

**CONSUMERS' PREFERENCE TOWARDS LOCAL
BRAND (FEMALE CLOTHING - CHINNO STORE,
POKHARA)**

Submitted By:

Anjali Chaudhary

Symbol No: 23450178

PU Registration No: 2023-2-45-0375

*A Project Report submitted to Pokhara University
in a partial fulfillment of the requirement for the degree of
Bachelor of Business Administration – Banking and Insurance*

At the

Nepal Tourism and Hotel Management College(NTHMC)

Gairapatan, Pokhara

March, 2026

DECLARATION

This is to certify that I have completed the Project entitled “CONSUMERS’ PREFERENCE TOWARDS LOCAL BRAND INSIDE POKHARA VALLEY” under the guidance of “**Mr. Prakash Regmi**” in partial fulfillment of the requirements for the degree of Bachelor of Business Administration- Banking and Insurance (BBA-BI) at Nepal Tourism and Hotel Management College affiliated to Pokhara University. This is my original work and I have not submitted it earlier elsewhere.

.....

Signature

Anjali Chaudhary

Exam Symbol No: 23450178

Date: March, 2026

CERTIFICATE

This is to certify that the project entitled “CONSUMERS PREFERENCE TOWARD LOCAL BRAND INSIDE POKHARA VALLEY” is a work done by “ANJALI CHAUDARY” submitted in the academic fulfillment of the requirements for the degree of Bachelor of Business Administration-Banking and insurance (BBA-BI) at Nepal Tourism and Hotel Management College, Pokhara University under my guidance and supervision. To the best of my knowledge, the information presented by him in the summer project report has not been submitted earlier.

.....

Signature

Supervisor

Prakash Regmi

.....

Signature

External Evaluator

March, 2025

ACKNOWLEDGEMENTS

It's a matter of great pleasure for me to complete the report on the topic "CONSUMERS' PREFERENCE TOWARDS LOCAL BRAND INSIDE POKHARA VALLEY" for the partial fulfillment of the requirement for the degree of Bachelor of Business Administration-Banking and Insurance (BBA-BI). First of all, I would like to express my sincere gratitude to Pokhara University for creating an academic environment that encourages critical thinking and learning.

I would like to thank Nepal Tourism and Hotel Management College for providing such an enriching and crucial requirement for us, which resulted very helpful in this research.

I am equally thankful to Mr. Parkash Regmi for guiding me and offering his valuable time, suggestions and inspiration to prepare this report.

I would also like to extend my sincere thanks to all the respondents who provided me their valuable time, views and suggestions regarding local brand, it would have been possible for me to gather the information about the topic without each of their kind support.

March, 2025

Anjali Chaudhary

Exam Symbol No: 23450178

TABLE OF CONTENT

<i>Declaration</i>	<i>ii</i>
<i>Certificate</i>	<i>iii</i>
<i>Acknowledgments</i>	<i>iv</i>
<i>Table of Contents</i>	<i>v</i>
CHAPTER I: INTRODUCTION	1
1.1 Background of the Study	1
1.2 Objectives of the Study	2
1.3 Statement of the Problem	2
1.4 Organizations of the Study	4
1.5 Significance of the Study	5
1.6 Limitation of the Study	6
CHAPTER II: LITERATURE REVIEW	8
2.1 Review of the Literature	8
2.2 Conceptual Framework	9
CHAPTER III: RESEARCH METHODOLOGY	12
3.1 Research Design	12
3.2 Population and Sample	12
3.3 Data Collection Methods	12
3.4 Data Analysis Techniques	13
CHAPTER IV: DESCRIPTIVE ANALYSIS	14
4.1 Presentation of Result	14
4.2 Descriptive Analysis	14
4.3 Gender Distribution	14

4.4 Age	15
4.5 Education Levels	16
4.6 Occupations	17
4.7 Monthly Income	18
4.8 Product Factors	19
4.9 Psychological Factor	20
4.10 Social Factors	21
4.11 Marketing Factor	22
4.12 Product Satisfaction	24
CHAPTER V: SUMMARY AND CONCLUSION	25
5.1 Summary of Findings	25
5.2 Conclusion	26
REFERENCES	
APPENDICES	

CHAPTER I

INTRODUCTION

1.1 Background of the study

The modern marketplace, consumers are exposed to a wide variety of brands when making purchasing decisions. Consumer preference refers to the tendency of individuals to choose certain products or brands over others based on factors such as price, quality, brand image, personal experience, and social influence. Understanding consumer preference has become increasingly important for businesses because it helps them design products and marketing strategies that better satisfy customer needs.

In Nepal, the retail and fashion industry has experienced significant growth in recent years. With the expansion of globalization, international clothing brands have become more visible in the market through shopping malls, online platforms, and social media. These global brands often attract consumers through strong brand image, modern designs, and aggressive marketing strategies. As a result, local clothing brands face increasing competition and must continuously improve their products and marketing efforts in order to maintain their position in the market.

Despite the presence of international brands, local clothing brands in Nepal have also gained popularity among consumers. Many local brands have improved their product quality, design, and pricing strategies to meet the expectations of modern consumers. Local brands also provide advantages such as affordability, accessibility, and cultural relevance. In addition, purchasing local products contributes to supporting domestic businesses, creating employment opportunities, and strengthening the national economy. Pokhara Valley is one of the major urban and commercial centers in Nepal, where consumers have access to a wide range of clothing brands. The city consists of a diverse population including students, professionals, entrepreneurs, and tourists. Due to the presence of different consumer groups, purchasing behavior and brand preferences may vary significantly. Some consumers prefer international brands because they associate them with prestige and higher quality, while others prefer local brands due to their affordability and familiarity.

Among the emerging local clothing businesses in Pokhara, Chinno Store has become a popular brand for female clothing. The store offers a variety of fashionable and

affordable clothing options designed to meet the needs of local consumers. However, understanding why consumers choose local brands like Chinno Store over other available alternatives remains an important issue for business owners and marketers.

Therefore, this study aims to examine consumer preference toward local female clothing brands, particularly focusing on Chinno Store in Pokhara Valley. The study seeks to identify the factors that influence consumer buying behavior, such as product characteristics, psychological influences, social influences, and marketing strategies. Understanding these factors will help local businesses improve their products, strengthen their marketing approaches, and enhance customer satisfaction.

1.2 Objectives of the Study

The main objective of this study is to examine customer preference toward local brands in Pokhara Valley. The specific objectives of the study are:

- To identify the key factors that influence customer buying behavior toward local brands in Pokhara Valley.
- To analyze consumer perception and attitude toward local brands in comparison to other available brands.
- To examine the role of price, quality, and availability in shaping consumer preference toward local brands.
- To assess the influence of promotional activities and word-of-mouth on customers' purchasing decisions regarding local brands.

1.3 Statement of the Problem

In recent years, the buying behavior of consumers in Pokhara Valley has changed significantly. Consumers today are more informed, more selective, and more exposed to a wide variety of brands than ever before. With the rapid growth of local businesses alongside the strong presence of international brands, consumers are often faced with confusion while making purchasing decisions. Although local brands have made noticeable improvements in product quality, design, and pricing, they continue to struggle in winning complete consumer trust and long-term loyalty.

Many consumers in Pokhara Valley still associate international brands with better quality, higher reliability, and social prestige. These perceptions are often shaped by

aggressive advertising, attractive packaging, and strong brand image rather than actual product performance. On the other hand, local brands are frequently judged based on past experiences, word-of-mouth opinions, or assumptions about inferior quality. This creates an imbalance where local brands are sometimes overlooked even when they offer similar value at a more affordable price.

At the same time, a growing number of consumers express interest in supporting local businesses because of emotional attachment, cultural familiarity, and awareness of economic contribution. However, this positive intention does not always translate into actual purchase behavior. Factors such as inconsistent quality, limited product variety, weak promotional strategies, and lack of strong brand identity often discourage consumers from choosing local brands regularly.

Pokhara Valley, being a major urban, educational, and tourist center, represents a diverse consumer market with varying income levels, lifestyles, and expectations. The influence of social media, online reviews, and peer recommendations has further complicated consumer decision-making. Local businesses often lack a clear understanding of how these factors influence consumer perception and preference. As a result, many local brands rely on traditional marketing approaches without knowing whether they truly match consumer expectations.

Despite the important role local brands play in employment generation, economic development, and sustainability, there is limited empirical research that clearly explains customer preference toward local brands in Pokhara Valley. The absence of such information makes it difficult for local brand owners to identify the real reasons behind consumer choice, hesitation, or brand switching behavior.

Therefore, the central problem addressed by this study is the lack of a clear and in-depth understanding of consumer preference toward local brands in Pokhara Valley. The study seeks to explore the factors influencing consumer buying decisions, examine consumer attitudes and perceptions, and identify the challenges faced by local brands in gaining customer trust and loyalty. Addressing this problem will help local businesses design better marketing strategies and align their products more closely with consumer needs and expectations.

This study aims to answer these questions:

- What factors influence customer buying behavior toward local brands in Pokhara Valley?
- How do consumers perceive and evaluate local brands compared to other available brands?
- To what extent do price, quality, and availability affect customer preference toward local brands in Pokhara Valley?
- 4. How do promotional activities and word-of-mouth communication influence purchasing decisions of customers regarding local brands?

1.4 Organizations of the study

- **Introduction**

This part introduces the overall background of the study, statement of the problem, objectives of the study, research questions, significance, and limitations. It provides a general understanding of customer preference toward local brands in Pokhara Valley and explains the context and rationale of the research.

- **Literature Review**

This part reviews relevant theories, concepts, and previous studies related to consumer preference and local brands. It helps in understanding existing knowledge, identifying research gaps, and developing a conceptual framework for the study.

- **Research Methodology**

This part explains the research design, nature and sources of data, population and sampling techniques, data collection methods, and tools used for data analysis. It describes how the study was conducted to achieve the research objectives.

- **Data Analysis and Presentation**

This part presents, analyzes, and interprets the data collected from respondents. The data are presented through tables, figures, and descriptive analysis to examine consumer preference toward local brands in Pokhara Valley.

- **Summary and Conclusion**

This final part summarizes the major findings of the study and draws conclusions based on the analysis. It also highlights key insights and implications that can help local brand manufacturers and marketers improve their strategies.

1.5 Significance of the study

Understanding why people in Pokhara Valley prefer certain local brands is more than just numbers and charts—it's about the stories behind everyday choices. This study is important because it gives a voice to the consumers themselves, showing what they truly value in the products they buy, whether it's quality, price, tradition, or the feeling of supporting something close to home. For local business owners, these insights are priceless. They help them not just sell more, but connect with their customers on a deeper level, improving their products and services in ways that truly matter to the community. Marketers and retailers can also benefit, as knowing what drives people's decisions helps them create meaningful campaigns and experiences that don't just promote a brand, but build trust and loyalty.

At the same time, the study matters to the consumers too. By understanding their preferences, local brands can better cater to their needs, offering products that are more useful, higher in quality, and reflective of the local culture they love. On a broader scale, this research can guide policymakers and local authorities in creating initiatives that encourage entrepreneurship, preserve local identity, and strengthen the economy of the valley. It highlights the delicate balance between tradition and modernity, showing how local businesses can grow while keeping the community at the heart of their vision.

Finally, beyond practical benefits, the study also enriches knowledge about human behavior. It explores why people make the choices they do, what loyalty looks like in a local context, and how culture and personal values shape the marketplace. In essence, this study is about people—their habits, their values, and their dreams for the products

they love. It is a small but meaningful step towards understanding how local brands can thrive not just as businesses, but as a part of the community's identity and daily life.

1.6 Limitations of the Study

Every research has its boundaries, and this study on consumer preference towards local brands in Pokhara Valley is no exception. While the findings offer valuable insights, it is important to recognize the factors that might limit the scope and generalizability of the results. Firstly, the study is focused exclusively on Pokhara Valley, a unique region with its own culture, lifestyle, and shopping habits. This means that while the results reflect the behavior and preferences of consumers in this area, they may not fully represent the choices of people in other cities or rural areas of Nepal, where local brands, availability, and consumer priorities can be very different.

Another limitation lies in the way data was collected. The study primarily uses surveys and questionnaires, relying on the honesty, memory, and perception of respondents. People may unintentionally provide answers that are socially desirable, influenced by personal feelings, or based on recent experiences rather than long-term habits. This means that some responses might not perfectly reflect actual buying behavior. In addition, the study considers only selected local brands, leaving out many other emerging or lesser-known brands that could influence consumer preferences. As a result, the picture of local brand preference presented here is detailed but not fully exhaustive.

Time and resource constraints also played a role. Due to limited time, the sample size was restricted, which may affect how confidently the findings can be applied to the entire population of Pokhara Valley. Furthermore, consumer behavior is dynamic and influenced by many external factors, such as seasonal trends, marketing promotions, economic changes, or even recent events in the area. These factors could have temporarily shifted preferences during the data collection period. Additionally, the study focuses mainly on general consumer choices, without deeply exploring how socio-economic background, cultural traditions, or personal values might shape loyalty to local brands. These complex influences, though significant, were beyond the practical scope of this research.

Despite these limitations, the study still provides meaningful insights into what drives local brand preference in Pokhara Valley. It highlights patterns, motivations, and

perceptions that can help businesses, marketers, and policymakers better understand and respond to consumer needs. While the findings are not without boundaries, they offer a foundation for further research and a starting point for improving local brands, services, and the overall market environment in the region. By acknowledging these limitations, the study remains transparent and encourages future researchers to explore the topic in more depth, across wider areas, and with more comprehensive methods.

CHAPTER II

LITERATURE REVIEW

2.1 Review of the literature

Consumer preference toward local brands has been widely discussed in marketing and consumer behaviour literature. According to **Duc and Mujahida (2024)**, “consumer preference for local brands is influenced by several factors such as cultural identity, emotional attachment, and economic motivations.” The authors explain that many consumers choose local brands because they feel that purchasing local products supports domestic businesses and strengthens the national economy. They further state that consumers often develop a stronger connection with brands that represent their local culture and traditions.

Similarly, **Safeer, Zhou, Abrar, and Luo (2022)** state that “perceived brand localness plays an important role in shaping consumer attitudes and purchase intentions.” Their research indicates that when consumers perceive a brand as closely related to their local culture and community, they tend to develop a more favourable attitude toward that brand. The authors further explain that positive brand attitudes can lead to stronger purchase intention and increased word-of-mouth recommendations.

Yeboah-Banin and Quaye (2021) explain that “cultural identity significantly influences consumers’ preference for local brands compared to global brands.” Their study highlights that consumers who strongly identify with their culture are more likely to prefer brands that reflect their cultural values and local identity. The authors also emphasize that cultural attachment can strengthen consumer loyalty toward local brands.

Balabanis and Diamantopoulos (2011) state that “consumer ethnocentrism influences the extent to which consumers prefer domestic products over foreign alternatives.” Their study explains that consumers with strong ethnocentric tendencies often believe that buying domestic products supports the national economy and protects local employment. The authors emphasize that such beliefs encourage consumers to show greater preference toward locally produced brands.

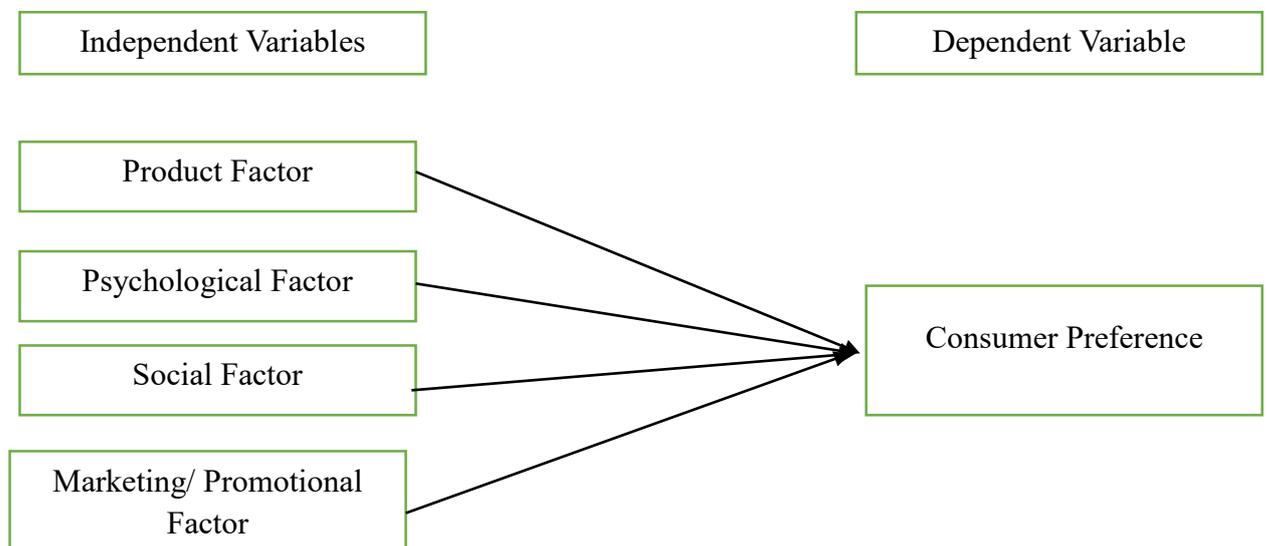
According to **Steenkamp, Batra, and Alden (2003)**, “consumers evaluate local and global brands differently based on perceived quality, prestige, and cultural relevance.”

The authors explain that while global brands are often associated with higher prestige and status, local brands may benefit from cultural familiarity and accessibility. Their findings suggest that consumers' attitudes toward brands are strongly shaped by how well the brand aligns with their cultural and social environment.

Swoboda, Pennemann, and Taube (2012) explain that “perceived brand localness positively influences consumer trust and brand loyalty.” Their research shows that consumers tend to trust brands that are closely associated with their local market and community. The authors further state that this trust can strengthen consumers' willingness to purchase local brands repeatedly.

Similarly, **Zhang and Khare (2009)** state that “cultural identity plays an important role in shaping consumers' preference between local and global brands.” Their study found that consumers who strongly identify with their local culture often prefer domestic brands, while those with a more global orientation tend to favour international brands. The authors highlight that cultural identity significantly influences consumers' brand choices and preferences.

2.2 Conceptual Framework



Operational Definition

Consumer preference toward local brands refers to the tendency of consumers to choose, favor, and purchase products produced by local companies instead of foreign brands. It reflects the degree to which consumers show positive attitudes, satisfaction, and loyalty toward locally produced products. In this research, consumer preference is measured by examining consumers' intentions to purchase local brands, their level of satisfaction with these products, their loyalty and repeated buying behavior, and their willingness to recommend local brands to others. These aspects help determine how strongly consumers in the market support and prefer local brands when making purchasing decisions.

Indicators of Consumer Preference

- Purchase Intention
- Customer Satisfaction
- Brand Loyalty
- Repeat Purchase Behavior
- Recommendation / Word of Mouth
- Trust in Local Brands
- Overall Preference for Local Brands

- **Product Factor**

These include quality, price, availability, and variety. Consumers are more likely to choose local brands that are well-made, reasonably priced, and easy to find, and offer a range of options to suit their needs.

- **Psychological Factor**

This covers brand loyalty, cultural identity, and emotional connection. People often stick to local brands they trust, feel proud to support, or feel emotionally connected to because the brand represents local culture or personal values.

- **Social Factor**

These include family, friends, social influence, and word-of-mouth. Consumer choices are often shaped by the opinions and recommendations of people around them or by broader community trends.

- **Marketing/ Promotional Factor**

This involves advertising, promotions, and brand messaging. How a local brand communicates its value, tells its story, or promotes itself can attract consumers and influence their buying decisions.

CHAPTER III

RESEARCH METHODOLOGY

The research methodology outlines the approach and techniques used to study consumer preferences for local brands in Pokhara Valley. It provides a clear explanation of how data was collected, analyzed, and interpreted to ensure the study's reliability and validity.

3.1 Research Design

This study adopts a descriptive research design, which is suitable for understanding and explaining the current preferences of consumers toward local brands. Descriptive research helps in identifying patterns, trends, and relationships among factors such as product quality, brand loyalty, social influence, and marketing strategies. By using this approach, the study aims to provide a detailed picture of consumer behavior in the context of Pokhara Valley.

3.2 Population and Sample

The target population for this study includes consumers residing in Pokhara Valley who purchase and use local products. Since it is not feasible to survey every consumer, a sample of respondents was selected using a purposive sampling method. This ensures that participants included in the study are relevant, i.e., they have experience with local brands. The sample includes a mix of age groups, genders, professions, and income levels to reflect the diversity of the population.

3.3 Data Collection Methods

Data for this study was collected using a mixed-method approach:

- **Primary Data** – Collected directly from consumers using structured questionnaires. The questionnaire included both close-ended questions (to measure factors such as product quality, price, and brand loyalty) and open-ended questions (to capture opinions, experiences, and emotional connections with local brands).
- **Secondary Data** – Obtained from existing sources such as books, research articles, reports, and online databases related to consumer behavior, local brand

preference, and marketing strategies. This helped provide a theoretical background and support the findings from primary data.

3.4 Data Analysis Techniques

The collected data was analyzed using quantitative and qualitative techniques:

- **Quantitative Analysis:** Responses from the structured questionnaire were coded and analyzed using statistical tools like percentages, frequencies, and charts. This helped identify the most influential factors affecting consumer preference.
- **Qualitative Analysis:** Open-ended responses were examined to understand the emotional, cultural, and social reasons behind consumer choices, providing richer insights into the motivations for preferring local brands.

CHAPTER IV

DESCRIPTIVE ANALYSIS

4.1 Presentation of Result

For the study 84 samples were selected and data was collected. In this chapter the collected data are presented and interpreted to achieve the objective of the study.

4.2 Descriptive Analysis

Descriptive analysis is the term given to the analysis of data that help to describe, show or summarize data in meaningful way, which allows simpler interpretation of the data.

4.2.1 Demographic Variables

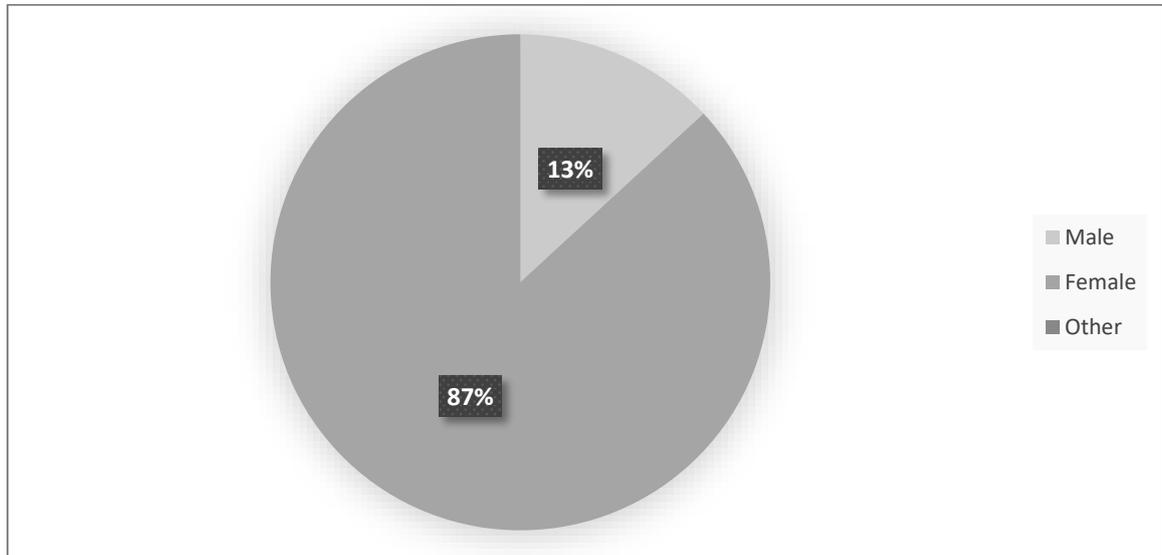
The research study is conducted in bank of Pokhara and the demographic variables includes in the study are Gender, Age, Education, Occupation, Monthly Income, Product income, Psychological Factor, Social Factor, Marketing Factor, Product Satisfaction.

4.3 Gender Distribution

This study of sample of 84 individuals found both males and females preference towards local brand.

Figure 2.1

Gender Distribution of Respondents



Source: Field survey, 2026

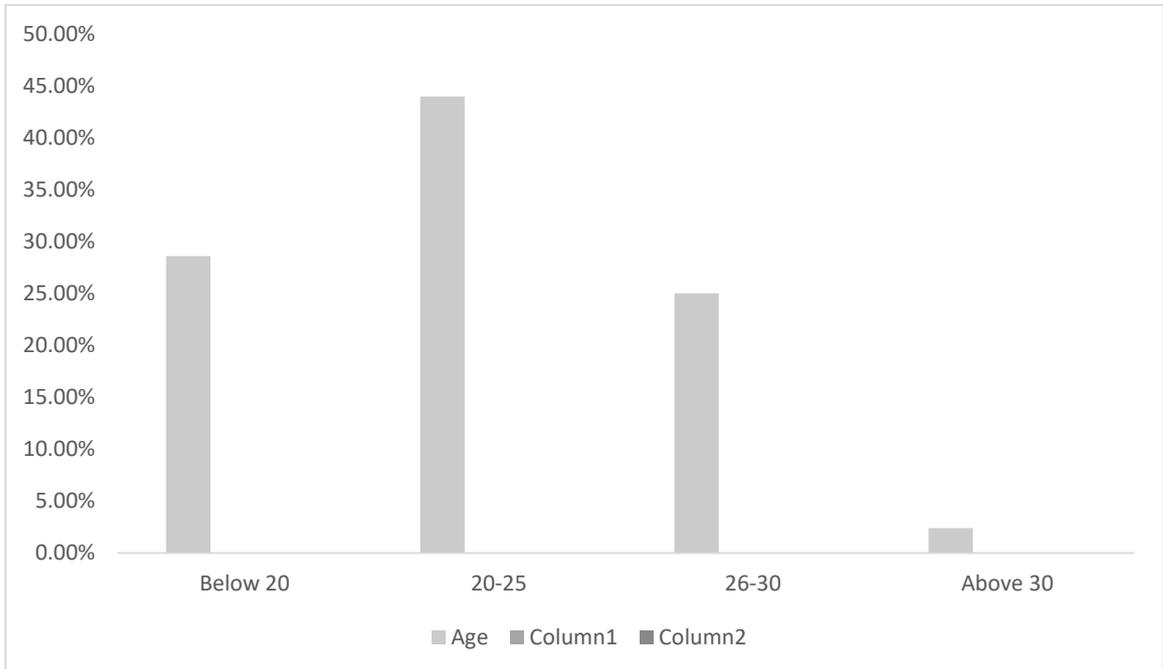
In figure 2.1 indicates that 73 of the participants are female while 11 are male. This suggests a slightly higher representation of female respondents compared to male respondents in the survey.

4.4 Age

For any research age of respondent is important. In this research also the respondent age is classified under four categories.

Figure 2.2

Age of Respondents



Source: Field survey, 2026

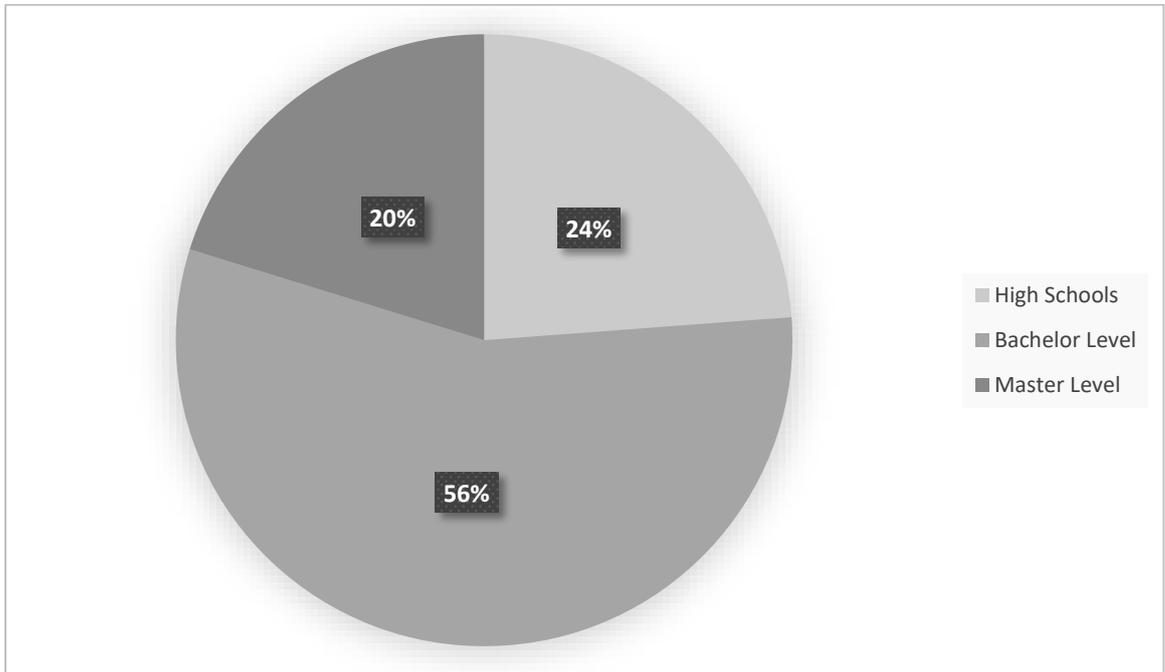
In figure 2.2 shows that the majority of respondents belong to the 20-25 age group, comprising 44% of the total sample. This is followed by the below 20 category, which represents 28.6% of the respondents and the 26-30 age group represents 25% respondents. The smallest proportion is found in the Above 30 age group, with only 2.4% participations.

4.5 Education levels

In this research the Education levels of the respondents are categorized under +2, Bachelor level, Master Level, Other which is presented in the following figure.

Figure 2.3

Education Levels of Respondents



Source: Field survey, 2026

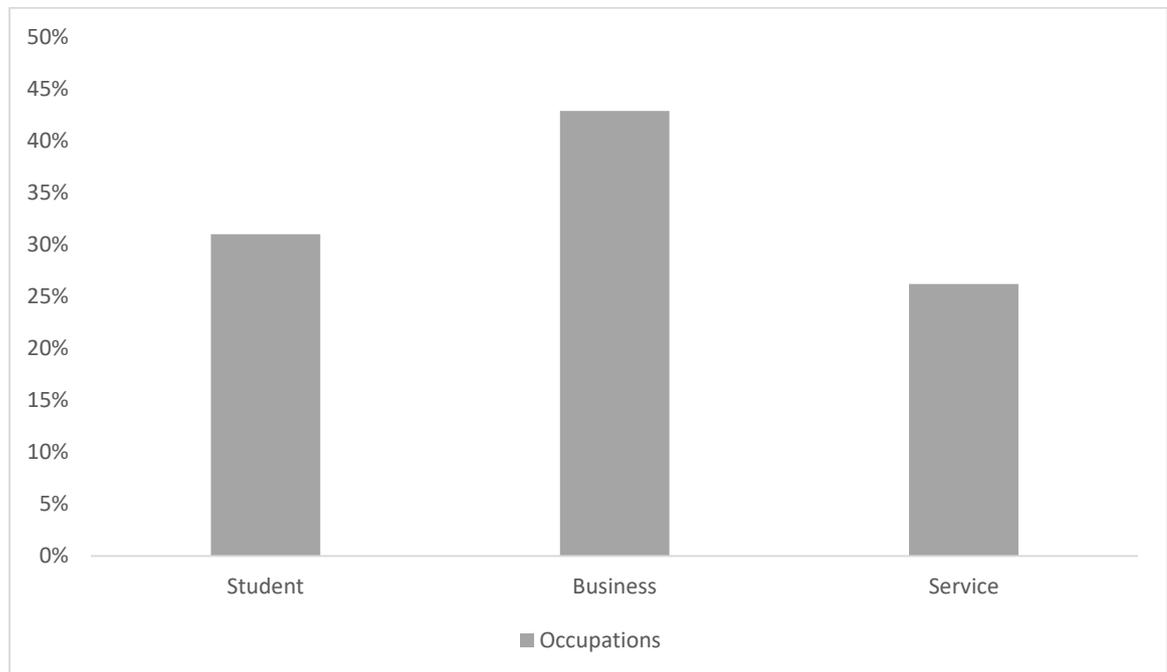
In figure 2.3 indicates that 20 of the respondents are High Schools while 17 are Master Level. This suggests a slightly higher representation Bachelor Level Respondents compared to High Schools respondents in the survey.

4.6 Occupations

The figure below displays the Occupations of participants are students, business and service. It provides an overview of their role towards local brands.

Figure 2.4

Occupations of Respondents



Source: Field survey, 2026

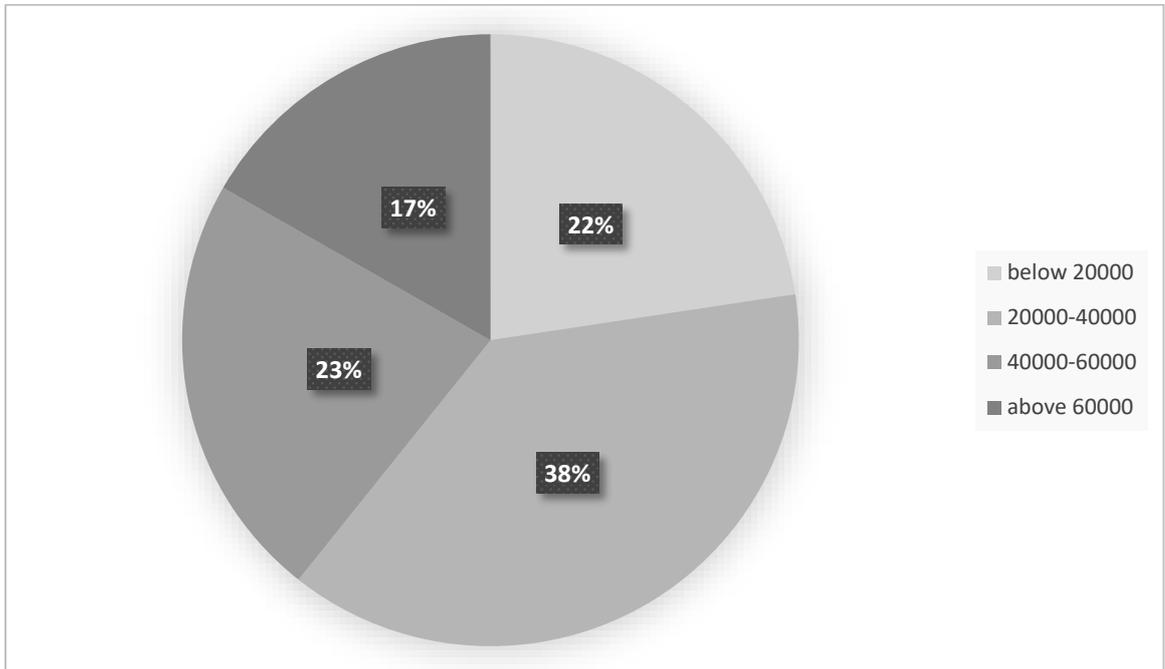
In figure 2.4 illustrates the distribution of occupations among respondents towards local Brands. The majority of respondents are Business hold 42.9%. Students hold 31% respondents and Service hold 26.2% respondents. In figure illustrates the distribution of occupations among respondents towards local Brands. The majority of respondents are Business hold 42.9%. Students hold 31% respondents and Service hold 26.2% respondents.

4.7 Monthly Income

For any research Monthly Income of respondent is important. In this research also the respondent monthly income is classified under four categories.

Figure 2.5

Monthly Income of Respondents



Source: Field survey, 2026

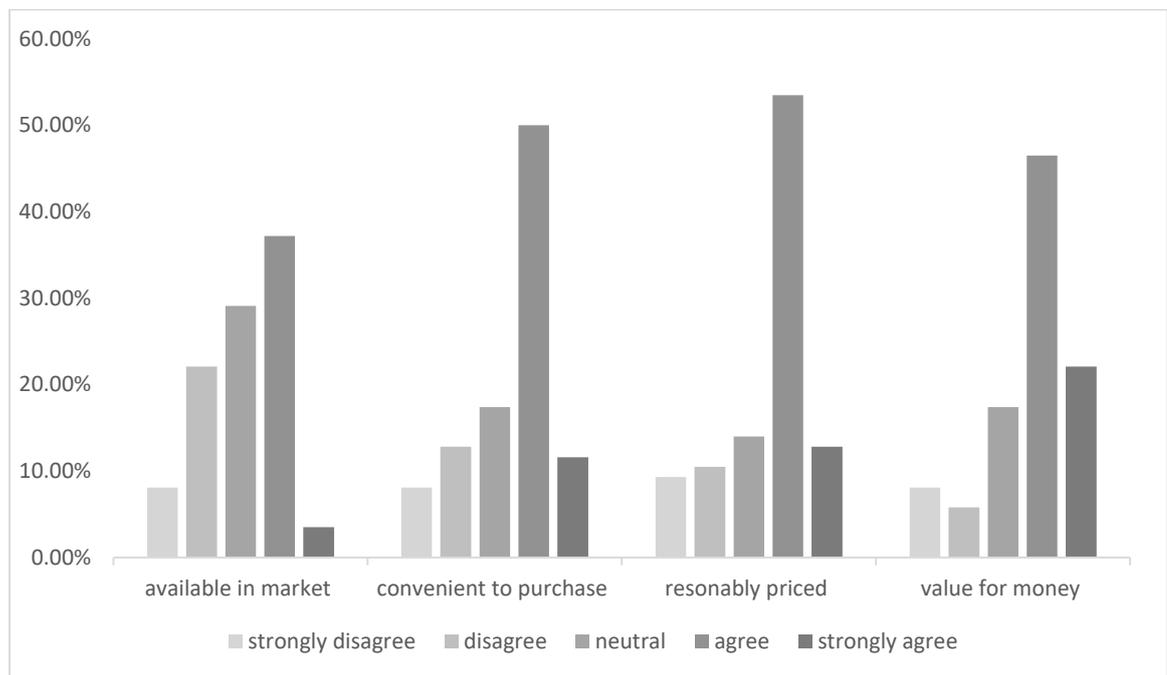
In figure 2.5 illustrates the distribution of monthly income among respondents towards local Brands. The majority of respondents are 20000-40000 hold 38%, below 20000 and 40000-60000 both holds 23% and 22% respondents. The above 60000 holds 17% respondents only.

4.8 Product Factors

This study of sample of 84 individuals found preference towards local brands. The respondents response this questions like; local brand are easily available in the market, locals products are convenient to purchase, local brands are reasonably priced, local brands provide good values for money this questions results show in figure.

Figure 2.6

Product Factors of Respondents



Source: Field survey, 2026

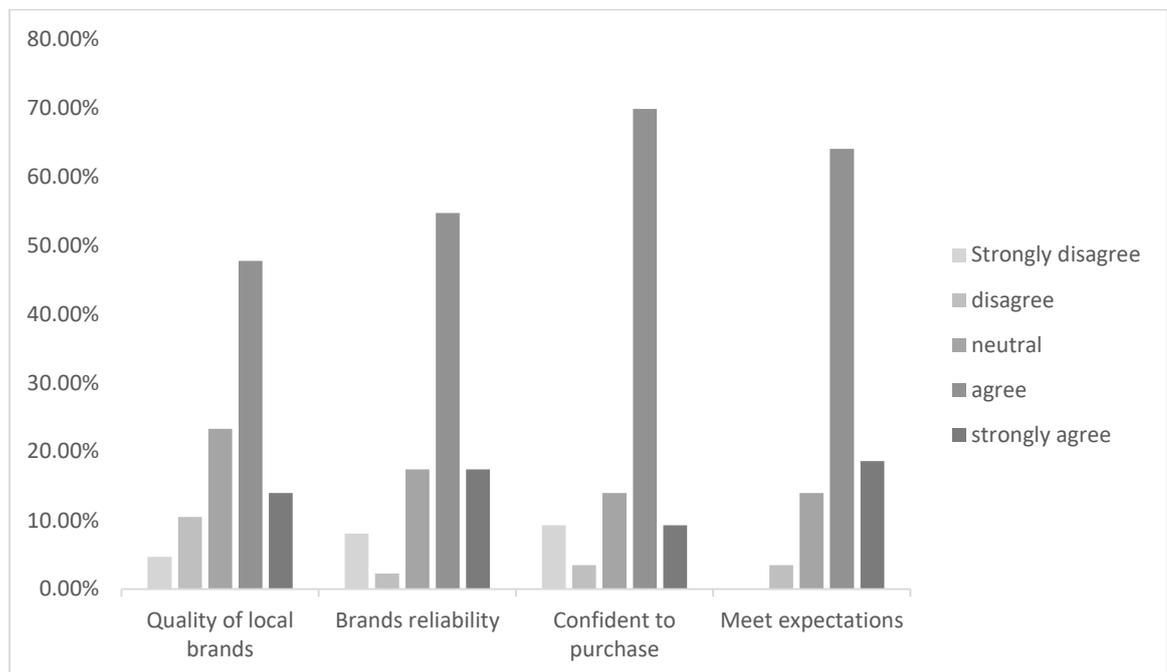
The survey findings on product factors (price and accessibility) of local female clothing brands at Chinno Store, Pokhara indicate that respondents generally have a favorable view of local brands. Most participants believe that local brands are readily available in the market and easy to purchase, showing good accessibility for consumers. In addition, many respondents feel that local brands are fairly priced and offer satisfactory value for money, which positively influences their buying decisions. Although a few respondents expressed neutral opinions or disagreement, the overall results suggest that consumers largely perceive local female clothing brands as accessible, affordable, and worthwhile.

4.9 Psychological Factor

This factor shows that the consumer preference towards local brands like brand quality, reliability, confident to purchase and expectations.

Figure 2.7

Psychological Factor of Respondents



Source: Field survey, 2026

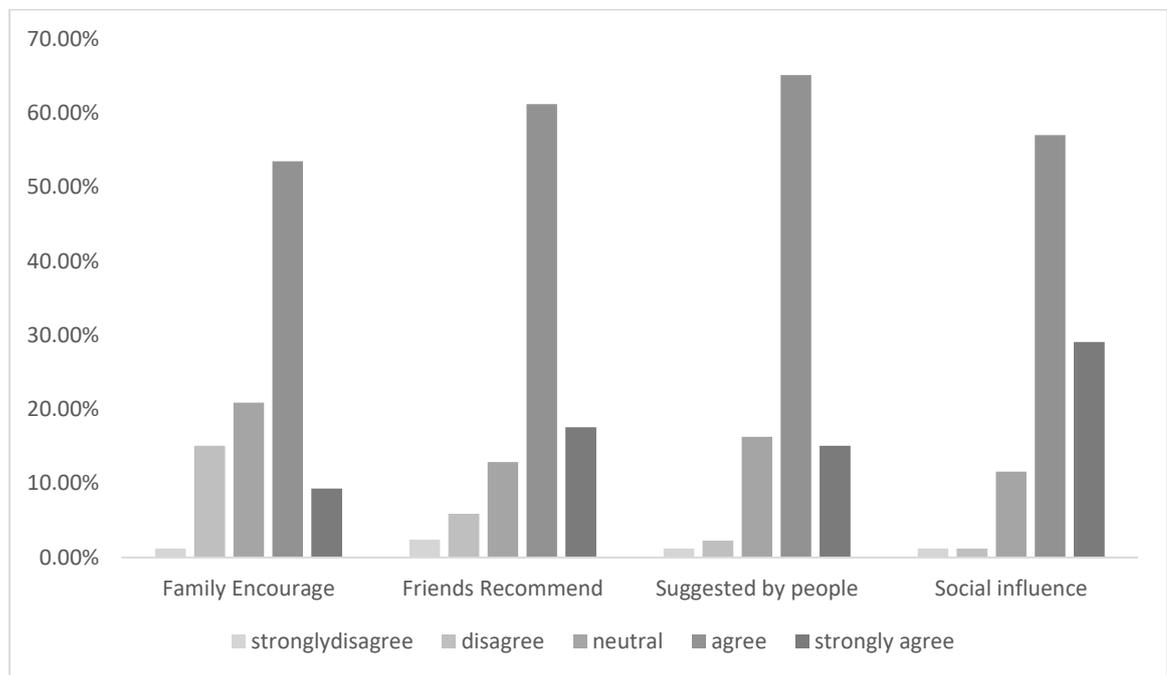
The data shows that most respondents have a positive perception of local clothing brands. Around 46.7% agreed and 14% strongly agreed that they trust the quality of local brands, while 23.3% remained neutral. Similarly, 54.7% agreed and 17.4% strongly agreed that they feel confident when buying local brands. Moreover, 64% agreed and 18.6% strongly agreed that local brands meet their expectations. Overall, the findings indicate that female consumers in Pokhara generally have trust, confidence, and positive expectations toward local clothing brands.

4.10 Social Factors

This factor shows that recommendation from family and peers. It focuses on family encouragement to buy local brands, brand recommendation, suggested by people around me and social influence.

Figure 2.8

Social Factors of Respondents



Source: Field survey, 2026

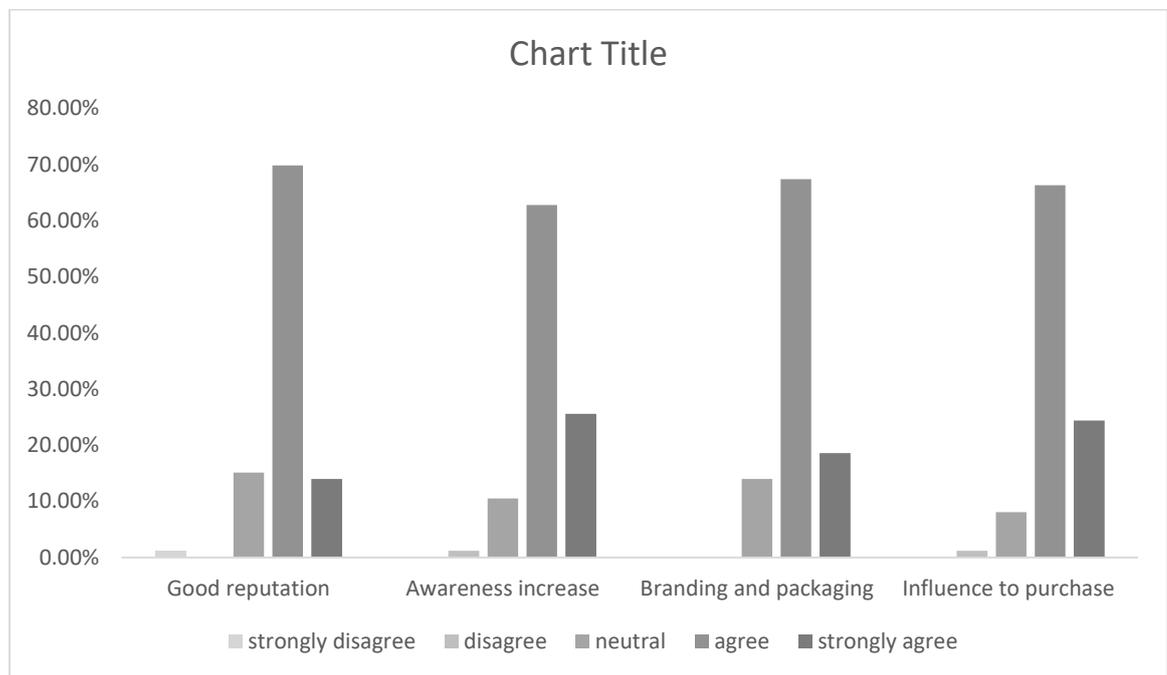
Figure shows the responses related to social factors influencing consumer preference toward local female clothing brands at Chinno Store, Pokhara. The results indicate that social influence plays an important role in shaping consumer buying behavior. A majority of respondents agreed that their family encourages them to buy local brands and that friends often recommend local brands. Similarly, many participants stated that they choose brands suggested by people around them, showing the influence of peers and social groups on purchasing decisions. Furthermore, most respondents agreed that social influence affects their brand preference, indicating that recommendations and opinions from family, friends, and society significantly impact consumer choices. Overall, the findings suggest that social factors strongly influence consumers' preference toward local female clothing brands.

4.11 Marketing Factor

The factor show that brand value towards consumer by good reputation, increases brand awareness, branding and packaging of products, influence to purchase local products.

Figure 2.9

Marketing Factor of Respondents



Source: Field survey, 2026

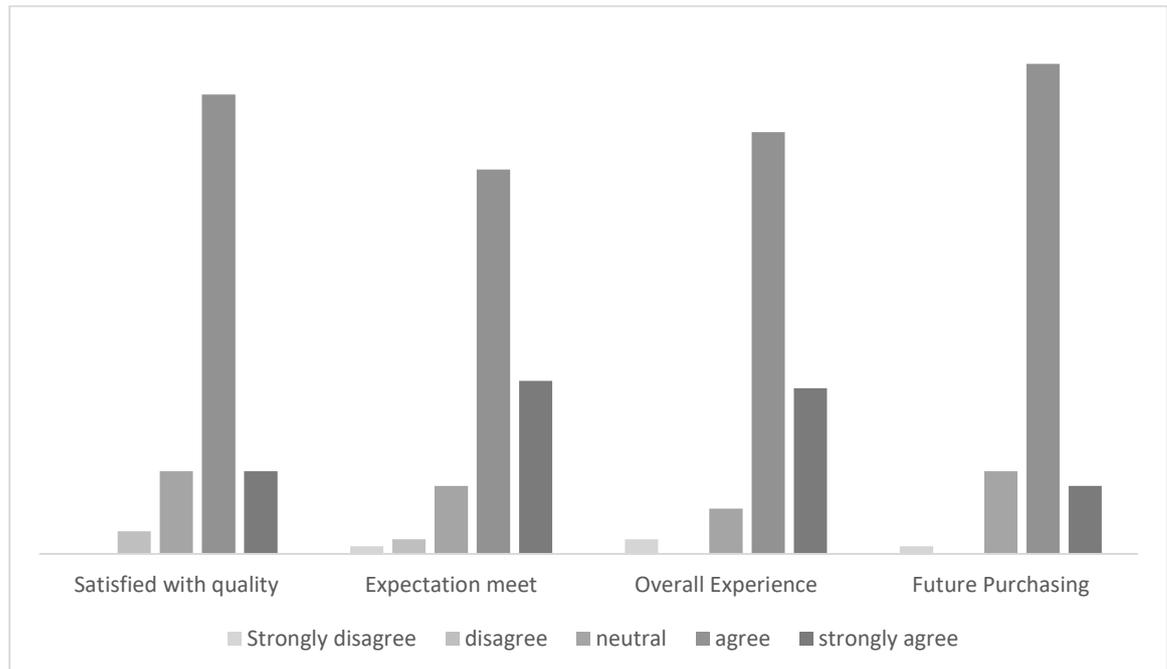
The survey results related to marketing factors show that marketing activities play an important role in shaping consumer preferences toward local female clothing brands. Most respondents believe that local brands have a good reputation in the market, indicating that customers generally trust and value these brands. Similarly, many participants agreed that advertising helps increase their awareness of local brands, suggesting that promotional activities are effective in informing customers about available products. The findings also show that the majority of respondents find the branding and packaging of local products attractive, which positively influences their perception of the brand. In addition, many participants stated that marketing activities influence their purchasing decisions, showing that promotional strategies such as advertising, branding, and packaging play a significant role in encouraging consumers to choose local clothing brands. Overall, the results indicate that effective marketing strategies contribute to increasing awareness, improving brand image, and influencing the buying behavior of consumers toward local brands.

4.12 Product Satisfaction

This factor show that consumer satisfaction towards local brand. The consumer are satisfied with quality, meet expectation, overall experience and purchase in future of local brand.

Figure 2.10

Product Satisfaction of Respondents



Source: Field survey, 2026

The survey findings show a positive perception of local female clothing brands among consumers in Pokhara. Most respondents expressed satisfaction with the quality of local brands, indicating that customers generally trust the products offered by local stores. Similarly, the majority of participants agreed that local brands meet their expectations in terms of product quality and performance. The results also reveal that most respondents are happy with their overall experience when purchasing local clothing brands, which reflects a favorable attitude toward these products. Furthermore, many participants stated that they are willing to continue purchasing local brands in the future. Overall, the data suggests that local brands such as Chino Store have been able to create a satisfactory experience for customers and maintain a positive relationship with female consumers.

CHAPTER V

SUMMARY AND CONCLUSION

In the previous chapter, the researcher has presented data and found several answers to the researcher question. This chapter will be focused on the overall summary of finding of the research questions, a conclusion in the research problems and recommendations consists of providing suggestion about research problems and providing suggestions to the researcher for further research.

5.1 Summary of Findings

This study examined consumer preference toward local female clothing brands, particularly focusing on Chinno Store in Pokhara Valley. The main objective of the research was to identify the factors that influence consumers when choosing local clothing brands and to understand their perceptions and attitudes toward these products. The study considered different factors such as product attributes, psychological influences, social influences, and marketing activities.

The research adopted a descriptive research design and collected data from 84 respondents using structured questionnaires. The respondents included individuals from different age groups, occupations, and income levels in Pokhara Valley. The collected data were analyzed using descriptive statistics such as percentages, charts, and frequency distributions in order to understand consumer behavior toward local brands.

The demographic analysis showed that the majority of respondents were female consumers and most belonged to the 20–25 age group. In terms of education and occupation, a large proportion of respondents were bachelor level students and individuals involved in business or service sectors. The income distribution indicated that most respondents had a monthly income between NPR 20,000 and NPR 40,000.

The findings revealed that product factors such as price, availability, and value for money significantly influence consumer preference toward local clothing brands. Most respondents agreed that local brands are easily available in the market, reasonably priced, and convenient to purchase. Psychological factors also played an important role,

as many respondents expressed trust in the quality of local brands and felt confident when purchasing them.

Similarly, social factors such as recommendations from family members, friends, and peers were found to strongly influence purchasing decisions. Marketing factors such as advertising, brand reputation, attractive packaging, and promotional activities also contributed to increasing awareness and influencing consumer choices.

Overall, the results showed that consumers in Pokhara Valley have a generally positive attitude toward local female clothing brands. Many respondents expressed satisfaction with product quality and their overall purchasing experience. The majority also indicated their willingness to continue purchasing local brands in the future.

5.2 Conclusion

Based on the findings of the study, it can be concluded that consumer preference toward local female clothing brands in Pokhara Valley is influenced by a combination of product, psychological, social, and marketing factors. The results indicate that consumers generally perceive local brands positively, especially in terms of affordability, accessibility, and value for money.

Product-related attributes such as reasonable pricing, availability, and convenience play a significant role in encouraging consumers to choose local brands. In addition, psychological aspects such as trust in product quality, confidence in purchase decisions, and satisfaction with past experiences contribute to building positive consumer attitudes toward local clothing brands.

Social influences were also found to be important in shaping consumer preferences. Recommendations from family members, friends, and social groups encourage consumers to try and adopt local brands. At the same time, marketing activities such as advertising, brand awareness campaigns, attractive packaging, and promotional strategies help improve brand visibility and influence purchasing behavior.

The study further shows that consumers are generally satisfied with their experience when purchasing local clothing brands. Many respondents indicated that local brands meet their expectations in terms of quality and performance, which increases the likelihood of repeat purchases and long-term customer loyalty.

Therefore, it can be concluded that local clothing brands such as Chinno Store have strong potential to compete in the market if they continue to maintain product quality, improve marketing strategies, and strengthen their brand image. By focusing on consumer expectations and building trust, local brands can further enhance customer satisfaction and increase their market presence in Pokhara Valley.

REFERENCES

- Balabanis, G., & Diamantopoulos, A. (2011). Gains and losses from the misperception of brand origin: The role of brand strength and country-of-origin image. *Journal of International Marketing*, 19(2), 95–116.
- Safeer, A. A., Zhou, Y., Abrar, M., & Luo, Y. (2022). The influence of perceived brand localness on consumer purchase intentions: The role of brand attitude and brand trust. *Journal of Retailing and Consumer Services*, 64.
- Steenkamp, J. B. E. M., Batra, R., & Alden, D. L. (2003). How perceived brand globalness creates brand value. *Journal of International Business Studies*, 34(1), 53–65.
- Swoboda, B., Pennemann, K., & Taube, M. (2012). The effects of perceived brand globalness and perceived brand localness in China. *International Journal of Research in Marketing*, 29(2), 192–202.
- Yeboah-Banin, A., & Quaye, D. M. (2021). Cultural identity and consumer preference for local brands. *Journal of Consumer Marketing*, 38(6), 670–680.
- Zhang, Y., & Khare, A. (2009). The impact of cultural identity on consumer preference for global vs local brands. *Journal of Consumer Marketing*, 26(6), 454–462.
- Duc, T. T., & Mujahida, S. (2024). Consumer preference toward local brands and its influence on purchase behavior. *International Journal of Marketing Studies*, 16(1).

APPENDICES

QUESTIONNAIRE

CONSUMER PREFERENCE TOWARDS LOCAL BRAND (Female clothing-Chinno store, Pokhara)

This questionnaire is prepared for academic research purposes. Your responses will remain confidential and used only for research. Please tick (✓) the appropriate answer.

Section A: Demographic Information

1. Gender *

- a) Male
- b) Female
- c) Other

2. Age Group*

- a) Below 20
- b) 20-25
- c) 26-30
- d) Above 30

3. Education Level*

- a) +2 Level
- b) Bachelor Level
- c) Master Level
- d) Others

4. Occupation*

- a) Student
- b) Business
- c) Service

d) Others

Untitled title

5. Monthly Income*

- a) Below 20000
- b) 20000 – 40000
- c) 40000- 60000
- d) Above 60000

Section B: Product Factor (Accessibility and Price)

6. Local brands are easily available in the market.*

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly agree

7. Local products are convenient to purchase.*

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly agree

8. Local brands are reasonably priced.*

- a) Strongly disagree
- b) Disagree
- c) Neutral

- d) Agree
- e) Strongly agree

9. Local brands provide good values for money.*

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

Section C: Psychological Factor (Brand Trust)

10. I Trust the quality of local brands*

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

11. Local brands are reliable.*

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly agree

12. I feel confident when buying local brands.*

- a) Strongly Disagree
- b) Disagree

- c) Neutral
- d) Agree
- e) Strongly Agree

13. Local brands meet my expectations.*

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

Section D: Social Factor (Recommendation from Family and Peers)

14. My family encourages me to buy local brands.*

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

15. My friends recommend local brands.

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

16. I often choose brands suggested by people around me.*

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly agree

17. Social influence affects my brand preference.*

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

Section E: Marketing Fact (Brand Value)

18. Local brands have a good reputation.*

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

THANK YOU