**A FIELDWORK REPORT PROPOSAL**

**ON**

**CUSTOMER LOYALTY AND BRAND PERCEPTION OF BHAT-BHATENI SUPERMARKET IN BIRATNAGAR**

**Submitted by:**

**SHRITI PASWAN**

**ROLL NO..03**

**T.U Registered Number: 7-2-0003-1323-2020**

**Mahendra Morang Adarsha Multiple Campus**

**Biratnagar, Morang**

**Phone Number:9827089130**

**Submitted to:**

**Office of Controller of Examination**

**Faculty of Management**

**Tribhuvan University**

In partial Fulfillment of Requirements for the Bachelor’s Degree of

**Bachelors of Business Studies (BBS)**

**2025**

### 1. Introduction

In recent years, Nepal has witnessed rapid urbanization and modernization, especially in the way people shop for daily necessities. Traditional market stalls and local grocery stores, which once formed the core of retail activity, are gradually being replaced or complemented by large, organized retail chains. Among these, Bhat-Bhateni Supermarket (BBSM) stands out as a pioneer and dominant player in the Nepalese retail industry. Its entry into Biratnagar, one of the most significant commercial hubs of eastern Nepal, marked a shift in consumer behavior from small-scale shopping to a more organized retail experience.

Brand loyalty and brand perception are two critical aspects that determine the long-term success of such retail giants. Brand loyalty refers to the tendency of consumers to repeatedly choose the same brand over others, driven by positive experiences, trust, satisfaction, and perceived value. On the other hand, brand perception is the image and associations that customers form about a brand based on their interactions and marketing exposure. Understanding these two factors is essential for maintaining a strong position in a competitive market.

With increasing options available to consumers in Biratnagar, including traditional stores, mini-marts, and local markets, BBSM must continually innovate to retain customer loyalty. This proposal seeks to explore how well BBSM has managed to embed itself in the minds of customers in Biratnagar, what factors influence their perception, and how loyal they feel towards the brand in the presence of alternatives.

According to Aaker (1991), companies that build strong brand loyalty not only ensure repeated sales but also gain long-term profitability. Armstrong (2009) adds that emotional connection, convenience, and quality service play vital roles in forming this loyalty. This research aims to investigate such dynamics in the specific context of BBSM Biratnagar.

**2. Profile of Bhat-Bhateni Supermarket**

Bhat-Bhateni Supermarket is one of Nepal's largest and most popular retail chains. Founded in 1984 by Min Bahadur Gurung as a modest grocery store in Kathmandu, it has since expanded to become a symbol of modern retail in the country. Today, BBSM operates over 25 outlets in key urban centers, offering a broad range of goods including groceries, fresh produce, electronics, home appliances, clothing, stationery, and imported items.

The core mission of BBSM is to provide a high-quality, one-stop shopping experience to customers from all walks of life. What makes it stand out is not just the variety of products it offers, but also the standardized shopping environment, fixed pricing strategy, regular discount offers, loyalty programs, and customer service approach.

The Biratnagar branch of BBSM has quickly gained popularity since its opening. Located in a prime area, it caters to the needs of urban families, working individuals, and students who seek convenience, quality, and variety under one roof. The store maintains a clean, spacious, and organized layout that encourages browsing and enhances the shopping experience.

Beyond just selling products, BBSM invests in building a trustworthy brand. It uses various marketing strategies including social media, local advertisements, and word-of-mouth to attract and retain customers. Furthermore, its consistent expansion and employment generation also contribute to its positive public image. Understanding how this brand is perceived by the people of Biratnagar and what drives their loyalty forms the essence of this study.

**3. Statement of the Problem**

Even though Bhat-Bhateni has a strong national presence, it is important to examine:

* Are customers in Biratnagar satisfied and loyal to Bhat-Bhateni?
* What makes them prefer Bhat-Bhateni over other local grocery stores?
* Do promotional activities, product variety, and environment impact their perception?
* How does the overall brand image affect customer loyalty?

These questions will guide the research and help understand the true perception and loyalty status of customers towards BBSM in Biratnagar.

### 4. Objectives of the Study

* To identify the key factors that drive customer loyalty in BBSM Biratnagar.
* To assess customer perception towards the BBSM brand in terms of quality, pricing, and service.
* To analyze the effectiveness of BBSM’s branding and promotion strategies.
* To provide suggestions to enhance customer loyalty based on the findings.

### 5. Rationale of the Study

This study is expected to be helpful in several ways:

* It will provide insights into the shopping behavior of customers in urban areas.
* It can help BBSM Biratnagar improve its branding and customer loyalty strategies.
* It will serve as a reference for future research in the field of retail marketing in Nepal.
* The findings may also guide other retail stores in Biratnagar aiming to compete with BBSM.

### 6. Research Methodology

#### 6.1 Research Design

The study will use both descriptive and analytical research design. Descriptive research will be used to collect information about customer preferences and perceptions. Analytical tools will be used to draw conclusions from the data collected.

#### 6.2 Population and Sample

The population of the study includes all the customers who shop at Bhat-Bhateni Supermarket in Biratnagar. A random sample of 50 customers will be selected for the survey.

#### 6.3 Types and Sources of Data

* **Primary Data:** Collected through questionnaires and direct interaction with customers.
* **Secondary Data:** Collected from published articles, annual reports, previous research papers, and Bhat-Bhateni’s official website.

#### 6.4 Tools and Techniques

* Questionnaire (structured with closed and open-ended questions)
* Tabulation and analysis using bar charts and pie charts

#### 6.5 Methods of Sampling

Random sampling method will be used. Every customer visiting BBSM during the survey period will have an equal chance of being selected.

### 7. Literature Review

The concepts of brand loyalty and perception have been widely studied in marketing literature. Aaker (1991) defines brand loyalty as the level of attachment a customer has to a brand, which translates into repeat purchases and resistance to switching even in the presence of competitive offers. Loyal customers serve as a valuable asset to any brand because they contribute to steady revenue and act as brand advocates.

Keller (1993) introduced the concept of customer-based brand equity, emphasizing that a brand's strength lies in the perceptions held by consumers. According to him, the differential response to a brand's marketing efforts is shaped by what consumers know and feel about the brand. This makes brand perception a critical area of study, particularly in competitive markets like retail.

Armstrong (2009) points out that successful brands are those that not only meet the functional needs of customers but also connect with them on an emotional level. He notes that consistent service quality, reliability, and brand values help build strong emotional ties. Quester and Lim (2003) extend this by linking high product involvement with stronger brand loyalty, suggesting that customers who are more engaged in their shopping decisions tend to be more loyal.

In the context of Nepal, organized retail is still growing, and BBSM has been one of the few names leading this shift. Previous studies indicate that customers in Nepal are beginning to prefer branded retail experiences for the convenience, hygiene, and assured quality they offer. However, traditional stores still hold cultural and economic significance, especially in semi-urban areas.

For BBSM in Biratnagar, where both modern and traditional retail coexist, brand perception and loyalty are likely to be influenced by a complex mix of factors including service quality, price sensitivity, shopping environment, and community reputation. This literature review forms the theoretical foundation for investigating these elements through the current research.

### 8. Limitations of the Study

* The study is limited to Bhat-Bhateni Biratnagar and does not include other branches.
* Time and financial constraints restrict the sample size to only 50 respondents.
* Data is based on self-reported questionnaires which may include biases.
* The study does not analyze financial performance or employee perspectives.

### 9. Bibliography

* Aaker, D. A. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. Free Press.
* Armstrong, M. (2009). Armstrong's Handbook of Performance Management. Kogan Page Publishers.
* Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing, 57(1), 1-22.
* Quester, P., & Lim, A. L. (2003). Product Involvement/Brand Loyalty: Is There a Link? Journal of Product & Brand Management, 12(1), 22-38.
* www.bbsm.com.np (Official Website of Bhat-Bhateni Supermarket)