

CHAPTER ONE

INTRODUCTION

1.1 General Background

The definition of brand as offered in the Journal of Marketing Management by Professor Peter Doyle of Warwick University: “A name, symbol, design, or some combination which identifies the product of a particular organization as having a substantial, differentiated advantage” (O’Malley, 1991).

A brand in its simplest form is a mark of differentiation. Yet, the evolution of brands shifted its focus from differentiation to representation and furthermore from embodiment to meaning Berthon et al. (2011). As consumers in developed markets found numerous ways of satisfying their basic consumption needs, they focused on higher meaning in making brand choices which is an important implication for brand management (Simon, 2011).

Yet one still asks; what is a brand and what makes brands so powerful? Brands are complex intangibles whose character is a property that emerges from a blend of attributes, some of them seemingly insignificant. It is sum of all information about a product, a service or a firm that is communicated by its name. According to Abrahams (2008), brand plays a very vital role in consumer buying decision. While consumers usually go for a familiar brand, but the concept of brand transcend beyond a trademark or name. The concept of brand encompasses much more than trademark. According to Ahmed (1991), a strong and clear brand image can increase consumer confidence and convince consumers to purchase.

Brand equity is the value associated with the marketing activities that enhanced the overall offering such that a premium could be earned over the same offering if it were unbranded. This indicates that customers see and interpret brands in different ways, giving brands meaning and validity. According to Davis (2010), brand equity describes stakeholder response in the form of an increase in customers, revenues, and margins than would otherwise be possible without marketing support to build awareness. It is said that strong brand equity results in customers showing a preference for one product over another, although the products could be basically identical. According to Kotler (2005), for many companies, their single biggest asset is

their brand, Simon (2011) and it is therefore relevant to understand what influences consumer brand preferences and how preferences translate into purchase intentions. Why is it that the marketplace embraces many brands that enjoy or has decision?

According to Healey (2008), brand personality is a set of characters similar to a person's personality and characteristics that customers can associate as if it would be true companion. Consumer defines brand personality in words such as "honest", "inspiring", "sympathetic", "fun" and "supportive" to illustrate their preferred brands.

Brand identity is defined by Mallik (2009) to be "the audio-visual trade dress of the brand that expresses, and brings to artistic life". The defined brand concepts are the keywords of this research study and it is vital to this research study.

1.2 Operational Definitions and Assumptions

Brand Preference:

Brand preference reflects a desire to use a particular company's product(s) or service(s) even when there are equally-priced and equally-available alternatives. In fact, more often than not, brand preference indicates a desire to seek out a specific product or service even when it requires paying more or expending more effort to obtain it! Brand preference is important to companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands. Thus, brand preference is the measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available.

Brand Equity:

Brand equity can be defined from various perspectives, yet for the purpose of this thesis, the most explanatory perspective is the consumer based brand equity i.e. how customers perceive a product or service (Hong-bumm et al. 2003; Capon, 2008). From a managerial perspective, brand equity provides a strong platform when introducing new products and could shield towards competing attacks. Aaker (1991) stated that ultimately and most importantly, the brand has to carry meaning for the consumer. (Cobb-Walgren et al., 1995; Farquhar 1989;Crimmins 1992)

Various researchers have chosen different strategies in the operationalization of consumer based brand equity and these can be divided into two groups (Aaker, 1996).

Consumer Perceptions: covering brand awareness, and perceived quality.

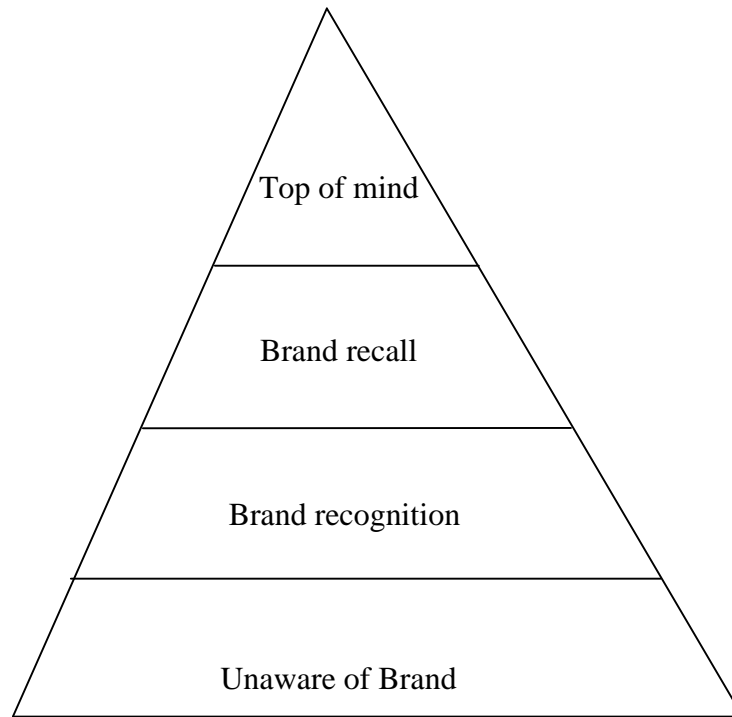
Consumer Behavior: including brand loyalty and willingness to pay a premium price.

Brand Awareness:

Brand awareness is a brand's ability to be recognized or recalled as a member of a certain product category or service (Aaker, 1991). There are various levels of brand awareness. The lowest level is brand recognition and reflects familiarity, a manner of aided recall. The next level is brand recall, a manner of unaided recall and reflects awareness of a brand when its product class is mentioned. The first named brand that comes to mind in an unaided recall test is called top-of mind. That is the brand has the strongest position in respondent's mind. According to Aaker (1991), a consumer's so called top of mind awareness of a brand is influenced by the consumer's past experience of the brand.

Past experiences might include previous purchase, but also brand presence in various contact points (advertising, media, press, social media, in-store experience, product placements etc.) and what friends or relatives perception of the brand are and their expressed opinion of it (Aaker, 2011). Arnold (1993), argued that spontaneous awareness is more desirable than prompted awareness as it means the brand is top of mind. However (hong-bumm et. al, 2003) argues that a wise manager will realize that often it is not about being on top of mind that drive purchase intentions, as brand can be on top of mind because it is actively disliked.

Figure 1.2.1: The Brand Awareness Pyramid



Brand awareness plays an important role in consumer decision-making. Firstly, it increases the likelihood of a brand being a member of the consideration set. (Baker et al. 1986; Nedungadi 1990) Secondly, it has been shown that consumers adopt a decision to buy familiar brands. Brand awareness can therefore be seen to affect decisions about brands in the consideration set. (Jacoby et al. 1977; Roselius, 1971) Lastly, it influences the formation and strength of brand associations. Fundamentally, high levels of brand awareness should increase the probability of brand choice, produce greater consumer and retailer loyalty, and decrease vulnerability to competitive marketing actions (Keller, 1993).

1.3. History of wrist watches

Some people say the world's first wristwatch was created by [Abraham-Louis Breguet](#) for [Caroline Murat](#), Queen of Naples, in 1810. The concept of the wristwatch goes back to the production of the very earliest watches in the 16th century. [Elizabeth I](#) of England received a wristwatch from [Robert Dudley](#) in 1571, described as an arm watch. From the beginning, wristwatches were almost exclusively worn by women, while men used pocket watches up until

the early 20th century. By the mid nineteenth century, most watchmakers produced a range of wristwatches, often marketed as **bracelets**, for women. Wristwatches were first worn by military men towards the end of the nineteenth century. These early models were essentially standard pocket watches fitted to a leather strap, but by the early 20th century, manufacturers began producing purpose-built wristwatches.

At the end of the war, soldiers returned home sporting their trench wristwatches. Due to the public perception of manly-men wearing wristwatches, people no longer affiliated wristwatches with femininity. After the war, pocket watches went out of fashion and by 1930 the ratio of wrist to pocket watches was fifty to one.

1.3.1 History of Rado watches:

Rado begins in 1917 in the small Swiss town of Lengnau, when the three brothers Fritz, Ernst, and Werner Schlup open the Schlup & Co. clockwork factory. Exactly 40 years later, it becomes Rado Uhren AG: in 1957, the first watch collection is presented under this name. Since its formation, Rado has continually fascinated watch lovers all over the world with its groundbreaking innovations. With the classic Original, Rado introduced the first scratch-proof watch to the market in 1962. Many more high-tech developments have followed.

Since the 1980s, the use of special high-tech ceramics has rado³ become a well-known brand identifier of Rado watches. The greatest sensation to date, however, has been the invention of the Rado high-tech diamond. With a hardness of 10,000 Vickers, the V10K is the hardest watch in the world. Rado watches, however, are not just famous for their premium materials, but also for their special esthetic qualities. Since 1990 alone, Rado has been the proud recipient of more than 30 international design awards.

1.3.2 History of Titan watches:

Titan was established in the year 1984, as a joint venture between the Tamil Nadu Industrial Development Corporation and Tata Group. The company brought about a paradigmatic shift in the Industry by introducing quartz technology in internationally styled watches to the common man of India. Thus, Titan became the third Indian watch manufacturer after Allwyn and Hindustan Machine Tools (HMT), which mainly specialized in manufacturing robust mechanical watches with little style quotient.

Leveraging their understanding of the different tiers of the watch market, Titan launched a number of products and brands focusing on the needs of every tier. They launched a brand named Sonata, which focused on showcasing high functionality watches at affordable rates. On the other hand, they launched a “Fast track” which targeted the vibrant youth of the country. Also, Titan showcased watches from highly acclaimed international brands like Tommy Hilfiger, FCUK, Timberland and Hugo Boss, after obtaining a license. In fact, Titan is also accredited for launching Xyllys, which is now a famous Swiss Made Watch brand. Today, Titan has grown into a luxury goods industry. It has become the fifth largest manufacturer of watches in the world having a net income of 601 crore and it generated a revenue of nearly 8942 crore in the year 2012. In fact it also exports watches to nearly 32 countries all over the globe. Also, Titan continues to be amongst Forbes Asia’s Fab 50 companies and has also been awarded the prestigious Gold Award and the Best of the Best Award at the Retail Asia Pacific Awards 2013. With over 6,000 employees, ten manufacturing units, innumerable support and service centers and numerous admirers, Titan industries continue to flourish and set new benchmarks of innovation and quality.

1.3.3 History of Casio watches:

Casio was established in 1946 with Taido Kashio as the head of this industrious Japanese company. In 1957 Casio developed its first calculator, the company extended its reach by entering the watch market in 1974 releasing the Casiotron. During the 1980s, Casio produced integrated watches and calculators. A craze over this digital watch took place. The watch was able to do more than just tell time, it could make calculations, alarm, stop watch, address book memory storage.

1.3.4 History of Timex watches:

Timex has always been a name that is associated with quality reliable and long lasting watches. Since the 1960’s Timex has been at the top of the charts in sales in the US out selling all the other brands. The first Timex was seen in 1949 and since that time Timex has been a contender for producing quality watches at affordable prices. One main reason this is so is that during this time, the majority of jewellers marked up the items sold to consumers 50%, however, Timex wanted their watches to be affordable, therefore they only allows the jewelers to place a

30% markup on their watches, thus staying below the prices of their competitors. In the beginning, many jewelers refused to sell the Timex watches. Timex was not about to give in and choose instead to sell their watches directly to other retail outlets such as hardware stores and drugstores.

By the early 1970's Timex had to change their design of watches to keep up with new competitors in the digital market. In 1972, the first digital Timex hit the market. Of course, throughout the years, Timex has worked to stay ahead of their competitors with new innovative gadgets and styles to keep the masses happy and to allow their fans the chance to purchase well built reliable watches for less than the designer watches on the market. However, this does not mean that Timex watches are not just as luxury as the designer ones, only that they are less expensive. Another great thing about Timex watches is they produce watches for everyone. They do not cater to only the diver, the woman, or the man. You will find a large array of watches for the entire family including the kids with their exclusive designs.

1.4. Statement of the problem with research questions

The motives for acquiring branded brands were traditionally regarded as constrainable to the notion of buying to impress others, but with change in time people are becoming brand conscious due to many other factors such as personal style, comfort, quality.

Previously market wasn't very competitive but it's growing rapidly and major brand are being challenged even by small private brands, and the people are becoming more aware and lifestyle conscious. Nepalese consumers are influenced with the commercialization, globalization, and many changes in the value, economy, and culture. Not only this, it is always important to know the role of advertisements and other promotional tools to increase the market share and the role of after sales service, durability, quality, price, store appearance.

In the case of ready-to-wear branded wrist watches, branding always has played a key role, and thus the research tries to confirm to the statement by analyzing the brand preference towards wrist watches. This is the reason why the researcher is trying to answer the question,

1. What motivates people on preferring certain brand of wrist watches?

2. What kind of demographical influence (age, gender) is there on the purchase of branded wrist watches?
3. Do income, brand name, price and durability influence the consumer while purchasing branded wrist watches?

1.5. Objective of the study

The main objective of this research is to examine consumers' brand preference towards wrist watches. It is crucial for us to understand their motivations behind purchase of wrist watches of particular brand. This general objective can be divided into more specific objectives that would together achieve the overall goal of the project as follows:

1. To identify if there's any kind of motivation behind preferring certain brand of wrist watches.
2. To evaluate if there's demographical influence (age, gender) on the purchase of branded wrist watches.
3. To determine if consumers are influenced by income, brand name, price and durability.

1.6. Significance of the study

The following significances will be achieved after the completion of the thesis.

1. It will provide complete information about brand image and its impact on consumer buying decisions.
2. Consumers are analyzed from several perspectives such as, level of retention, what makes them buy, what their level of satisfaction is and so on thus, helping in developing appropriate strategies to retain relationship with the consumers.
3. This study will help the present Marketing Managers to better reposition their branding and advertising strategy to capture the correct target market so that they can boost the sales in times where economy are at a challenge.
4. This study will also prove to be beneficial in understanding how variables such as pricing and quality can influence consumer buying behavior of branded goods.

1.7 Limitation of the study

1. **Sample size:** Sample size selected for the study is small which may act as a limitation to this study.
2. **Time constraints:** The duration taken for conducting this research is limited.
3. **Area Covered:** This study has been conducted only in Kathmandu valley so findings may not be generalized.
4. **Data Constraint:** There might be limitations regarding access to information and resources.
5. **Budget Constraint:** This research is academic which may act as limitation in budget.

1.8 Organization of the study

The overall report consists of five chapters.

1. First chapter is an introductory chapter. The structure of the study starts with the General Background, and then it talks about the statement of problem. Then the objectives of the study is determined which is followed by significance of the study and Limitations of the study.
2. Then in Chapter two, Literature Review is done, which is followed by Theoretical Framework Research Gap. After Theoretical Framework, Research Gap is written.
3. Chapter three includes Research Design Plans, followed by Population and Sample size, which is further followed by sources of data. Then comes Data collection procedure, followed by, Instrumentation of data, Validity and Reliability of the data tools, Data analysis tools, data analysis plan and expected outcome.
4. The fourth chapter includes analysis and discussions.
5. And lastly the fifth chapter consists of conclusions and recommendations of the paper.

CHAPTER TWO

REVIEW OF LITERATURE AND THEORITICAL FRAMEWORK

2.1 Review of articles and journals

Samanta, Asokendu., Devi, Lalitha., Narayana,B.(2011) in their article “Marketing analysis of four brands of Watches(*HMT, Titan, Swatch, TAG Heuer*)” did complete marketing analysis of four brands in Indian market. They point out the strengths and weakness using SWOT analysis form. The marketing environments of each brand were analyzed. At the end, advertisements of each brand were presented and their positions in the market were determined.

Firstly, they concluded that once, HMT was pioneer in mechanical watch in India, however in the passage of time, HMT has lost its position as they could not produce the product as per the customer’s changing taste and preferences.

Secondly, they concluded that Presently Titan is the marker leader in Indian Market. They have a very good sales and service network. With new innovative ideas, they always develop new product to satisfy the customers.

Thirdly, they concluded that Swatch brand was launched originally intended to re-capture entry-level market share lost by Swiss manufacturers during the aggressive growth of Japanese companies. It has re-popularized analog watches at a time when digital watches had achieved wide popularity. Its product is mainly targeted to youth.

Finally, they concluded that Tag Heuer has a long history, established way back in 1860. It is the pioneer in making chronograph and sports watch. TAG Heuer epitomizes sport and glamour and its product is mainly targeted to glamorous people.

Similarly, Biradar, Aarati on her article “Market study of Fastrack and Casio Watches” did a similar kind of research as of Samanta, Asokendu., Devi, Lalitha., Narayana,B.(2011). As mentioned above, she analyzed the two brands namely Fastrack and Casio by using technique of SWOT analysis and covering aspects such as marketing, environment, advertising and position.

Wang, Le., Dai, Wanliang., Addei-Duah, Benjamin., Wang, Xiaoshu on their article “The literature review of brand equity and consumer buying behavior: (1980~2014)” did a review

about the major research and theories regarding the characteristics of successful brands and consumer purchasing behavior. According to this research, brands are so important that they are regarded as the equity to a firm. Brand equity can be divided into four dimensions, including brand awareness, perceived quality, brand loyalty and brand associations. All of them have significant contribution to the brand as equity to the firm. Nowadays, consumers seem to be more aware of the products they buy, and at the same time, products are developed in an unprecedented way. Only by understanding the consumer purchasing behavior can the products or brands be developed in a right way.

Halmata, Anita N (2013) on her article “Consumer Behavior and Brand Preference of Titan Watches: An empirical study with reference to Haveri District, Karnataka” concluded that the Titan brand of watches coming from the Titan industries is known for quality and performance in the domestic and international markets. The consumer of Titan brand watches are highly satisfied customers having pride in owning and wearing the most sophisticated, highly reliable and superior performance watch. Titan brand watches are in great demand not only in India but also abroad. It is owing to a fact that they come from a Tata group company. The turnover of titan brand of watches has shown uptrend from year to year. Titan watches enjoy a lion’s share in the domestic watch market. Though, there, is increasing demand for all varieties of Titan a watch, a few suggestions given by the respondents is to be considered by Titan industries. The company has to put its efforts in improving quality of its watches, introduce new varieties with changing out look to appeal and attract potential customers for its products. Again the company can also consider for a reduction in the prices which may make it market leader in the years to come. Finally it can be said that the performance of Titan watches is not only amazing but also highly satisfactory. The company can achieve further success by doing improvement based on the suggestions of the consumers, (Halmata, Anita N, 2013).

Sharma, Ashima on her article “A Study: Factors Influencing Purchase Decision of Consumer’s for Luxury Products” reveals that cultural orientation has a direct effect on consumers, but does not investigate the ways how each construct of cultural orientation influences attitudinal, normative, and control beliefs of consumers. It prompts a need for a better cultural impact assessment. An important line of future research will need to explore the potential role of the four patterns of cultural orientation on consumers’ beliefs, for example,

whether collectivist consumers are likely to pay more attention to the interpersonal effects of purchasing luxury goods whereas individualist consumers are more likely to believe the personal effects of purchasing luxury goods, and whether collectivist consumers tend to comply with social pressure whereas individualist consumers are less affected by the influence of reference groups. Studies can be conducted further to explore the differences in beliefs among consumers with horizontal and vertical cultural orientations. Future research can examine whether there are differences in purchasing intention among consumers with different cultural orientation. That is, future studies can apply the framework of this research to each group, i.e., horizontal collectivist, vertical collectivist, horizontal individualist, and vertical individualist, to investigate consumers' intention to purchase luxury goods and compare the results of structure and measurement models of each group. This type of research may help deepen the understanding of why and how consumers with different personal cultural orientation have different purchasing behavior. The framework proposed in this research deserves further assessment and refinement for generalizing into a practical tool with a higher level of usability.

Similarly, the findings in this research are delimited to the luxury fashion goods and Indian affluent consumers. Thus, they may not be generalized to other products and affluent population another regions and countries. This research has laid some recommendations for future research from a broader perspective; that is, further research is needed to validate and generalize the findings to a broader cultural context and to similar research objectives across a wide range of product categories of luxury goods. The findings on purchasing behavior in this research can be applied to other luxury product categories beyond fashion goods or products that share the same target consumers with luxury goods, such as luxury automobiles, luxury electronic products, credit cards, champagne, wines and spirits. Empirical research testing of the framework on more product categories will further advance the usefulness of the model, and ultimately help yield practical consequences for understanding purchasing behavior in practical marketing campaigns.

In addition, it should be noted that the framework generated from affluent Indian consumers may or may not automatically apply to affluent consumers in other countries. Thus, the findings of this research that refer to Indian affluent consumers need be tested when replicated in another country with the same research approach. However, this research represents

potential areas of research for luxury goods consumption, and the same studies can be conducted in other markets. A comparison of Indian consumer behavior regarding luxury goods to other consumers in other countries, such as traditional luxury goods markets and emerging markets, can be conducted to examine the differences and similarities between these markets. Therefore, this study can serve as a useful exploratory approach for researchers who intend to further investigate the applicability of the model under other cultural environments and/or for other products. This study includes only the cultural orientation into the TPB model as an “external variable”. However, the results provide impetus into sparking more work into the role of more variables other than attitude, subjective norm, and perceived control when studying a specific purchasing behavior.

Thus, future research can attempt to examine whether other variables can be further added as determinants of behavioral intention. For example, demographic variables may have moderating effects on behavioral intention. Demographic characteristics, such as income, gender and age may have an impact on consumers’ cultural orientation, beliefs, attitude, norms, perceived control, and consequently influence behavior. In addition to demographic characteristics, variables relative to a specific behavior in question can be involved in the framework. For example, brand awareness can be examined when studying branding strategies. Furthermore, this research does not investigate the actual behavior, and thus the relationships between behavioral intentions and actual behavior can be examined in future studies.

Levitt(1983) in the article “The marketing imagination”, describes there are four elements for building a successful brand, namely tangible product, basic brand, augmented brand and potential brand. Tangible product refers to the commodity which meets the basic needs of the customers. Basic brand, on the other hand, considers the packaging of the tangible product so as to attract the attention from the potential customers. The brand can be further augmented with the provision of credibility, effective after-sales services and the like. Finally and most importantly, a potential brand is established through engendering customer preference and loyalty. By doing so, the image of the brand could be well instilled in the customers’ mind.

Murphy (1998) in the journal “What is branding?” describes that A brand can be an everlasting and lucrative asset as long as it is maintained in a good manner that can continue

satisfying consumers' needs, and although successful brands can be totally different in nature, they share something in common, for instances well-priced products and consistent quality .

Murphy (1990) in the research "Assessing the value of brands describes brand in his own way", It is seen that brands describe personality of the users with particular lifestyle. It also helps to convey a sense of belonging to a specific social group. He perceives brand not only as the actual product, but also the unique property of a specific owner. It has been developed over time as a set of values and attributes which significantly differentiate products of similar appearance.

Aaker (1991) in his article "Managing Brand Equity: Capitalizing on the Value of a Brand Name" stated that, "a brand is a distinguishing name and/or symbol which intended to identify the goods, services of either one seller or group of sellers and to differentiate those goods or services from those of competitors".

Bello and Holbrook (1995) stated that, however, brand preference could be ruined if it is not properly managed. For instance, poor product quality and customer services could adversely affect the brand image, giving rise to a reduction in sales volume.

Allenby and Lenk (1995) in the article, "Reassessing Brand Loyalty, Price Sensitivity, and Merchandising Effects on Consumer Brand Choice" Does brand preference necessarily lead to brand loyalty or repeated purchase of the preferred brand? Empirical results have shown that the answer is no. Allenby and Lenk (1995) conclude that "consumer preferences for brands are not nearly as entrenched as might be expected." Their research showed that promotional activities such as feature ads, displays, and price cuts can have a significant effect on whether or not buyers follow through with their preferences. Additional reasons (other than promotions) why consumers may purchase other brands despite a stated brand preference include a desire to try and learn more about different brands in the category; changing needs or situations; variety seeking; and changes in the available alternatives due to new products or improvements to existing products (Coulter et al. 2003).

Keller (1998) points out that brand preference is driven by the unique marketing effects imposed on the brand. Concerning the positive side of brand equity, it happens when consumers are willing to pay more for the same level of quality just because of the attractiveness of the name attached to the product.

Doyle (1999) in the article titled “Building successful brands”, when deciding which products to purchase, consumers would have their preferences, which are developed in accordance with their perceptions towards the brand. Successful branding could make consumers aware of the presence of the brand and hence could increase the chance of buying the company’s products and services.

Vigneron & Johnson (1999) in their article believed that there are motivations and behaviors of an alternative, personal nature, from within the consumer, extraneous to external influences. Thus, He-donic and Perfectionist luxury purchase motivations were proposed: „Hedonic, where a consumer is motivated to purchase a luxury product because it produces positive emotions and perfectionist where the consumer is motivated for the safety a luxury product will bring in its quality or design.

Yoo et. al. (2000) in the journal, “An Examination of Selected Marketing Mix Elements and Brand Equity”, stated that, some brands closely linked themselves with their origin in order to enhance their image and to project themselves as symbol of quality. Also the country of manufacture had no impact on product quality evaluations when country of corporate ownership was also present. High professed quality was said to drive a consumer to choose one brand above rival brands.

Spector and McCarthy (2000) stated that, Return policies in the apparel industry were often directly related to convenience for the customer, as research shows that the ease of returning purchases was ranked the highest of importance from the consumer perspective, but quite different from the retail executive point of view .

Berner et. al. (2001), in his article stated that, the retail market in developed countries of the world was at the mature stage. Intense competition and sluggish population growth was motivating leading apparel brands of the world to enter in new markets and attract new customers.

O’Cass and Frost (2002) believed that brands have become a way of self-realization and identification as consumers move beyond mere consumption of product utility. They now consume the symbolic meaning that the brands represent.

Kim et. al. (2002) in his article stated that the consumer decision to buy a particular brand was effected by different factors. Aside from functional benefits, he/she may choose a particular brand to express his/her personality, social status, affiliation or to fulfill his/her desire for newness. Searching for information was a key stage of a consumer's decision-making process that may include search for internal and external environment. Internal information would be gathered from past experience or prior exposure to advertisement. External information may be collected from sources such as reference groups (peers, family members) and/or marketplace. Both internal and external information would reduce perceived risk and thus search behavior.

According to Blackwell et. al.(2001), in *Consumer Behavior*" (9th ed.) stated that purchase decision process, a consumer matched the following evaluative criteria with individual characteristics and purchase characteristics: location, assortment breadth and depth, price, advertising and promotion, POP displays, store personnel, services, customer characteristics, and store atmosphere by them depicted a roadmap of the consumers' minds.

Lenda et.al. (2002) identified company clientele, information services, reputation, company responsiveness, and interaction with catalog personnel which were the factors influencing the attitude of toward catalog retailers of apparel. Among the identified attitudinal attributes, product knowledge, trade security, problem solutions, sellers' reputation, low price, purchase intention and trust were significantly influencing the customer's purchasing behavior.

Kim et. al. (2002) stated that the consumer decision to buy a particular brand was affected by different factors. Aside from functional benefits, he/she may choose a particular brand to express his/her personality, social status, affiliation or to fulfill his/her desire for newness. Retailers look to other factors within the mix, such as service, to establish competitive advantages. With the increase of competition in the apparel retail market, understanding the retail environment and the influences within the retail environment were becoming more important. In addition to products and retail services, it was important to recognize the human factors within the environment, retail associates and consumers.

Johnson (2005) explained that more choices exist for consumers in types of retail concepts, type of store or channel, and specific retailers. The large number of retailers and

changes in consumer buying habits has caused the apparel retail market to become over stored, especially the department and specialty channels.

Huff, (2005) in “Consumer 2010”, conference described that, Consumers’ shopping behavior was often based on the changing environment around them in terms of economy, prices, and discretionary income. While the economy continued to improve, the price of apparel continued to decline thus contributing to the success of mass merchants. Consumers’ discretionary income purchases were also changing.

Ritu Narang (2006) in a study entitled “A Study on Branded Men’s wear”, was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded men’s wear. The objectives of this research are to study the purchase behavior of the buyers of branded men’s garments, to study the impact of advertising on the purchase decision of buyers, to study the impact of promotional activities on purchase behavior of buyers (Kazmi, 2001; Mathur, 2002). The research type was exploratory as it was conducted to develop a concept about the purchasing behavior of buyers of branded men’s garments and the impact of advertising on their purchase decision. This study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping. Scope of the study focuses on the brand preference regarding shirts and pants of select consumers living in two cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behavior of the respondent and to know the factors influencing customers while choosing branded shirts or pants. It is concluded that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94 percent of the respondents are highly educated and purchased branded ready wears. Age groups of 20-50 years are income earning people and spending on the branded wears. The study revealed that the advertisements play a limited role to choose the brand among ready - made dresses available in the market. 54 percent of the customers are buying branded ready wear because of quality and status symbol.

Tsai et al. (2007) in the article *The effects of subliminal advertising on consumer attitudes and buying intentions* points out that, in recent decades, there is an increasing number of advertising campaigns around the world. Consumers are hence well-equipped with comparative elements to judge which product or service to purchase.

Schiffman and Kanuk (2007) found that retail store image has images of their own that serves to influence the perceived quality of products that carry and the decision of consumers as to where to shop. These images stemmed from their design and physical environment, their pricing strategies, and product assortment. According to Shim and Kotsiopulos (2009), lifestyle influenced the choice of products and services that met diverse needs and interests rather than confirming to traditional stereotypes.

Keller et al. (2008) in his article described that today brands play an integral part in marketing strategy in capturing consumer attention. This is because brands have become an important marketing component to the manufacturer and a rich source of information for consumer. For the manufacturer, brands provide a means of identifications for ease of handling and tracing, a means of legal protection of unique features and of endowing products with unique associations. Furthermore, brands signal quality levels to consumer and can be effectively used to gain competitive advantage, derive satisfaction from product consumption and secure financial returns. To the consumer, a brand identifies the source of the product, which in turn, assigns responsibility to the product maker and provides a promise or bond with the maker of the product.

Park et al. (2008) believed that consumer manifestations of uniqueness motivation may be exhibited by acquiring or wearing luxury fashion items, which may help individuals, establish a unique personal identity. There may be various factors that influence in luxury brand consumptions by consumers however, for the purpose of this study factors such as price, quality, social status, brand loyalty and income level are the focus to be evaluated.

Batey (2008) in his article stated that Price, one of the non-product attribute of brand associations where it can be an important associations in the formation of brand perceptions, particularly with regard to value and desirability and is a criterion by which consumer often segment their knowledge of a market or category. High quality products, fancy packaging,

exclusive store locations, high retail margins, expensive promotions, advertising campaigns, and brand names are all the contribution to the higher prices of luxury goods. Companies make large investments into these components in order to make their products instantly recognizable and familiar. The luxury products will lose their rarity and exclusivity characteristics if they are not priced high. Luxury goods are expensive in relative and absolute terms.

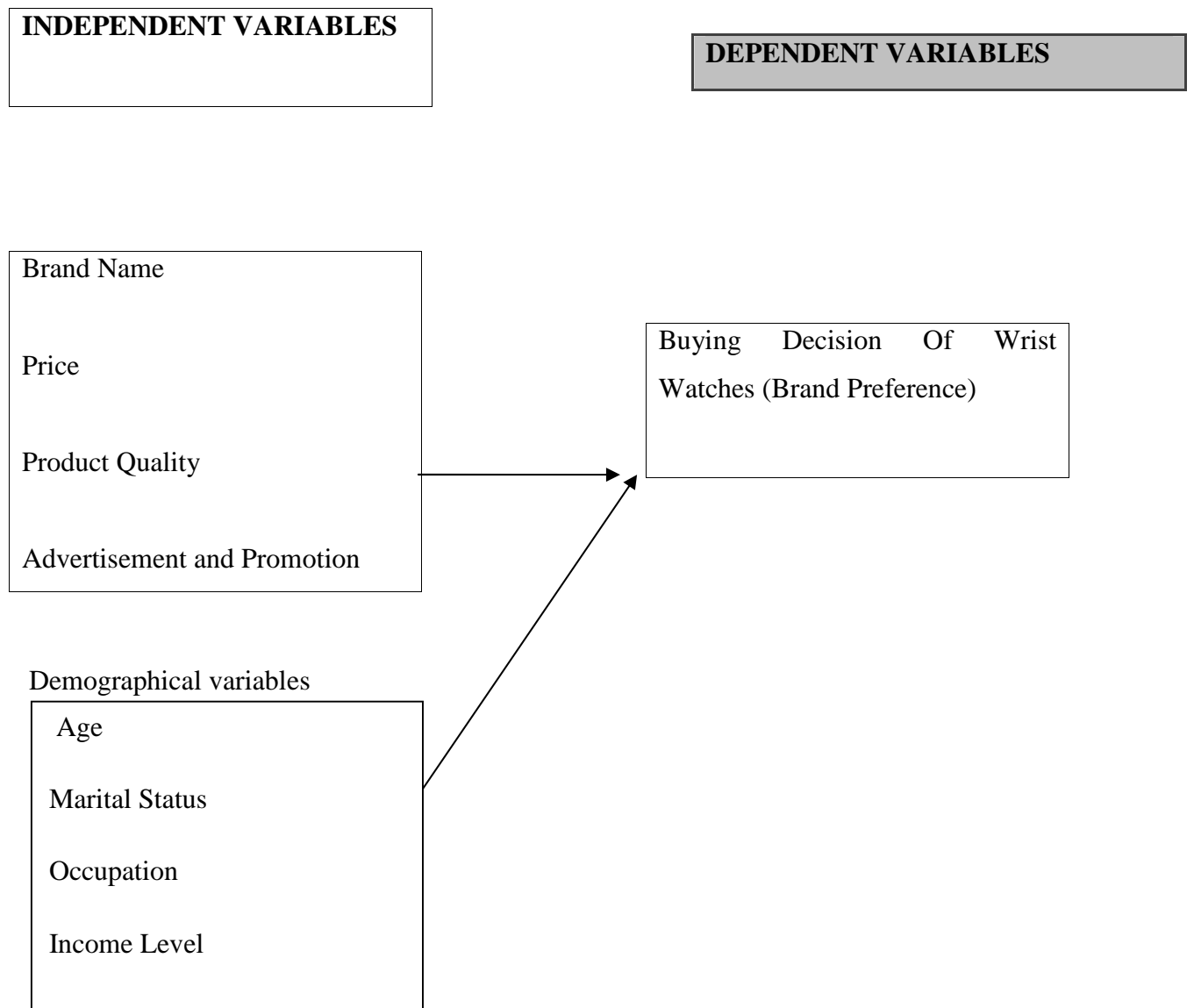
Moore M Christopher (2004) in the article “Burberry Business Model Creation of Fashion Brand” said that the viability, or otherwise, of a fashion brand is dependent upon the efficacy and appropriateness of the decisions of those responsible for its management. He has taken example of Burberry Brand of Fashion Wear. In terms of the Burberry London brand, the design team sought to upgrade the range to ensure that it more clearly reflected the updated lifestyle positioning of the company. With a clear positioning as an authentic British lifestyle brand, the range extended from men’s, women’s and children’s apparel to include “soft” accessories, such as scarves, shawls and ties, alongside “hard” accessories, including handbags, small leather goods, women’s shoes, luggage, umbrellas, eyewear and timepieces. He talks about how and why burberry brand was repositioned. The value of this analysis lies in the access that it gives to the location of those factors that contribute to the success of an international luxury fashion brand.

Pathak and Tripathi (2009) made a study entitled “Customer Shopping Behavior among Modern Retail Formats: A Study of Delhi & NCR”. The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behavior in Indian scenario among the modern retail formats (Sumathi, 2003). Objectives of the study are to find out the factors that affect the buyer's decisions among the modern retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers. Today's young consumers are inclined more towards leading a comfortable and hassle free life. They have come in possession of money and wish to spend it on trusted goods and services, which are well worth the money that they would pay. ‘Brands’ cost them dearly and yet, they prefer the same as they are conscious of the fact that branded products give them their money's worth. This generation of consumers may, therefore, be labeled as ‘the brand conscious generation’ (Sherlaker, 1995).

2.2. Theoretical Framework

The dependent variable will be Decision making consumers for branded wrist watches available in Kathmandu valley. For finding brand preference of consumers according to variables like age group, gender, brand name, peer influence, occupation, income level , promotional tactics/ advertisement, societal status, ambience of the store, guarantee and warranty, design and color, product availability, durability, sales and after sales service are the independent variable, categorized under different factors and determinant based on the literature review conducted which has been shown through the figure where; $DMC=f(X_i)$

Figure 2.3.1: Dependent and Independent variables



Description of Variables

i. Dependent Variables

Brand Preference: One of the indicators of the strength of a brand in the hearts and minds of customers, **brand preference** represents which brands are preferred under assumptions of equality in price and availability. Measures of brand preference attempt to quantify the impact of marketing activities in the hearts and minds of customers and potential customers. Higher brand preference usually indicates more revenues (sales) and profit, also making it an indicator of company financial performance.

ii. Demographical Variables

Age group: Age group is important variable because it determines the how consumers perceive and prefer brand in different ways.

Gender: Gender of the customer plays an important role in determining certain brands of products.

Marital Status: Marital status determines some role in choosing and getting certain kinds of brands. Customer who liked some brand when he was single may be same after he is married.

Occupation: Choices of brand interest is also determined by the occupation in which the customer is involved with.

Income level: Income level is another important variable because income level determines how much you can spend on a brand.

iii. Independent Variables

Brand Name: Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers. This variable may create distinction amongst the rest of the brands in the market causing the consumer to prefer this brand

Price: Pricing a product is "probably the toughest thing there is to do," according to an expert. Hence dwelling upon certain brand of product of a consumer would depend upon how much a consumer is ready to pay for it.

Product Quality: Product quality is the product's ability to fulfill the expectations and needs set by the end user. The product must work reliably and perform all of its functions.

Promotions: Promotion plays important role because it is use of different promotional tools because of brand reaches out to target group and to target consumers.

2.3. Research Gap

Review of the past studies by other researchers has led to the conclusion that branding plays important role in purchase of apparels whether be it men or women. Many researchers from all around the world have carried out researches on branding of different types of apparels but research on wrist watches have been done in quite few numbers. The research thus further investigate on other moderating variable that can induce people towards branded wrist watches such as quality, price, availability and brand name as well as the respondent's demographic factors. So far, there have been several studies conducted on branded wrist watches in western countries and even in our neighboring country India but the concept of this is relatively new in Nepal. So, this research topic is comparatively new and present research work is expected to fill this gap.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research design

This research has been conducted to know the brand preference regarding branded wrist watches in Kathmandu valley. This research is an analytical and a descriptive research. It is a quantitative research where statistical data is used for the analysis. Wearing good wrist watches that bring out the personality in you has become a very important part of culture to the people of urban Nepal. Especially, a growing share of younger consumerism the spending population, who are most open to converting to ready to wear, fueled the growth of the branded watches in subsequent years. Increasing exposure to various media also provided an impetus in terms of greater access to fashion trends from outside the country.

The study determines the degree to which independent and dependent variables are associated. It further specifies the factors that are considered to be important while preferring and purchasing certain brand of wrist watches.

3.2. Population and sample

The population is the total population representing population of Kathmandu valley consumer's who purchase and use branded wrist watches. The sample size taken for this research is 120 that is representative of total population. The study has used non probability sampling under which convenience sampling technique is used as it is not feasible to gather the data from each and every person.

3.3. Data collection procedure

The data collected from the questionnaire is taken as primary data. Then the data is used to make tables and graphs in the computer. Software's such as MS-Word, MS-Excel and SPSS is used throughout the research. The data is collected through survey which is done through questionnaire filled by the respondent. For the purpose of collection of information, different methods are applied. Data collection is done with the help of thorough research done through library visit, filling of the questionnaire, articles reading and surfing through the internet.

Primary data

Primary data is collected by Interacting and collecting information by making people/ consumers fill up the questionnaire. The questionnaire is self administered by the respondents.

3.4. Data analysis tools and methods

The data collected from the questionnaire survey are analyzed in both tabulated and graphical form. For the analysis and management of data, Software's SPSS and Excel are used. The response collected from respondent are coded and entered into the SPSS worksheet. With the help of these software's, graphs, frequency tables and charts in detailed form are developed for the different categories of respondents. The significance of relationship is also tested either to reject or accept the hypothesis statements. All the different questions like multiple responses are coded as per the rule. After the coding, the appropriate analysis is done on the collected data. Various tools like chi-square analysis, Cross Tabulation and descriptive statistics are used to draw inferences from the collected responses. Central tendency, frequency table, chart, graph, and dispersion are used for descriptive analysis whereas hypothesis testing, chi-square tests is done for inferential analysis.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

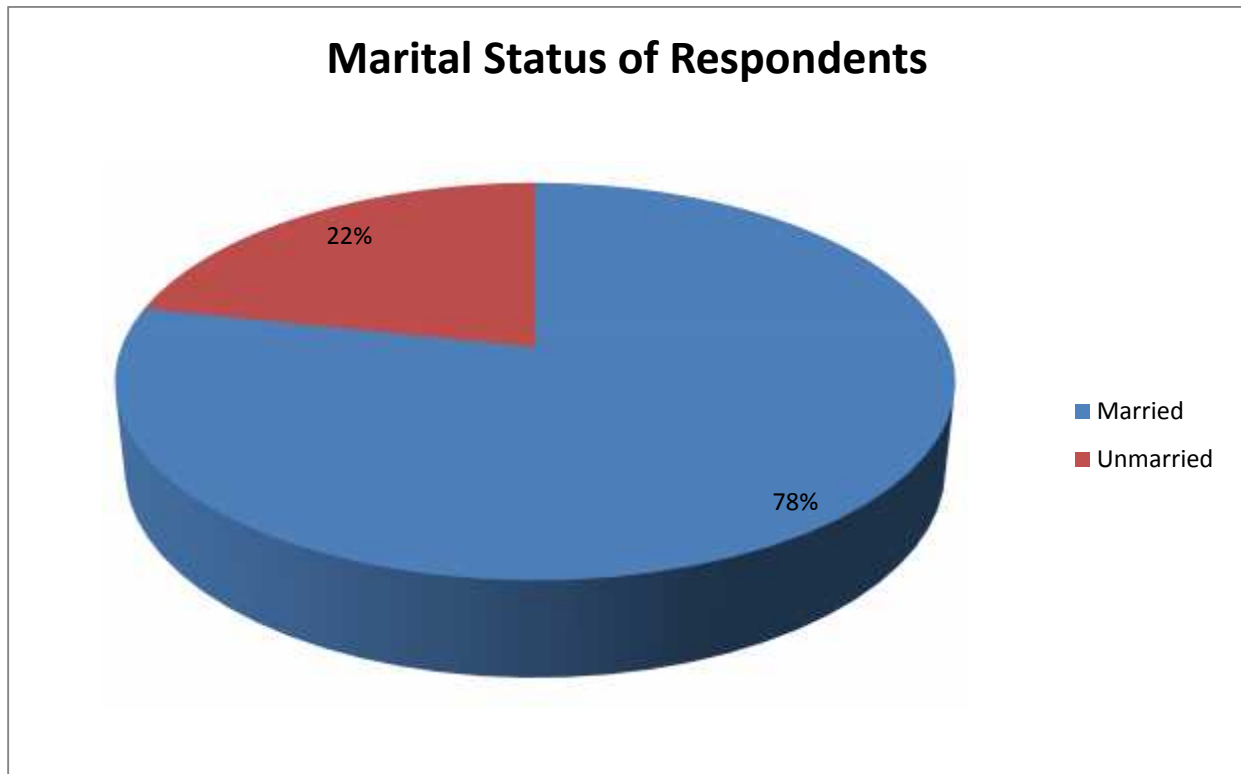
Presentation of Results

In order to fulfill the objectives of the thesis, questionnaires are prepared which is used for presentation and analysis of data. These questionnaires were then distributed to total of 120 respondents to collect the required data about the research topic.

4.1 Diagrammatical presentation of Primary data

This section is a diagrammatical presentation of primary data based on the questionnaires filled by the respondents. Each of the questions in the questionnaire is represented diagrammatically below.

Figure 4.1.1: Respondents by marital status



The above figure presents data on marital status of respondents. Out of the total respondents, majority 78% of respondents are married whereas only 22% of respondents are unmarried.

Figure 4.1.2: Respondents by age group

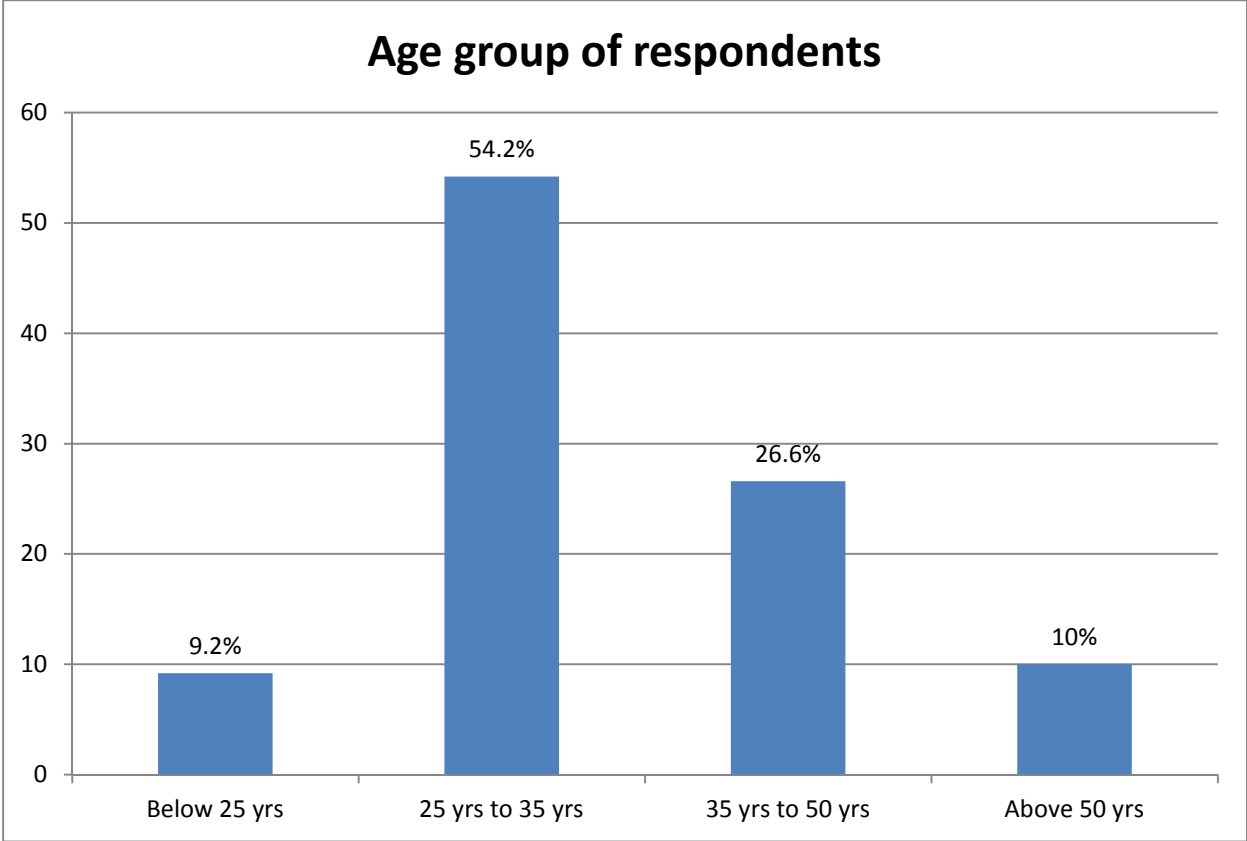


Figure 4.1.2 represents data on age group of the respondents. The figure shows that out of total respondents, 9.2 % of the respondents are below 25 years, between 25-35 years representing 54.2% formed the majority followed by 35-50 age group with 26.6% while 10% falls into age group of above 50.

Figure 4.1.3: Respondents by occupation

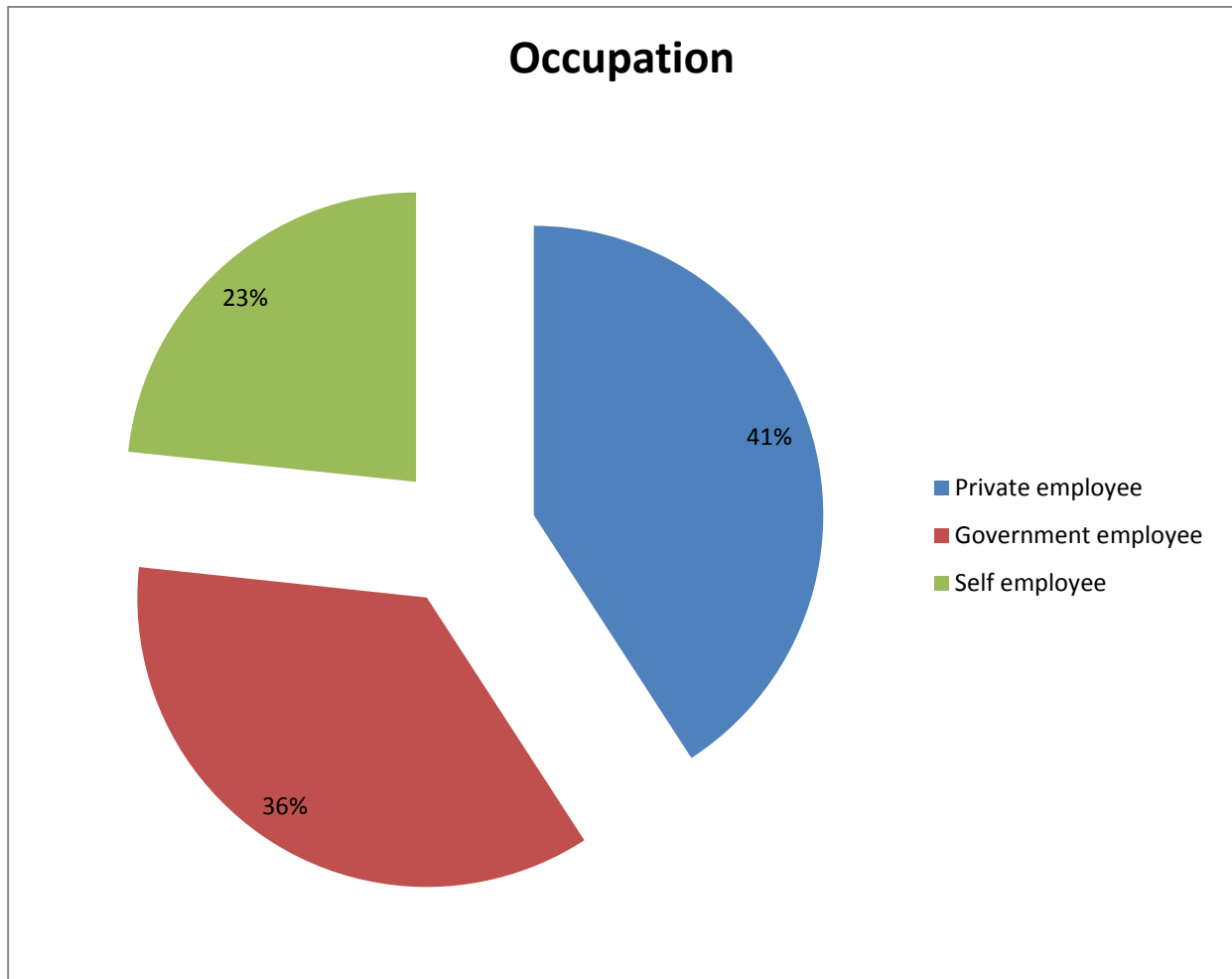


Figure 4.1.3 above represents data on occupation of respondents. The figure shows that the 41% of total respondents are private employees, 36 % are government employees and remaining 23% are self employed.

Figure 4.1.4: Respondents by monthly income

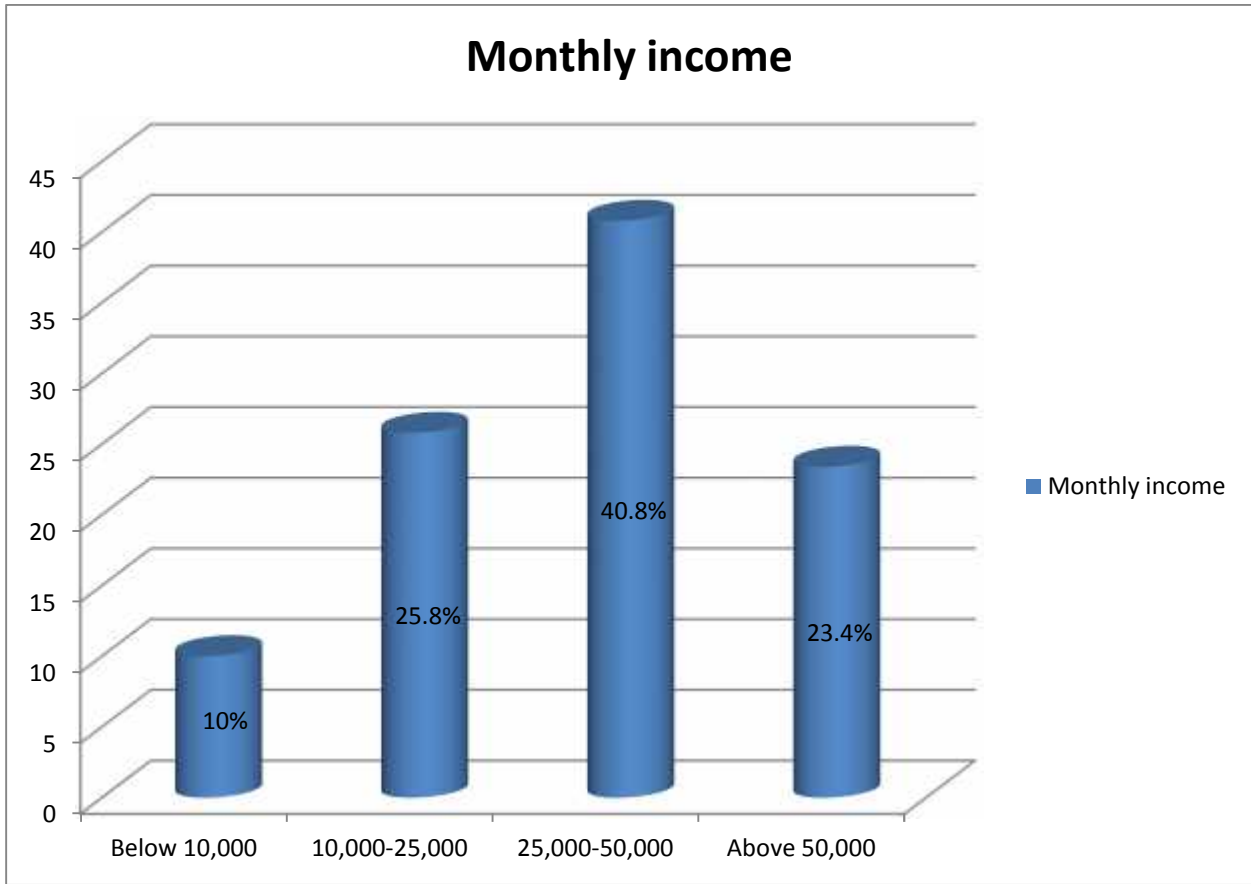


Figure 4.1.4 above represents the monthly Income of respondents. Out of the total respondents 10% earns less than 10,000 per month, 25.8% earns between 10,000 to 25,000 monthly, 40.8% earns between 25,000 to 50,000 monthly, and remaining 23.4% earns above 50,000 monthly.

Figure 4.1.5: Respondents by do you prefer wrist watches

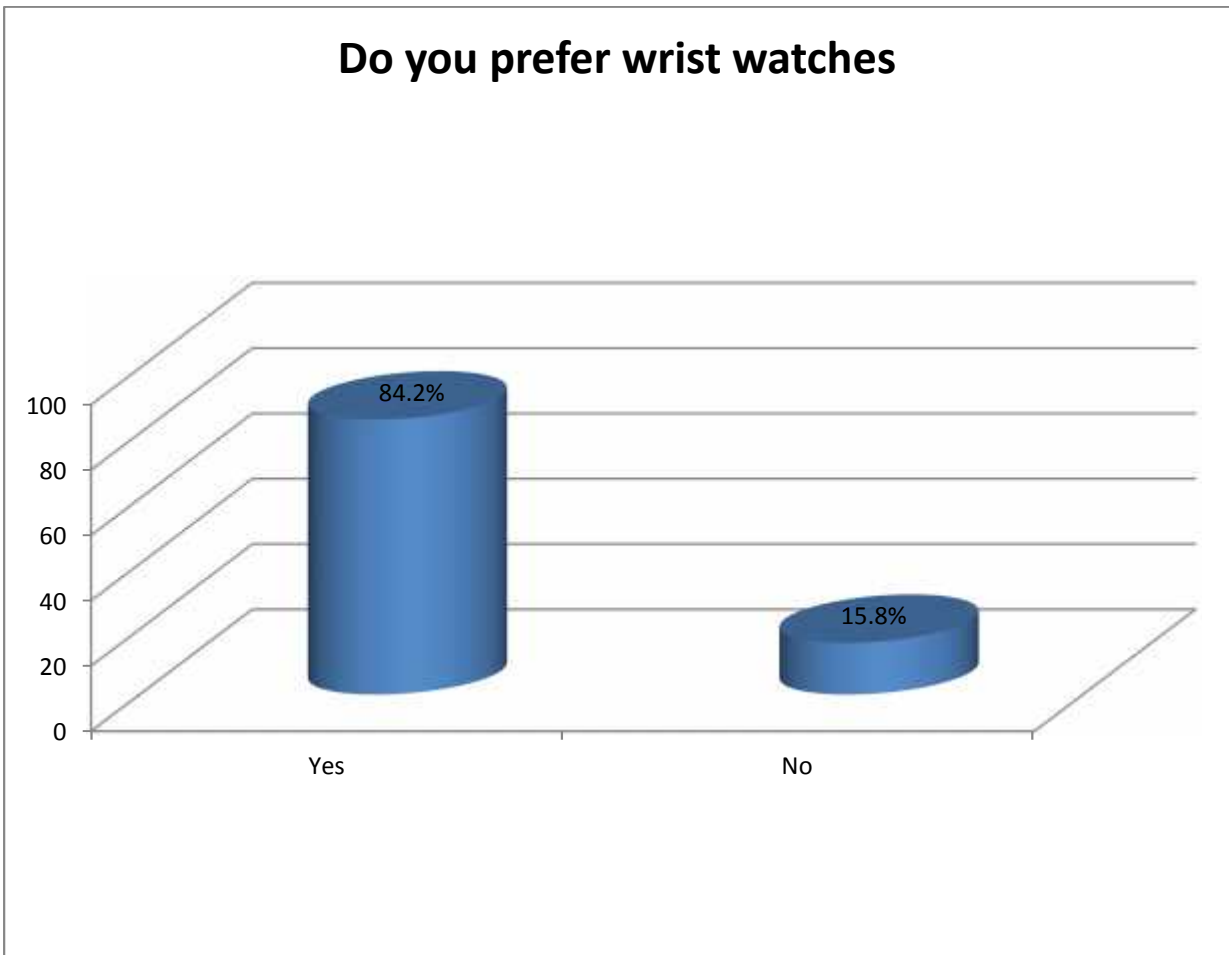
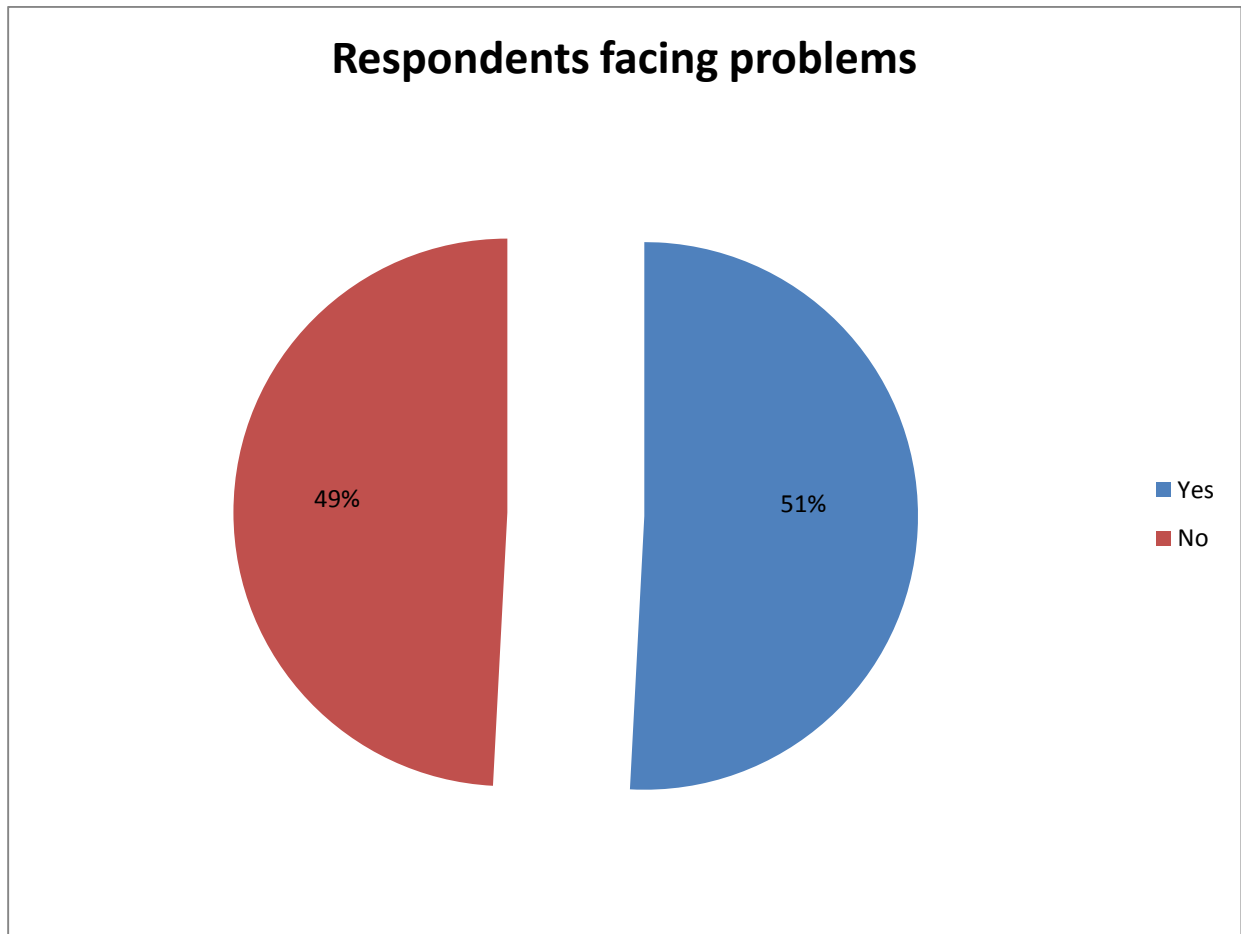


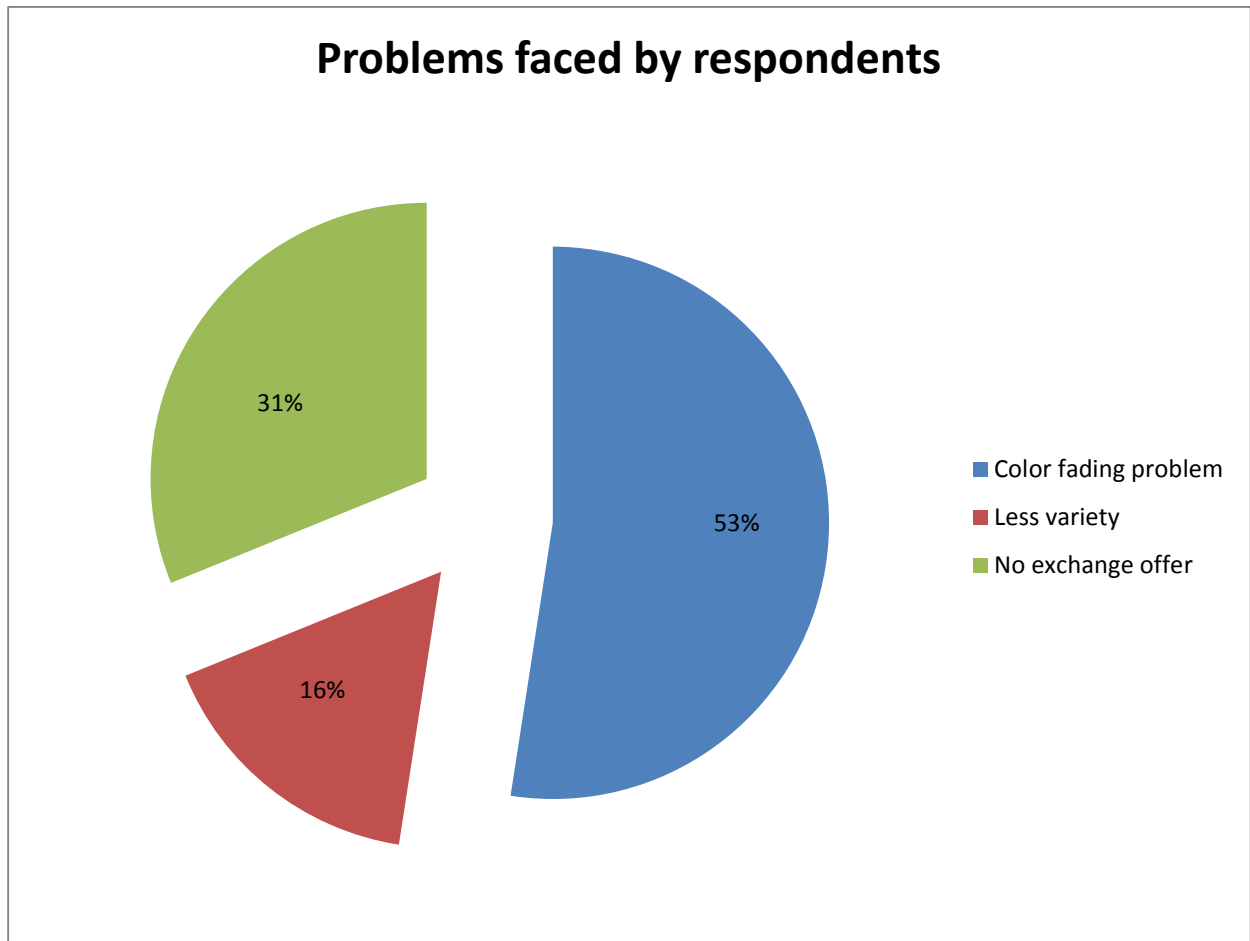
Figure 4.1.5 above represents the percentage of respondents preferring wrist watches. Out of the total respondents, 84.2 % prefer wrist watches and only 15.8 % does not prefer wrist watches.

Figure 4.1.6: Do respondents face problems from wrist watches.



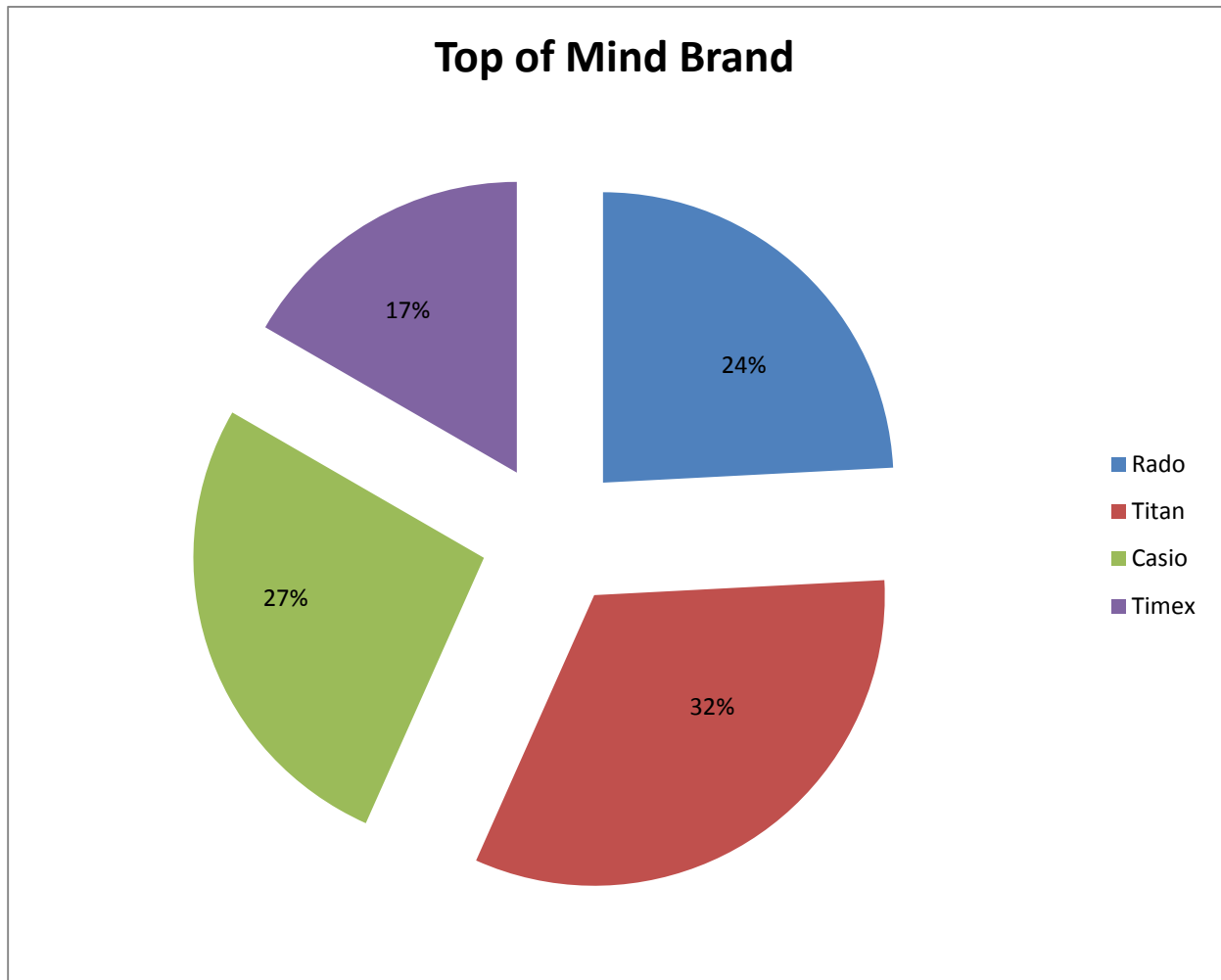
The figure above depicts if respondents face problems with wrist watches. 49% have declined facing any kind of problems while purchasing or using wrist watches, whereas 51% have said that they have faced certain kind of problems with wrist watches.

Figure 4.1.7: Problems faced by respondents from wrist watches.



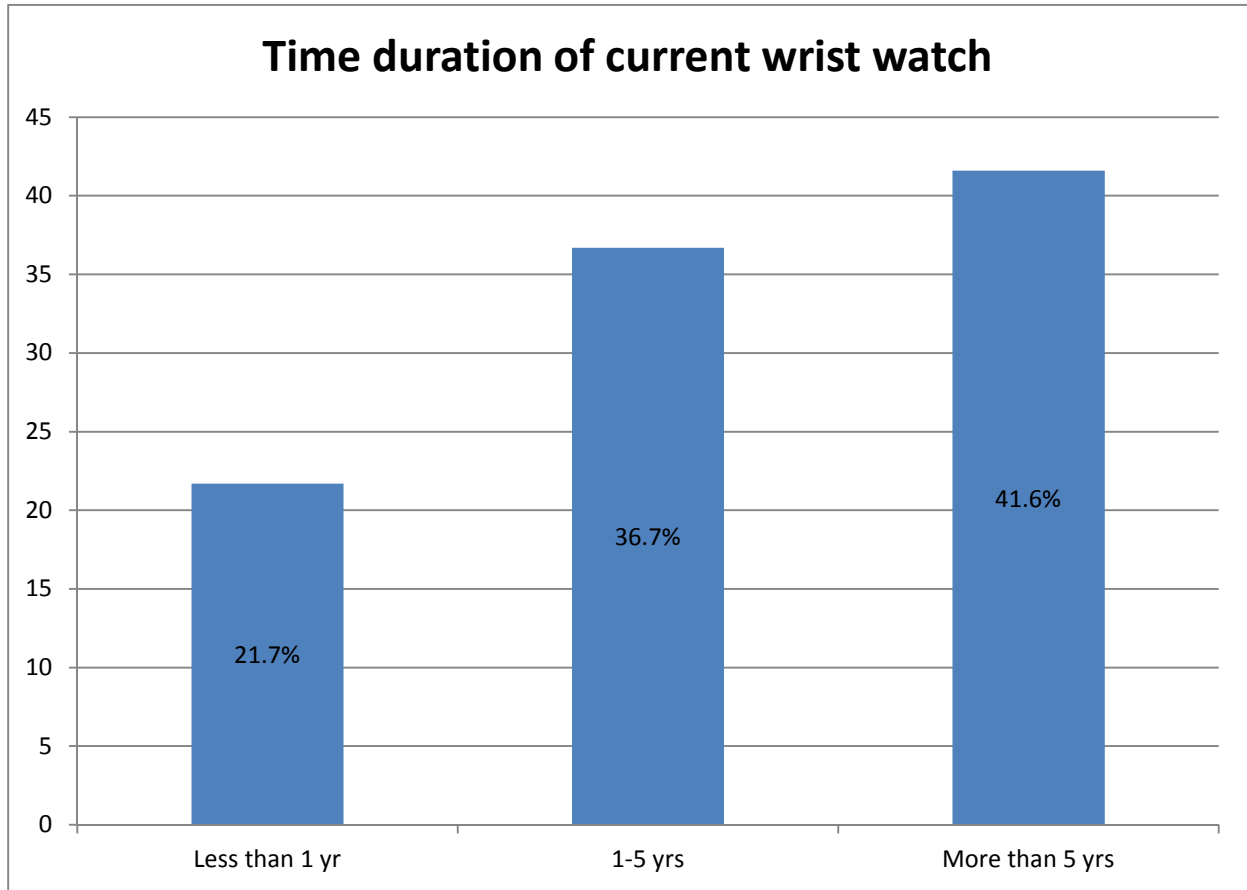
The figure above shows types of problems faced by respondents. 53% have faced color fading problem, 16 % have said that they get less variety of watches, and remaining 31% don't get exchange offer scheme.

Figure 4.1.8: Top of Mind Brand.



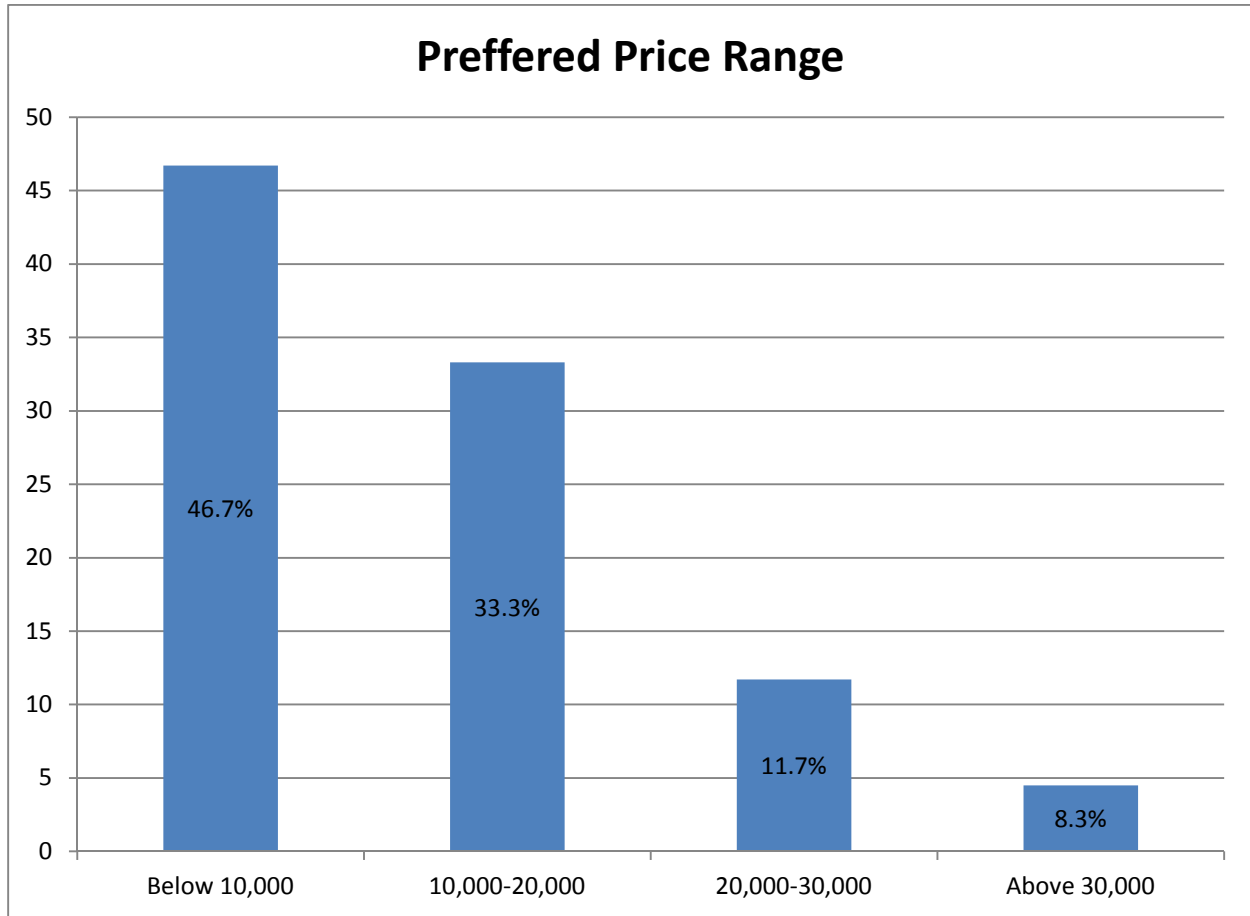
The above figure depicts brand that comes on top of mind of respondents. Out of the total respondents, Titan brand comes to top of mind to 32% respondents, followed by 27% of Casio, 24% of Rado and finally the least one with 17 % of Timex.

Figure 4.1.9: Time duration of current wrist watch.



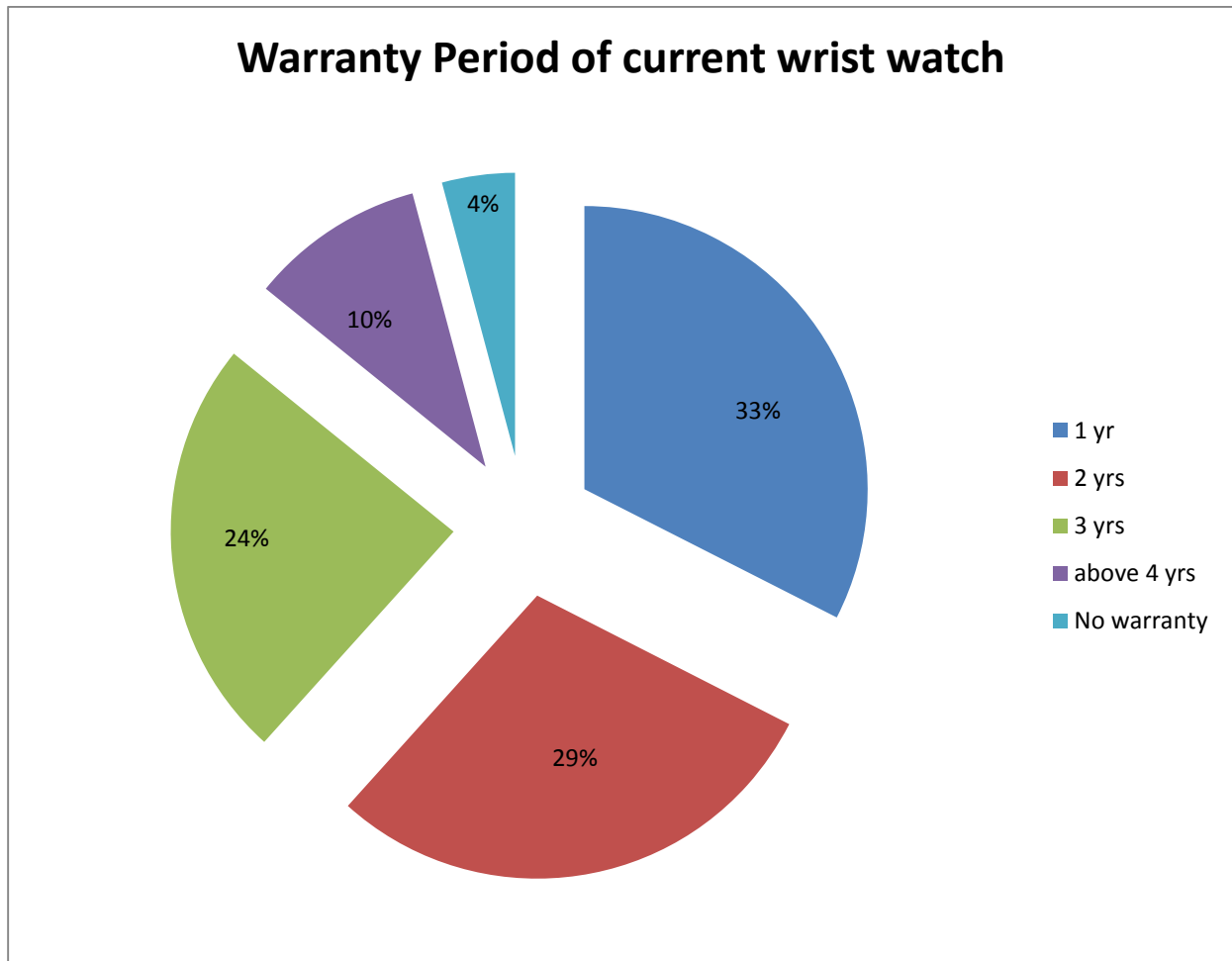
The above figure depicts the time duration of purchased wrist watch. Out of the total respondents, 21.7% were using current brand of wrist watch for the time duration of less than 1 year, 36.7% were using for 1-5 yrs and 41.6% were using for more than 5 yrs.

Figure 4.1.10: Preferred price range by respondents.



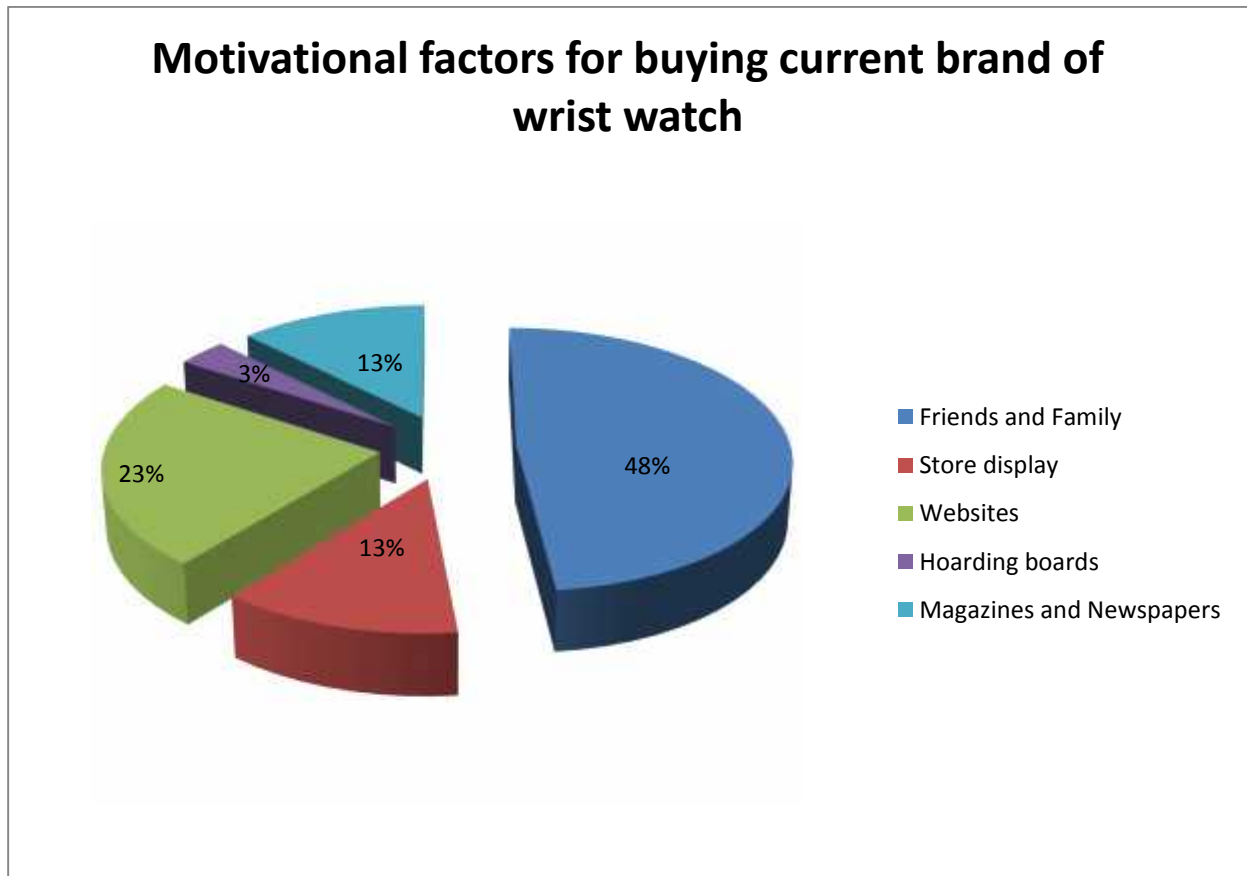
The above figure depicts the preferred price ranges by respondents. Out of the total respondents, 46.7% preferred to buy wrist watches below price range 10,000, 33.3% prefer between 10,000-20,000, 11.7% prefer between 20,000-30,000 and only 8.3% prefer wrist watches above price range of above 30,000.

Figure 4.1.11: Warranty period of current wrist watch.



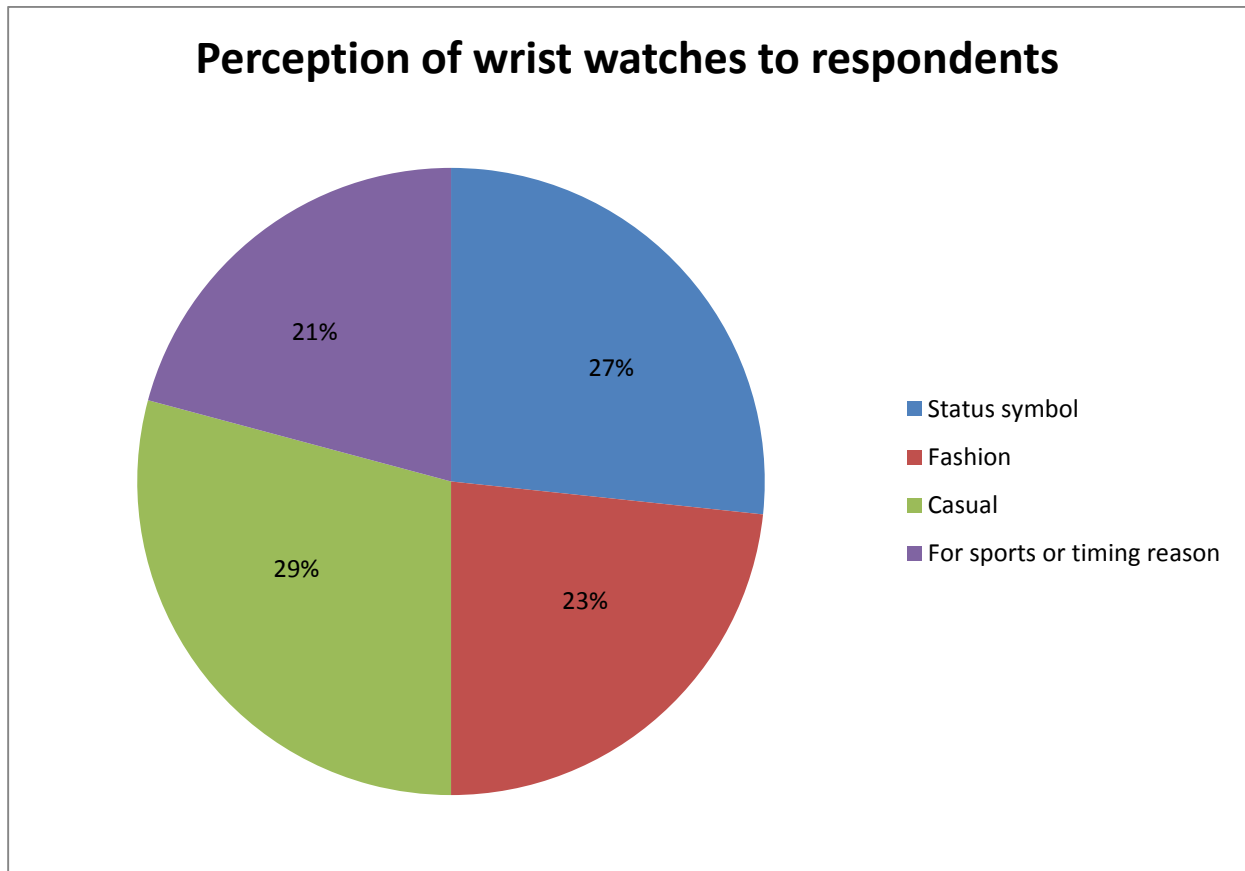
The above figure depicts warranty period of current brand of wrist watch. Out of the total respondents, 33% respondents have warranty period of 1 year, 29% have warranty period of 2 years, 24% have warranty period of 3 years, 10% have warranty period of more than 4 years and finally only 4% of respondents have no warranty period on their current brand of wrist watch.

Figure 4.1.12: Motivational factors for buying current brand of wrist watch.



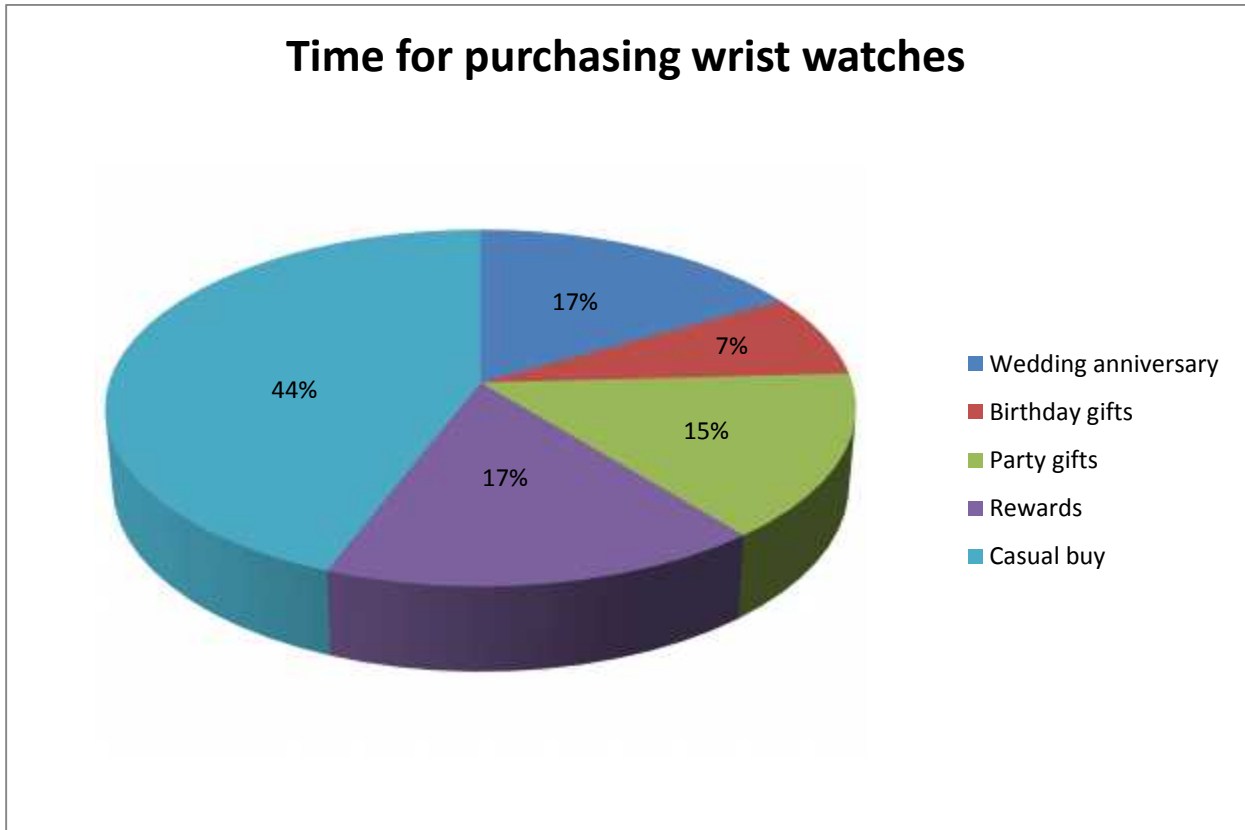
The above figure depicts motivational factors for buying current brand of wrist watch. Out of the total respondents, 48% of respondents have said that they buy their current brand of watch based on the reference from their friends and family, 13% have said that they have bought them directly from the store display, 23% have said that they have taken references from websites, 3% of them get motivated from Hoarding boards and 13% have taken references from magazines and newspaper.

Figure 4.1.13: Frequency of perception of wrist watches to respondents



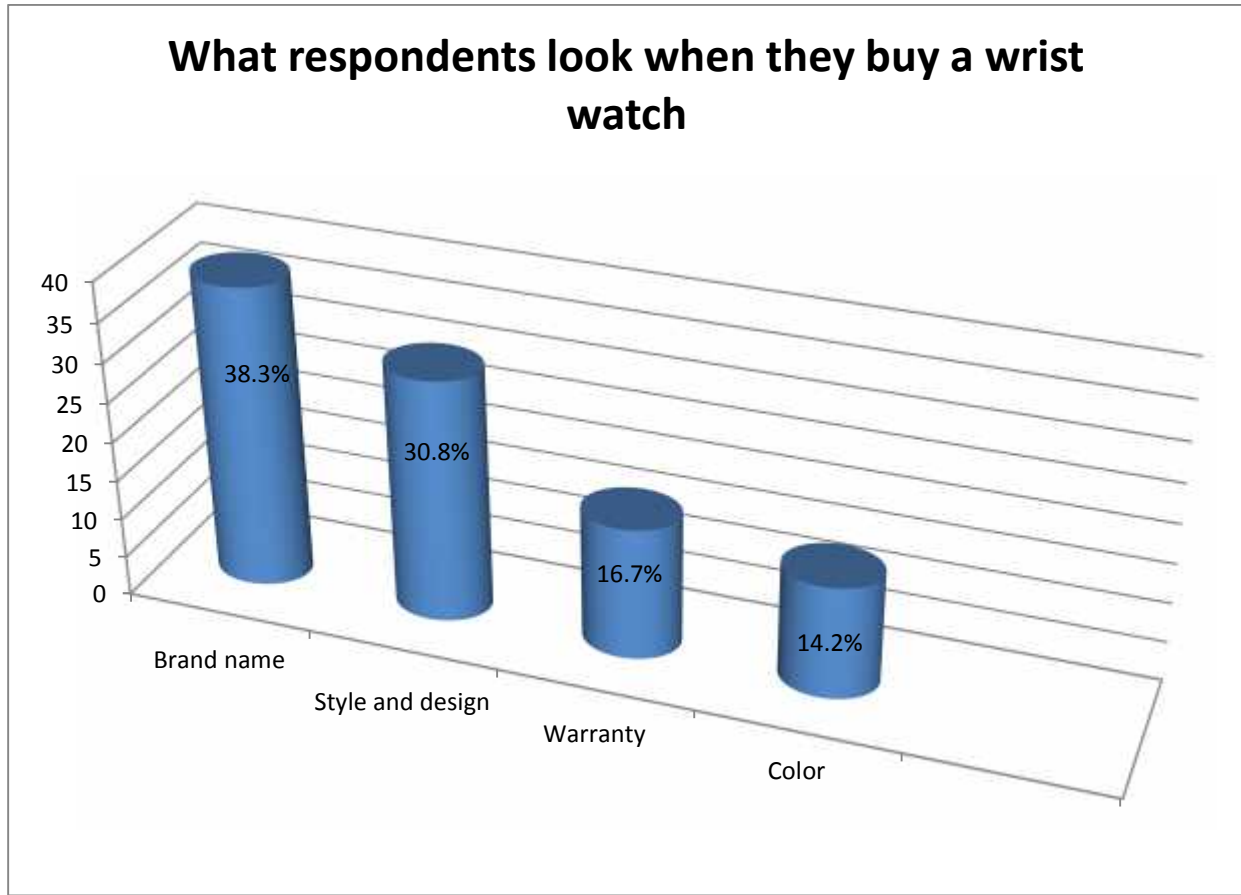
The above table depicts respondent's perception towards wrist watches. Out of the total respondents 27% feels it as a status symbol, 23% feels it as a symbol of fashion, 29% feels it as a casual wear and rest 21% have said that they used it for sport or timing reason.

Figure 4.1.14: Time for purchasing wrist watches.



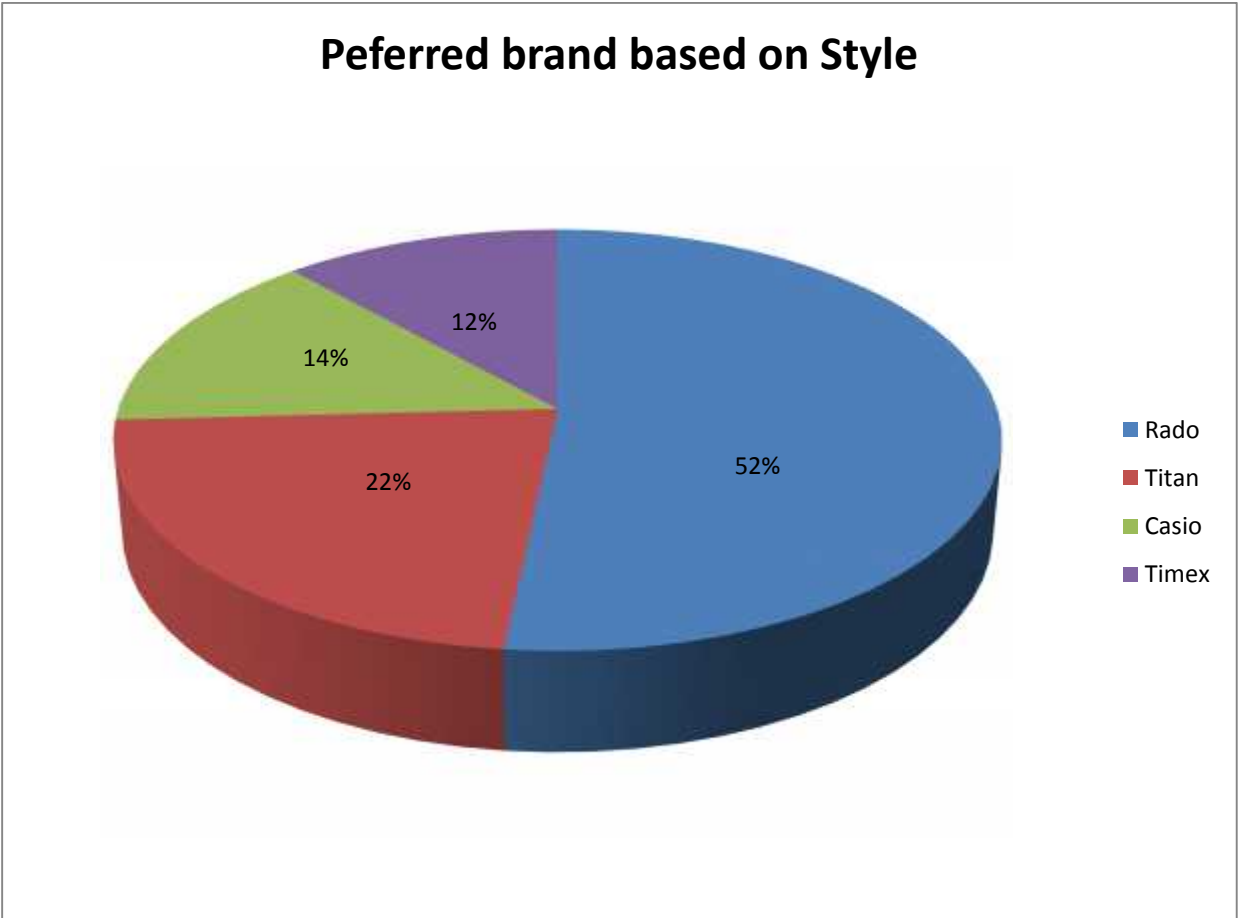
The above figure represents the time for purchasing wrist watches. 17% respondents have said that they purchase wrist watches on wedding anniversary, 7% prefer to purchase as birthday gifts, 15% respondents purchase as party gifts, and 17% purchase if they want to rewards somebody, and majority 44% respondents purchase as a casual buy.

Figure 4.1.15: What respondents look when they buy a wrist watch?



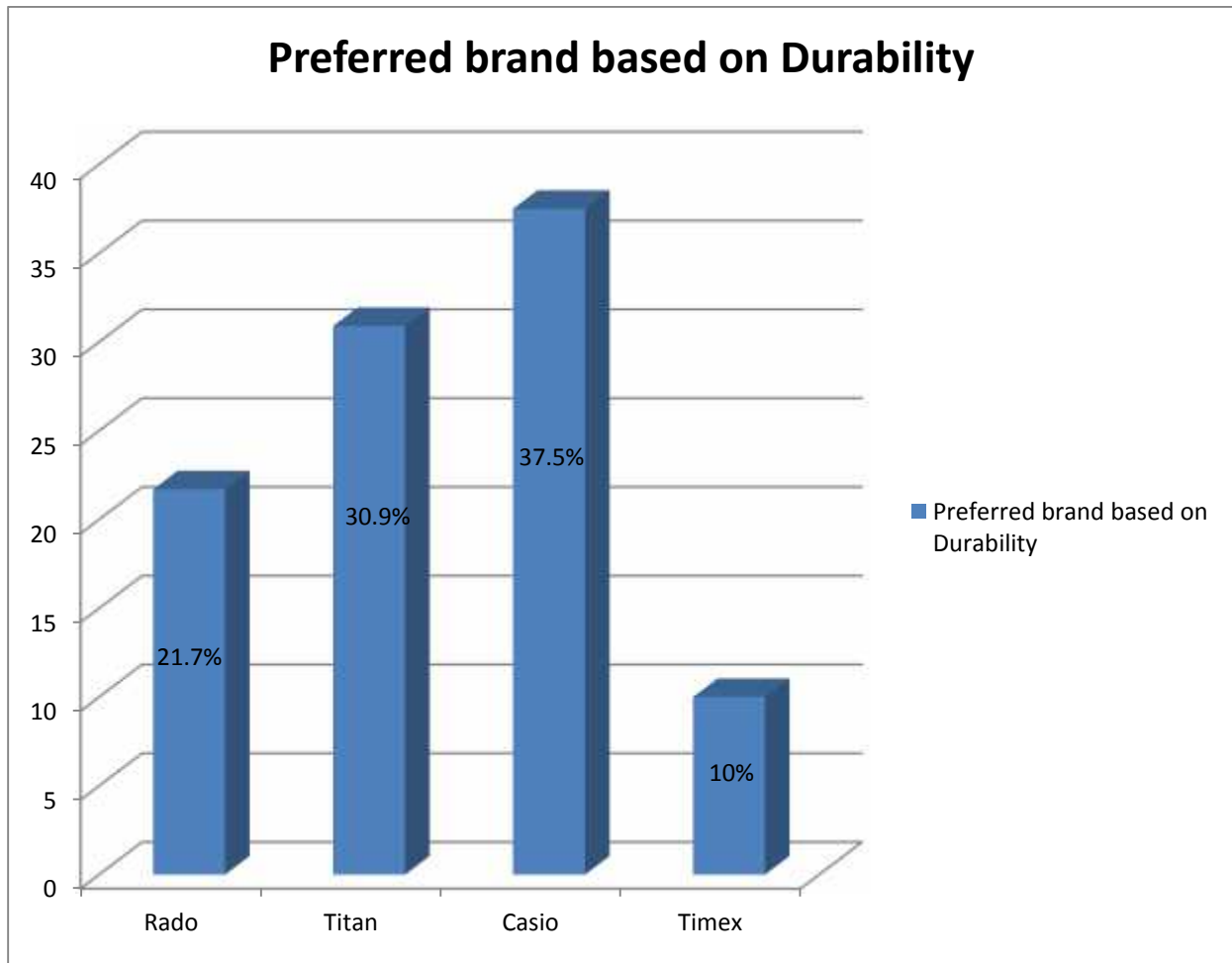
The above figure represents what respondents look for when they purchase a wrist watches. Out of the total respondents, 38.3% respondents have said that they look for brand name when they purchase wrist watches, 30.8% look for style and design when they buy a wrist watch, 16.7% respondents look for warranty and finally only 14.2 of respondents look for color when they purchase wrist watches.

Figure 4.1.16: Preferred brand based on Style.



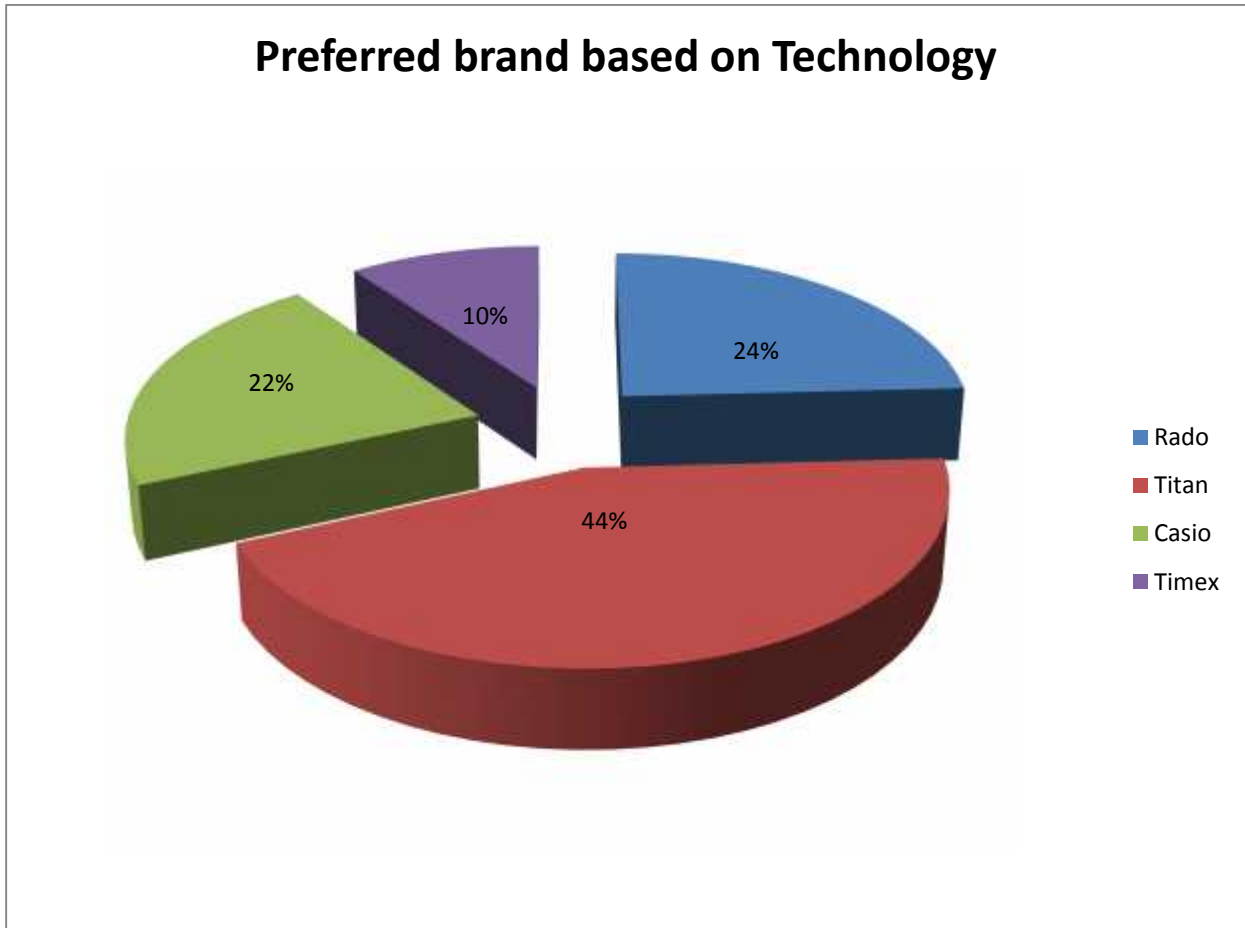
The above figure represents which brand respondents look for when they look for style. 52% respondents have said that they look for Style in Rado brand when they purchase wrist watches, 22% respondents look style in Titan brand, 14% respondents look for style in Casio brand and only 12% of respondents look for style in Timex brand.

Figure 4.1.17: Preferred brand based on Durability.



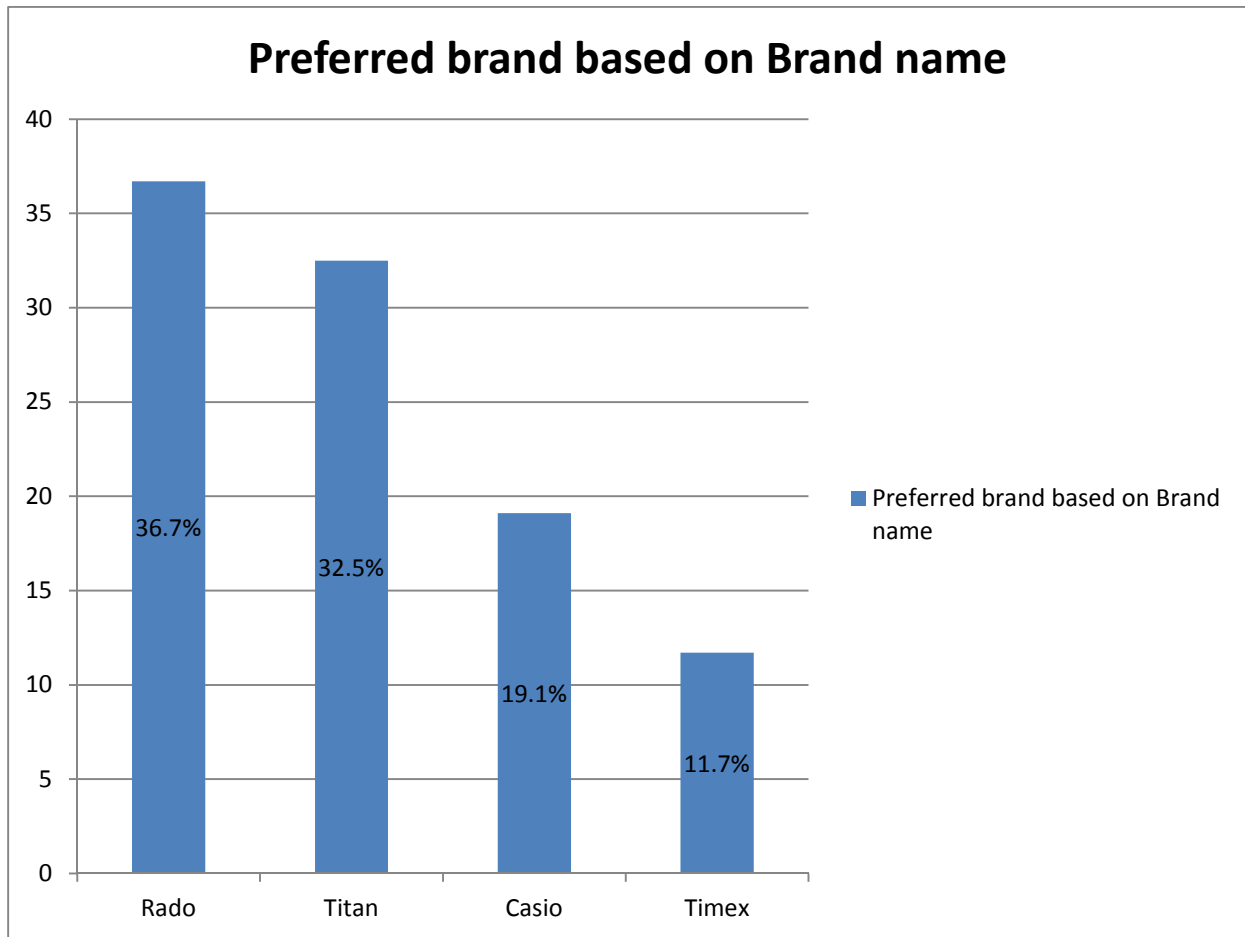
The above figure represents which brand respondents look for when they look for durability. 21.7% respondents have said that they look for durability in Rado brand when they purchase wrist watches, 30.9% respondents look durability in Titan brand, majority 37.5% respondents look for durability in Casio brand and only 10% of respondents look for durability in Timex brand.

Figure 4.1.18: Preferred brand based on Technology.



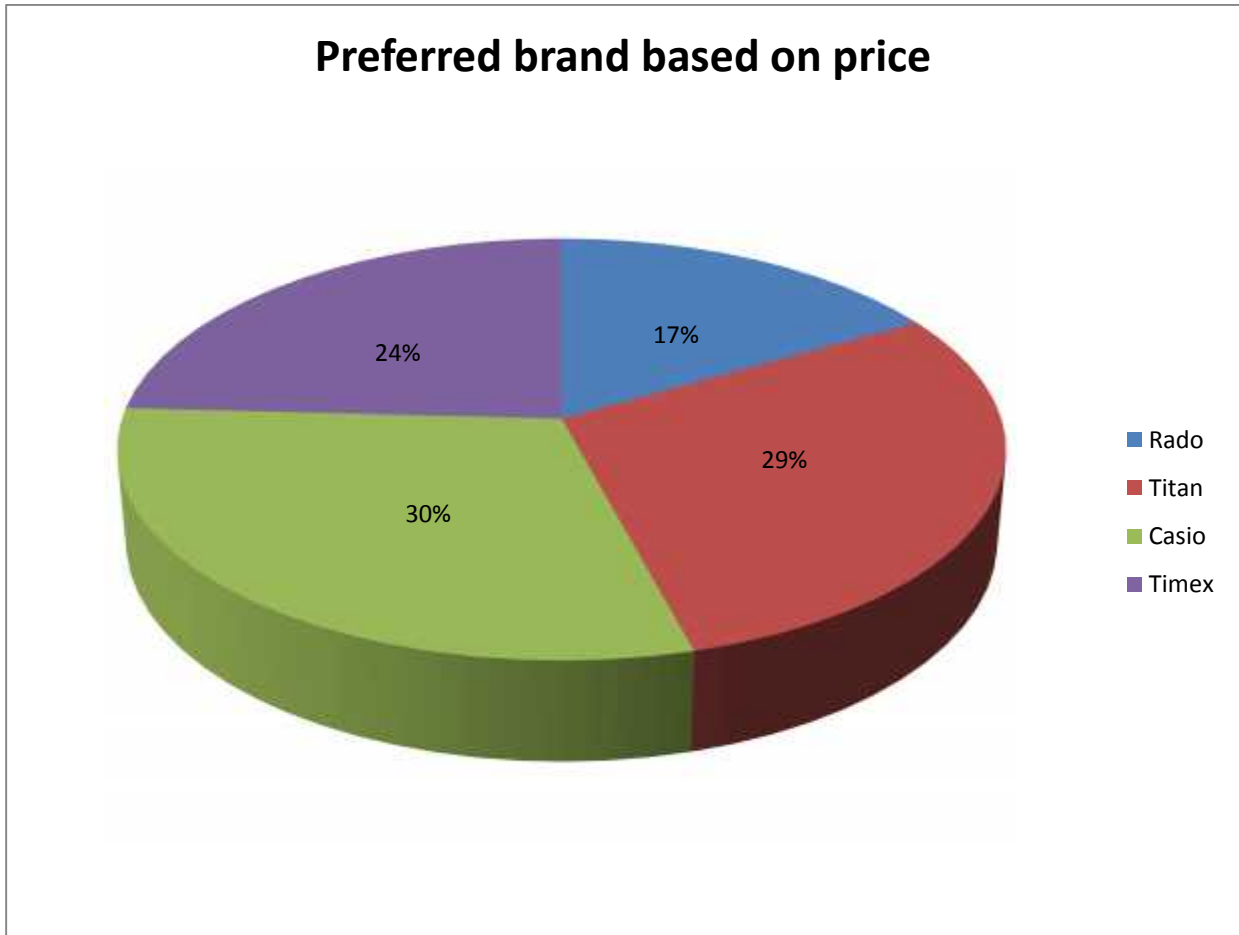
The above figure represents which brand respondents look for when they look for technology. 24% respondents have said that they look for technology in Rado brand when they purchase wrist watches, 44% respondents look technology in Titan brand, 22% respondents look for technology in Casio brand and only 10% of respondents look for technology in Timex brand.

Figure 4.1.19: Preferred brand based on Brand name.



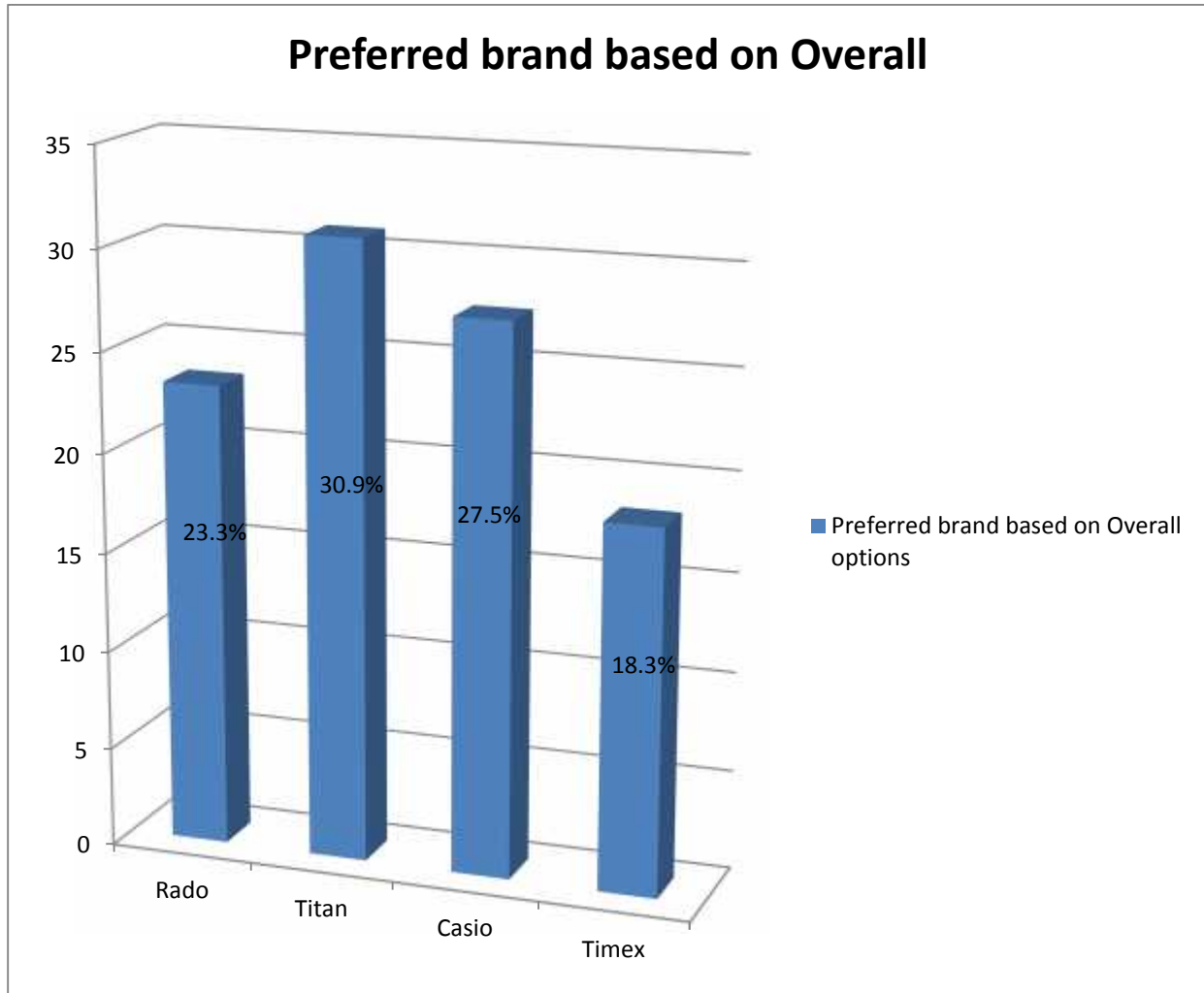
The above figure represents which brand respondents look for when they look for brand name. 36.7% respondents have said that they look for brand name in Rado brand when they purchase wrist watches, 32.5% respondents look brand name in Titan brand, 19.1% respondents look for brand name in Casio brand and only 11.7% of respondents look for brand name in Timex brand.

Figure 4.1.20: Preferred brand based on Price.



The above figure represents which brand respondents look for when they look for price. 17% respondents have said that they look for price in Rado brand when they purchase wrist watches, 29% respondents look price in Titan brand, 30% respondents look for price in Casio brand and only 24% of respondents look for price in Timex brand.

Figure 4.1.21: Preferred brand based on overall.



The above figure represents which brand respondents look for when they look wrist watches as overall features. 23.3% respondents have said that they look Rado brand based on overall features when they purchase wrist watches, 30.9% respondents look Titan brand based on overall features, 27.5% respondents look for Casio brand based on overall features and only 18.3% of respondents look for Timex brand based on overall features.

4.2 Description Analysis:

How do you come to know about the particular brand of wrist watch?

Table 4.2.1: How respondents came to know about particular brand of wrist watch?

How do you come to know about the wrist watch that you purchased	Frequency	Percentage
Knowing through Friends and Families	58	48.34
Knowing through store display	15	12.50
Knowing through websites	28	23.33
Knowing through hoarding boards	4	3.33
Knowing through magazines and newspaper	15	12.50

The above table depicts how respondents know about the wrist watch that they purchase. Out of the total respondents 48.34% know about the wrist watch through friends and families, 12.50% know through store display, 23.33% know through websites, 3.33% know through hoarding boards and remaining 12.50% know about them through magazines and newspaper.

What are the features that you look in wrist watch?

Table 4.2.2: What feature respondents look in wrist watch?

What are the feature that you look in wrist watch	Frequency	Percentage
You look for brand name	46	38.33
You look for style and design	37	30.83

You look for warranty	20	16.67
You look for color	17	14.17

The above table depicts respondent response towards what are the features that they look in wrist watch. Out of them 38.33% look for brand name, 30.83% look for style and design of the wrist watch, 16.67% look for warranty while purchasing wrist watches and remaining 14.17% look for color the product.

4.3. Inferential Analysis

4.3.1 Chi- Square Test Analysis

Chi-square is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific hypothesis. The chi-square test is always testing what scientists call the **null hypothesis**, which states that there is no significant difference between the expected and observed result.

Table 4.3.1.1: Cross tabulation between occupation and preferred brand.

Occupation		Rado	Titan	Casio	Timex	Total
Private employee	Count	13	14	12	10	49
	% within occupation	26.53%	28.58%	24.49%	20.40%	100%
Government employee	Count	12	17	12	2	43
	% within occupation	27.91%	39.53%	27.91%	4.65%	100%
Self employee	Count	4	8	8	8	28
	% within occupation	14.29%	28.57%	28.57%	28.57%	100%
Total	Count	29	39	32	20	120

	% within occupation	24.17%	32.50	26.67%	16.66%	100%
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The table above depicts cross tabulation between occupation and brand preference of the respondents. Out of the total respondents who work in private companies 26.53% prefer Rado brand, 28.58% prefer Titan brand, 24.49% prefer Casio brand and remaining 20.40% prefer Timex brand. Out of the total respondents who work in government offices, 27.91% prefer Rado brand, 39.53% prefer Titan brand, 27.91% prefer Casio brand, and remaining 4.65% prefer Timex brand. On the other hand out of the total respondents who are self employed 14.29% prefer Rado brand, 28.57% prefer Titan brand, 28.57% prefer Casio brand and remaining 28.57% prefer Timex brand.

	Value	Df	Sig (2-sided)
Pearson Chi-Square	9.181a	6	.164

Here, P value is greater than 0.05 ($0.164 > 0.05$) therefore we accept null hypothesis, i.e. there is no significant relationship between occupation and preferred brand.

In the context of our research, we can say that occupation has no effect on preferred brand.

Table 4.3.1.2: Cross tabulation between income level and preferred brand.

Income level		Rado	Titan	Casio	Timex	Total
Below 10000	Count	1	5	4	2	12
	% within income level	8.33%	41.67%	33.33%	16.67%	100%
10000-25000	Count	6	12	7	6	31

	% within income level	19.35%	38.72%	22.58%	19.35%	100%
25000- 50000	Count	13	13	16	7	49
	% within income level	26.53%	26.53%	32.65%	14.29%	100%
Above 50000	Count	9	9	5	5	28
	% within income level	32.14%	32.14%	17.86%	17.86%	
Total	Count	29	39	32	20	120
	% within occupation	24.17%	32.50	26.67%	16.66%	100%

The table above presents distribution between monthly income and brand preference. Out of the total respondents who has monthly income less than 10,000 8.33% prefer Rado brand, 41.67% prefer Titan brand, 33.33% prefer Casio brand and remaining 16.67% prefer Timex brand. Similarly, out of the total respondent who has monthly income between 10,000 to 25,000, 19.35% prefer Rado brand, 38.72% prefer Titan brand, 22.58% prefer Casio brand, and remaining 19.35% prefer Timex brand. Similarly, out of the total respondent who has monthly income between 25,000 to 50,000 26.53% prefer Rado brand, 26.53% prefer Titan brand, 32.65% prefer Casio brand and remaining 14.29% prefer Timex brand. On the other hand out of the total respondents, who have monthly income more than 50,000, 32.14% prefer Rado brand, 32.14% prefer Titan brand, 17.89% prefer Casio brand and remaining 17.86% prefer Timex brand.

	Value	Df	Sig (2-sided)
Pearson Chi-Square	5.801a	9	.760

Here, P value is greater than 0.05 ($0.760 > 0.05$) therefore we accept null hypothesis, i.e. there is no significant relationship between income level and preferred brand.

In the context of our research, we can say that income level has no effect on preferred brand.

Table 4.3.1.3: Cross tabulation between motivational factor and preferred brand.

Motivational Factor		Rado	Titan	Casio	Timex	Total
Friends and family	Count	10	28	13	7	58
	% within motivational factor	17.2%	48.3%	22.4%	12.1%	100%
Store display	Count	3	1	5	6	15
	% within motivational factor	20%	6.7%	33.3%	40%	100%
Websites	Count	13	4	7	4	49
	% within motivational factor	46.4%	14.3%	25%	14.3%	100%
Hoarding boards	Count	0	0	2	2	4
	% within motivational factor	0%	0%	50%	50%	100%

Magazines and Newspaper	Count	3	6	5	1	15
	% within motivational factor	20%	40%	33.3%	6.7%	100%
Total	Count	29	39	32	20	120
	% within occupation	24.2%	32.5%	26.7%	16.7%	100%

The table above presents distribution between motivational factor and brand preference. Out of the total respondents who are motivated from friends and family, 17.2% prefer Rado brand, 48.3% prefer Titan brand, 22.4% prefer Casio brand and remaining 12.1% prefer Timex brand. Similarly, out of the total respondents who are motivated from Store display, 20% prefer Rado brand, 6.7% prefer Titan brand, 33.3% prefer Casio brand, and remaining 40% prefer Timex brand. Similarly, out of the total respondents who are motivated from websites, 46.4% prefer Rado brand, 14.3% prefer Titan brand, 25% prefer Casio brand and remaining 14.3% prefer Timex brand. Similarly, out of the total respondents, who are motivated from hoarding boards, 0% prefer Rado brand, 0% prefer Titan brand, 50% prefer Casio brand and remaining 50% prefer Timex brand. Finally, out of the total respondents, who are motivated from magazines and newspaper, 20% prefer Rado brand, 40% prefer Titan brand, 33.3% prefer Casio brand and remaining 6.7% prefer Timex brand.

	Value	Df	Sig (2-sided)
Pearson Chi-Square	31.052a	12	.002

Here, P value is smaller than 0.05 ($0.002 < 0.05$) therefore we don't accept null hypothesis, i.e. there is significant relationship between motivational factor and preferred brand.

In the context of our research, we can say that motivational factor has effect on preferred brand.

Table 4.3.1.4: Cross tabulation between preferred price and preferred brand.

Preferred price		Rado	Titan	Casio	Timex	Total
Below 10000	Count	11	22	12	11	56
	% within preferred price	19.6%	39.3%	21.4%	19.6%	100%
10000-20000	Count	8	14	12	6	40
	% within preferred price	20%	35%	30%	15%	100%
20000-30000	Count	4	2	7	1	14
	% within preferred price	28.6%	14.3%	50%	7.1%	100%
Above 30000	Count	6	1	1	2	10
	% within preferred price	60%	10%	10%	20%	100%
Total	Count	29	39	32	20	120
	% within preferred price	24.2%	32.5%	26.7%	16.7%	100%

The table above presents distribution between preferred price and preferred brand. Out of the total respondents who preferred price range of below 10000, 19.6% prefer Rado brand, 39.3% prefer Titan brand, 21.4% prefer Casio brand and remaining 19.6% prefer Timex brand. Similarly, out of the total respondents who prefer price range between 10000-20000, 20% prefer Rado brand, 35% prefer Titan brand, 30% prefer Casio brand, and remaining 15% prefer Timex

brand. Similarly, out of the total respondents who prefer price range between 20000-30000, 28.6% prefer Rado brand, 14.3% prefer Titan brand, 50% prefer Casio brand and remaining 7.1% prefer Timex brand. Finally, out of the total respondents, who prefer price range above 30000, 60% prefer Rado brand, 10% prefer Titan brand, 10% prefer Casio brand and remaining 20% prefer Timex brand.

	Value	Df	Sig (2-sided)
Pearson Chi-Square	15.0880a	9	.069

Here, P value is greater than 0.05 ($0.069 > 0.05$) therefore we accept null hypothesis, i.e. there is no significant relationship between preferred price and preferred brand.

In the context of our research, we can say that preferred price has no effect on preferred brand.

4.4: Summary of Results

SN	Attributes/Statements	Null Hypothesis	P Value
Ho1	Occupation and preferred brand	Accept	0.164
Ho2	Income level and preferred brand	Accept	0.760
Ho3	Motivational factor and preferred brand	Reject	0.002
Ho4	Preferred price and preferred brand	Accept	0.069

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY OF FINDINGS

The major objective of the study was to find out the brand preference toward wrist watches in Kathmandu valley. This study was primarily conducted to know whether residents of Kathmandu valley prefer brand when it comes to wrist watches or not.

The study was conducted with the theoretical framework and set of hypothesis related to the research questionnaire formed to know the brand preference of wrist watches. The major finding of the study is addressed below:

Out of the total respondents, 84.2% prefer wrist watches and only 15.8 % does not prefer wrist watches. Most of these respondents, i.e.32% prefer Titan brand followed by 27% who prefer Casio brand, 24% prefer Rado brand and only 17% prefer Timex brand.

Various demographic variables such as income level, occupation were considered for the analysis. Based on the analysis done, all of these variables had no relationship with preferred brand of wrist watches. Apart from the demographic variables, analysis was also conducted to know which of the factor is rated highly by respondents when it comes to features that they seek from wrist watches. From the analysis it was concluded that highest 38.3% respondent's looks for brand name in wrist watches followed by 30.8% who looks for style and design in wrist watches. Similarly, 16.7% of respondents look for warranty when they purchase wrist watches and finally 14.2% of respondents look for color in wrist watches they purchase.

Besides demographic factors, other factor like price, motivational factor were taken into account and the result of the analysis had shown that price has no relationship with the preferred brand of wrist watches whereas motivational factor has relationship with preferred brand of wrist watches.

5.2 CONCLUSION

Present study was aimed towards understanding the brand preference of respondents toward wrist watches in regards to Kathmandu valley. Moreover the aim of analysis was to find

out the factors that they feel are important to determine the preference towards certain brand of wrist watches. Various variables were analyzed to find the factor that influenced brand preference. Though demographic variables such as income and occupation did not show any relation to preferred brand, respondents rated highly the importance of brand name while they decide to purchase any specific wrist watches. Moreover from the analysis it was also known that there is a strong relationship between motivational factors with brand they purchase in regards to wrist watches. From the analysis it was also known that respondents see wrist watches as a casual wear and generally buy them as casual buy.

Similarly, majority of respondents choose Rado for style and brand name, Casio for durability and price and Titan for technology and overall features.

5.3. RECOMMENDATION

As for the recommendation part, based on the results obtained from the analysis, some of the recommendation for organization and future researcher would be:

-) As the outcome of this study is brought out within the limitations of smaller set of data, it is recommended that further studies should be carried out on this subject using much broader data set than the one used in this study. It is also advised to incorporate more independent variables like peer influence and personality to conduct this research in future.
-) This research has not covered brand loyalty or brand awareness in the market about wrist watches. So, it's advised to cover these areas so that those companies can find a way to develop brand loyalty and try to increase brand awareness to gain more market share.

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APPENDIX

Survey on Brand Analysis of Wrist Watches

Dear Respondent,

This is a survey being conducted as part of a Thesis for the partial fulfillment of requirement for the degree of Masters of Business Studies (M.B.S). The data collected will be used only for academic purpose. I would like to thank you for your time, effort and interest shown in filling up this questionnaire.

1. Name:

2. Age:

- a. Below 25 years
- b. 25 - 35 years
- c. 35 - 50 years
- d. Above 50 years

3. Marital Status:

- a. Married
- b. Unmarried

4. Occupation:

- a. Private employee
- b. Government employee
- c. Self employee

5. Income:

- a. Less than 10000
- b. 10000 - 25000
- c. 25000- 50000
- d. More than 50000

6. Do you prefer wrist watches?

a. Yes

b. No

7. Do you face any problems with wrist watches?

a. Yes

b. No

7a. If Yes, what types of problem do you face?

a. Color fading problem

b. Less variety

c. No exchange offer

8. When you hear the word wrist watch which brand name comes to your mind?

a. Rado

b. Titan

c. Casio

d. Timex

9. How long you are using the present brand of wrist watch?

a. Less than one year

b. 1 – 5 years

c. More than 5 years

10. What price range do you prefer?

a. Below 10000

b. 10000-20000

c. 20000-30000

d. Above 30000

11. What is the warranty period of your wrist watch?

a. One year

b. Two years

c. Three years

- d. More than three years
- e. No warranty

12. Who motivated you to make buy the present brand of wrist watch?

- a. Friends and Families
- b. Store display
- c. Websites
- d. Hoarding boards
- e. Magazines and Newspapers

13. Reason you wear a watch:

- a. Status symbol
- b. Fashion
- c. Casual
- d. For sports or timing reasons

14. On what occasions do you intend to buy a wrist watch?

- a. Wedding anniversary
- b. Birthday gifts
- c. Party gifts
- d. Rewards
- e. Casual buy

15. What do you look for when you buy a wrist watch?

- a. Brand name
- b. Style and design
- c. Warranty
- d. Color

16. Which brand do you choose for the following options?

	Rado	Titan	Casio	Timex
a. Style				
b. Durability				
c. Technology				

d. Brand Name/Reputation				
e. Price				
f. Overall				

Thank you for your kind response.

Variables	Category	Frequency	Percent
Age	Below 25 years	11	9.2
	25-35 years	65	54.2
	35-50 years	32	26.6
	Above 50 years	12	10
	Total	120	100
Marital Status	Married	94	78
	Unmarried	26	22
	Total	120	100
Occupation	Private employee	49	41
	Government employee	43	36
	Self employee	28	23
	Total	120	100
Income	Less than 10000	12	10
	10000-25000	39	25.8
	25000-50000	41	40.8
	More than 50000	28	23.4
	Total	120	100
Do you prefer wrist watches	Yes	101	84.2
	No	19	15.8
	Total	120	100
Do you face problems with wrist watches	Yes	61	51
	No	59	49

	Total	120	100
Problems faced with wrist watches	Color fading problem	32	53
	Less variety	10	16
	No exchange offer	19	31
	Total	61	100
Always on top of mind brand wrist watch	Rado	29	24
	Titan	39	32
	Casio	32	27
	Timex	20	17
	Total	120	100
How long current of brand of wrist watch is used	Less than One year	26	21.7
	1-5 years	44	36.7
	More than 5 years	50	41.6
	Total	120	100
Preferred price range	Below 10000	54	46.7
	10000-20000	40	33.3
	20000-30000	14	11.7
	Above 30000	10	8.3
	Total	120	100
Warranty period of current brand of wrist watch	One year	39	33
	Two years	35	29
	Three years	29	24
	More than three years	12	10
	No warranty	5	4
	Total	120	100

Who motivated to buy current brand of wrist watches	Friends and family	58	48
	Store display	15	13
	Websites	28	23
	Hoarding boards	4	3
	Magazines and newspaper	15	13
	Total	120	100
Reason for wearing wrist watch	Status symbol	32	27
	Fashion	28	23
	Casual	35	29
	For sports or timing reason	25	21
	Total	120	100
Occasions when wrist watches are purchased	Wedding anniversary	20	17
	Birthday gifts	9	7
	Party gifts	18	15
	Rewards	20	17
	Casual buy	53	44
	Total	120	100
What respondents look for when buying wrist watches	Brand name	46	38.3
	Style and design	37	30.8
	Warranty	20	16.7
	Color	17	14.2
	Total	120	100
Which brand do you choose for Style	Rado	62	52

	Titan	27	22
	Casio	17	14
	Timex	14	12
	Total	120	100
Which brand do you choose for Durability	Rado	26	21.7
	Titan	37	30.9
	Casio	45	37.5
	Timex	12	10
	Total	120	100
Which brand do you choose for Technology	Rado	29	24
	Titan	53	44
	Casio	26	22
	Timex	12	10
	Total	120	100
Which brand do you choose for brand name/reputation	Rado	44	36.7
	Titan	39	32.5
	Casio	23	19.1
	Timex	14	11.7
	Total	120	100
Which brand do you choose for Price	Rado	20	17
	Titan	35	29
	Casio	36	30
	Timex	29	24
	Total	120	100
Which brand do you choose for overall features	Rado	28	23.3

	Titan	37	30.9
	Casio	33	27.5
	Timex	22	18.3
	Total	120	100

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