Factors Influencing Consumer Preferences for Beer Brands in Bharatpur Metropolis

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Abstract

Consumer preferences describe the behavior a consumer uses to select either goods or services, and they can be affected by a number of factors like taste, price, quality, availability and beyond. This preference is important in developing and marketing products by business organizations. The Nepalese beer market is growing continuously; nevertheless, there is not much research about the consumer preferences in this industry. The available literature tends to overlook the interaction between a range of factors, which influence consumer behavior, having an impact on the price, taste, brand image, and socio-demographic features. Most beer brands still have difficulties in understanding and aligning according to the changes in consumer expectations.

This research paper seeks to examine views and perceptions of the beer consumers in Nepal. It improves on existing literature, because it puts across the relevance of studying the preferences of consumers as far as beer brands are concerned. Moreover, the results provide guidance to the brands that would like to be ready in accommodating the changing needs of the Nepalese market. It embraced a quantitative research strategy; whereby structured survey was used to gather primary data on a sample population of 615 respondents. The technique was selected because it is effective in capturing sensations and behavior of humans.

The research expects a profound linkage between consumer choice and most influential variables including: taste, price and brand image and promotion tactics. It is hoped that the results of the study will be valuable to beer manufacturers, brands, consumers, and prospective researchers.

Keywords: *brand image, consumer preferences, promotions, price, taste*

1. Introduction

Beer is the most common and widely used alcoholic beverage in the world and one of the most popular drinks (Colen & Swinnen, 2016). Mirroring this global trend, the Nepalese beer market is experiencing significant growth, fueled by urbanization, evolving social attitudes, and increasing disposable incomes (Sawagvudcharee et al., 2018). Areas such as Bharatpur Metropolis with their fast-growing economies and varied demographics, are great potentials to both local and foreign brands of beer. It is important to know the determinants of consumer choice in these particular markets to penetrate the markets successfully and position the brand. These markets have a distinctive combination of traditional tastes and contemporary, urban ones, making the consumer base a challenging environment to be an effective marketer.

Studies in the food and beverage industry suggest that consumer decision-making is rarely homogeneous, highlighting the variety of individual preference. Research carried out in different foreign settings, including Europe, Africa and other places has identified factors like sensory perception (taste), economic factor (price), brand perception (image) and marketing factor (advertising) in a combination influence consumer behavior (Aquilani et al., 2015). But the proportion of each factor can differ radically, depending on the cultural, economic, and regional conditions. There is an apparent and obvious gap in scholarly research on how these variables can be operationalized in the particular socio-economic setting of Nepal, or anywhere outside Kathmandu metro. This research paper aims to study the opinions and perceptions of the beer consumers in Nepal. It advances the current literature, in the sense that it conveys the significance of researching consumer preferences, as concerns beer brand. In addition, the findings will give directions to the brands that would wish to be prepared in meeting the evolving demands of the Nepalese market.

The insights gained from this study holds important value for beer manufacturers alongside marketers and policymakers as well as researchers. Through evaluation of price factors together with taste elements and brand image evaluations with analysis of marketing approaches businesses gain the power to enhance both product quality and branding techniques. The results enable both marketing teams to develop successful campaigns and detect fresh market possibilities while governmental authorities acquire understanding about beer consumption habits to implement regulations. The research findings contribute academically to the field of consumer behavior analysis in Nepal's beer market. Stakeholders achieve growth and market competitiveness by using data-driven findings through the analysis process.

2. Literature Review

2.1 Review of Theories

The Theory of Planned Behavior (TPB) (Ajzen, 2020) serves as a crucial framework for understanding consumer preferences for beer brands in Chitwan and Nawalparasi. This theory suggests that consumer behavior is driven by behavioral intentions, which are shaped by attitudes, subjective norms, and perceived behavioral control. Attitudes towards beer brands are influenced by beliefs regarding quality, taste, and brand reputation, which are often shaped by marketing efforts and peer recommendations. Additionally, subjective norms such as cultural traditions and social influences play a key role in beer consumption, as consumers tend to prefer brands that are popular among their social circles or associated with social gatherings.

Moreover, perceived behavioral control affects purchasing decisions, as factors like availability, pricing, and marketing strategies determine whether consumers feel they can easily access and afford certain beer brands. The intention-behavior gap also highlights that while consumers may express a preference for a particular brand, external barriers such as price fluctuations or limited availability may prevent them from making the purchase. Understanding these

aspects within the cultural context of Chitwan and Nawalparasi can provide deeper insights into beer brand preferences, helping businesses align their marketing strategies with consumer behavior.

Consumer preferences for beer brands are influenced by both perceived quality and consumer judgment rather than just objective product attributes. Perceived quality refers to a consumer's overall impression of a product's excellence, which may not always align with measurable quality standards. Consumers evaluate beer brands within their evoked set, considering various options based on both intrinsic cues (such as flavor and texture) and extrinsic cues (such as brand name, packaging, and price). This differentiation is essential in understanding how beer brands are assessed and compared by consumers in Chitwan and Nawalparasi.

Furthermore, consumer decisions can be shaped by both affective quality (emotional appeal) and cognitive quality (rational evaluation) (Zeithaml, 1998) price plays a critical role, as many consumers associate higher prices with better quality, influencing their perception of value. Additionally, cultural and demographic factors, including age, gender, and lifestyle, can further shape beer brand preferences. Incorporating exploratory research methods, such as focus groups and in-depth interviews, can provide deeper insights into how these factors interact in shaping consumer choices. By understanding these elements, businesses can tailor their marketing strategies to align with consumer behavior in Chitwan and Nawalparasi.

2.2 Review of Empirical works

Gliszczyńska-Świgło et al. (2025) analyzed quality characteristics and perceptions of non-alcoholic beers in Poland, noting increased popularity due to health awareness, with consumers prioritizing sensory attributes like taste and aroma over alcohol content. Similarly, Vrînceanu et al. (2025) conducted marketing research on craft beer preferences in Romania, identifying key factors such as taste, local production, and packaging influencing purchases

through a questionnaire survey. Xie et al. (2025) unveiled disparities in beer consumer behavior in China, emphasizing demographic and cultural drivers shaping preferences for diverse styles.

Research carried out by Svatošová et al. (2021) on the consumers in Czech beer market identified that factors such as quality and taste affected beer consumers' decision in that order, brand and domestic production. Cask or draught beer was favored and most of the beer was consumed in restaurants particularly, pubs. With regard to the social context, most of the respondents said that they prefer to consume beer with friends. The results help to understand the tendencies and attitudes of the Czech beer consumers, and as a result contribute to the further advertising and producing strategies of the breweries and the retailers of beer.

The study conducted by Carvalho et al. (2018) to understand the consumers of craft beer was conducted in Brazil, the research identified a rising market segment of younger people interested in differentiated and higher quality products. Craft beers give these consumers variety by offering a variety of tastes and how they are brewed in the market. The study underlined that the knowledge of consumers' motive, their desires, and needs like quality, sensory properties and even drinking value. Future studies should be conducted to identify the detailed drivers engendering the consumer decisions within the Brazilian craft beer market.

Donadini and Porretta (2017) asked 150 participants to rate 49 different craft beers based on 8 factors, including brewery type, brewing method, and selling price. The results showed that the brewing process and the kind of packaging (cans or bottles) were given top priority by the respondents. Other important factors included the brewery's categorization and the ingredients' makeup. On the other hand, factors like the brewing apparatus used and the brewery's geographic location were thought to be the least significant, while pricing and buying locations were thought to be less important.

The study of Aquilani et al. (2015) showed that the consumers who have attempted craft beer the perceived quality attributes such as aroma, foam, and carbonation were more valued than by the mere consumers of commercial beer. Consumers associate craft beer with higher quality of product because of better ingredients used and the processing methods that go into making it. Some of these factors are relevance of smell, frequency of beer consumption and cultural drinking patterns had some effective on the probability of commercial beer consumers to try craft beer. The study revealed a trend towards the enhancement of beer quality and consumers have developed a new trend of distinguishing the quality of beers. The new craft brewers should capitalize on this trend by defining niches of customers to capture besides, stating that quality is key as opposed to quantity as their competition might offer.

According to Christian and Sunday (2013) beer brand preference case of Port Harcourt Nigeria established that the aspects of advertising, reference group and situational factors dominated consumer choices. The last activity involved persuasion, and advertising with celebrities' endorsements being the most dominant influenced brand image and preference. Peer group influence and situational variations also influenced consuming decisions since consumers mimicked the choices in relation, or in relation, to specific situations and groups. This paper highlighted these factors for breweries to build proper marketing strategies that will help sustain its competitive place in the increasing Nigeria beer market.

Khmel'nyts'ka and Swift (2010) admits the fact that Ukrainian beer consumers consider more if a beer is good tasting, a recognized brand and easily available than the origin. This is so because people consider that the advert of foreign companies is much more credible than that of local firms. They also select beers that are recommended top friends and family members specifically where the one recommending the beer is famous or well recognized. Nonetheless, there is significant force from local beer brands because many Ukrainians favor purchasing products manufactured domestically. Further studies are required to provide a deeper perspective of these trends, while the foreign firms interested in the beer sales in Ukraine should acquire their own production facilities on this market since it will be easier to launch and penetrate.

Despite global insights, Nepal-specific research remains limited to urban areas like Kathmandu, overlooking regional variations in places like Bharatpur Metropolis, where urbanization blends local and imported preferences. This study addresses gaps by examining taste, price, brand image, and promotions, informing strategies for Nepal's expanding market.

3. Methodology

This study employs a correlational research design to systematically examine the factors influencing consumer preferences for beer brands within Bharatpur Metropolitan. This design is appropriate as it allows for the identification and measurement of relationships between key brand attributes such as price, quality, brand image, marketing and consumer choice, without implying causation. The target population for this investigation consists of all beer consumers residing in Bharatpur Metropolitan. To ensure a representative and meaningful analysis of this diverse population, a sample size of 615 respondents was selected.

The structured online questionnaire was used in assembling primary data in order to achieve efficiency and broad scope. To collect the necessary data during a short period of time, a Google Form survey was created and distributed via social media applications, such as Facebook messenger, WhatsApp, and Instagram. The survey questionnaire was structured to elicit data concerning the important variables such as brand perception, price sensitivity, advertising impact, and social factors. Descriptive statistics were used to summarize consumers responses, while logistic regression was employed to examine the influence

of independent variables on consumers preferences. Additionally, reliability was assessed using Cronbach's alpha.

4. Results

4.1 Reliability Analysis

Table 1: Reliability Analysis

Construct	Cronbach's Alpha	Number of Items
Price Factor	0.709	6
Taste Factor	0.700	6
Brand Image Factor	0.707	6
Advertising & Promotion Factor	0.700	6

The reliability analysis shows that all four constructs Price, Taste, Brand Image, and Advertising & Promotion achieved Cronbach's alpha values above 0.70, indicating acceptable internal consistency across the six items used to measure each factor.

4.1.2 Descriptive analysis

This section presents the results and analysis of the descriptive statistics of the variables under investigation in tabular formats.

Table 2: Demographic Profile of Respondents (Source: Survey Data, 2025)

Respondents Demographics	Categories	No of Respondents	Respondent %
Age	18-25	110	17.9%
	26-35	301	48.9%
	36-45	150	24.4%
	46 and above	54	8.8%
Gender	Male	456	74.1%
	Female	154	25.0%
	Prefer not to say	5	0.8%
Education Level	Primary	48	7.8%
	Secondary	50	8.1%
	Under Graduate	167	27.2%
	Post Graduate	343	55.8%
	MPhil or above	7	1.1%
Income Level (Monthly)	Less than 20000	88	14.3%
	20000-40000	150	24.4%
	40000-60000	206	33.5%
	60000-80000	121	19.7%
	More than 100000	50	8.1%

Beer Consumption Frequency	Very Rarely	10	1.6%
	Rarely	29	4.7%
	Occasionally	71	11.5%
	Frequently	188	30.6%
	Very Frequently	317	51.5%
Preferred Beer Brand	Dragon	8	1.3%
	Nepal Ice	18	2.9%
	Budweiser	24	3.9%
	Carlsberg	35	5.7%
	Arna	77	12.5%
	Barahsinghe	98	15.9%
	Tuborg	124	20.2%
	Gorkha	231	37.6%
Location	Urban	538	87.5%
	Rural	77	12.5%

The study surveyed a total of 615 respondents. The majority were aged 26–35 years (48.9%), and most were male (74.1%). In terms of education, more than half had completed postgraduate studies (55.8%), while the largest income group earned between NPR 40,000–60,000 per month (33.5%). Regarding beer consumption, over half (51.5%) reported drinking very frequently, with Gorkha (37.6%) being the most preferred brand. Finally, most respondents resided in urban areas (87.5%).

Table 3: Summary of mean and standard deviation

Variables	Mean	SD
Price Factor	4.55	0.57
Taste Factor	4.56	0.58
Brand Image Factor	4.56	0.56
Advertising & Promotions Factor	4.53	0.60

The descriptive statistics show that respondents rated all four factors highly, with mean scores above 4.5 on a five-point scale. Taste (M = 4.56, SD = 0.58) and Brand Image (M = 4.56, SD = 0.56) received the highest ratings, followed closely by Price (M = 4.55, SD = 0.57) and Advertising & Promotions (M = 4.53, SD = 0.60). The relatively low standard deviations (ranging from 0.56 to 0.60) indicate that responses were consistent across participants, suggesting a general agreement on the importance of these factors in influencing consumer preferences.

Table 4: Omnibus Tests of Model Coefficients for Beer Brand Recommendations

	Chi-Square	Df	P-Value
Step	19.231	4	<0.001

Block	19.231	4	<0.001	
Model	19.231	4	<0.001	

Table 4 presents the Omnibus Tests of Model Coefficients, which evaluate whether the logistic regression model including the independent variables Price, Taste, Brand Image, and Advertising & Promotions is significantly better at predicting beer brand recommendations compared to a model with no predictors. The results show a Chi-square value of 19.231 with 4 degrees of freedom and a significance level of $p < .001$. This indicates that the model is statistically significant, meaning that the set of independent variables collectively has a meaningful impact on respondents' beer brand preferences.

The Model Summary provides an overview of the model's fit. The -2 Log Likelihood value is 337.162, reflecting the goodness of fit of the logistic regression model. The Cox & Snell R^2 value of 0.031 and Nagelkerke R^2 value of 0.070 suggest that the independent variables together explain approximately 3.1% to 7.0% of the variance in beer brand recommendations. The estimation process terminated at iteration number 6, as the parameter estimates stabilized, changing by less than 0.001, indicating that the model had successfully converged.

Table 5: The regression coefficients, standard errors, Wald statistics, significance levels, and odds ratios (Exp(B)) are presented in Table

Variables	B	S.E.	Wald	df	Sig.	OR
Price	0.085	0.346	0.060	1	0.807	1.088
Taste	0.563	0.303	3.442	1	0.064	1.756
Brand Image	0.509	0.343	2.198	1	0.138	1.664
Advertising and Promotions	0.033	0.348	0.009	1	0.924	1.034
Constant	-2.878	1.272	5.115	1	0.024	0.056

Table 5 presents the results of the logistic regression analysis examining factors influencing beer brand recommendations. The model explains approximately 3.1% to 7.0% of the variance in the dependent variable, as indicated by the Cox & Snell R^2 (0.031) and Nagelkerke R^2 (0.070).

Among the predictors, taste was the most influential factor, showing marginal statistical significance (B = 0.563, p = 0.064). The odds ratio of 1.756 indicates that a one-unit increase in perceived taste increases the likelihood of recommending the beer brand by 75.6%. Brand image had a positive but statistically non-significant effect (B = 0.509, p = 0.138), with an odds ratio of 1.664, suggesting a 66.4% increase in recommendation odds with higher brand image perception. Price showed a weak positive association (B = 0.085, p = 0.807), with an odds ratio of 1.088, reflecting an 8.8% increase in odds per unit increase, though not statistically significant. Advertising and promotions had the least influence (B = 0.033, p = 0.924), with an odds ratio of 1.034, indicating a minimal 3.4% increase in recommendation odds.

The constant term was statistically significant (B = -2.878, p = 0.024; OR = 0.056), representing the baseline log-odds when all predictors are zero. Overall, although none of the predictors reached the p < 0.05 level except the constant, taste appears to be the key driver of beer brand recommendations.

5. Discussions

The logistic regression analysis indicates that taste is the predominant factor influencing beer brand preferences in Bharatpur Metropolis, Nepal, with a marginally significant positive coefficient (B = 0.563, p = 0.064) and an odds ratio of 1.756, implying a 75.6% increase in recommendation likelihood per unit improvement in perceived taste. This aligns with Lerro et al. (2020) , who, using Best-Worst Scaling in Italy, ranked taste highest among craft beer attributes for its role in perceived quality. Similarly, Aquilani et al. (2015) found taste differentiated industrial from craft beers in Italy, favoring flavorful options. However, our findings contrast with Donadini and Porretta (2017), where taste interacted more with extrinsic cues like packaging in Italian craft segments, suggesting Nepalese consumers prioritize intrinsic flavors, as seen in preferences for local brands like Gorkha (37.6%).

Brand image shows a positive but non-significant effect

(B = 0.509, p = 0.138), with an odds ratio of 1.664 indicating a 66.4% boost in recommendations. This echoes Sawagvudcharee et al. 2018) in Kathmandu, Nepal, where brand image correlated strongly with purchases via correlation and regression, especially among urban, educated consumers mirroring our sample (87.5% urban, 55.8% postgraduate, 33.5% mid-income NPR 40,000–60,000). In contrast, Meyerding et al. (2019a) in Germany ranked brand lower in conjoint analyses, behind origin, possibly due to mature markets' globalization effects Colen and Swinnen (2016). In Nepal's emerging context, brand image may thus act as an emotional tie to national identity.

Price and advertising exert negligible influence, with non-significant coefficients (B = 0.085, p = 0.807 for price; B = 0.033, p = 0.924 for promotions) and odds ratios near 1. This diverges from Christian and Sunday (2013) in Nigeria, where advertising correlated perfectly (r = 1.0) with preferences due to competitive marketing. Svatošová et al. (2021) in the Czech Republic also emphasized price in choices, alongside quality. Our results better align with Colen and Swinnen (2016) , noting reduced price sensitivity at higher incomes in global patterns, consistent with Nepal's urban growth Sawagvudcharee et al. (2018) . This differs from Lee et al. (2006) in the U.S., where branding revelations altered preferences post-tasting.

The model's low fit (Cox & Snell $R^2 = 0.031$; Nagelkerke $R^2 = 0.070$) suggests unaccounted variables like social factors. Demographically, the young male skew (48.9% aged 26–35, 74.1% male) and frequent consumption (51.5%) parallel with Carvalho et al. (2018) in Brazil and Betancur et al. (2020) global review, where similar groups favored novelty. Preferences for Gorkha and Tuborg reflect domestic appeal, akin to Guinard et al. (2001) in the U.S., though our study shows less blind-to-informed shift, as in (Hernández-Mora et al. (2022) emphasizing emotions in Mexico.

These findings fill Nepal-specific gaps beyond Kathmandu Sawagvudcharee et al. (2018) , implying brands focus on taste and image. Unlike European craft trends Lerro et al. (2020) and Meyerding et al. (2019) valuing organics, Nepalese preferences favor intrinsics, urging culturally adapted strategies in regional markets.

6. Conclusion

This research finds a great deal of correlation between preferences of consumers to beer brands in Bharatpur Metropolis and influencing factors whereby taste is the most important factor, brand image comes next after taste, price and promotions are subordinate factors (Aquilani et al., 2015) (Lerro et al., 2020). The results confirm the aims and objectives of the research as they demonstrate the interaction between sensory and perceptual and demographic factors in the developing market of beer in Nepal under the influence of urbanization and rising income levels (Dhakal, 2023).

The results provide relevant practical conclusions to beer producers and marketers to make the focus on the flavor creation and heritage-oriented branding to be better matched with the needs of the consumers, as well as the market position. Consumption patterns can be used by policymakers to refine policy, and future studies ought to embrace qualitative studies or larger sample sizes to overcome the challenges associated with the studies, such as urban bias and small model variance, which will lead to a better comprehension of the consumer behavior in the Nepal beverage industry.

Declaration of Competing Interest

The author states that there are no conflicts of interest.

Data Availability

The data that underlie the findings of this research can be provided by reaching out to the author.

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