	Frequency	Percentage	Cumulative Percentage
Tuborg	36	37.9	37.9
Nepal Ice	14	14.7	52.6
Gorkha beer	28	29.5	82.1
Carlsberg	17	17.9	100.0
Total	95	100.0	

(Source: Survey, 2025)

Table 7 shows the respondents' varied selection of beer products. Tuborg beer selects 36 responders, Nepal Ice selects 14 respondents, Gorkha beer selects 28 respondents, while Carlsberg selects only 17.

Table 8***Respondent for quantity prefer to buy***

Beer product	Frequency	Percentage	Cumulative Percentage
300ml	15	15.8	15.8
500ml	31	32.6	48.4
750ml	21	22.1	70.5
1000ml	28	29.5	100.0
Total	95	100.0	

(Source: Survey, 2025)

Table 8 shows the varied quantities that respondents like to buy. Here, 15 responses are used in 300ml per month, 31 in 500ml per month, 21 in 750ml per month, and 28 in 1000ml per month.

Table 9***Respondent for brand product range***

Range product	Frequency	Percentage	Cumulative Percentage
Excellent	32	33.7	33.7
Good	57	60.0	93.7
Moderate	3	3.2	96.8
Very poor	3	3.2	100.0
Total	95	100.0	

(Source: Survey, 2025)

Table 9 shows the respondents' varied selection of brand product ranges. Here, 32 respondents respond to great product range, 57 respond to good product range, 3 respond to moderate product range, and 3 respond to extremely poor product range, after they have utilized the product.

Table 10***Respondent for occasions to buy product***

Occasions	Frequency	Percentage	Cumulative Percentage
Festival	48	50.5	50.5
Picnics	17	17.9	68.4
Parties	22	23.2	91.6
Cinemas	8	8.4	100.0
Total	95	100.0	

(Source: Survey, 2025)

Table 10 displays the various occasions on which respondents purchased products. Here, 48 respondents purchased beer at a festival, 17 at a picnic, 22 at a party, and 8 at a theater.

Table 11***Respondent for channel for purchasing***

Channel	Frequency	Percentage	Cumulative Percentage
Super market	53	55.8	55.8
Retails	22	23.2	78.9
Pubs and restaurants	12	12.6	91.6
Multi complex	8	8.4	100.0
Total	95	100.0	

(Source: Survey, 2025)

Table 11 displays the various routes via which respondents purchased beer products. Here, 53 people buy beer in a supermarket, 22 in a retail store, 12 in a pub or restaurant, and 8 in a multi-plex.

Table 12***Respondent for spend on beer product***

Spend	Frequency	Percentage	Cumulative Percentage
500-1000	15	15.8	15.8
1001-1500	26	27.4	43.2
1501-2000	23	24.2	67.4
above 2000	31	32.6	100.0
Total	95	100.0	

(Source: Survey, 2025)

Table 12 shows the varying spending patterns of respondents on beer products. Here, 15 respondents spend Rs. 500 to Rs. 1,000 on beer products per month, 26 respondents spend Rs. 1001 to Rs. 1500 on beer products per month, 23 respondents spend Rs. 1501 to Rs. 2000 on beer products per month and 31 respondents spend more than Rs. 2000 on beer products per month.

4.1.2 Descriptive analysis

Descriptive analysis is the process of identifying patterns and connections in both historical and present data. Because of its lack of thorough study, it is sometimes referred to as the most basic sort of data analysis. In contrast, descriptive analysis is a statistical interpretation that seeks patterns and relationships in historical data. Descriptive analytics seeks to characterize an event, occurrence, or consequence. It provides enterprises with an ideal platform for monitoring patterns and comprehending earlier events.

Table 13***Descriptive statistic***

	N	Minimum	Maximum	Mean	Std. deviation
BA	95	8.00	19.20	16.9663	1.62210
BL	95	6.20	20.80	17.0379	1.96638
PQ	95	12.60	21.00	16.7158	1.03083
BAS	95	12.60	21.00	16.8821	1.17979
CDM	95	9.60	21.00	16.5684	1.43818

Source: SPSS software

Table 12 shows that brand awareness ranges from 8.00 to 19.20, with an average of 16.9663 and a standard deviation of 1.62210. Similarly, brand loyalty ranged from 6.20 to 20.80, with an average of 17.0379 and a standard deviation of 1.96638. Similarly, perceived quality ranged from 12.60 to 21.00, with an average of 16.7158 and a standard deviation of 1.03083. Similarly, brand association ranged from 12.60 to 21.00, with an average of 16.8821 and a standard deviation of 1.17979. Finally, the range of consumer choice making is 9.60 to 21.00, with a mean of 16.5684 and a standard deviation of 1.43818.

4.1.3 Inferential analysis

Inferential analysis is a statistical technique for deducing features of a larger population from a small but representative sample. This means that the researcher can use a smaller subset of the population to derive conclusions about the wider group. Inferential statistics makes use of statistical models to compare our sample data to other samples or previous studies. The generalized linear model was used in the majority of studies, and it includes regression analysis, ANOVAs (analysis of variance), student t-tests, and other models that produce straight line (linear) probabilities and outcomes.

4.1.3.1 Correlation analysis

The correlation is one of the most widely used and practical statistical procedures. It shows how closely two variables are connected. Correlation values range between -1 and +1. If the calculated values for the variables are positive, they have a positive correlation. It suggests that one variable is increasing simultaneously with another. There is no association between these variables if the calculation values are negative. As a result, if one variable increases, the other variable decreases proportionally. Finding the empirical relationship between impact and consumer purchase decision on beer product. The independent variable will be used to assess customer buying decisions. Brand awareness, brand loyalty, perceived quality, and brand association will all be measured to determine the dependent variable.

Table 14*Correlation between BA, BL, PQ, BAS, and independent variable*

		CPD	BA	BL	PQ	BAS
CPD	Pearson Correlation	1				
	Sig. (2-tailed)					
BA	Pearson Correlation	.573**	1			
	Sig. (2-tailed)	.000				
BL	Pearson Correlation	.663**	.749**	1		
	Sig. (2-tailed)	.000	.000			
PQ	Pearson Correlation	.346**	.461**	.632**	1	
	Sig. (2-tailed)	.000	.000	.000		
BAS	Pearson Correlation	.708**	.677**	.764**	.577**	1
	Sig. (2-tailed)	.000	.000	.000	.009	

* Correlation is Significant at the 0.05 level (2-tailed)

** Correlation is Significant at the 0.01 level (2-tailed)

The independent variables exhibit a strong positive connection with the BA, BL, PQ, and BAS. The relationship between the BA, BL, PQ, BAS, and CPD has been found to be positive; a significant positive connection suggests that increasing the BA, BL, PQ, and BAS is more successful than increasing the CPD.

4.1.4 Multiple regression analysis

Multiple regressions expand simple linear regression. This strategy is used when we want to forecast the value of a variable using the values of two or more other variables. The dependent variable, also known as the result, goal, or criteria variable, is the one we want to predict.

Table 15*Variation in CPD explained by BA, BL, PQ, AND BAS (model summary)*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 ^a	.562	.542	.97325

Source: SPSS

The value of the statistic R is shown in the R column of Table 15 and can be used to determine how well the dependent variable was predicted. In this case, an R value

of.749a shows a high level of prediction. The R square column shows the coefficient of determination, or how much of the volatility of the dependent variable can be explained by the independent variable. CPD explains 56.2% of the variation in the dependent variable, whereas other factors account for the remaining 43.8% (R square = 0.562).

After controlling for degree of freedom, behavioral factors account for 54.2% of the variance in the dependent variable, with other factors accounting for the remaining 55.8% (adjusted R square = 0.542). Furthermore, the model summary displays the.97325 standard errors of estimation, indicating that the dependent variables observed value is.97325 units according to the regression line.

Table 16

Goodness of fit of test (ANOVA)

Model	Sum of squares	Df	Mean Square	F	Sig.
Regression	109.175	4	27.294	28.814	.000 ^b
Residual	85.250	90	.947		
Total	194.425	94			

a. Dependent Variable: CPD

b. Predictors: (Constant): BA, BL, PQ, and BAS

Table 16 depicts the regression model used to examine the CPD Analysis of Variance (ANOVA) data. The table contains three sections: regression, residual, and total. The Regression section includes the F-statistic (28.814), Mean Square (27.294), Summing of Squares (109.175), Degrees of Freedom (df) for the model (4), and the related p-value (.000b). The significant p-value ($p = .000b$) indicates that the PM has a statistically significant relationship with at least one of the model's predictor variables. The F value of 28.814 indicates that the regression model explains significantly more variance than would be predicted by pure chance.

The residuals' degrees of freedom (90) and sum of squares (85.250) are displayed in the table in the Residual section. The Residual Mean Square (0.947) is the average variation in the data that the model is unable to account for. Finally, the Total section includes both the total degrees of freedom (94) and the sum of squares (194.425). The overall fit of the regression model can be evaluated using the ANOVA table, which compares the explained variance (Regression) and the

unexplained variance (Residual). The F-statistic and p-value, which demonstrate how well the model predicts the overall variability of consumer purchase decisions, are highlighted in the paragraph due to their importance.

Table 17

Regression result for independent effect of BA, BL, PQ, BAS on CPD (coefficients)

Model	Unstandardized		Standardized Coefficients Beta	T	Sig. (P)	Collinearity statistics	
	B	Std. Errors				Tolerance	VIF
(Constant)	5.432	1.941		2.798	.006		
BA	.040	.097	.045	.413	.680	.410	2.436
BL	.264	.097	.361	2.728	.008	.278	3.593
PQ	-.280	.128	-.201	-2.186	.031	.576	1.735
BAS	.631	.139	.517	4.545	.000	.376	2.660

Source: SPSS

When all other independent variables are held constant, Table 17 shows the standardized coefficient, which reveals how much the dependent variable varies with an independent variable. With BA's influence taken into account, the unstandardized coefficient of B in the table above is 0.040. This reveals that BA rises in direct proportion to CPD, indicating a favorable link. The preceding table's unstandardized coefficient of B for the influence of BL, 0.264, also indicates a positive association between CPD and BL. This indicates that as the BL increases, so does the CPD. The preceding table's unstandardized coefficient of B for the influence of PQ, which is -.280, demonstrates a negative correlation between CPD and PQ as well. This indicates that while CPD grows, PQ lowers. Finally, after adjusting for BAS, the unstandardized coefficient of B in the preceding table is 0.631. This implies a positive link between BAS and CPD, and that as CPD rises, so does BAS.

The standard error linked with each beta number depicts the degree of variance that these values may encounter between samples. The percentages for the following standard errors are given: BA = 0.097, BL = 0.97, PQ = 0.128 and BAS = 0.139.

The value in the column sig. is less than 0.01, indicating that the independent variable makes a significant contribution to the model. In this case, both the BAS and BL values are less than 0.01. This implies that the CPD has a positive and severe impact

on BAS and BL. Similarly, the PQ values are <0.05 . This implies that the CPD has a negative and severe impact on PQ. Finally, the data is highly statistical, with all collinearity statistics for the VIF variable being less than 5.

4.2 Major finding

- With a mean of 16.9663 and a standard deviation of 1.62210 of brand awareness.
- With a mean of 17.0379 and a standard deviation of 1.96638 of brand loyalty.
- With a mean of 16.7158 and a standard deviation of 1.03083 of perceived quality.
- With a mean of 16.8821 and a standard deviation of 1.17979 of brand association.
- With a mean of 16.5684 and a standard deviation of 1.43818 of Consumer decision making.
- Consumer purchasing decision have positive significant correlated with brand awareness, brand loyalty, perceived quality, and brand association at the 0.01 level (2-tailed).
- Consumer purchasing decision explains 56.2% of the variation in the dependent variable, with other factors accounting for the remaining 43.8%, according to $R^2 = 0.562$.
- The percentages for the following standard errors are provided: BA is 0.097, BL is 0.97, PQ is 0.128, and BAS is 0.139.
- The BAS and BL values are less than 0.01. This suggests that BAS and BL are positively significant impacted by the CPD.
- Similarly, the PQ values are less than 0.05. This suggests that PQ is negatively and severely impacted by the CPD.
- The data are extremely statistical, as all of the collinearity statistics for the VIF variable are less than 5.

4.3 Discussion

Ahmad (2020) examines how brand name, brand image, and perceived quality affect consumers' decisions to buy. A random sample of 310 users of Zain Company's telecommunications services in Jordan was chosen in order to fulfill the study's objectives. An online questionnaire was created and distributed to the targeted customers. The factors were measured using a five-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." The researcher employed structural equation modeling, confirmatory factor analysis, and descriptive statistics

for data analysis. According to the findings, brand names significantly influence consumers' decisions to buy ($\beta = 0.374$). At the 1% level, this effect is significant ($p = 0.000 < 0.01$). But according to the findings, brand name has a stronger significant positive ($\beta = 0.112$) influence on customer purchasing decisions than brand image. At the 10% level, this effect is significant ($p = 0.085 < 0.10$). Additionally, the results showed that consumers' decisions to buy are significantly influenced positively ($\beta = 0.469$) by perceived quality. At the 1% level, this effect is significant ($p = 0.000 < 0.01$). Interestingly, it was discovered that consumers' purchase decisions are more influenced by perceived quality than by brand name or brand image. This suggests that consumers of Zaintele Communication Company believe perceived quality is more important and weighted than both. Our thesis was supported by this article.

Abdul (2020) investigated the connection between car buyers' purchase decisions and brand loyalty. The study concentrated on comparing two well-known car brands, the Toyota Corolla Xli and the Honda City, as well as the different ways that product brand loyalty influences consumers' decisions to buy cars. The research study used a cross-sectional quantitative research approach. In today's cutthroat business environment, the majority of marketers and producers of different brands have come across a number of factors that allow them to secure their clients' purchasing preferences in addition to influencing their decision to buy. Price, perceived quality, buying decision, and product brand loyalty are the variables that are used and pertinent to this study. The study examined the link between these variables and found that price, perceived quality, brand loyalty, and purchasing decision are all positively correlated. Our thesis was supported by this article.

CHAPTER V

SUMMARY AND CONCLUSION

As previously said, this study investigates Nepalese consumers' purchasing decisions for beer brands. The dependent variable is consumer purchasing decisions, and the quantitative analysis included a sample size of 100 respondents. As a result, this study relies primarily on quantitative data analysis.

5.1 Summary

The primary purpose of branding is to differentiate one company's product from others. Without a doubt, branding has a tremendous impact on customer buying habits and decisions. In today's extremely competitive industry, the majority of enterprises are having difficulty releasing new products. Businesses are finding it increasingly difficult to gain a significant market share for their products. There are still numerous ways for firms to obtain a competitive advantage and boost income in this challenging environment. Perceived quality and cost are two important factors that might help a product become incredibly competitive. These characteristics also play a crucial role in the formation of consumer brand loyalty, which influences the customer's purchasing choice. Consumers' decision-making processes can become exceedingly complex at times, as they base their purchases on information they have learned about certain brands and commodities, as well as previous post-consumption buy experiences (Sawhney, 2006). Customers' purchasing decisions will suffer if businesses are unable to supply high-quality goods at competitive prices, potentially leading to a decrease in brand loyalty. Every brand has a role to play in keeping customers loyal to its particular product or products. Significant price rises in products may cause firms to lose customers. Conversely, great product quality leads to high brand loyalty. When customers are happy with a product after using it, they become loyal to the brand.

Nepal has several beer producers, including Yeti Brewery, Yak Brewing Company, Gorkha Brewery, and Barahsinghe Beer. The Vishal business and another Nepali business jointly control Yeti Brewery, which was founded in 2013 and began producing items for sale in 2017. It has an indigenous brand called ARNA, a 360,000 hectoliter capacity per year, and a market share of more than 15% of Nepal's beer consumption. Similarly, in 2013, a group of friends created the Yak Brewing

Company with the purpose of introducing a variety of beer styles to Nepal. Has a brewery in Chitwan's Kurintar, which produces well-known brands including as Himalayan Falcon, Dunkel Weizen, Pilsner, and Barahsinghe. The Gorkha Brewery is comparable. Tuborg Gold, which includes Gorkha Beer, Carlsberg Beer, Tuborg Beer, and Somersby Apple Cider, is Nepal's most popular and best-selling foreign brand. Finally, Barahsinghe Beer offers a wide range of beer varieties and use smart membrane units to filter and clean the beer flow.

The primary purpose of this research is to establish whether or not Nepalese consumers are brand loyal. The study's objectives are as follows: to assess the relationship between brand awareness and buying decisions for Nepali beer brands; to assess the relationship between brand loyalty and buying decisions for Nepali beer brands; to assess the relationship between perceived quality and buying decisions for Nepali beer brands; and to investigate the relationship between brand association and buying decisions for Nepali beer brands. The quantitative analysis in this study was mostly conducted using regression, correlation analysis, ANOVA, and descriptive statistics. Similarly, the thematic analysis method was used for the qualitative analysis. The analysis was based on the respondents' gender, age, employment position, income, and educational achievement.

This study focuses on the relationship between customer purchasing decisions and brand impact. This investigation is therefore based on descriptive research designs. The table and graphs, summary statistics, and correlation will be used to assess the variable trend and pattern. To investigate the link between consumers purchasing decisions, Brand Awareness, Brand Loyalty, Perceived Quality, and Brand Association. The research was carried out in various Nepalese cities. The sample consisted of beer consumers who purchased beers from various channels such as liquor stores, restaurants, clubs, and hotels in several cities across Nepal. The independent variables in this study are brand awareness, brand association, brand loyalty, and perceived quality, and the dependent variable is customer purchase decision. This study will use quantitative data collected using a questionnaire that will represent both the dependent and independent variables using a 5-point Likert scale as well as personal information. The quantitative study's population consisted of 100 consumers who were over the legal drinking age. For this study, only four different channels will be investigated at the researcher's discretion.

Brand awareness has a mean of 16.9663 and a standard deviation of 1.62210. Brand loyalty has a mean of 17.0379 and a standard deviation of 1.96638. Perceived quality has a mean of 16.7158 and a standard deviation of 1.03083. Brand association has a mean of 16.8821 and a standard deviation of 1.17979. Consumer decision making has a mean of 16.5684 and a standard deviation of 1.43818. At the 0.01 level (2-tailed), consumer purchasing decisions were positively correlated with brand awareness, loyalty, perceived quality, and brand association. Consumer purchasing decisions explain 56.2% of the variation in the dependent variable, with other factors accounting for the remaining 43.8% (R square = 0.562). The percentages for the following standard errors are given: BA = 0.097, BL = 0.97, PQ = 0.128 and BAS = 0.139. The BAS and BL values are below 0.01. This shows that the CPD has a strong favorable impact on BAS and BL. Similarly, the PQ values are <0.05 . This implies that the CPD has a negative and severe impact on PQ. The results are very statistical, with all collinearity statistics for the VIF variable being less than 5.

5.2 Conclusion

The major findings of this study are that brand awareness, perceived quality, and brand association have a beneficial impact on customer purchasing decisions. In the current study, brand awareness, brand loyalty, brand association, and perceived quality all play a key role in consumer decision-making for beer brands in Nepal. This dimension, namely brand loyalty towards consumer purchase choice, requires more attention from Nepalese beer firms in order to make a good contribution to the dimensions of consumer purchase decision.

The first aim investigates if there are positive significant correlations between brand awareness and consumer purchasing decision making for beer brands in Nepal at the 0.01 level (2-tailed). This indicates that brand awareness has a direct impact on customer purchase decisions.

The second aim investigates if there are positive significant correlations between brand loyalty and customer purchasing decisions for beer brands in Nepal at the 0.01 level (2-tailed). This indicates that brand loyalty has a direct impact on customer purchasing decisions.

According to the third aim, there are significant positive connections between perceived quality and consumer purchase decision making for beer brands in Nepal at

the 0.01 level (2-tailed), implying that perceived quality has a direct impact on consumer purchasing decisions.

The fourth aim investigates if there are positive significant correlations between brand association and consumer purchasing decision making for beer brands in Nepal at the 0.01 level (2-tailed). This suggests that brand associations had a direct impact on customer purchasing decisions.

5.3 Implications

The research focuses solely on the impact of brand components on customer purchasing decisions. The research aimed to collect available resources and information related to brand components and aspects that influence customer buying decisions in the beer business.

The overall finding of the research is based on information analysis related to assessing customer behavior; nevertheless, the findings may only be applicable to beer brands.

There may be additional elements that influence customer purchasing decisions for beer brands beyond those studied. There is no guarantee that the usefulness of the research and application findings will help to meet the expectations on the primary parts of beer brands.

The questionnaire utilized in the study should be as short and straightforward as possible. So, if there are more than 100 respondents, the results will be accurate.

The acquired data should be analyzed and interpreted using effective statistical tools.

References:

- Aaker, D. (1996). The financial information content of perceived quality. *Journal of Marketing Research*, 1(2), 191-201.
- Abdul S. (2020). Product brand loyalty and Purchase Decision: A Comparative Study of Automobile Industry of Pakistan. *International Journal of Entrepreneurial Research*, 3(3), 76 – 87.
- Ahmad, S. (2020). The effect of Brand on Consumer Purchase Decision: A Case Study of Zain Company of Telecommunications in Jordan. *International Journal of Advanced Science and Technology*, 29(8), 6060 – 6077.
- Baidhya, S. (2022). Factor Influencing Brand Loyalty of Asian Paints User in Kathmandu Valley. *Patan Prospective Journal*, 2(1), 188-200.
- Bhattacharya, C. B., & Sen, S. (2003). Consumer-company identification: A framework for understanding consumer's relationships with companies. *Journal of Marketing*, 4(16), 76-78.
- Cravens, H. (2003). Purchase decision and group influence. *Journal of marketing research*, 1(7), 533-535.
- Gnawali, A. (2018). Consumer Purchase Decision towards Supermarket in Kathmandu Valley. *International Journal of Research in Business Studies and Management*, 5(2), 24-28.
- Hansen, F and Christensen, L. B. (2003). Dimensions in consumer evaluation of corporate brands and the role of emotional response strength. *Innovative Marketing*, 3(3), 19-27.
- Karanjit, S., Agrawal, A. & Tamang, S. (2024). Impact of Branding on Consumer Behavior at Himalayan Java Coffee Shops in Kathmandu Valley. *Journal of Business and Social Sciences Research*, 9(1), 133-154.
- Naeem, M. & Sami, A. (2020). Product Brand Loyalty and Purchase Decision: A Comparative Study of Automobile Industry of Pakistan. *International Journal of Entrepreneurial Research*, 3(3), 76-87.
- Oliver, R. L. (1997). Where Consumer Loyalty? *Account Administrators Review your remote access option for SAGA Journals*. 63(4), 392-400.

- Qazzafi, Sheikh. (2019). Consumer Buying Decision Process toward Products. *International Journal of Scientific and Engineering Development*, 2(5), 130-134.
- Regmi, S. K. (2022). Determinants of consumer buying behavior towards Nepali products. *Journal of Management and Development Studies*, 31(1), 23-30.
- Ronaldo, W. and Atik, A. (2015). Factors Influencing Brand Loyalty towards Sportswear in Bandung. *Journal of Business and Management*, 4(8), 30-45.
- Ronaldo, W. and Atik, A. (2015). Factors Influencing Brand Loyalty towards Sportswear in Bandung. *Journal of Business and Management*, 4(8), 10-22.
- Rowley, J. (2005). The four Cs of customer loyalty. *Marketing Intelligence & Planning*, 23(6), 574-581.
- Sahu, S. R., & Menon, S. (2019) A Study of various Factors Influencing Brand Loyalty of Smartphone Users in Thane City International. *Journal of Innovation Science and Research Technology*, 1(2), 20-29.
- Sawhney, M. (2006). Branding in technology markets. In T. Calkins & A. M. Tybout (Eds.). *Kellogg on branding*, 201-225.
- Schiffman, L.G and Kanuk, L.L (2009). *Consumer behavior*. New Delhi: Prentice hall of India.
- Schiffman, L.G and Kanuk, L.L (2009). *Consumer behavior*. New Delhi: Prentice hall of India.
- Shajrawi, A. (2020). The effect of Brand on Consumer Purchase Decision: A Case Study of Zain Company of Telecommunications in Jordan. *International Journal of Advanced Science and Technology*, 29(8), 6060 – 6077.
- Sharma, S. & Basyal, D. K. (2024). Exploring Emotional Triggers in Advertising: A Study of Consumer Buying Behavior in Kathmandu Valley, *Interdisciplinary Journal of Innovation in Nepalese Academia*, 3(1), 79-101.
- Shehzad, M (2014). Emotional and informational content of commercials: Visual and Auditory circumflex spaces, product information and their effects on audience evaluation. *Journal of cultural issues and research in advertising*, 27(9), 13-38.

- Shrestha, S. R. & Mandal, S. (2018). Impact of Brand on Consumer Decision Making: Case Study of Beer Brands in Nepal. *International Journal of Research*, 5(16), 1344-1356.
- Singh, R. (2016) Factor affecting Brand loyalty in the footwear industry a study of Ludhiana District. *International Journal of Research*, 1(4), 139-149.
- Sthapit, A., Shrestha, B., & Hamal, S. (2023 Dec). Effect of brand coverage in social media on customer value creation: A study of tourist-based restaurants in Nepal. *Journal of Business and Management Review*, 4(12), 912-930.
- Yee Johnn, Choy, San, Ng Cheng and Khoon, Ch'Huck. (2011). Consumer's Perceived Quality, Perceived Value and Perceived Risk towards Purchase Decision on Automobile. *American Journal of Economics and Business Administration*, 3(1), 47-57.
- Zheng, Y. (2024). The Impact of Brand Loyalty on Consumer Purchase Decisions and Analysis of Sustainable Consumption Strategies. *Frontiers in Business, Economics and Management*, 15(2), 219-222.

Appendix

Dear Respondents,

This Research entitled "impact of brand on consumer purchase decision of beer brands in Nepal" is a graduate research project as a partial fulfillment of the requirement for the Masters in Business Studies (MBS). The major objective of this research is to study the impact of Brand on Consumer Purchase Decision.

I would like to request you to contribute 5-7 minutes of your valuable time on responding to the questions attached in the subsequent sections. I assure you that the information provided will be treated in highly confidential manner and will be used for academic purpose only.

Sincerely,

Name.....

Email:

Section I: Respondents' Profile

Name (Optional).....

Gender:

- a. Male
- b. Female

Age:

- a. 21-30
- b. 31-40
- c. 41-50
- d. Above 50

Marital status:

- a. Married
- b. Unmarried

Education:

- a. Below SLC

- b. Having SLC
- c. Intermediate
- d. Bachelor
- e. Master and above

Occupation:

- a. Student
- b. Government employees
- c. Private sector employees
- d. Business person

Income level:

- a. Up to 15000
- b. 15001-30000
- c. 30001-50000
- d. More than 50000

What beer comes to your mind when you think of beer product?

- a. Tuborg
- b. Nepal Ice
- c. Gorkha beer
- d. Iceberge

What quality do you mostly prefer to buy?

- a. 300ml
- b. 500ml
- c. 750ml
- d. 1000ml

What do you feel about Beer Brand product range?

- a. Excellent
- b. Good
- c. Moderate
- d. Very poor

What occasions do you prefer to buy beer product?

- a. Festival
- b. Picnics
- c. Parties
- d. Cinemas

What is your most preferred channel for purchasing beer products?

- a. Super markets
- b. Retails
- c. Pubs and Restaurants
- d. Multiplexes

How much do you spend on beer products per week (in Rs)?

- a. 500-1000
- b. 1001-1500
- c. 1501-2000
- d. Above 2000

Section II:

Brand Awareness

To what extent do you agree or disagree with the statements given below concerning Brand Personality: Tick appropriately. Strongly agree=5, agree=4, Neutral=3, disagree=2 and strongly disagree=1.

Statements	1	2	3	4	5
I can easily Recall this beer brand during any purchase Power					
I consider Point of Difference among brands before deciding					
I have adequate Knowledge about this Brand					
My Position of Choice Set is high toward the brand					
I can Recall of competitive Brands easily					

Brand Loyalty

To what extent do you agree or disagree with the statements given below concerning Brand Personality: Tick appropriately. Strongly agree=5, agree=4, Neutral=3, disagree=2 and strongly disagree=1.

Statements	1	2	3	4	5
I would recommend the brand I use to someone who seeks my advice					
I would say positive things about the brand I use.					
Brand loyalty motivates to switch to other competitive brand.					
I stay loyal to the brands I use.					
I would encourage my friends and relatives to do business with the brands I use.					

Perceived quality

To what extent do you agree or disagree with the statements given below concerning Brand Personality: Tick appropriately. Strongly agree=5, agree=4, Neutral=3, disagree=2 and strongly disagree=1.

Statements	1	2	3	4	5
I will purchase brand with Product Performance					
I will purchase brand with Value added features					
I will purchase a brand with high Service Quality					
Quality perception influences my brand decision					
The brand offers products of consistent quality.					

Brand Association

To what extent do you agree or disagree with the statements given below concerning Brand Personality: Tick appropriately. Strongly agree=5, agree=4, Neutral=3, disagree=2 and strongly disagree=1.

Statements	1	2	3	4	5
I will patronize in brand with Closeness to Life					
I like brand with high Social Image					
Personality feelings is key in my brand decision					
Sing Value or recognition influence my brand decision					
The brand is likable as it has not been involved in any major controversy.					

Consumer Decision Making

To what extent do you agree or disagree with the statements given below concerning Brand Personality: Tick appropriately. Strongly agree=5, agree=4, Neutral=3, disagree=2 and strongly disagree=1.

Statements	1	2	3	4	5
The brand is one of the preferred brands I want to buy.					
I would definitely buy the brand in the future.					
I would seriously consider buying the brand.					
I believe beer brand products are convenient for use compared to competitors products					
I would be willing to buy beer product because are genuine for consumer					

Thanks for your kind cooperation.

PAPER NAME

IMPACT OF BRAND ON CONSUMER PURCHASE DECISION OF BEER BRANDS IN NEPAL

AUTHOR

Shibaji Khadka

WORD COUNT

14600 Words

CHARACTER COUNT

81864 Characters

PAGE COUNT

53 Pages

FILE SIZE

104.9KB

SUBMISSION DATE

May 26, 2025 11:52 AM GMT+5:30

REPORT DATE

May 26, 2025 11:52 AM GMT+5:30

● 15% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

- 14% Internet database
- 5% Publications database
- Crossref database
- Crossref Posted Content database
- 0% Submitted Works database

● Excluded from Similarity Report

- Bibliographic material
- Quoted material
- Small Matches (Less than 10 words)