

QUALITATIVE ANALYSIS ON GENDER WISE  
BEHAVIORS OF COLD DRINK CONSUMERS' IN  
KATHMANDU VALLEY

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**Abstract**

In Kathmandu, lifestyles of people are quite influenced by cultural values and modernity. Therefore, the purchasing and consuming habits of people of Kathmandu are strongly advanced than those who are living in other towns of Hills and Terai. Most of the consumers of Kathmandu valley have the good knowledge about the all types of cold drink items. This paper tries to explain the preference of cold drink by male and female on the basis of factors that leads to them to realize their needs and choice process of brands.

**Keywords:** Choice process, Consumer's state of realizing, Brands, Attributes.

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## Introduction

Nepal is divided in three ecological regions- Mountain, Hill and Terai. The lifestyles of people who are living in the Himalayan region is differ than those who are living in the Hills, but significantly differ than those people who are living in valleys and in Terai. The rural people follow the traditional customs and have conservative felling in many social issues. But urban people are more educated, have good sense of modern civilization and a concept of democratic society. In Kathmandu, lifestyles of people are quite influenced by cultural values and modernity. Therefore, people of Kathmandu purchasing and consuming habits are positively greater and strongly advanced than those who are living in other towns of Hills and Terai. A routine response but some time even casual behavior that consumers exert in course of spending, enjoying and thereby surviving in the circle of advanced cultural values in Kathmandu, create marketing opportunities for both manufacturers and marketers. The people of Kathmandu choices are relating to brand attributes. Manufactures/marketers can shape and implement their competitive strategies in accordance with such cues. Once they succeed in predicting such behavior of consumers, they arrive either at the stage of positivism or that of interpretive, or both. They even reach the state of determining the effects of individuals' cues of consumers such as moods, emotions, fantasy they expect. In both the situations, however, the marketers/manufacturers do not ignore teleological and deontological consumer ethics.

Cold drinks are the products that demand teleological consumer ethics in one hand and low-level of involvement on the other. In the process of recognizing need for cold drinks consumers perform a lot of mental activities which are quite influenced by their desired state and actual state. But cold drinks users start their mental process when they arrive at the actual state to make decision about any brand. After arriving actual state of mind the cold drinks users proceed with their mental activity toward information processing and reach the state of perceived discrepancy. However, such a processing is a quite influenced by their memory and motives. Then they determine the nature of discrepancy –opportunity recognition and need recognition. At last the mental state reflects their real choices. The choice so made certainly satisfies the desire of their thirst. They make such a choice from among those option brands which are available in Kathmandu. And in fact, there are mainly two brand options-Pepsi Cola (Pepsi, Mirinda and 7up) is a carbonated beverage that is produced and manufactured by Pepsi Cola Company. Similarly

Coca Cola (Coke, Fanta and Sprite) is a leading private sector company working in Nepal (Aryal,2012).

However, the reach of their choice is resultant of either active search or passive search, or of both. In that way, people of Kathmandu can use two modalities of evaluating the available cold drink items on the basis of Choice Process Brand (CPB) and Choice Process of Attributes (CPA). While using CPA strategy, they may undergo either compensatory process or non compensatory process of evaluating option brands. The former process may include the four activities-using more than one evaluation criteria, perceiving favorable rating to these criteria, comparing brands individually along all attributes, choosing the brand on the basis of aggregate highest ranks (Sharma, 2004).

So far as the non –compensatory process is concerned, it is governed by three different rule-disjunctive rule, conjunctive rule and lexicography rule. Under disjunctive rule, cold drink users can establish minimum acceptable performance standard already set. But under conjunctive rule, they can establish minimum levels of attributes acceptability and can accept the brand that exceeds this minimum range. Contrary to these two rules, the cold drink users can incorporate additional criteria for evaluation than the earlier criteria set, and can accept the brand if get satisfied with these criteria (Neupane, 2012).

The cold drink users, now arrive the state of making decisions as to where from to buy the evaluated and selected brand. The people of Kathmandu may buy it from various places such as cold stores, departmental stores, hotels and restaurant as per the opportunities of convenience location, inter-store choices, intra store choices, store design and physical facilities, availability of merchandise, sales promotion facilities.

It is fact that after acquiring the desired brand, consumers move towards consumption. The sense of satisfaction or excessive or dissatisfaction may arise from consumption activity. This means, consumers may form either positive or negative attitudes towards that brand. The positive satisfaction leads them to becoming either repeat customers or brand loyal customers, or the both; where as dissatisfaction leads to either stop buying or to brand switching, or to bad mouthing, or to all of these behavior.

Only little research has been conducted so far in Kathmandu to find out how the consumers of Kathmandu valley behave with the cold drinks products available in market. So, this study is

therefore conducted mainly to find whether the preferences of consumers of cold drinks are similar or not in Kathmandu valley.

### **Objectives of the Study**

The Main objective of this study is to analyze the behaviors of male and female cold drinks consumers' in Kathmandu Valley; however, the specific objectives are as follows:

- (i) To find out the choice of male and female consumers about cold drink items
- (ii) To ascertain the factors that leads the male and female consumers by realizing their needs
- (iii) To examine whether male and female consumers evaluate the brands of cold drink items
- (iv) To test whether male and female consumers evaluate the choice process of brands

### **Limitations of the study**

This study has been conducted with certain limitations. Some limitations are as follows:

The study is based on Kathmandu valley. The finding of the study may not be applicable for other parts of the country. Sample size is very small in comparison to the population of the study. Only 250 questionnaires are distributed, but only 200 returned. The study is based in the primary data therefore most of data have been obtained through structured questionnaire. This study has not taken into account other soft drinks like Fruit Juice, Lemon, Slice and Soda. It has excluded the behavior of respondents who are under 14 years old.

### **Methodology:**

The present study is in descriptive in nature, which is based on the primary data. The primary data have been collected from the different part of Kathmandu valley through the structured questionnaire method. A set of questionnaire was framed to collect the necessary data or to find out the choices of consumers of cold drinks in Kathmandu valley. Collected data were classified and tabulated manually according to their attributes. The collected data have been analyzed and presented by using various tables and charts. Simple descriptive statistical tools such as percentage, bar diagrams have been used. Inferential statistics like chi square test for independent of attributes has been used to test where the significance difference between the choices of cold drink by male and female consumers in Kathmandu valley.

### **Data Analysis and Interpretation**

The Table 1 shows that male consumers give first preference on coke (26.88%), second on Pepsi and Fanta (16.12%), third on Sprite (13.97%), fourth on Mirinda (10.75%), fifth on 7up (8.60%), sixth on M.dew(7.52%), similarly female consumers give first preference on Mirinda (28.97%) ,second on Fanta (18.70%) , third on Pepsi(13.08%), fourth on coke(12.15%),fifth on Pepsi (13.08%),sixth on Sprite(11.21%), seventh on M.dew(5.60%). The multiple diagram (figure no.1) indicates that the choices of the maximum male and female are Coke and Mirinda respectively. There is significant difference between the choices of cold drinks items by male and female i .e. the choices of male and female about cold drinks items is differ to each other.

The factors like previous experience need arousal and feeling after use affecting the male and female state of realizing their need has been narrated in table 2 that shows that both male and female mostly affected to the state of realizing their needs by the previous experience in the percentage of 38.14% and 36.44% respectively. Need arousal affected to the male by 31.18% and female by 28.97%, feeling after use affected to male by 29.03% and female by 34.57%. There is no significant difference between the factors affecting consumer's state of realizing their needs by male and female i.e. the factors affecting consumers state of realizing is not differ between male and female.

The bases like choice process of brand (CPB) and choice process of attributes (CPA) for evaluating by male and female have been narrated in Table 3 that shows both male and female evaluate the cold drinks items on the basis of choice process of attributes (CPA) in the percentage of 83.88 and 88.79 respectively. But they evaluate the cold drinks items on the basis of choice process of brands (CPB) in the percentage of 16.12 and 11.21 respectively. There is no significant difference between the evaluating brands by male and female. i .e. the evaluating of brands by male and female is not differ to each other.

The attributes like aroma, content quality, taste, size and weight considered for evaluating brands by male and female have been narrated in Table 4 that shows the maximum number of male and female evaluates the attributes of cold drinks items on the basis of taste in 43.03% and 39.25% respectively. The male and female evaluate the attributes of cold drinks items on the basis of content quality in 25% and 28.03 % respectively. The male and female evaluate the attributes of cold drinks items on the basis of size and weight in 13.08% and 28.08% respectively. The male

and female evaluates the attributes of cold drinks items on the basis of aroma in 16.13% 4.67% respectively. There is significant difference between the evaluating attributes by male and female i.e. the evaluating of brands by male and female is differ to each other.

### Conclusion

The choices of male and female about cold drink items are differ to each other. The evaluating of brands by male and female is also differing to each other. The factors affecting consumers state of realizing is not differ between male and female. The evaluating of brands by male and female is also not differing to each other. Most of the consumers use the items on the basis of choice process of attributes, it indicates towards hidden assets of manufacturers or sellers. They should have knowledge of these valuable assets. It will give them effective guideline for developing successful marketing strategy. Most of the consumers of Kathmandu valley have the good knowledge about the all types of cold drinks items. So manufacturers or sellers should always make the attention towards the quality product of the items.

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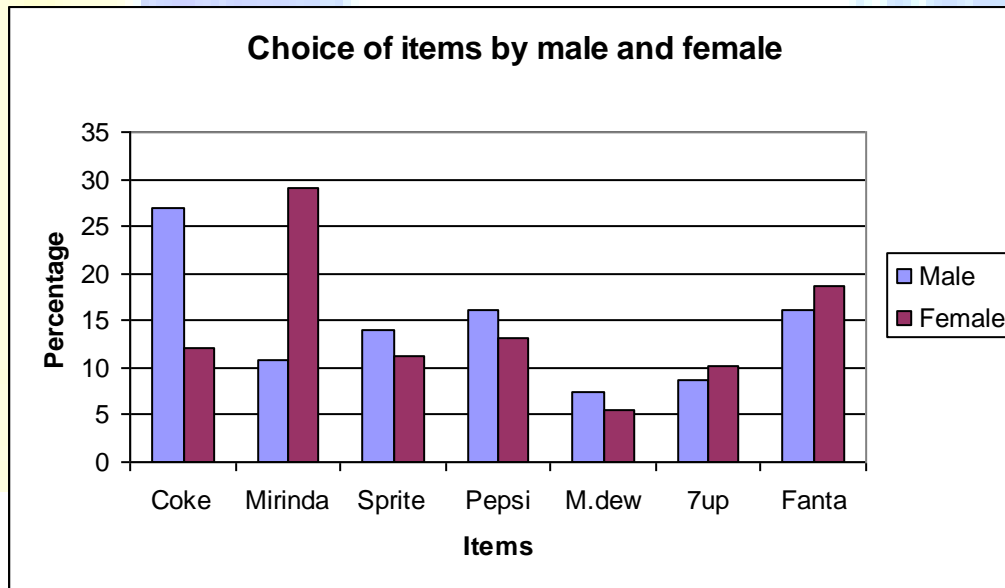
**Table: 1**

**Choice of Items by Male and Female**

Items	Male	% of male	Female	% of female	Total	Total (%)
Coke	25	26.88	13	12.15	38	19
Mirinda	10	10.75	31	28.97	42	21
Sprite	13	13.97	12	11.21	25	12.5
Pepsi	15	16.12	14	13.08	26	13
M.dew	7	7.52	6	5.60	14	7
7up	8	8.60	11	10.28	20	10
Fanta	15	16.12	20	18.70	35	17.5
Total	93	100	107	100	200	100

Source: Field survey 2012

**Figure: 1**

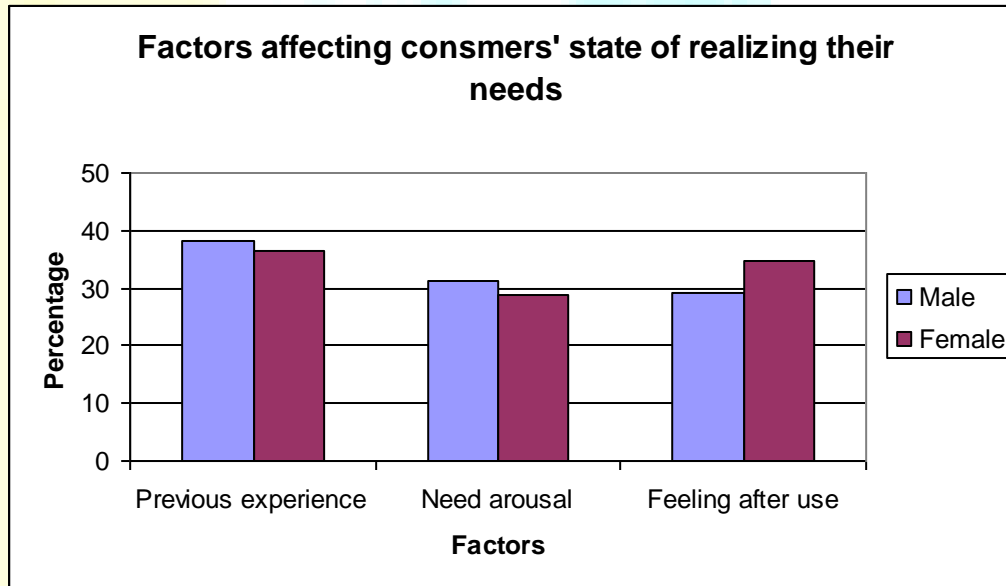


**Table: 2**  
**Factors Affecting Consumer's State of Realizing their Needs**

Factors	Male	% of male	Female	% of female	Total	Total(%)
Previous experience	37	38.14	39	36.44	76	38
Need arousal	29	31.18	31	28.97	60	30
Feeling after use	27	29.03	37	34.57	64	32
Total	93	100	107	100	200	100

Source: Field survey 2012

**Figure: 2**



**Table: 3**  
**Bases for Evaluating Brands**

Bases	Male	% of male	Female	% of female	Total	Total (%)
CPB	15	16.12	12	11.21	27	13.5
CPA	78	83.88	95	88.79	173	86.5
Total	93	100	107	100	200	100

Source: Field survey 2012



Figure: 3

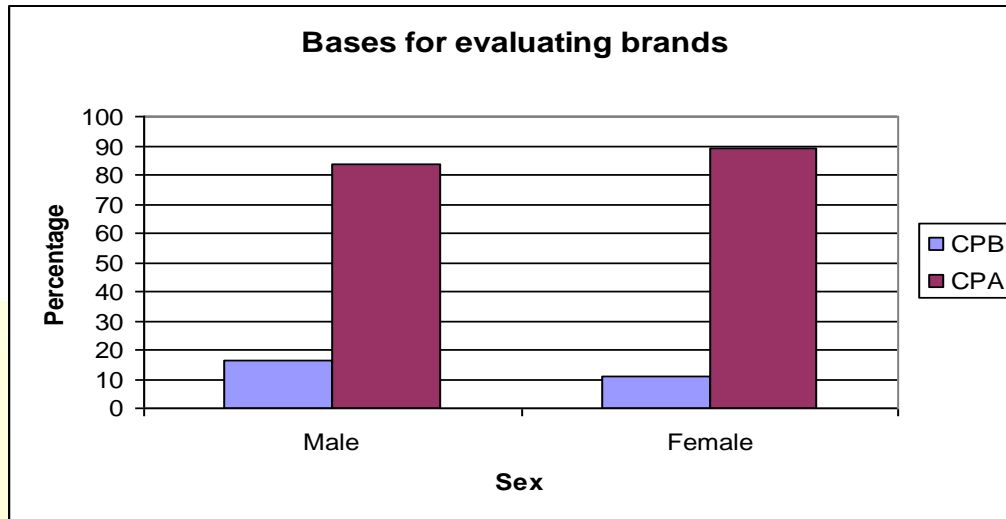


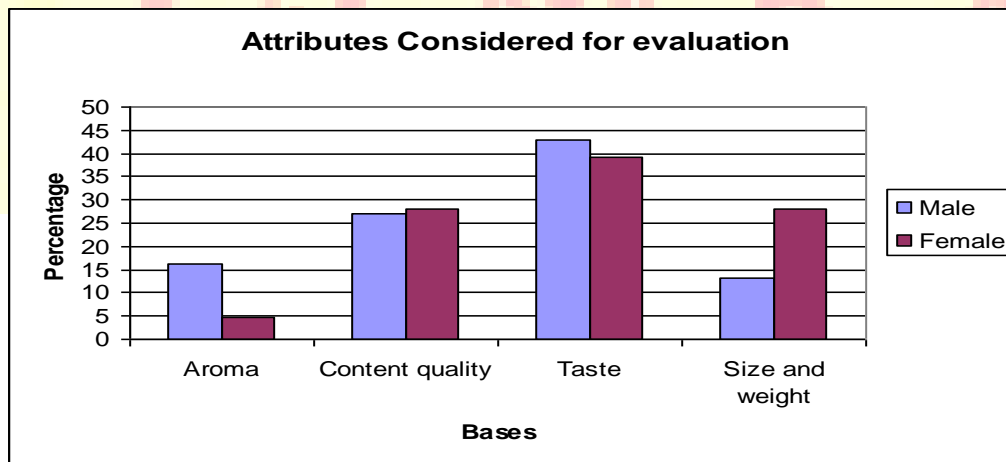
Table: 4

Attributes Considered for Evaluation

Bases	Male	% of male	Female	% of female	Total	%
Aroma	15	16.13	5	4.67	20	10
Content quality	25	26.88	30	28.03	55	27.5
Taste	40	43.03	42	39.25	82	41
Size and weight	13	13.08	30	28.08	43	21.5
Total	93	100	107	100	200	100

Source: Field survey 2012

Figure: 4



**Hypothesis: 1****Chi Square Test for Choices of Cold Drinks Item by Male and Female**

Null Hypothesis ( $H_0$ ): There is no significant difference between the choices of cold drinks items by male and female.

Alternative Hypothesis ( $H_1$ ): There is significant difference between the choices of cold drinks items by male and female.

Level of significant ( $\alpha$ )	0.05
No. of rows (r )	7
No. of columns (c )	2
Degree of freedom (r-1) (c-1)	6
Calculated value of chi square	13.771
Tabulated value of chi square	12.592
Decision	$H_1$ is accepted

**Hypothesis: 2****Chi Squire Test for Factors Affecting Consumers State of Realizing their Needs by Male and Female**

Null Hypothesis ( $H_0$ ): There is no significant difference between the factors affecting consumer's state of realizing their needs by male and female.

Alternative Hypothesis ( $H_1$ ): There is significant difference between the factors affecting consumer's state of realizing their needs by male and female.

Level of significant ( $\alpha$ )	0.05
No. of rows (r )	3
No. of columns (c )	2
Degree of freedom (r-1) (c-1)	2
Calculated value of chi square	0.7060
Tabulated value of chi square	5.991
Decision	$H_1$ is not accepted

**Hypothesis: 3****Chi Squire Test for Evaluating Brands by Male and Female**

Null Hypothesis ( $H_0$ ): There is no significant difference between the evaluating brands by male and female.

Alternative Hypothesis ( $H_1$ ): There is significant difference between the evaluating brands by male and female.

Level of significant ( $\alpha$ )	0.05
No. of rows (r )	2
No. of columns (c )	2
Degree of freedom (r-1) (c-1)	1
Calculated value of chi square	1.028
Tabulated value of chi square	3.841
Decision	$H_1$ is not accepted

#### Hypothesis: 4

#### Chi Square Test for Evaluating Attributes by Male and Female

Null Hypothesis ( $H_0$ ): There is no significant difference between the evaluating attributes by male and female.

Alternative Hypothesis ( $H_1$ ): There is significant difference between the evaluating attributes by male and female.

Level of significant ( $\alpha$ )	0.05
No. of rows (r )	4
No. of columns (c )	2
Degree of freedom (r-1) (c-1)	3
Calculated value of chi square	11.03221
Tabulated value of chi square	7.815
Decision	$H_1$ is accepted