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Consumer buying behaviour of frozen foods in Chitwan district

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ABSTRACT

This Research was done to analyse the buying behaviour of frozen foods in Chitwan district. The data was obtained from the questionnaire and analysed with the help of different tabular presentations along with their graphs. The three hundred respondents of different age group was selected to find the relevant data. The researcher found that majority of consumer of Frozen foods is male and for occupations are concern, businesspersons have greater number in comparison with other occupation. Majority of consumer drinking Frozen foods in Chitwan district is of the age group of 20-50 years.

Key words: Behaviour, Fast foods, Frozen foods, Hygienic, Nutritious

Introduction

Consumer behaviour is about how people make their decisions on personal or household products with the use of their available resources such as time, money and effort as mentioned by Schiffman and Kanuk (2000). Further, a holistic view that defines consumer behaviour as the activities and the processes in which individuals or groups choose, buy, use or dispose the products, services, ideas or experiences as provided by Gabbott and Hogg (1998) and Blackwell et al. (2006).

The study of consumer buying behaviour is of utmost importance in a number of aspects. First of all, consumer behaviour can influence the economic health of a nation (Blackwell et al., 2006). Consumers would have their preferences in purchasing products from specific retailers and hence the remaining retailers are selected using the rule of 'survival of the fittest'. Therefore, consumers' decisions can provide a clue for which industry to survive, which companies to succeed, and also which products to excel. Second, through understanding the reasons for consumers to buy the products and their buying habits, the firms can make use of such information to devise corresponding marketing strategies in response to the consumers' needs (Blackwell et al., 2006). For instance, tailor-made products can be made to enhance customer value and thus facilitate repeat purchase (Gabbott and Hogg, 1998). Moreover, present consumer behaviour studies regard consumers as important determinants of organizational success and it is found that the most successful organizations are customer-centric (Blackwell et al., 2006).

The notion 'the consumer is king' should be deep-rooted in every business people's mind that they should try to please these kings using their innovative methods. Consumer behaviour refers to the activities in which people acquire, consume and dispose products and services (Blackwell et al., 2001). Owing to the proliferation of brands in the recent decades, there is a growing number of researches conducted in the field of consumer buying behaviour.

Statement of problem

The demand of the frozen foods is increasing in Nepal as in other country. The main reason of increasing the consumption of frozen foods in Nepal is due to either increment in density of population or advertisement campaign. Besides these, changing life style and influence by western culture also support for drinking habit to the people. The problems which forced to research on the above topic are as follows:

- (i) What is the consumption pattern of frozen foods according to the different age, sex, profession, different seasons and different occasion?
- (ii) Why does consumer choose frozen foods?
- (iii) What are the characteristics of Frozen foods?
- (iv) What are the financial advantages of frozen foods to the consumer?

Objective of the study

The primary research objective will be to determine the consumer buying behaviour of Frozen foods in Chitwan district. The following will be secondary research objectives, namely:

- (i) To examine the consumption of frozen foods on the basis of age, sex, profession, different seasons and different occasion also.
- (ii) To analyze the consumer’s view regarding freshly made and cooked, and dry food products with comparison to frozen foods.
- (iii) To evaluate the reason why consumers select frozen foods and purpose of consuming it.
- (iv) To study the strength of frozen foods in terms of product, price, place, promotion, taste, packaging and attractiveness that forces the consumer towards it.

Literature Review

Consumer Behavior

In simple terms, Consumer behavior means the behavior which consumer shows before or after purchase as well as the process of purchasing.

According to L.G., the terms consumer behavior can be defined as the behavior that the consumer display in searching for, purchasing, evaluating and disposing of products, services and ideas which they expect will satisfy their needs (Schiffman and Kanuk, 2002).

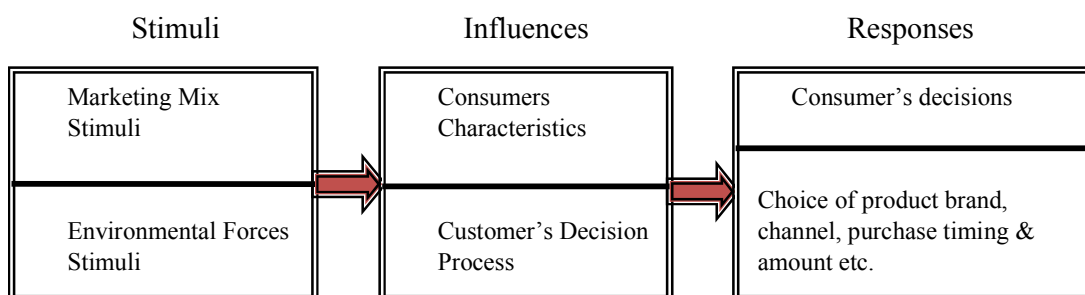
The study of the consumer behavior is the study of how individuals make decision to spend their available resource (time, money, efforts) on consumption related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how they buy it and how often they use it. Take the simple product toothpaste. Consumer researchers want to know what type of toothpaste consumer buy (gel, regular, stripped, in tube, with a pump) ; what brand (national brand, private brand, generic brand); why they buy it (to prevent cavities, to remove stains, to brighter or white teeth, to use it as a mouth wash, to attract romance); where they buy it (super market, drug store, convenience store); how often they use it (when they wake up, after each meal, when they go to bed, of any combination thereof); and how often they buy it (weekly, monthly).

J.C. Mowen defines consumer behavior as the study of the decision making units and processes involved in acquiring, consuming, and deposing of goods, services, experiences and ideas (Mowen, 1999: 5).

Consumer behavior is the study of how people buy, when they buy and they buy. It blends elements from psychology, Sociology, Socio-psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups, it studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people’s wants. It also tries to assess influences in the consumer from group such as family, friends, reference groups, and society in general.

Belch and Belch define consumer behavior as ‘the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires’ (http://en.wikipedia.org/wiki/consumer_behavior).

Model of Consumer Behavior



(Source: Agrawal, 2001: 164)

1. Stimuli

Consumers are stimulated by:

- a) Marketing mix consist of product, price, place and promotion variables.
- b) Environmental forces consisting of political, economics, technological & socio-cultural variables.

2. Influences:

Consumer behavior influenced by –

a. Consumer Characteristics: They consist of

Culture: It determines person's wants & behavior. Each culture consists subculture-nationalities, religions, racial groups. Social class is also important for consumer behavior.

Social: They are: reference groups, family, social rules and status.

Personal: They are: age and stage of life cycle, occupation, income, lifestyle, personality.

Psychological: They are: Motivation, Perception, Learning, Believes, and attitudes.

b. Consumers Decisions Process: It consists of:

- Problem recognizing
- Information search
- Evaluation of alternatives
- Purchase decision
- Post purchase behavior

3. Responses

They are consumer decision about:

- Product choice
- Brand choice
- Channel choice
- Purchase timing
- Purchase amount

Marketers can influence consumer behavior. They cannot control it.

Consumers are faced by the decision to buy or not to buy several times a day. It is important to understand how they actually make their buying decisions. Consumer buying process influences consumer behavior for making buying decisions.

Consumer behavior varies with the type of buying decision.

Buying decisions can be classified into:

- a. Low involvement purchase
- b. High involvement purchase

a. Low Involvement Purchase (Habitual Behavior)

It involves routine decision making. Products are repeatedly purchase as a habit. Many brands, low risk, small amount of money, short purchase time, passive interest in product information, positive attitude towards the product, short term product benefits & limited interest in the product characterize low involvement purchase. Examples are a cup of tea, tube of toothpaste.

b. High Involvement Purchase

It involves extensive decision making. The buying behavior in complex: few brand, high risk, large amount of money, long purchase time, active interest in product information, uncertain attitude towards the product. Long term product benefit and high interest in the product characterize high involvement purchase. Examples are; car, motorcycle, house, computer etc.

Characteristics of Buying Decisions

Characteristics	Low involvement purchase	High involvement purchase
1. Brand of the product	Many	Few
2. Level of buying risk	Low	High
3. Amount of money involved	Small	Large
4. Purchase time needed	Short	Long
5. Interest in product information	Passive	Active
6. Attitude towards the product	Positive	Uncertain
7. Product benefits	Short term	Long term
8. Interest in the product	Limited	High

(Source: Agrawal, 2001: 166)

• Buying Roles

Roles that people play in buying decision can be:

- a. Initiator: First to suggest the idea of buying the product
- b. Influencer: Gives advice to influence decision.
- c. Decider: Decides about buying.
- d. Buyer: Makes the actual purchase.
- e. User: Uses the product.

Basic Model of Consumer Decision Making

Stage	Brief description	Relevant internal psychological process
Problem recognition	The consumer perceives a need and becomes motivated to solve a problem	Motivation
Information search	The consumer searches for information required to make a purchase decision.	Perception
Alternative evaluation	The consumer compares various brands and products.	Attitude formation
Purchase decision	The consumer decides which brand to purchase	Integration
Post-purchase evaluation	The consumer evaluates their purchase decision	Learning

(Source: http://en.wikipedia.org/wiki/Consumer_behavior)

Problem Recognition

Problem recognition results when there is a difference between one's desired state and one's actual state. Consumers are motivated to address this discrepancy and therefore they commence the buying process.

Source of problem recognition include:

- An item is out of stock
- Dissatisfaction with current product or service
- Consumer needs and wants
- Related products/purchases
- Marketer-induced
- New products

The relevant internal psychological process that is associated with problem recognition is motivation. A motive is a factor that compels action. Belch and Belch (2007) provide an explanation of motivation based on Maslow's hierarchy of needs and Freud's psychoanalytic theory.

Information Search

Once the consumer has recognized a problem, they search for information on products and services that can solve that problem. Belch and Belch (2007) explain that consumer undertake both an internal (memory) and an external search.

Sources of information include:

- Personal sources
- Commercial sources
- Public sources
- Personal experiences

The relevant internal psychological process that is associated with information search is perception. Perception is defined as 'the process by which an individual receives, selects, organizes and interprets information to create a meaningful picture of the world'.

The selective perception process stage description selective exposure consumers select which promotional messages they will pay attention to Selective comprehension consumer interpret message in line with their beliefs, attitudes, motives and experiences selective retention consumers remember messages that are more meaningful or important to them.

You should consider the implications of this process on the development of an effective promotional strategy. First, which sources of information are more effective for the brand and second, what type of message and media strategy will increase the likelihood that consumers are exposed to our message, that they will pay attention to the message, that they will understand the message, and remember our message.

Alternative Evaluation

At this time the consumer compares the brands and products that are in their evoked set. How can the marketing organization increase the likelihood that their brand is part of the consumer's evoked (consideration) set? Consumers evaluate alternatives in terms of the functional and psychological benefits that they offer. The marketing organization needs to understand what benefits consumers are seeking and therefore which attributes are most important in terms of making a decision.

The relevant internal psychological process that is associated with the alternative evaluation stage is attitude formation. Belch and Belch (2007: 117) note that attitude is 'learned predispositions' towards an object. Attributes comprise both cognitive and effective elements – that is both what you think and how you feel about something. The multi-attribute attitude model explains how consumers evaluate alternatives on a range of attributes. Belch and Belch (2007) identify a number of strategies that can be used to influence the process (attitude change strategies). Finally, there is a range of ways that consumers apply criteria to make decisions. Belch and Belch (2007) explain how information is integrated and how decision rules are made including the use of heuristics. The marketing organization should know how consumers evaluate alternatives on silent or important attributes and make their buying decision.

Purchase Decision

Once the alternatives have been evaluated the consumer is ready to make a purchase decision. Sometime purchase intention does not result in an actual purchase. The marketing organization must facilitate the consumer to act on their purchase intention. The provision of credit or payment terms may encourage purchase, or a sales promotion such as the opportunity to receive a premium or enter a competition may provide an incentive to buy now. The relevant psychology process that is associated with purchase decision is integration.

Post Purchase Evaluation

Once the consumer has purchased and used the product, they will evaluate their purchasing decision. They compare the producer's performance with their expectations. If the product does not perform as expected they will experience post purchase dissatisfaction. When consumers purchase high involvement products, that are more expensive products for which they expose a greater purchasing effort in terms of time and search, they usually experience some level of discomfort after the purchase. That is, they experience some doubt that they made the right choice. This situation called 'cognitive dissonance'. You should consider the implication of post purchase for the marketing organization. How can the marketing organization minimize the likelihood of post purchase dissatisfaction and/or cognitive dissonance?

The relevant internal psychological process that is associated with post purchase evaluation is learning according to Belch and Belch (2007) discusses two basic approaches to learning theory behavioral and cognitive learning theory. Behavior learning theory proposes that stimuli from the environment influence behavior.

Factors Affecting Consumer Buying Decision

Consumer behavior is influenced by economic, personal, psychological, and socio-cultural factors.

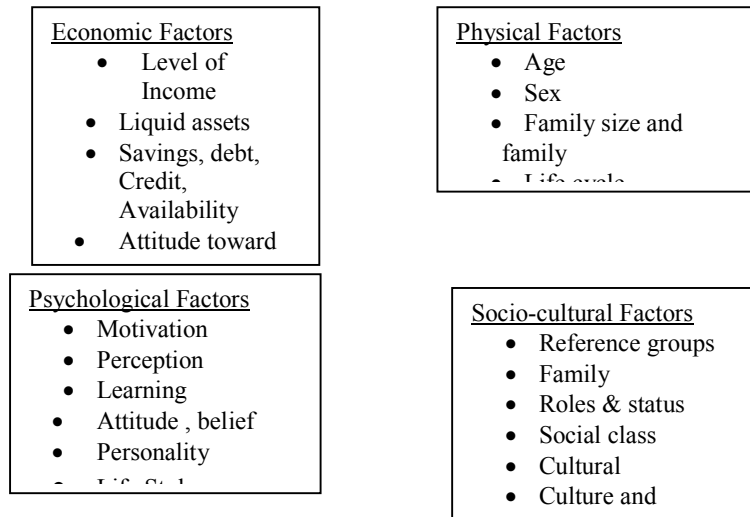


Figure 2.2 Consumer Behavior Influencing Factors

Economic Factors

Economic factors greatly affect buying decisions. They consist of:

i) Level of Income

The ability to spend is determined by the level of spend able income. Product choice of income sensitive products is very much dependent on income level.

ii) Liquid Assets

Consumers who don't have regular income may posses liquid assets like gold and shares. They provide spending power to the consumer.

iii) Saving, Debt and Credit Availability

They all affect consumer expenditure levels. High saving result in lower interest rates, credit availability by bank becomes cheaper through lower interest rates. This increases the level of consumer spending.

Changing Consumer Expenditure in Nepal

Particulars	1984 (%)	1996 (%)
Food and Drinks	62.6	53.2
Others	37.4	46.8
Total Expenditure	100	100
House Rent	12.7	14.9
Education	4.0	7.0
Health	4.6	8.0
Cigarettes	2.0	1.7
Rice	24.0	14.0
Restaurant	5.0	7.0

(Source: Agrawal, 2001: 170)

iv) **Attitude Toward Spending**

Negative attitude towards spending adversely affects the willingness of the consumers to spend. This influences the product choice.

Personal Factors: (Demographic Factors)

Personal factors consist of:

i) **Age**

Consumers buy different products according to age group. Their taste in food, cloths, recreation is age-related. Young consumers like to experiment new products and wear jeans. Older consumer prefers brand loyalty and dress conservatively.

ii) **Sex**

Male and female exhibit many differences in their buying behavior. Their needs also vary.

iii) **Family Size and Family Life Cycle**

Family size determines the level of expenditure and product choice. Buying decisions in larger families favor brand loyalty.

The family life cycle influences spending pattern. Product interests differ according to the stage in family life cycle: singles, bachelors, married, married with children and old.

iv) **Occupation**

Occupation influences the consumption pattern. Factory workers buy work cloths, bank managers buy expensive suits. Professional people generally dress properly.

Psychological Factors

Psychological factors consist of motivation, perception, learning, attitude, personality and lifestyle.

1) Motivation

A motive is a pressing need that drives consumers to seek satisfaction. It directs them to act towards goal-oriented behavior to reduce tension. Motives motivate consumers. Motivation is an activated state within the consumer that leads to goal oriented behavior. A motivated consumer is ready to act. Various theories of motivation are:

a. **Freud's theory of Motivation (Sigmund Freud)**

This theory stated that unconscious motives influence consumer behavior. Consumers repress many urges in the process of growing up and socialization. These urges are never eliminated and unconsciously motivate consumer behavior.

In-Depth interviews with a few dozen consumers are conducted to uncover unconscious motives triggered by a product.

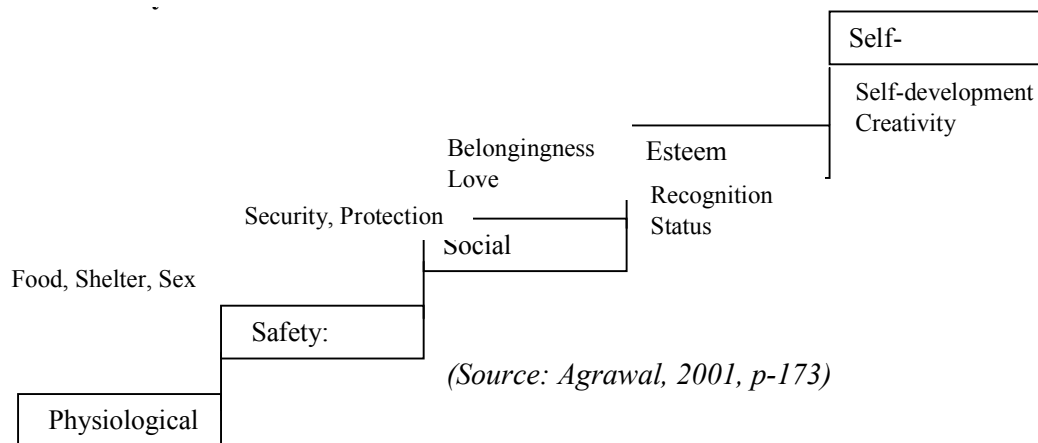
Freud's theory is based on the "hedonistic principle". It advocates that most human behavior originate from sex drive (libido)

b. **Maslow's theory of Motivation (Abraham Maslow)**

This theory states that:

- There is a hierarchy of consumer needs. They range from the most pressing to the least pressing. Consumers take a step-by-step approach and satisfy most pressing needs first.
- Satisfied needs do not motivate. Unfulfilled needs influence consumer behavior. The strength of the need depends on hungry person is not much concerned about his prestige. Creative persons like poets and artists are more concerned about self-development. The needs have been classified in a hierarchy as follows:

Maslow's Hierarchy of Needs



(Source: Agrawal, 2001, p-173)

- **Psychological Needs**

They are the lowest level of needs and assume top priority. They include basic survival needs such as food, water, clothing, shelter, sex etc.

- **Safety Needs**

They consist of needs for protection from physical harm, ill-health, and economic deprivation. When consumer feel threatened, satisfy becomes an important needs. For examples, government employee in Nepal feels economic safety through provident fund. Nation health insurance provides health security in England and Scandinavian countries.

- **Social Needs**

They consist of needs for sense of belongingness, love, affiliation and friendship. Nepalese consumers tend to be highly influenced by social needs. Newars belong to various: "Guthis" to satisfy their social needs.

- **Esteem Needs**

They consist of needs for recognition, respect, status, and self-esteem. This is a higher level need. A "Boss" in Nepal expects "Namaste" from his subordinates. In Nepal, parents send their children to private boarding schools to "keep up with their neighbors".

- **Self-Actualization Needs**

These are the highest level of needs. They consist of needs for self-development, creativity, talent utilization and self-fulfilment. A teacher's need to write an effective textbook or a student's needs to secure first division are examples of such needs.

Maslow's theory (Agrawal, 2001, p-173) is a useful guide for understanding which types of needs motives consumers.

Research Gap

Most of the researcher tried to study consumer behavior on different products. However the researcher found that, they are not fully concerned with the consumers' behavior towards the products. Mainly they are collecting the attitude of the consumer not only the behavioral issues with regards to the consumers' point of view.

In this article, researcher tries to study more to find out the consumer behavior towards frozen foods in Chitwan district. Furthermore, in this dissertation researcher has used Karl Pearson's coefficient of correlation to find the correlation between demand and price of frozen foods. Researcher also used chi-square test as statistical tool to test the statement that frozen foods is the most demanded among other dry foods in Chitwan district.

Research Method: Following methods are used to study topic

- Research design
- Population and sampling
- Nature and sources of data
- Data collection procedures
- Data processing and tabulation

Methods of Data Analysis

The results of the study will be tabulated using computer techniques. The package calculated such analytical computation as frequency tables, cross tabulations and others which assisted in analyzing and interpreting the raw data of the study using different statistical tools and techniques.

The statistical tools used for interpretation of primary data of this research are:

- Percentage analysis
- Average (Mean) analysis
- Chi-square test
- Bar diagram & pie chart
- Karl Pearson's correlation coefficient
- **Percentage**

Sampling statistics are used to test whether the observed difference between two numbers is large enough to be considered statistically significant. It represents the proportion of any variable in terms of its total. In the present study, percentage has been used to obtain the actual no. of customer preference.

- **Average (Mean)**

It is statistical tool, which is called average or mean. Mean is the ration of the sum of all observation to the no. of observation. It is calculated from ungrouped data & frequency distribution.

Formulae for calculation for mean

$$\text{Mean} = \frac{\text{Sum of Observation}}{\text{No. of Observation}} = \frac{\sum X}{n}$$

- **Bar diagram and Pie Chart**

There are particulars tools, which help to know the true picture of the different variables in the absence of complicated formulae and equations. The result of analysis has been properly tabulated, compared and analyzed in presentation and analysis chapter.

Discussion and result

In course of conducting this research, the researcher selected 300 consumers or respondents and tries to find out view of consumers. It was found that all the respondent have the drinking habit of beers. The data are presented and analyzed here under.

Sex Group: During field survey following frequency of sex group was found:

Sex Group of Consumer

S.N.	Sex	Frequency	Percentage
1	Male	182	61
2	Female	118	39
Total		300	100.0

(Field Survey 2021)

The above table explains the sex group of consumer. Among 300 respondents 182 are male and 118 are female. It seems that male consumers are extensively more than male.

Occupation: Following types of respondents were found during field survey on the basis of occupation:

Occupation of Consumer

S.N.	Occupation	Frequency	Percentage
1	Job	104	34.67
2	Business	115	38.33
3	Student	77	25.67
4	House hold	4	1.33
Total		300	100.0

(Field Survey 2021)

Above table shows that most of the consumers of frozen foods in Chitwan district are businessman. Among 300 respondents 34.67% are job holder, 25.67% are student and remaining 1.33% are house hold.

Age: Following types of respondents were found during survey on the basis of age group:

Age of Consumer

S.N.	Age	Frequency	Percentage
1	Below 20	47	15.67
2	20-30	122	40.67
3	30-50	109	36.33
4		22	7.33
Total		300	100.0

(Field Survey 2021)

This table shows that most of the consumers of frozen foods in Chitwan district are age, of 20-30 years which is 40.67%. Among 300 respondents 15.67% are of age below 20 years, 36.33% respondents are of age 30-50 years and 7.33% respondents are of age above 50 years.

S.N.	Nature	Frequency	Percentage
1	Freshly made and cooked	52	17
2	Dry fruits	41	14
3	Frozen foods	170	57
4	Othres	37	12
Total		300	100.0

(Field Survey 2021)

The above table explains that 57% consumer of Chitwan district select Frozen foods for lunch and dinner. Freshly made and cooked, dry fruits and other foods are selected as 17, 14 and 12% respectively by consumers for their lunch and dinner.

S.N.	Perception	Frequency	Percentage
1	Expensive	10	3
2	Cheap	0	0.00
3	Reasonable	170	57
4	Medium	120	40.00
Total		300	100.0

(Field Survey 2021)

Above table explains that 56.67% consumer of Chitwan district supposed that price of Frozen foods is reasonable. 3% and 40% consumer supposed that the price of Frozen foods is expensive and medium respectively and none of consumer said its price is cheap.

S.N.	Preference	Frequency	Percentage
1	Cheap	32	11
2	Fast and Nutritious	72	24
3	No extra materials and labour	23	8
4	All of above	173	58
Total		300	100.0

(Field Survey 2021)

Table shows that 58% consumer knows that frozen foods are cheap, fast to prepare and nutritious and no needs of extra materials and labour.

Choice of product: Following views are observed during the field study of Chitwan district on the basis of choice of the product.

Product	Frequency	Percentage	Product	Frequency	Percentage
Ice Cream	7	2	Frozen French Fries	32	11
Frozen Chicken Variety	28	9	Frozen Mo Mo	97	32
Frozen Mutton Variety	27	9	Frozen Vegetables	17	6
Frozen Fish Variety	28	9	Frozen Sausage	38	13
Frozen Sea Foods	17	6	Frozen Sweets	9	3

(Field Survey 2021)

The above table shows that 32% of respondents' choice is frozen Mo Mo and 11%, 13% select frozen French fry and frozen sausage respectively for their lunch or dinner.

Strength (product, price, place, promotion, taste, packaging and attractiveness) of frozen foods: Following types of responses are found during field study on the basis of strength of frozen foods.

SN	Strength	Frequency	Percentage
1	Price	39	13
2	Tasty, Hygienic and Nutritious	153	51
3	Availability	32	11
4	All of Above	76	25
Total		300	100

(Field Survey 2021)

This table shows that 51% of respondents accepts that taste, hygiene and nutrition are key strength of Frozen Mo Mo so far.

Conclusion

This research is conducted with the major objective of consumer buying behaviour of Frozen foods in Chitwan district. The observation and conclusion is derived by applying various statistical tools like, percentage, arithmetic mean. This has helped to reach conclusion and provide workable solution for the consumer buying behaviour of Frozen foods in Chitwan district. The researcher found that majority of consumer of Frozen foods is male and for occupations are concern, businesspersons have greater number in comparison with other occupation. Majority of consumer drinking Frozen foods in Chitwan district is of the age group of 20-50 years. More than one third of consumer of beer prefers Frozen foods which is the highest recorded among available in Chitwan district. Researcher found that all most all consumer of Chitwan district experienced that the price of the beer is reasonable. Major factors of attraction and high demand of Frozen foods are price factor and its balance taste in Chitwan district. A very good finding about Frozen foods is that consumers of Chitwan district

suggest others to buy Frozen foods. It shows the level of satisfaction achieved to consumer by Frozen foods. An interesting clue was found from the research is that the consumer select frozen foods as lunch and dinner due to its special character as cheap, fast and nutritious and no extra materials and labour needed for preparation. It is also found that among frozen foods frozen Mo Mo are the most popular for consumer. Strengths of frozen foods to attract consumer are its tasty, fast and nutritious character.

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