"CONSUMER'S PREFERENCE TOWARDS GOLDSTAR SHOE BRAND INSIDE POKHARA VALLEY"

Submitted By:

Khemraj Bhandari

Symbol No: 22031893

P.U. Registration No: 2022-2-03-0575

A Project Work Report submitted to Pokhara University in a partial fulfillment of the requirement for the degree of

Bachelor of Business Administration (BBA)

At the

Nepal Tourism and Hotel Management College (NTHMC)

Gairapatan-4, Pokhara

July, 2025

DECLARATION

I hereby declare that the project work report entitled "**CONSUMER'S PREFERENCE TOWARDS GOLDSTAR SHOE BRAND INSIDE POKHARA VALLEY"** submitted in partial fulfillment for the degree of Bachelor of Business Administration (BBA) is my original work and the project work has not formed the basis for the ward of any degree, diploma, fellowship or similar titles.

.....

Khemraj Bhandari
July, 2025

BONAFIDE CERTIFICATE

Certified that this project

"**CONSUMER'S PREFERENCE TOWARDS GOLDSTAR SHOE BRAND**

INSIDE POKHARA VALLEY"

is the bonafide work of

Khemraj Bhandari

who carried out the summer project work under my supervision. The report is forwarded

for examination.

.....	…….....
Mr. Prakash Regmi	External Examiner
Internal Supervisor	

CERTIFCATE OF APPROVAL

This is to certify that the Project Work titled "**CONSUMER'S PREFERENCE TOWARDS GOLDSTAR SHOE BRAND INSIDE POKHARA VALLEY"** submitted by Khemraj Bhandari (Roll No. 22031893) for the partial fulfillment of the requirement of BBA emnodies the bonadife work done by him under my supervision.

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Signature of supervisor

Name: Prakash Regmi

July, 2025

.....

Name and Signature

External Examiner

July, 2025

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to Nepal Tourism and Hotel Management College (NTHMC) Pokhara for giving me the opportunity to undertake this summer project. My heartfelt thanks go to my supervisor, Mr. Prakash Regmi, for his invaluable guidance, support, and encouragement throughout this journey.

I am deeply grateful to all respondents of Pokhara for allowing me to conduct my research and for providing the necessary information and insights that made this project possible.

I would also like to thank my friends and classmates for their encouragement and support. A special thanks to my family for their patience and understanding during this time.

Finally, I extend my gratitude to everyone who directly or indirectly contributed to the completion of this project.

Thanking you

Khemraj Bhandari

EXECUTIVE SUMMARY

An executive summary is a short document or section of a document that summarizes a longer report in such a way that readers can rapidly become acquainted with a large body of material without having to read it all. The main aim of this study is to examine the **CONSUMER'S PREFERENCE TOWARDS GOLDSTAR BRAND SHOE INSIDE POKHARA VALLEY.**

The research has employed descriptive case study research design along with quantitative research methods. This research aimed at ascertaining the view of 75 respondents from different occupation, gender, and educational background. Primary data collection method is used for the collection of reliable data. Structured set of questionnaires is prepared and distributed among the respondents for primary data collection. Tables and bar diagrams have been used to process and analyze data. All the collected data and information were checked thoroughly and presented into appropriate table for interpretation. Google Sheets (Online Excel) tool has been used to analyze data. Based on the information, following conclusions are drawn:

- Quality is major factors affecting the buying behavior of the customer along with durability and price.
- Comfort is the key attributes customer look for in Goldstar brand shoes followed by durability and economy.
- Price is the key factor which have huge role in determination of preference for Goldstar.
- It is found that internet advertising has attracted the customers towards Goldstar brand shoes mostly.

The findings of the study help manufacturers and dealers to target the consumers of the area through different strategies. This study also develops a need for more investment in design and variety of Goldstar shoes.

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ABBREVIATIONS/ACRONYMS

BBA: Bachelor of Business Administration

NTHMC: Nepal Tourism and Hotel Management College

GSB: Goldstar Shoe Brand

SWOT: Strengths, Weaknesses, Opportunities, and Threats

FMCG: Fast-Moving Consumer Goods

GS: Google Sheets

CHAPTER – I

INTRODUCTION

1.1 Background of the study

Consumer's preference is a set of assumptions that focus on consumer choices that result in different alternatives such as happiness, satisfaction, or utility. The entire consumer preference process results in an optimal choice. Consumer preference allows a consumer to rank different bundles of goods according to levels of utility, or the total satisfaction of consuming a good or service. It is important to understand that consumer preferences are not only dependent upon income or prices. So, a consumer's capacity to buy doesn't reflect a consumer's likes or dislikes. For example, Ram can have consumer preference for Caliber shoes over Goldstar shoes but only have the financial capacity to purchase Goldstar shoes.

In recent years, the footwear industry and the business environment have significantly changed and have become more sophisticated and competitive because of globalization. In the past shoes were used for functional purposes only but now the purpose in modern society has changed. Footwear is more likely to be seen as the centerpiece of clothing rather than as accessories (Leathers,2014). Footwear has become a common and popular category among young people as it has become a self-identification tool that helps individuals to distinguish themselves from the masses with a more relaxed lifestyle, greater versatility and comfort. According to the report of packaged facts (2009), between 2004 to 2008, the global footwear market grew at a compound annual growth rate of six percent. About eighty percent of authentic and athletic footwear as well as active sportswear in the market are branded (Tong &Hawley,2019). Today there are plenty of footwear brands available in the market either from the international or local brands to meet the expectations of the customers.

Nepal's footwear industry is small but growing and has been identified as a priority export sector by the government. Nepal's footwear industry is a relatively small export industry, accounting for just 1.5 percent of the country's total exports in 2017. Goldstar is one of the oldest brands of shoes produced in Nepal. Goldstar is a robust brand made with genuine materials and modern technology. Goldstar shoes have various showrooms in all major cities and towns of Nepal. Along with Nepal, Goldstar is also available in India and Western countries. Goldstar has been offering various kinds of shoes products which are suitable for all kind of age groups lately. In recent years, Goldstar has been able to capture most of the Nepalese shoe's market because of the price of the product along with the marketing efforts by the company. The market of Goldstar shoes is rapidly growing inside and outside Nepal. It shows that consumer preference towards Goldstar brand shoes is in increasing order. Thus, this research is aimed to examine the preference of customers towards Goldstar shoes brand inside Pokhara valley.

1.2 Statement of the Problem

Customer's preferences and buying behavior of products are changing everyday with growing trends. Along with the product attributes, economic factors are the key factor influencing buying decisions among customers especially in the context of a country like Nepal. There are only a few Nepali brand shoes which are in the growing stage. So that not much research has been done with respect to local shoe brands and there is question about preferences towards Goldstar shoe brand among customers. The preference towards Goldstar shoe brand is questionable. Thus, this study aims to resolve the following research questions:

- What are the factors which affect the buying behavior of the customers?
- What are the attributes that customers keep in mind while purchasing Goldstar brand shoes?
- Does the price of the products determine the preferences of shoes?
- What are the attitudes of customers towards the marketing strategies of Goldstar brand shoes?

1.3 Objectives of the Study

The main purpose of the study is to examine consumers' preference on Goldstar brand shoes. Other specific purposes of the study are mentioned below:

- To assess the factors affecting the buying behavior of the customers.
- To analyze the attributes that customers keep in the mind while purchasing the Goldstar brand shoes.
- To explore the attitude of customers towards the marketing strategies of the Goldstar brand shoe.
- To know the relationship between the price of the product and customer preference.

1.4 Significance of the study

The study attempts to examine different attributes affecting purchase intention of Goldstar shoes among consumers. The finding of this study may help to get deeper insight on customer perception of customers and may help the marketer to design Goldstar shoes based on customers preference and needs. It may help to improve and develop company's marketing strategies by understanding the consumer issues such as how consumer think, feel, interpret and select among alternatives. Thus, it may support the business to better understand of the potential consumers. This study makes the customers know about the features and quality of the Goldstar shoes. This study may show the actual position of Goldstar brand shoes in Pokhara. Moreover, this study may help new researchers to study more on this topic.

1.5 Limitations of the Study

To some extent every research has some kind of limitations. Likewise, this research also has some limitations. The study is limited to Pokhara valley. The sample size of this research is limited, which may bring variability in the result when the research is done with large sample size. The study is based on primary data. It has not considered secondary data. The study is an academic study. Hence, it is undertaken within the boundaries of limited area, resource and time.

CHAPTER II

Literature Review

1.6 Review of Literature

Many studies have been conducted regarding the topic of customer perception, customer loyalty, brand awareness and towards Goldstar brand shoes. Some of the literature reviews are presented below:

Amatya,2020 conducted a study to examine the level of brand awareness and brand loyalty of Goldstar brand shoes. According to the research, brand awareness and brand loyalty is one of the basic objectives of every organization to become a successful one in the market. Brand awareness is very important because if there will be no brand awareness no communication and no transaction will occur (Percy, 1987). Similarly, brand loyalty is very important for the organization to meet its objective, so the organization tries to make its customers happy and resolve the problems if they feel related to their product and service. Most consumers are aware about Goldstar shoes and associate them with durability, comfort, and price attributes (Amatya,2020). However, this familiarity cannot influence the purchase decision of consumers. The manufacturers should manufacture footwear in various designs and styles using better materials that ensure comfort and durability to consumers along with maintaining reasonable pricing strategy to have a strong customer base loyalty.

Brand image refers to the perception of a certain brand in the mind of the consumer when a brand name is mentioned (Keller, 1993), whereas brand awareness measures the customer's ability to recognize the brand when seeing the brand name, logo, symbol etc. Building up a strong brand is not easy but if a brand could build a better image than its competitors', then it would enjoy a degree of protection (Cheverton, 2002). With high brand image, a business can gain greater perception of the brand among customers, customer loyalty, high profit margins, less negative attitude to price fluctuations and less vulnerability compared to competitors.

In the 1980s, the conception of brands changed enormously, when the management started to understand the importance of a brand as an asset of the business (Paperer, 1997). Nowadays, brands are seen as more than just symbols and names: brands are major assets of a company because "a brand represents everything that a product or service means to the consumer." That is the reason why brands should be carefully developed and managed. However, very often firms consider brands just as a tool for advertising, but that is not the case: good brands don't just sell, they act! Due to the present competitive environment, every firm attempts to generate favorable and positive associations about their brand which result in a positive image of the brand. Companies should understand the fact that building up a positive brand image depends on possessing high brand

awareness, because when a brand is well established in the memory it is easier for associations to be created and attached in other words, this means that before customers can create an image of a brand in their minds they have to get to know and be aware of the brand first.

To accurately define the term "brand" we selected to use an up- to –date definition of J. Pallister & J. Law. According to Pallister and Law (2009), the term "brand" can be defined as a name of a brand that identifies a certain product, manufacturer or distributor. In comparison to a brand, a strong brand is a product, service, person or place that can be identified and improved in the way that the consumer or buyer gains essential, unique added values which meet their needs in the best possible way. In addition, success of a brand results from being able to maintain added values in spite of competitors' actions. (De Chernatony, McDonald, 1992) On the other hand, the American Marketing Association defines brand as a name, term, design, symbol, or any other characteristic that clearly makes an attribute or quality of a good or service distinguishable or recognizable. AMA adds that a brand can determine a seller's product or service, multiple products or services or all the products or services of a particular seller. AMA specifies that a brand's legal term is trademark and broadens the definition of the term "brand" to be a customer experience that can be described as a group of ideas and images that often refer to a symbol, a name, slogan or a logo, for instance.

According to Nicholas Ind (1997), a brand can be described as a feature of a plain idea of product or service, and it includes the definition or a view of the values that go deeper in the functional performance. In the other words, "--A product is something that is made, in a factory; a brand is something that is bought by a customer." The brand signals the source of the product to consumers, and protects the customer, as well as the producer from possible competitors who would attempt to provide products that appear to be identical. In relation to competitors, Nicholas Ind points out the following crucial notion: "A product can be copied by a competitor, a brand is unique."

These studies were conducted at the national and international level and some of them were conducted focusing on specific places. Thus, they narrowly cover customer's perception of Pokhara. So, it would be appropriate to conduct research at the local level which will provide a suitable conclusion in Nepalese context.

1.7 Theoretical Framework

The conceptual framework represented by the figure describes the fundamental relationship. Factors such as quality, pricing, branding, distribution and promotion have adverse impact on consumer perception. The conceptual framework provides a foundation for focusing specific variables for the study.

Independent Variables **Dependent Variable**

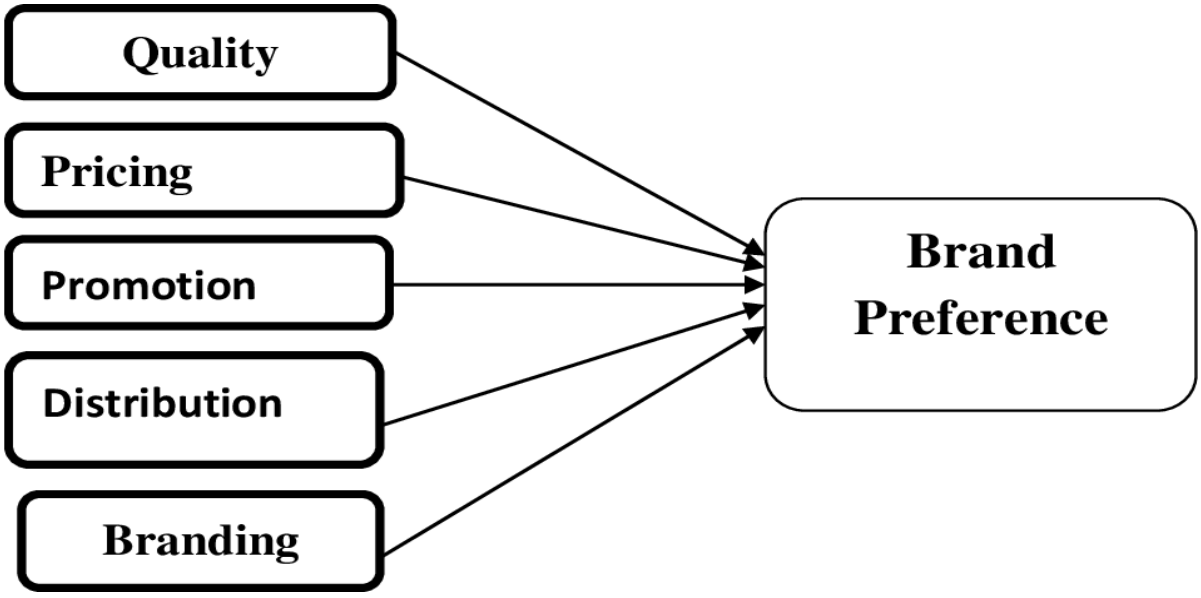

Figure 1.1: **Theoretical Framework prepared on the basis of literature**

OPERATIONAL DEFINATION

Independent Variables

Quality: Quality refers to the material, durability, and comfort of Goldstar shoes. Consumers are likely to prefer brands that ensure long-lasting, comfortable, and well-designed footwear.

Pricing: Pricing refers to the amount consumers are willing to pay for Goldstar shoes. It includes affordability, perceived value for money, and price comparisons with other brands.

Promotion: Promotion refers to the advertising, discounts, and marketing campaigns used by Goldstar to influence consumer awareness and preference. Effective promotion increases brand awareness and encourages purchase.

Distribution: The availability of Goldstar shoes across retail shops, showrooms, and online platforms in Pokhara Valley. In Context, Goldstar's wide presence in markets like Chipledhunga, Mahendrapool, and e-commerce sites ensures easy access, which influences consumer buying behavior.

Branding: The overall brand image, reputation, and emotional connection consumers have with Goldstar. As a well-known Nepali brand, Goldstar enjoys positive recognition, loyalty, and trust, which strongly influence preference.

Dependent Variable

Brand Preference: The consumer's inclination to choose Goldstar shoes over other competing brands based on their perceptions of quality, price, design, and brand reputation. It measures how much consumers prefer Goldstar over other footwear brands in Pokhara Valley. Brand preference is reflected in purchase frequency, willingness to pay, and likelihood of recommending the brand to others.

1.8 Research Methodology

Research method is a way to systematically solve research problem. Research methodology is process used to collect information and data for the purpose of making business decision. It facilitates the research work and provides reliability and validity to it. This sub chapter includes the plan for the collection, analysis and presentation of the data required to fulfill the objectives of the research. It also specifies the method and procedures for acquiring the information needed to solve the research problems.

1.8.1 Research Design

Research design is the conceptual structure within which research is conducted. A detail plan that is prepared to search the answer of the research problem is known as research design. This research work has been applied descriptive case study research design along with quantitative research methods.

1.8.2 Nature and Sources of Data

Quantitative data is used in this research. Primary sources of data are used in this research. The data for the study is collected through the distribution of self -administered questionnaire

1.8.3 Population and Sampling

The total populations of study are the consumers of Goldstar brand shoes within Pokhara valley. The sample size of 75 respondents is selected for the survey. The sampling has been done using nonprobability purposive sampling technique.

1.8.4 Methods of Data Collection

The primary data were collected to meet the research objective. A structured questionnaires were prepared and distributed to respondents at convenient time. The questionnaire consists of questions related to consumers preference towards Goldstar brand shoes. The questionnaires were distributed on convenience basis. By following the instruction given, respondents fill-up the questionnaire.

1.8.5 Data Analysis

Data from questionnaires were compiled, sorted, edited, classified and coded into an appropriate table. Google Sheets (Online Excel) tools were used to analyze data. Descriptive and correlation coefficient applied as data analysis tools.

CHAPTER III

PRESENTATION AND ANALYSIS OF DATA

Data presentation and analysis of data is one of the most notable factors to be done compulsory in report writing. This study is done with stated objectives. In this chapter, the data and information are collected from respondents living in the Pokhara area using the questionnaire method. Graphical presentations such as pie-charts, column diagram, bar diagram and line diagram are also presented wherever appropriate. The analysis of data is placed underneath the respective figures. Here all the collected data are presented with the needed tables and diagrams with the help of Google Sheets (Online Excel).

This section reports the results of a questionnaire survey conducted among individual customers in the Pokhara area. Questionnaire survey was designed to understand the view of respondents towards Goldstar brand shoes. A set of questionnaires with different sections was prepared in the "Google Forms" and distributed online to the customers who use the internet. The respondents profile along with their personal characteristics and result of the survey are presented in following sections.

2.1 Respondent's Profile

Respondent's profile plays an important role in research work as it provides information about different traits of respondents. While conducting the study 75 respondents are taken as sample to collect the data. Out of total respondents 58.7% (i.e.,44) and 41.3% (i.e.,31) are female and male respectively. These respondents have responded to the particular questions of the questionnaire. The first part of questionnaire was based on respondent's profile to get information relating to gender, age, income, education and profession. The data is collected and analyzed through Google Sheets (Online Excel). The data are shown in percentage, bar diagram and pie chart.

2.1.1 Gender of Respondents

Customers of Pokhara valley are the main respondents for the study. In this study, both gender is included i.e., the data are classified into male and female group and presented below.

Table 2.1

2.1 Gender of Respondents

Gender	No. of Respondents	% Of Respondents
Male	31	41.3
Female	44	58.7
Total	75	100

Source: Field Survey,2025

Table 2.1 shows that out of 75 respondents, 31 respondents are male, and 44 respondents are female i.e.,41.3% are male and 58.7% are female. It can be implied that the frequency of the female respondents is higher than the frequency of the male respondents.

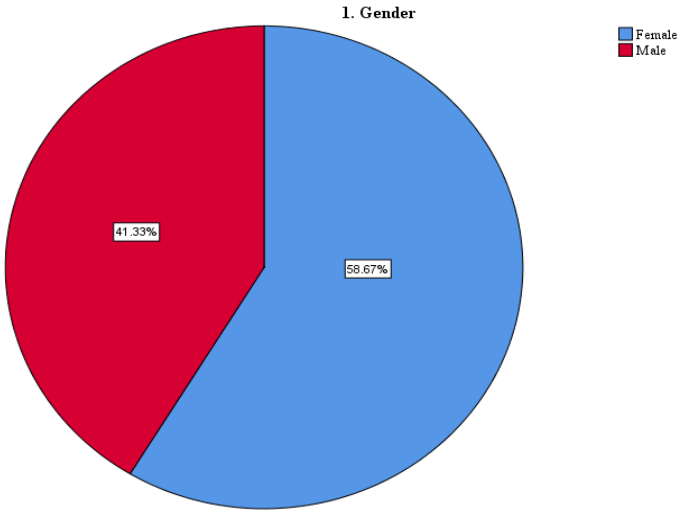

Figure 2.1: **Gender of respondents**

The figure 2.1 illustrated the number of male and female who are familiar about the Goldstar brand shoes inside Pokhara valley. From the study we came to know that majority of female are using Goldstar brand shoes i.e., 58.67 percent and male respondents were 41.33 percent.

2.1.2 Age Group

The data are collected from respondents based on their age. There are five age groups of respondents which are taken for their responses relating to use of the television. The obtained data has been shown in the figure:

Table 2.2

Age of Respondents

Age Group	No. of Respondents	% Of Respondents
Below 20	3	4
20-30	62	82.7
30-40	3	4
Above 40	7	9.3
Total	75	100

Source: Field Survey,2025

The table 2.2 shows the respondents of different age groups. Most of the respondents were from the group of 20-30 i.e., 82.7% of the total respondents. Respondents from the age group above 40 lies in second i.e., 9.3%. Similarly, respondents from below 20 age group and 30-40 age group are in same position.

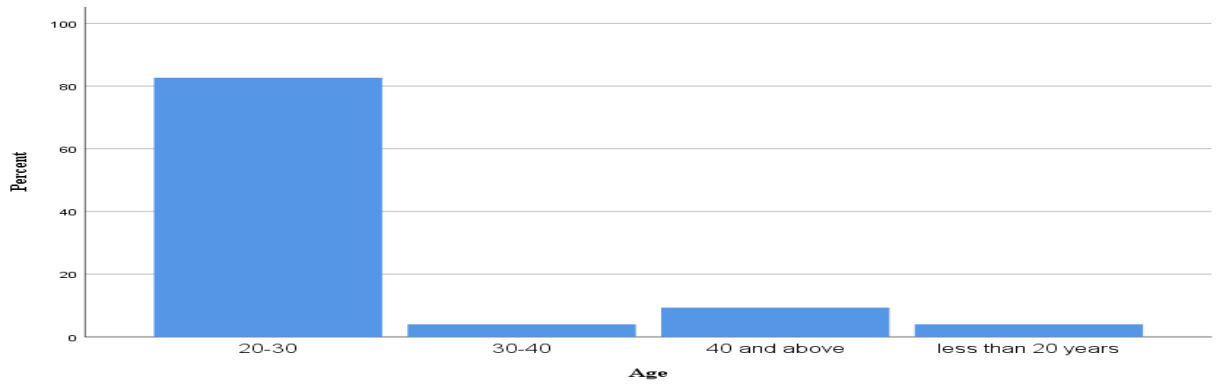

Figure 2.2: **Age-wise distribution of respondents**

The **figure 2.2** illustrated the age of respondents who use Goldstar brand shoes. From the figure we came to know that majority of the respondents are from 20-30 age group.

2.1.3 Educational Background of Respondents

The data are collected from the respondents based on respondent's educational background. The classification of respondents by educational qualification indicates the level of education respondents are currently pursuing or have completed.

Table 2.3

Educational Background

Educational levels	No. of Respondents	% Of Respondents
Secondary level and below	12	16
Bachelor	60	80
Master's degree and above	3	4
Total	75	100

Source: Field Survey,2025

Table 2.3 showed that among 75 respondents, 12 percent of them were in secondary level or below secondary level, 60 percent of them were bachelor's degree holder and the remaining 3 percent were master's degree holder.

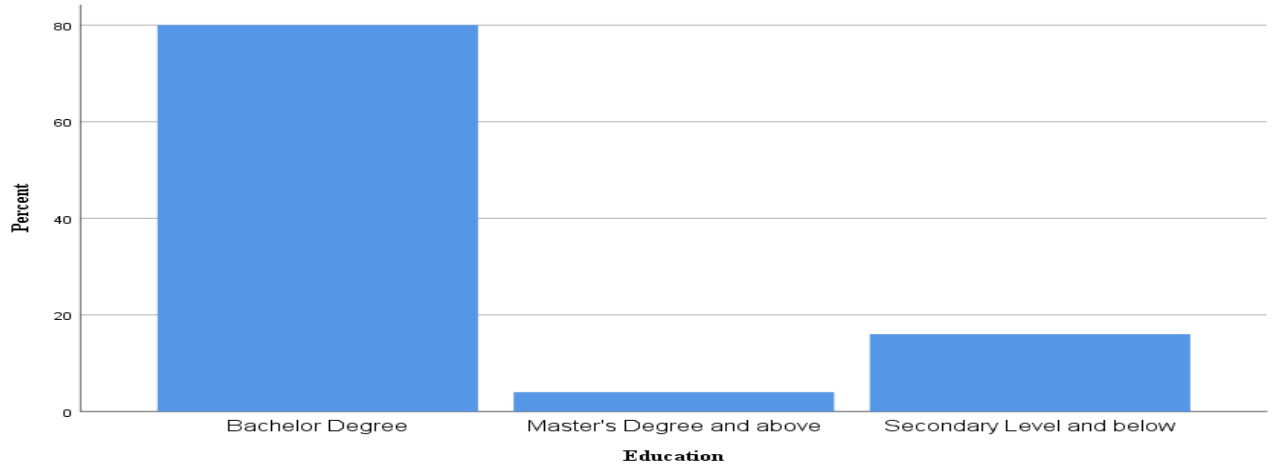

Figure 2.3: **Educational qualification of respondents**

Figure 2.3 shows that majority of respondents are bachelor's degree holders.

2.1.4 Occupation of Respondents

The data are collected from respondents based on their occupation. The occupation of respondents is divided into five parts. They are students, businessperson, teacher, service holder and other. Respondent's data according to occupation are given in following table.

Table 2.4

Occupation of Respondents

Occupation	**No. of Respondents**	**% Of Respondents**
Agriculture	4	5.3
Business	6	8
Job/Service	16	21.3
Student	49	69.3
Total	75	100

Source: Field Survey,20225

The table **2.4 shows** the occupation of respondents. Out of 75 respondents, 49 respondents are students, 16 respondents are Job/Service holder, 6 respondents are Businesspersons, 4 respondents are involved in an agriculture.

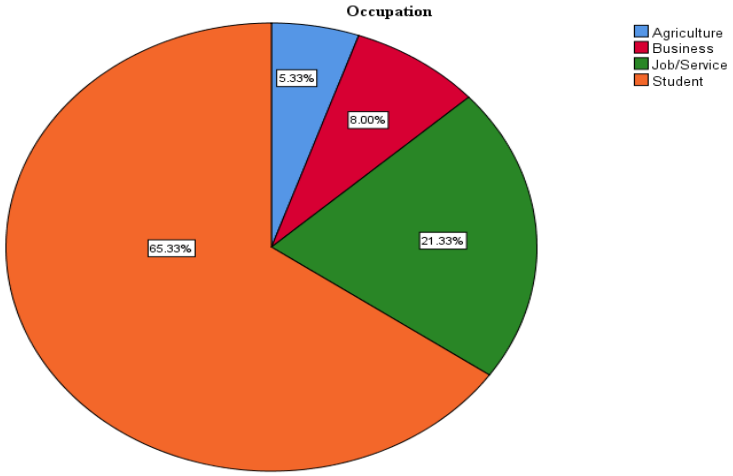

Figure 2.4: Occupation of respondents

From the **figure 2.4** we can conclude that majority of respondents were students and least of them were involved in an agriculture.

2.2 Data Presentation

2.2.1 Attitudes toward Goldstar

Attitude is "a learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object" or attitudes refer to the degree to which a person has a favorable assessment of a questionable behavior and are an immediate indicator with which an intention of him/her for doing behavior can be predict.

Table 2.5

Attitudes toward Goldstar

Attitude toward Goldstar	No. of Respondents	% Of Respondents
Good	53	70.7
Very Good	22	29.3
Total	75	100

Source: Field Survey,2025

The table 2.5 shows the attitude of customer towards Goldstar. Out of 75 respondents, 53 respondents have good attitude towards Goldstar and 22 respondents have very good attitude towards Goldstar.

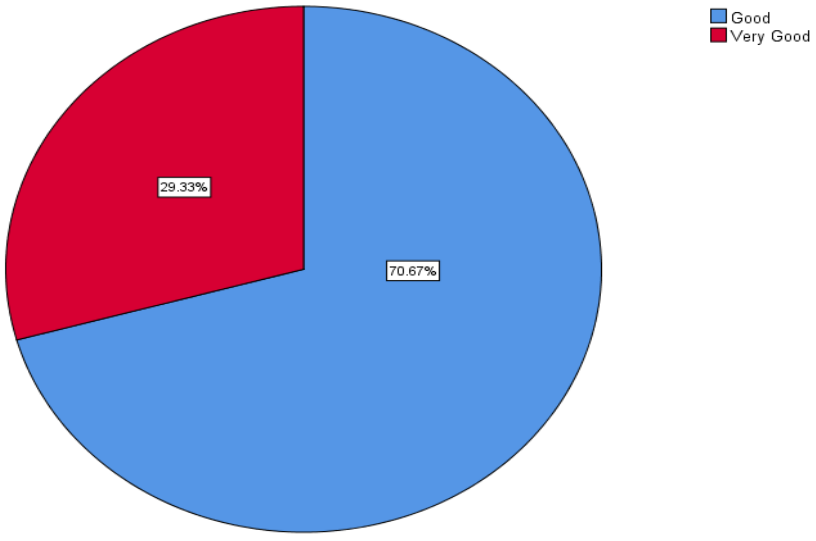

Figure 2.5 Attitude towards Goldstar

From the **figure 2.5** we can conclude that majority of respondents have positive attitude towards Goldstar.

2.2.2 Sources of getting information

Table 2.6

Sources from where consumer get to know about Goldstar Shoes

Sources	Frequency	Percentage
Advertisement	49	65.3
Friends	14	18.7
Relatives	6	8
Shopkeeper	6	8
Total	75	100

Source: Field Survey,2025

Table 2.6 reveals the sources from where consumers get to know about Goldstar brand shoes. Out of surveyed 75 respondents, 65.3 percent were getting information from advertisement, 14 percent were informed from friends, 6 percent were informed from relatives, and 6 percent were informed from shopkeeper.

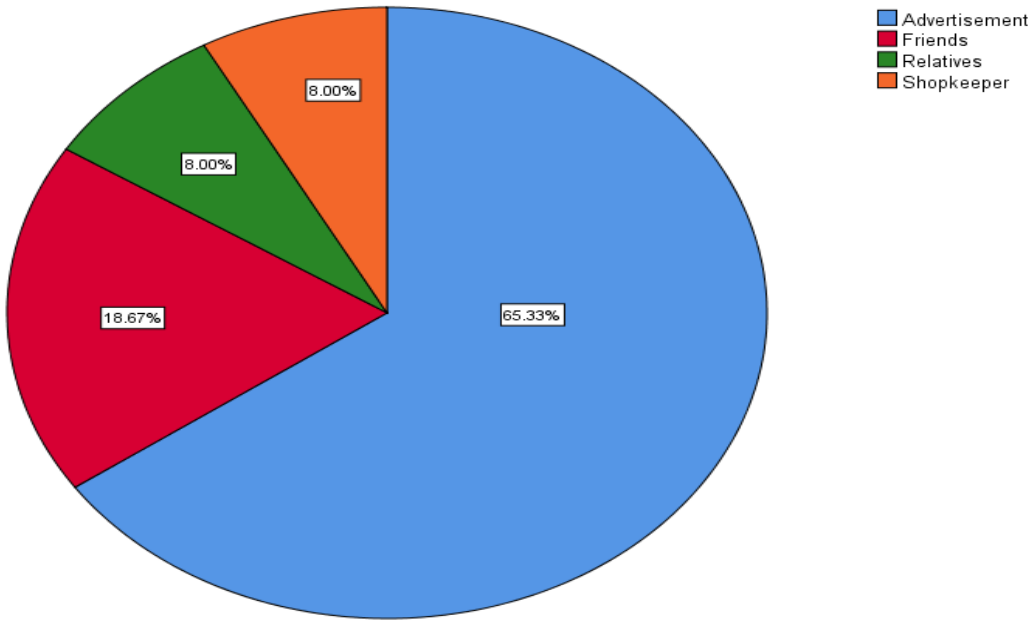

Figure 2.6 Sources from where consumer get to know about Goldstar

Figure 2.6 reveals that the greater numbers of the respondents were informed of Goldstar brand shoes through advertisement and another important source that makes consumer aware about Goldstar brand shoes is through friends.

2.2. 3 Main concerns while purchasing Goldstar

Table 2.7

Consumer's main concern while purchasing Goldstar brand shoes

Concerns	Frequency	Percentage
Durability	22	29.3
Price	18	24
Quality	35	46.7
Total	75	100

Source: Field Survey,2025

Table 2.7 shows the frequency of consumer's main concern while purchasing Goldstar brand shoes. Mainly, consumer's concern while purchasing Goldstar shoes are durability, price, quality. Out of 75 respondents, 29.3 percent of respondents main concern while purchasing Goldstar is durability of the product, 24 percent of respondents are more concerned about the price of the product, 35 percent gives more emphasized to the quality of the product.

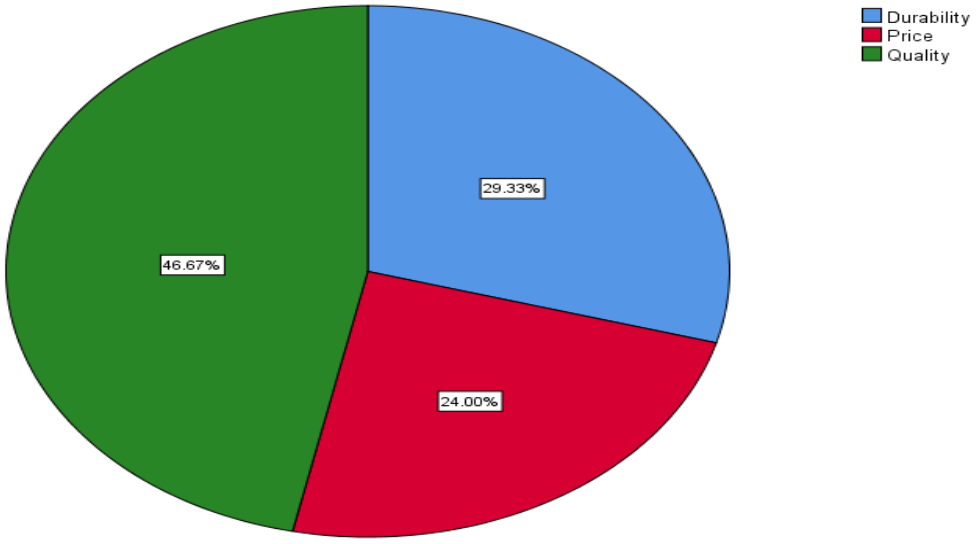

Figure 2.7. Main concerns while purchasing Goldstar

Figure 2.7 represents the main concerns of the customers while purchasing Goldstar brand shoes. Majority of the respondents asserted that their main concern while purchasing Goldstar brand shoes is quality of the product. Whereas some customer looks for price and durability also.

2.2. 4 Key attributes consumers look for in a Goldstar

Table 2.8

Key attributes consumers look for in Goldstar brand shoes

Attributes	Frequency	Percentage
Comfort	42	56.0
Durability	16	21.3
Economy	8	12.0
Style	9	10.7
Total	75	100

Source: Field Survey,2025

Table 2.8 shows the frequency of key attributes consumer look for in Goldstar's shoes. Mostly, consumer seek for comfort, durability, economy and style. Out of 75 respondents, 56 percent of respondents look for comfort, 21.3 percent of respondents seek for durability,12 percent of respondents are aware of economic feasibility and 9 percent of respondents look at the style of the products.

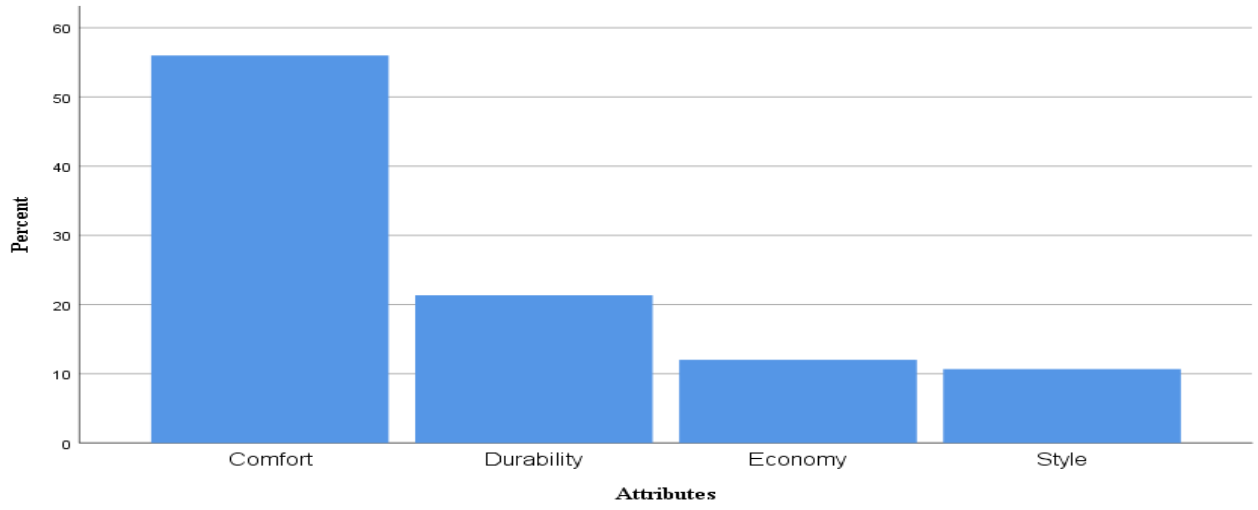

Figure2.8. Key attributes consumer looks for in Goldstar

Figure 2.8 represents key attributes consumer looks for in Goldstar brand shoes while purchasing its products. Most of the consumers look for comfort in the Goldstar's products as we can see in the figure.

2.2.5 Preferences of Respondents Based on Price of Shoes

Table 2.9

Preferences of respondents based on price of shoes

Response	Frequency	Percentage
Yes	53	70.7
No	6	8.0
May be	16	21.3
Total	75	10

Source: Field Survey,2025

Table 2.9 shows the frequency of respondent's preference based on price of shoes. Most of the respondent has said that price of the shoe determines the preferences of the shoes. Out of the 75 respondents, 70.7 percent of respondents agree that the price of products determine the preference of the shoes, 8 percent of respondents preferences isn't only based on the price of the shoes and 21.3 percent of the respondent's preferences is somehow influence by the price of the product.

2.2.6 Role of Advertisement in Selection of Goldstar

Table 2.10

Role of advertisement in selection of Goldstar brand shoes

Response	Frequency	Percentage
Yes	59	78.7
No	3	4.0
May be	13	17.3
Total	75	100

Source: Field Survey,2025

Table 2.10 shows the role of advertisement in selection of Goldstar shoes. Majority i.e.,78.7 percent of respondents agreed in role of advertisement in selection of Goldstar shoes whereas only 17.3 percent of them said may be and only 4.0 percent responded as No.

2.2. 7 Effective advertising tools for Goldstar

Table 2.11

Effective advertising tools for Goldstar shoes

Advertising Tools	Frequency	Percentage
Internet Advertising	55	73.3
Newspaper Advertising	1	1.3
Television Advertising	12	16.0
Others	7	9.3
Total	75	100

Source: Field Survey,2025

Table 2.11 shows effective advertising tools for Goldstar. Above table shows that Internet advertising is most effective advertising tool i.e.,73.3 percent followed by television advertising 16.0 percent, others advertising tools 9.3 percent and newspaper advertising 1.3 percent.

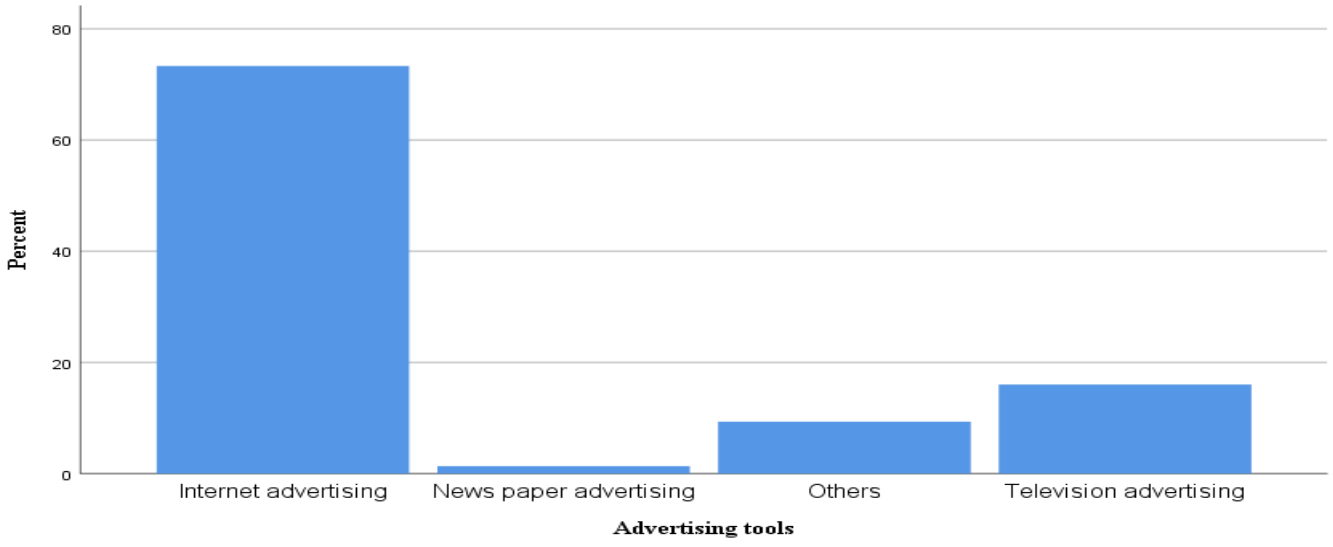

Figure 2.9 Effective advertising tools for Goldstar shoes

Figure 2.9 represents the role of advertisement in selection of Goldstar shoes. Majority of respondents said that internet advertising is one of the best advertising tools for Goldstar brand shoes.

2.2.8. Availability of Goldstar

Table 2.12

Availability of Goldstar shoes

Response	Frequency	Percentage
Yes	73	97.3
No	2	2.7
Total	75	100

Source: Field Survey,2025

Table 2.12 shows the availability of Goldstar. 97.3 percent of respondents said there is availability of Goldstar where only 2.7 percent said there is no availability of Goldstar.

2.2. 9. Customer Satisfaction Towards Variety and Design of Goldstar

Table 2.13

Customer Satisfaction Towards Variety and Design of Goldstar

Response	Frequency	Percentage
Yes	60	80.0
No	15	20.0
Total	75	100

Source: Field Survey,2025

Table 2.13 shows Customer Satisfaction Towards Variety and Design of Goldstar. 80 percent of respondents said they are satisfied with variety and design of Goldstar whereas 20 percent of them are not satisfied.

2.2. 10 Customer Satisfaction Towards Price and Quality

Table 2.14

Customer Satisfaction Towards Price and Quality

Response	Frequency	Percentage
Yes	59	78.7
No	1	1.3
May be	15	20.00
Total	75	100

Source: Field Survey,20225

Table 2.14 shows Customer Satisfaction Towards Price and Quality. Majority i.e., 78.7 percent of respondents were satisfied towards price and quality of Goldstar whereas 20 percent of them said maybe and 1.3 percent of them were not satisfied.

2.2. 11 Willingness of Customer to Recommend Goldstar

Table 2.15

Willingness of customer to recommend Goldstar shoes

Response	Frequency	Percentage
Yes	62	82.7
No	2	2.7
May be	11	14.7
Total	75	100

Source: Field Survey,2025

Table 2.15 shows Willingness of Customer to Recommend Goldstar. Majority i.e.,82.7 percent of respondents were willing to recommend to Goldstar whereas 14.7 percent said maybe and only 2.7 percent were not willing to recommend to Goldstar.

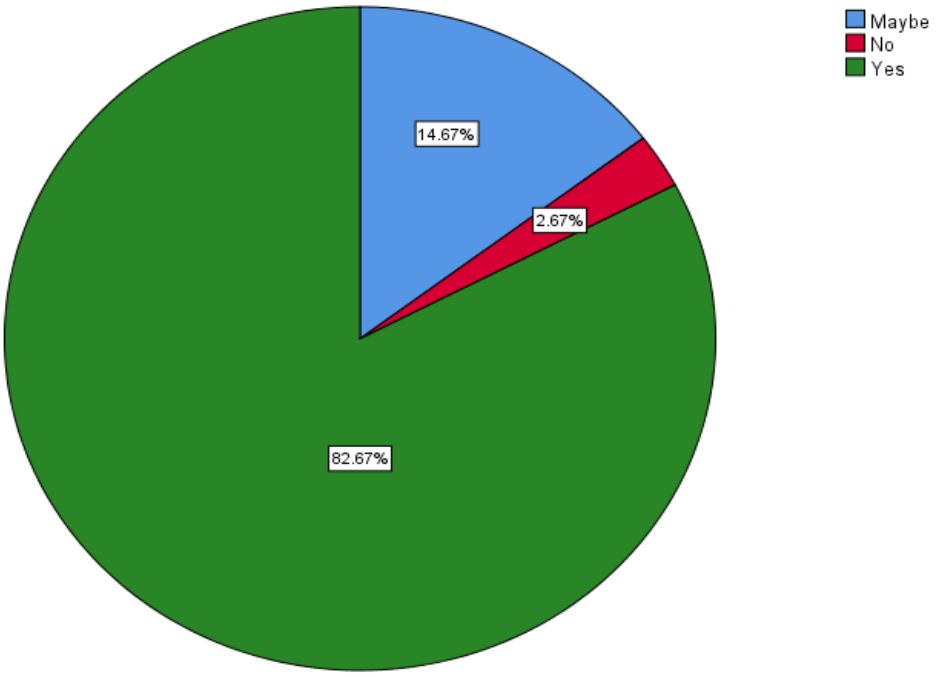

Figure 2.10 Willingness of Customer to Recommend Goldstar

Figure 2.10 represents the Willingness of Customer to Recommend Goldstar. Most of respondents were willing to recommend to Goldstar whereas few said maybe and very few were not willing to recommend to Goldstar.

2.2 Major Findings and Discussions

Major Findings

- Out of 75 respondents, 53 respondents have good attitude towards Goldstar and 22 respondents have very good attitude towards Goldstar.
- Out of surveyed 75 respondents, 65.3 percent were getting information from advertisement, 14 percent were informed from friends, 6 percent were informed from relatives, and 6 percent were informed from shopkeeper.
- Mainly, consumer's concern while purchasing Goldstar shoes are durability, price, quality. Out of 75 respondents, 29.3 percent of respondents main concern while purchasing Goldstar is durability of the product, 24 percent of respondents are more concerned about the price of the product, 35 percent gives more emphasized to the quality of the product.
- Mostly, consumer seek for comfort, durability, economy and style. Out of 75 respondents, 56 percent of respondents look for comfort, 21.3 percent of respondents seek for durability,12 percent of respondents are aware of economic feasibility and 9 percent of respondents look at the style of the products.
- Most of the respondent has said that price of the shoe determines the preferences of the shoes. Out of the 75 respondents, 70.7 percent of respondents agree that the price of products determine the preference of the shoes, 8 percent of respondents preferences isn't only based on the price of the shoes and 21.3 percent of the respondent's preferences is somehow influence by the price of the product.
- Majority i.e.78.7 percent of respondents agreed in role of advertisement in selection of Goldstar shoes whereas only 17.3 percent of them said may be and only 4.0 percent responded as No.
- Internet advertising is most effective advertising tool i.e.73.3 percent followed by television advertising 16.0 percent, others advertising tools 9.3 percent and newspaper advertising 1.3 percent.
- 97.3 percent of respondents said there is availability of Goldstar where only 2.7 percent said there is no availability of Goldstar.
- 80 percent of respondents said they are satisfied with variety and design of Goldstar whereas 20 percent of them are not satisfied.
- Majority i.e.,78.7 percent of respondents were satisfied towards price and quality of Goldstar whereas 20 percent of them said maybe and 1.3 percent of them were not satisfied.
- Majority i.e.,82.7 percent of respondents were willing to recommend to Goldstar whereas 14.7 percent said maybe and only 2.7percent were not willing to recommend to Goldstar.

Discussions

From the above findings it is found that majority of respondents have positive attitude towards Goldstar. The greater numbers of the respondents were informed of Goldstar brand shoes through advertisement. Majority of the respondents asserted that their main concern while purchasing Goldstar brand shoes is quality of the product. Whereas some customer looks for price and durability also. Most of the consumers look for comfort in the Goldstar's products. Most of the consumers agree that their preferences are based on the price of shoes. M Internet advertising is one of the effective advertising tools for Goldstar brand shoes. Goldstar shoes are easily available in the market of Pokhara valley. Most of the customer of Goldstar shoes are satisfied with the quality, design, price and variety of Goldstar. Also, they are willing to recommend the Goldstar shoes to others.

CHAPTER IV: CONCLUSION AND ACTION IMPLICATION

3.1 Conclusion

The customer's interest and behavior are changing. The most popular brand of today may not be preferred tomorrow. Customer desires, feelings, choice, perception, attitudes and purchase intention should be studied from time to time and proper understanding of these factors should be made. An attempt has been made in this work to study the consumer preferences towards Goldstar brand shoes. The main objective of the research was to examine consumers preference on Goldstar brand shoes, access the factors affecting the buying behavior of the customers. The targeted population of the study were the customers of Goldstar shoes inside Pokhara valley. The targeted population was very high so 75 sample units were included who have been using Goldstar shoes for the collection of data. Questionnaire was prepared with questions and distributed among the respondents.

This study disclosed the consumers preference on Goldstar brand shoes inside Pokhara Valley. From the finding of the study, attitude of the consumer towards Goldstar brand shoes is found to be positive. Most of the consumer got to know about Goldstar shoes through advertisement. The main concern of consumers while purchasing Goldstar shoes is quality according to the findings. 'Comfort' is the key attributes consumers look for in Goldstar brand shoes. Most of the consumers make preferences based on the price of the products. There is major role of the advertisement in the selection of Goldstar brand shoes. Internet advertising was found to be one of the most effective advertising tools for Goldstar brand shoes. Goldstar brand shoes are easily available in the market of Pokhara valley as we know it is available in most of the shoe stores of Pokhara valley. According to the findings most of the customers are satisfied with variety and design of Goldstar shoes. Also, more than third fourth of customers are satisfied towards price and quality of Goldstar shoes. Very high rate of customer willing to recommend Goldstar shoes to others.

3.2 Action Implication

Main aim of this study is to examine the **CONSUMER'S PREFERENCE TOWARDS GOLDSTAR BRAND INSIDE POKHARA VALLEY.**

- A first major practical contribution of the research is that it provides much needed empirical data on the consumer behavior and brand preference.
- Second important implication of this study drives from the findings of the study; it helps the manufacturer and dealer to know about the behavior and need of the buyer. Moreover, this study helps manufacturer and dealer to target the customers in this area through different strategies.
- This study will be helpful in knowing that consumer behavior varies on the basis of features. According to this study, consumers look after the features of the products such as quality, pricing, branding, distribution and promotion price.
- According to this study, the main source where customer get to know about the product is advertisement. The information collection from the advertisement is relatively high. It is found that internet advertising is the most effective advertising tool for Goldstar.
- According to this study, most of the customer wants more variety and design in the product of Goldstar brand shoes. Hence, I would like to recommend Goldstar brand to focus more on variety and design of the product.
- As we know Goldstar brand always produce products targeting adult. So, I would like to recommend the Goldstar brand to increase its productivity focusing on all age group customers.

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APPENDIX

Questionnaire

Dear respondent,

I am Khemraj Bhandari, a BBA-6th semester student of **Nepal Tourism and Hotel Management College (NTHMC)** and currently conducting academic research on the topic **"CONSUMERS' PREFERENCE TOWARDS GOLDSTAR BRAND INSIDE POKHARA VALLEY".**

There are many consumers of **Goldstar Brand shoes** inside and outside the country. Among them I have chosen consumers of **Pokhara valley** for the research. I would like to invite you to participate in the study and expect a thoughtful and realistic response from you all. This survey will take approximately **3-5 minutes** to complete. Your response will be invaluable to my research. So, I request you to fill the form. I assure that your response will be **kept confidential** and be used for **academic purposes only**.

Thank you for your participation and support in this research.

Respectfully,

Khemraj Bhandari

NTHMC, Pokhara University

1.Gender: Male Female Others

2.Age: Less than 20 years 20-30

30-40 40 and above

3.Education: Secondary level and below bachelor's degree

Master’s Degree and above

4.Occupation: Agriculture Business

Job/Service Student

5.What do you think about the Goldstar products?

Very Good Good

Bad Very Bad

6.How did you get to know about Goldstar shoes?

Relatives Friends

Advertisement Shopkeeper

7.What is your main concern while purchasing Goldstar’s shoes?

Price Quality

Durability

8.What key attributes do you look for in Goldstar’s shoes?

Comfort Style

Durability Economy

9.Does the price of the products determine the preferences of shoes?

Yes No

Maybe

10.Does the advertisement play any role in the selection of Goldstar shoes?

Yes No

Maybe

11.Which is the effective advertising tool for Goldstar shoe?

Television advertising Newspaper advertising

Internet advertising Others

12.Is the products easily available in Pokhara?

Yes No

13. Are you satisfied with the design and variety produced by Goldstar?

Yes No

14.Are you satisfied with the price and quality of Goldstar?

Yes No

Maybe

15.Will you suggest that others buy Goldstar shoes?

Yes No

Maybe

16.What would you prefer to improve in Goldstar shoes? Please give some suggestions.

Thank-you for your time and responses! Your inputs will help in understanding the Consumers preference towards Goldstar brand shoe inside Pokhara valley.