

Impact of Advertising on Consumer's Behavior of Cosmetic Products

A THESIS

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RECOMMENDATION

This is to certify that the thesis

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Impact of advertising on Consumer's Behavior of Cosmetic Products

Has been prepared and approved by this department in the prescribed format of Faculty of Management. This thesis is forwarded for examination.

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VIVA – VOCE SHEET

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**Impact of Advertising on Consumer's Behavior of Cosmetic Products**” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for Master’s in Business Studies (M.B.S), prepared under the supervision of Mr. Babu Ram Singh Thapa, lecturer of Patan Multiple Campus.

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CHAPTER-I

INTRODUCTION

1.1 Background of the Study

The rapid development of any country in this modern era depends to a large extent on the level of financial activities. Financial activities play a role of catalyst in the process of economic development of a country. Industrialization is key factor in the process of economic development and its importance as a means of achieving economic growth and prosperity has long been recognized in the economic literature. Industrialization offers prospect for the expansion of employment, but it also helps to accelerate the development of other sector of the economy. It is one of the major tools with the aid of which the various circle of backwardness and poverty can broken. Industrialization is indeed considered as being synonymous with the economic development meant a rising gross national product an increase in investment, consumption and rising standard of living. Advertisement is one of the key elements for the development, expansion, and growth of industrial sector and ultimately for the economic development of the country. Out of the various means of advertisement, television advertisement is the most popular and effective means than other types of advertisement.

Many people use advertising at some time in their life. Some may use it privately while others may use in business. And many people respond to advertisements. They enjoy the choices available to them in every sphere of life (Kotler, 1994:20).

It is one of the major tools that companies use to persuade target buyers and publics to buy their products or services. The main purpose of advertising is to persuade the consumer to buy the products or services. The other purposes can be to inform the consumers about the products availability features, uses etc.

Different people have defined advertising in many ways; however they all mean nearly the same thing. Some of the popular definitions of advertising are as follows:

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Jain, 1991:3).

Advertising is the means by which we make known what we have to sell or what we want to buy (Jefkins, 1985:14).

The advertisers include not only business firms but also museums, professionals, and social organizations that advertise their products or services. The term "Advertisement" is very popular in today's world. All the countries of the world use it. We can see it everywhere, i.e., on the television, on the matchbox, in the newspaper, magazines, on the trash containers, on the vehicles even in the sky and so on. We can also hear it on the radio. So the advertisers have different choices of media to advertise their product, service or an idea. The advertiser needs to choose the medium which best reach the customers. In this respect, the study of the media impact on the consumer behaviour is the must.

Consumer behaviour is the attitude, feeling, perceptions, norms and values of the consumers towards the products which effect the buying decisions of the consumers to a product. The marketers are much more concerned to these variables while understanding the purchase behaviour of the buyers.

Advertising is used by different organizations in different ways. A large company set up its own advertising department whose job is to develop the total budget, help develop advertising strategy, select media, approve advertising agency. However, most companies use an outside advertising agency to help them create advertising campaigns and to select and purchase media.

Many important decisions have to be made before undertaking the advertising program. It is certainly one of the most important complex decision areas facing business executives. Major decision areas in developing advertising program include setting the advertising objectives, deciding on the advertising message, deciding on

the media and evaluating advertising effectiveness. There are various types of advertising media. Media are the instruments or the way through which the advertisement messages are put before the public. The most brilliant original advertising ideas will be wasted if they are not supply through the right media to the right readers, viewers, listeners or passers-by.

Among different types of media, television medium plays a vital role. The importance of television advertising is increasing day by day. Television gives information to a large number of people than any other medium of advertising. Due to the satellite facility, television programs are viewed internationally. In today's glamorous world, we can show all the aspects of products and services through television advertising. It is always said that people believe in things until they hear and see. This can be possible through television advertising only.

Television advertising first came into prominence in the 1950s in America (Jefkins, 1985:14). At first, the popularity of television was hindered by the expensive cost of TV sets and lack of programmers. But its impact was so deep that within a decade it was spread over the world. Nepal is not an exception. In Nepal, television was first commissioned in 2041 B.S. in the name of Nepal television. It started to telecast the program in 2042 B.S. while the commercial telecasting started only in 2044 (NTV Views Survey, 2055:12). Television advertising has many advantages. Firstly, it combines sight, sound and motion. It is quite appealing to the senses. It arouses high attention and it has high reach. It has certain disadvantages also namely high absolute cost; high clutter; fleeting exposure and less audience selectivity. However, we cannot deny the fact that television enjoyed the dominant position in the media mix.

Brief Profile of Sample Companies

Sunshilk Shampoo is key product of Hindustan Liver Limited and it is manufactured and marketing by Nepal Lever Limited in Nepal. HLL is a popular household name with its brands like Surf, Lux, Sunshilk, Pepsodent and Lifebuoy touching the lives of two out of every three Indians each day. Unilever had created a uniform corporate

brand across the world in line with its future direction of 'One Unilever'. The last of the Unilever subsidiaries to change their names were Nepal Lever, which became Unilever Nepal, and Nippon Lever, which became Unilever Japan. The parent company, which holds a little over 51% in the Indian subsidiary, has been patiently waiting for this change. Unilever Nepal Ltd. is Nepal's branch of Hindustan Lever Ltd. It was starting production of detergent powder in 1994 and from 1995 starting the production of toilet soap and from 1996 started production of close up tooth paste, shampoo. In these day company producing affordable Soap, luxurious Shampoo, Tooth Paste, Detergent, Hair care, skin care and every house hold care product etc. In other word, Unilever Nepal Limited is a subsidiary company of Hindustan Unilever Company. This is one of the blue chip public limited manufacturing companies operating in Nepal. The company has share capital of NRs 9,20,70,000 (as on fiscal year 2068/69). This company is listed in Nepal Stock Exchange and it's stock symbol is "UNL".

The company's office is located at the Heritage Plaza - II, C & D Block, Kamaladi, and its factory is situated at Basmadi, Hetauda. It is a part of Unilever with Operations in more than 150 countries globally. It has one of the largest multinational FMCG Company successfully operating in Nepal for more than 18 years having a modern factory at Hetauda. It is one of the largest Fast Moving Consumer Goods Company in Nepal, touching the lives of two out of three Nepalese with different categories in Home & Personal Care Products.

The brief detail of the Nepal Lever Limited is presented in table given below:

Company Name	Unilever Nepal Ltd
Business Type	Manufacturer
Product/Service	Lux, Close up, Pepsodent, Dove, Lipton, Colgate-Palmolive ca, Sunshilk, Fair & lovely etc.

Company Address	Basamadi 5, Hetauda, Nepal
No. of Total Employees	101 - 800 People

Ownership and Capital

Year Established	1994
Legal Representative/Business Owner	CEO

Trade and Market

Main Markets	North America South America Western Europe Eastern Europe Eastern Asia Southeast Asia Mid East Africa Oceania
Total Annual Sales Volume	US\$1 Billion - US\$2.5 Billion

1.2 Statement of the Problem

Advertising is one of the most important tools that companies use to persuade target buyers to buy their products or services. There are many special and specific reasons for advertising. The reasons can be to announce a new product or service or an idea to expand the market to new buyers, to announce a modification, to announce a price change, to announce a new pack, to make a special offer etc. Therefore, the advertising plays a crucial role in marketing. Today due to the importance of advertising many companies are using advertising as their integral part. The role of advertising is to shift the products demand curve upward. For this, the effectiveness of

advertisement is one of the major areas advertiser needs to consider. Deciding on the media is the crucial task the advertiser needs to undertake for the success of any advertisements. Among various types of media, television enjoys the dominant position. Advertisement can reach to various countries at a time through television. It has world wide approach.

In today's world, the popularity of television is increasing day by day. It is very useful for the advertiser to know the popularity of television among different people. Different types of advertisement through television appeal to the different customer differently. Careful analysis should be done in this regard for the success of any advertisement campaign. This is lacking in Nepal. Very few analysis and research is conducted regarding this. Hence, the main objective of this thesis is to provide useful information regarding the effectiveness of television advertising to different group of people particularly in urban areas. This survey will try to solve the questions like how popular the television advertisement is among different people in urban areas. Is it popular among youngsters or middle-aged or is it popular among older people? These all findings can be more useful for the advertiser while selecting among media according to their product types.

There are various types of television advertisement. It may be presented in the form of slice of life, lifestyle, fantasy, mood or image, musical, personality symbol, technical expertise, scientific evidence, testimonial evidence etc. Different people prefer different types of television advertisements. The selection of the target market and the product's nature plays a significant impact on choosing the media. The boundaries within which, the product are intended to be sold sets limitation on choice of media. Different people show different attitudes toward the same message aired, telecast and published. In Nepal many advertisers fails to give due importance in this regard. This leads to the failure of advertisement in generating due positive response from consumers. Thus, the understanding of the impact of any media on consumer behavior is extremely important for any advertiser. The Nepalese business houses can generate many ideas in the field of marketing area through this type of survey. In addition, the

survey like this will be very helpful for the advertiser for the success of the television advertisement. From this context, in a developing country like Nepal, this type of study is must. In this ground the study deals with the following issues:

-) What are the existing demographic situations of Consummative Products?
-) Is there any brand awareness of consumers in Cosmetic Products.?

1.3 Objectives of the Study

The principal objective of this research work is to analyze the general impact of television advertising on consumer behavior. However, the specific objectives of the study are outlined as below:

-) To indicate the consumer's behavior demographically on Cosmetic Products.
-) To assess the perception of Consumers about television advertising.
-) To analyze the relationship of advertising with Cosmetic Products.
-) To analysis the effectiveness of the advertisements of Cosmetic Products.

1.4 Significance of the Study

Advertising has proved to be effective (less costly) source of information in term of its audio-visual results than other sources. In today's modern business world, the need of advertising is indispensable. Every stage of product life cycle needs advertising, volume of which may be low and high depending upon the natures and stages. Advertising increases the demand for the products and services. It helps in the introduction of mass production, installation of up-to-date machinery, and consequent reduction of cost of article. It is beneficial not only to the producer and retailer but also to the consumer.

1.5 Limitations of the Study

This research work is totally based on the analysis of primary sources of data. The major limitations of the study are as follows:

-) The study covers only the television advertisement for the most advertised cosmetic products.
-) The study is limited to a survey of respondents and interview of people within the urban areas of Kathmandu and Lalitpur.
-) Random sampling technique will be used to select the respondents for the purpose of interview.
-) The study is limited to a survey of television advertising effectiveness more than other forms of media, such as radio, magazine, newspaper and Internet advertising.

1.6 Organization of the study

This study is divided into five chapters. Each devoted to some aspects of the study of impact of advertising on consumer's behavior of cosmetic products.

The First chapter covers background of the study, statement of problem, objectives of the study, significance of the study, limitations of the study and organization of the study. The second chapter focuses on review of literature. It contains the conceptual framework in which we study history of advertising, role of advertising, specific reasons for advertising, types of advertising, method of advertising etc. and review of past research study related with television advertisement. The third chapter deals with the research methodology to be adopted for the study consisting research design, sources of data, data gathering procedure, population and sample, research variables and data processing procedure. It is base on primary source of data. This primary data are collected by taking interview to different Peoples, Newspaper, Magazines, NTV views survery 2013 etc. The fourth chapter deals with, presentation, analysis, interpretation and major findings of primary data collected from questionnaires. This

part divided into two section. The first section includes the presentation and analysis of collected data and second section includes the major finding of the study. The five chapters or last chapter is summary and conclusions of the study. This chapter presents the major findings and compares them with theory and other empirical evidence to the extent possible. It also offers several avenues for future research. The exhibits and bibliography are incorporated at the end of the study.

CHAPTER-II

REVIEW OF LITERATURE

2.1 Conceptual Framework

2.1.1 History of Advertising

Archeologists have found evidence of advertising dating back to the 3000s BC; among the Babylonians. The outdoor display, usually an eye-catching sign painted on the wall of a building was one of the first known methods of advertising. Many such signs were uncovered by archeologists, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town (Sonthoki, 1989:106).

Advertising by ‘word’ of mouth is probably the earliest form of advertising, because oral skills were developed before reading and writing. Advertising was given the commercial status the day man entered into the process of exchange (Sonthoki, 1989:106).

Word of mouth praise of products was the way of advertising used in medieval times. This gives rise to a simple but effective form of advertising, the use of so-called town criers. The criers were citizens who read public notices aloud. Merchants also employed these town criers to shout the praises of their wares. Even in Nepal, during Rana Regime, town criers walked through the streets announcing the opening and closure of gambling periods during the Laxmi Puja and other occasions. This form of advertising was called ‘Jhyali Pitne’ in Nepali (NTV Views Survey, 2055:12).

‘Jhyali’ means a certain type of an instrument which produces music and “pitne” means ‘to beat’. This is so called because the town-crier beat the "Jhyali" while

making announcement or informing the public. The town criers were forerunners of the modern announcer who delivers radio and television commercials.

Although graphic forms of advertising appeared early in history, printed advertising made little headway until the invention of the movable type printing press by German printer Johannes Guttenberg about 1450. This invention made the mass distribution of posters and circulars possible. The first advertisement in English appeared in 1472 in the form of a handbill announcing a prayer book for sale. Two hundred years later, the first newspaper ad was published offering a reward for the return of 12 stolen horses (Sonthoki,1989:245).

Another major technological breakthrough in the field of advertising was the invention of photography in the late 1880s. Prior to this invention, advertisements were illustrated only by drawings. Photography adds credibility to advertisements as it shows products as they are visualized by an artist.

During the 16th century, newspapers were the largest among the prints, and these newspapers were in the form of newsletters. The first newsletter was started in 1622 in England. Latter half of the 16th century witnessed newspapers in the form of news books and by the middle of the 17th century, there were special advertising periodicals. By 1675, newspaper published excellent news books. By the end of 17th century, newspapers were well established in England undertaking advertising on a regular basis (Sonthoki,1989:246).

Advertising agencies initially focused on print. Then, a new powerful advertising medium, radio started on Nov 2, 1920 in Pittsburgh, Pennsylvania. The introduction of these broadcasting medium created new opportunities and by the end of the 1920s, advertising had established itself in radio to such an extent that advertisers were producing many of their own programmers. The early 1930s produced dozens of radio dramatic series in America that were known as sponsored by soap companies (Sonthoki,1989:247).

Though television had been introduced in 1940, it was not immediately embraced because of the high cost of TV sets and the lack of programming. In the 1950s, the American economy soared which led to the rise in the sale of TV sets and the advertising that paid for the popular new shows (Sonthoki,1989:247).

Soon TV becomes the largest advertising medium which surpassed radio as an advertising medium.

The tone of the advertising is also changing. No longer does advertising simply present the product benefit. Instead it creates a product image.

The changes in advertising correspond with social, economic and political changes of the country. There are so many advertisements of products and services on television and in the popular press today which were not there only a few years ago. We can see many advertisements of domestic airlines like Necon air, Buddha air etc on Nepal Television. There are many advertisements of cosmetic products, noodles etc. in mass communication media like newspapers, radio etc. Before, people were not bombarded with as many advertisements as seen today. Never before there have been so many excellent advertisements about offering prizes by noodles like Wai-Wai, Mayos etc.

The face of Nepal has changed and people are more sensitive about the particular types of products and services which best satisfy their needs. Life styles are changing. Advertisements help people in their buying decision. Since people are faced with many products that satisfy their particular need, decision making process has become complicated. In this regard, advertisements come to their rescue. People have started to take decision on the basis of advertisements they preferred. For instance, some teenagers choose the cosmetic that is well advertised from among other cosmetics which are not much advertised. The importance of advertising is growing day by day and so does the field of advertising. No one can predict what new forms of advertising may take in future. The most recent advanced form is advertising through internet i.e., by creating different websites in the internet etc.

2.1.2 Role of Advertising

Advertising is a form of mass communication which is designed to promote the sale of a product or service or a message on behalf of an identified sponsor. Most advertising is designed to promote the sale of a particular product or service. However some advertisements are designed to promote an idea or influence behavior such as encouraging people to not use illegal drugs or smoke cigarettes, informing people about family planning etc. Such type of advertisements is often called public service advertisement (PSAs). Some advertisements are also made to promote an institution, such as the Red Cross or Maiti Nepal and these are known as institutional advertising. The basic purpose of this type of advertising is to encourage people to volunteer or donate money to the institution.

We can say that the basic purpose of advertising is to draw an attention of people towards particular product, service or an idea. However, in today's world of competition, it is not enough for the advertisements to draw the attention of buyers. They should be able to persuade the consumers to use the advertised product, service or an idea. Then, only the goal of an advertisement is achieved.

Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor (Kotler,1994:249).

Advertisement consists of all the activities involved in presenting to a group, non-personal, oral or visual, openly sponsored message regarding a product, service or idea. This message called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.

According to American marketing Association advertising is any paid form of non personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor (Stanton,1985:448).

The above definitions include many features of advertising. Firstly, advertising is a non-personal. There is not any kind of face to face interaction in advertising. Physical presence of the sender is not required in advertising. The message is transmitted through one or more than various types of mass communication media such as television, radio or newspaper. Because of its impersonality, the audience does not feel obliged to pay attention or respond. As such advertising cannot be as compelling as company sales representative. However, advertising enjoys the advantage of mass communication. In this regard, advertising is the most cost efficient method of communication. It is an efficient way of reaching a large number of geographically dispersed buyers at a low cost per exposure.

Secondly, advertising is sponsored by an identified sponsor. The sponsors may be individuals, group or an organization. The sponsor who controlled the advertising is identified. In other words, public knows the sponsor behind the advertising as they are openly identified in the advertisements (Agrawal,2000:393).

Thirdly, advertising is a paid form of promotion of ideas, goods or services. Payment should be made by the sponsor to the media which carry the message. The spenders not only include business firms but also museums, social organizations, professionals etc. “Advertising is one of the most widely used promotion tools. It is used by business, non-government organizations, charities and service institutions (Agrawal, 2000:304).

Last but not the least, advertising has a message. It carries a verbal or visual message. The message, thus carried, is encoded by the sender and decoded by the receiver. In the above mentioned definition of W.J. Stanton, there is a clear distinction between advertising and advertisement. Advertisement simply is the message where as advertising is a process which includes programming the series of activities which are necessary to plan and prepare the message and present it to the target market.

Many experts believe that advertising has important economic and social benefits. There are also some people who say that some advertising is deceptive or encourage an excessively materialistic culture or reinforces harmful stereotype. However, the majority of people believe it as an important buying guide.

Some other definitions of advertising are as follows:

Advertising is the means by which we make known what we have to sell or what we want to buy (Jakins, 1985:3).

Advertising is one of the most important reinforcing elements of the promotional mix for the objective of successful sale of a product (Cateora,1997:479).

Thus, advertising is a paid form of non-personal mass communication and promotion of ideas, goods or services by an identified sponsor to the target market. And advertising uses mass communication media as mentioned in the above last definition.

2.1.3 Specific Reasons for Advertising

The primary reason for advertising by any organization is to promote the sale of a product or service. However there are many special and specific reasons for advertising. Following are some specific reasons for advertising (Cateora,1997:479):

-) To announce a new product or service
-) To expand the market to new buyers
-) To announce a modification
-) To announce a price change
-) To announce a new pack
-) To make a special offer
-) To invite inquires
-) To sell direct

-) To test a medium
-) To announce the location of stockiest
-) To obtain stockiest
-) To educate consumers
-) To maintain sales
-) To challenge competition
-) To remind
-) To retrieve lost sales
-) To please stockiest
-) To please the sales force
-) To recruit staff
-) To attract investors
-) To export
-) To announce trading results

Announcing a new product or service usually means a costly and dramatic launch. To create a market for a product is not an easy job. The buying public is conservative, skeptical and is hard to shift from established habits. The advertising has to be bold, dramatic, persuasive and convincing to promote something new. A long term campaign of advertising is required instead of a solitary big splash. The advertising should be persistent and insistent for the new product to create the market (Borden and Marshall, 1974:3).

Manufacturers also use advertising to expand the market to new buyers. Since, the products already have some market; the advertising is likely to have greater impact. People are frank jerkins, advertising already aware of the products. The products have already been proved in professional, commercial or some other accepted use. The advertising used by the advertiser is more persuasive rather than informative in this case.

An existing product is sometimes modified. It may be given a 'face lift' with an additive, a new finish or casing such as a new pack or container etc. The product is advertised to announce a modification with an attempt to revive the sale of a product because of competition.

Advertisement announcing a price change is more common form. We can see many examples of these types of advertisements during festival festive discounts and hence change in price.

Some advertisements announce a new pack sometimes; a manufacturer may update a very old-established and probably old fashioned container. At that time, it is necessary to promote the product to assure the consumers that the product is the same or better in quality. Consumers may suspect that a new pack means a different or inferior product so the new pack is announce through advertisement assuring the consumers about the quality product.

For various reasons such as competition, slack season, the business houses may plan to give special offers need to be advertised. For example, Buddha Air announcing mileage card system offers to their regular clients traveling some sectors.

Some manufacturers advertised to sell direct while other advertise to test a medium. The advertising objectives or reasons for advertising differ as per the advertisers' requirement. The other objectives of advertisements can be to educate consumers, to announce the location of stockiest, to challenge sales, to maintain sales etc. (Borden and Marshall, 1974:3).

2.1.4 Types of Advertising

Advertising can be divided into two broad categories (a) consumer Promotion advertising and (b) Dealer Promotion. In addition to this two types of advertising there can be other types of advertising also such as product advertising, institutional advertising, primary demand advertising, secondary demand advertising ,indoor advertising, outdoor advertising, press advertising, electronic advertising and so on.

Consumer advertising is the type of advertising which is directed at the public where as trade advertising is directed at wholesalers or distributors who resell to the public.

Consumer advertising can be further divided into national advertising and local advertising. National advertising is directed at consumers throughout the entire country. This type of advertising usually aims to create awareness among the public of a product or service, or it tries to build loyalty to a product or service. Local advertising aims to inform public in a particular area where they can purchase a product or service. Advertising to the public also take the form of institutional advertising, image advertising, cooperative advertising or informational advertising.

Rather than trying to sell a specific product, institutional advertising seeks to create a favorable impression of a business or institution. It is designed solely to build prestige and public respect. For non-profit institutions, such advertising helps support the institution's activities i.e., by encouraging blood donations or cash contributions for the work of an organization like the Red Cross. However, profit earning business (Borden and Marshall, 1974:3)

2.1.5 Methods of Advertising

Medium is the instrument or the way through which the advertisements are put before the public. It is the vehicle that carries the messages to the right readers, viewers, listeners or passers by. In advertising agencies there are media planners and media buyers who are highly experienced experts. The media owner exploits the advantages of their media in order to sell air time, space or sites.

One of the functions of advertising is to select medium from among the available alternatives that will maximize the number of people reached and the frequency with which they are reached. The advertisers must first set the target market they want to reach and then they must decide (a) the desired frequency of the message exposure in order to effect the change in behavior that will affect the sales of their brand (b) the maximum number of the people in the target market that can be reached with the

desired frequency. The greater the frequency desired, the smaller the reach obtainable with a given budget.

The media selection is a complicated process because not only is it necessary to choose among major media types, such as television, radio, newspaper, but also specific selections must be made within each general type. For instance, if magazines are chosen, specific magazines and even issues must be selected. Similarly, in case of radio and television, there is not only the question of what networks or stations, but what programs, what day or days of the week, time etc. to be considered as well.

The classification of different mediums into different groups differs from author to author. The eastern concept and the western concept of classification are different. For example, author Chunawala with other four authors in their book Advertising Theory and Practice have classified advertising media as broadcast and non-broadcast media. Broadcast media include radio and television where as the non-broadcast media include videos, cables, network, cinemas etc. Besides these media, there is print media which includes newspaper and magazines. These three media are called the “mass media” or “technological media”. In addition to these three media, they have explained the outdoor media like hoarding, postures, banners, transit media etc. However, the media can be classified as:

1) Print Media

The print media also can be classified in to:

- (a) Newspaper, magazines
- (b) Other papers

2) Electronic Media

The electronic medial includes:

- (a) Radio
- (b) Television
- (c) Video
- (d) Cinema
- (e) Electronic signs

- (f) Sky-writing

3) Direct Advertising Media:

The direct advertising media is also in four types

- (a) Envelop enclosure
- (b) Catalogue and booklets
- (c) Sales letters
- (d) Gift novelties

2.1.5.1 Print Media of Advertising

Print media is one of the pioneer media where all the information is in written forms. In today's world of visualization, print media are still preferred more for advertising. This may be due to its wide reach. Print media can be classified into following categories:

- a) Newspaper: Daily, Weekly, biweekly
 - # Morning edition, Evening edition.
- b) Magazines: Weekly, Fortnightly, Monthly and Annual
 - # Fashion, Women, Sport, Tourism, Geography, Films etc.

a) Newspaper Advertising:

Newspaper as a mean of communication has become a part of life. It is really hard to imagine life without newspaper. Many people are habitual to start the day with newspaper. Newspaper is one that gives news, views, ideas, interpretations, opinions, comments and explanations regarding the social, economic, political, educational, moral, cultural, ecological, methodological developments and the like (Sontakki, 1989:140). We can find news and views of different types in the newspaper. There are economical, social, educational, political, moral, cultural, ecological etc. news and comments in newspapers.

Newspaper has been one of the largest media used to advertise the product, service or idea. It is estimated that 45% of the space in the newspapers is used for advertisements. It has continued to remain the most powerful message carrier. The

role of newspaper as an advertising medium is increasing day by day and it will go on increasing with the development in the business field.

Newspapers are printed and circulated based on many aspects. They may be classified according to the coverage (area), frequency, language etc. The habit of reading newspaper among people is increasing day by day. As such the advertisement in the newspaper is receiving favorable response from the prospective customers. Newspaper as a medium of advertisement still occupies the first position in the American business society. It is said that every newspaper is read by at least three readers. The merits and demerits of newspaper are as follows:

Merits of Newspaper Advertising:

1) Wide Coverage:

The newspaper medium enjoys the advantage of a wide coverage within and outside the country. With the addition of supplements on holidays, there is something of interest for everyone. It reaches to the readers of every age and income group. We can take an example of weekly newspaper “Saptahik” in Nepal which is read by every age and income group.

2) Quick Response:

Newspaper is usually read at leisure time. As the readers are fresh and in receptive mood, the advertisements published in newspaper have a better chance of creating a favorable response from the prospective buyers.

3) Regularity:

Regular advertisements in the newspaper continuously remind the reader about the product, service or an idea. Moreover, seeing the same advertisement in the newspaper leaves a strong impact on the mind of the prospective buyers. There is also a high believability among the reader about the published advertisement.

4) Flexibility and Timely Announcement:

There is a great flexibility as any changes or modifications can be made in the advertisement published in the newspaper. Besides, the announcement can be made on time, as the newspaper appears every morning or evening in the regular time.

5) Economical:

The cost of advertising is low as compared to other media. This cost become even lower if there is increment in the circulation because more the circulation, lower the cost per reader.

Demerits of Newspaper Advertising.

1) Short Life:

The life of advertisement in the newspaper is very short. A reader may read the newspaper for 10-15 minutes so the life of advertisement published in the newspaper is even shorter than that. Besides, the newspaper becomes old as soon as the next edition comes into the circulation. So the life of newspaper is only one day.

2) Lack of Quality Reproduction:

Mostly the paper used in the newspaper is of cheaper quality so the reproductions of the advertisement lack the finer details of the layout. If we compare the reproduction of the advertisement of newspaper to that of magazines, or other media, we can see that there is a vast difference between them. Both the color and B/W production of the advertisement are of poor quality in newspaper as compared to magazines or the other media. Due to this, there is a greater possibility that the readers are not attracted to the advertisement published in newspaper.

3) Waste in Circulation:

The advertisement in the newspaper may be wasted as the circulation may not cover the desired group of customers. It may be due to illiteracy of people. In a developing country like Nepal, there is a great chance of waste in circulation of newspaper as the

illiteracy rate is high here. If the target market is illiterate villagers, the use of newspaper as advertising medium is out of question. The newspaper is restricted to the certain literate group only.

4) Duplication:

The repetition of advertisements in newspaper has two negative impacts. On the one hand, it increases the cost of advertisement and on the other hand, duplication of advertisement irritates the prospective buyers.

b) Magazines Advertising:

Magazines are the periodicals, which may be published weekly, fortnightly, monthly, quarterly or annually. Usually, magazines are printed in better quality papers with good articles. It is read at leisure time. It can be either special or general interest magazine. Special magazines are the type of magazines which are specialized in one particular field. Examples of such magazines are sports magazines, fashion magazines etc. where as general magazines cover a lot of areas. They include variety articles on different subjects. One example of such magazine is "Reader's digest". "The chief advantages of magazine advertising are: the manner in which magazines select their audiences/ simultaneous, uniform coverage of the entire nation; thoroughness with which the magazine is read; covered with its longer life and its multiple areas. Opportunities offered the advertiser to reproduce in life like fashion, full, sol or if he chooses, his products in use and its consumer advantages; and completeness of presentation". There are some disadvantages of magazine as well.

Merits of Magazine Advertising:

1) Long Life:

Unlike the newspaper, magazines have long life. The life of newspaper is one day where as the life of magazines is certainly more than one day. And the life of an advertisement will depend on the period of the time between one issue to another issue. For example, the annual magazine has one year duration. Most readers have a

habit of collecting the good magazines for the longer period. As a result, the advertisement published in magazine has long life.

2) Visual Display:

Since the magazine usually use good quality papers, the advertisements published in magazines also look good with true to life color display. Such advertisements have excellent pictorial reproduction. Besides, the message can also be supported by detail figures, drawings and color combination which make it more clear and lasting.

3) Selectivity:

Magazines are printed to meet the needs of the people of different age, income, occupation, sex etc. For instance, sports magazines are mostly read by youngsters. Similarly, fashion magazines are mostly, read by teenagers as well as office going ladies. So an advertiser can select the appropriate magazine to allure their selected market segments. For example, advertisement of a football on a sport magazine, advertisement of cloth store like Benetton in fashion magazine etc.

4) Loyalty and Prestige:

Educated people usually purchase and read the well-known good magazines. They even relate their prestige to some magazines. It is a belief among them that reading magazines like Times, Reader's digest, Cosmopolitan bring prestige to them. This group of people is loyal to the magazines and don't switch to other magazines. They believe in advertisements published in the magazines.

5) Geographical Flexibility:

Magazines usually have a national and international coverage. Many people in many countries read them. Magazines like Reader's Digest, Cosmopolitan, and Femina etc are read by the people in more than one country. The customers of many types of magazines are worldwide so the advertisements published have great reach.

Demerits of Magazine Advertising

1) Inflexibility Regarding Changes:

Magazines are inflexible regarding the changes in advertisements. As magazines have a set date for issue, the advertisements have to be given to the magazines a long time before the issue date. The period becomes longer in case of colorful advertisements. So the advertisers have to get the advertisement layout before the issue date. Last minute changes, if any, cannot be made, as space in the magazines is already allotted.

2) Costly:

Because of the high quality of papers and also the various technical aspects used in printing of advertisement, the cost of advertisement in magazine is definitely higher than that in newspaper. And also as the number of persons subscribing the magazines is also limited, the cost of advertisement per reader is high.

3) Some Waste in Circulation:

If the particular product's target is local market, its advertisement in the national and international magazines is wasted and unfruitful. Because of the high cost involvement, small businessman doesn't prefer to advertise their product in magazines.

4) Restricted Frequency:

Frequent communication with reader is restricted as the magazines are printed on the periodical basis.

2.1.5.2 Radio Advertising

Radio is one of the most popular media that reaches to ear of mass public. There are usually two types of radio broadcasting i.e., FM and AM. FM is frequency modulation in which signals are received with great regularity and with clear sound where as AM is amplitude modulation in which sound wave length varies in size though the frequency remains constant.

Advertising is carried on in radio either by the use of short commercials, also known as 'spot advertising' or by the use of sponsored programs. In spot advertising, short advertisements of the duration of a few seconds are introduced as a part of the usual broadcasting programs. The advertisements may consist of jingles, dialogues, and opinions of well known personalities or such other advertisements. Sponsored programs going on for fifteen minutes or more may be prepared by advertisers, for combining a popular program with advertising (Sherlakar, 1996:314).

In a country like Nepal, advertisement through radio can have a great impact on the prospective buyers because other media like television and newspaper cannot reach to the remote place. Due to the lack of electricity and the expensive cost of the Television sets people from remote places are deprived of it. On the other hand, due to the high illiteracy rate in villages, press media cannot provide the necessary impact on the prospective buyers.

Radio broadcasting first started on the United Kingdom and spread to the other countries. In Nepal, Radio Nepal was established on 20th Chaitra, 2007. Some merits and demerits of radio advertising are as follows:-

Merits of Radio Advertising:

1) Human Touch:

The radio advertising has a human touch. The advertisements in the form of jingles, dialogues of the live broadcasters and opinions of well known personalities from their own mouth are more effective. The listeners can listen to their favorite anchor's voice. In some programs, the listeners can present their opinions and broadcast their voice on air as well, which appeals to the mass.

2) Selectivity:

There are many locals and national radio broadcasting systems that the listeners as well as advertisers can select among them. The listeners tune in to the most interesting and good station as per their choice. The advertisers can take into consideration the listening habit of their target customers and broadcast the advertisement according to

them. They can select the programs or station and time of broadcasting suitable to their target customers.

3) Economical:

Radio advertisement is comparatively cheaper than other media of advertising. As it covers to the mass in every hook and corner of the country, per listener cost is definitely cheap. In other words the advertisement cost, thus, is cheap for the advertiser. In a country like Nepal, where due to low literacy level, press is wastage and television cannot reach the remote places, the importance of radio is high. Radio sets are also available in relatively cheap price so the poor people can also offer them. As such radio advertising is also economical.

Demerits of Radio Advertising:

1) Short Life of Message:

The message broadcasted through radio has a short life. The advertisement through radio is wasted if the target listener is not listening to the advertisement. The life of message ends. Even if the listeners listen, he cannot refer back to the message because the life of advertisement ends with the completion of the announcement.

2) Lack of Illustration:

Visual display is not possible through radio. Other media have this advantage over radio medium. As such advertising through radio may not be effective. Radio advertising only tries to impress listeners through hearing only. It uses word, sound and music for the advertisements.

3) Time Limit:

There is a certain time allotted to the advertisement in radio. As the allotted timings, the advertisement is also limited. The advertisement must not be lengthy as an advertiser cannot buy long announcement timings so there is always limited time in radio.

4) Wastage:

Radio advertisement covers the mass so specific coverage of special groups like youth, old age etc is not possible. Besides, listeners are more interested on music, news so the advertisements are often not given attention. As such, there is wastage of advertisements.

2.1.5.3 Television Advertising

Television is one of the most powerful media in today's world. It is the latest medium of mass communication and is now extensively used for advertisement. The invention of television was a lengthy, collaborative process. An early milestone was the successful transmission of an image in 1884 by German inventor Paul Nipkow. His mechanical system, known as the rotating disk, was further developed by Scottish scientist John Logie Baird, who broadcast a televised image in 1926 to an audience at the Royal Academy of science in London. However, television becomes popular by 1950s in America and within a decade it was spread over to European countries, Canada, Australia and Japan. It gains popularity in Nepal much later. "Television broadcasting in Nepal started on regular basis on 2041 B.S. (1985). Television broadcasting services of Nepal Television (NTV) which started with limited resources, now broadcast its program for 114 hours a week basis through its 3 studios, regional program production and broadcast center in Kohalpur (Bankke) and Murtidanda (Ilam), Nanijedanda Bhedetar (Dhankuta), Jaleshwar (Mahotarri), Hetauda (Makwanpur), Daunne (Nawalparasi), Pulchowki (Lalitpur), Kakani (Nuwakot), Sarangkot (Kaski), Tansen (Palpa), Butwal (Rupandehi), Harre (surkhet) and 11 broadcast centers in other locations in the kingdom. It is estimated that about 47% of the population living in 32% of area of Nepal can watch the programs of Nepal television (NTV). Programs to increase broadcasting capacity and extending reception area coverage are underway (Economic Survey, 1999-2000:108).

Television as a medium of communication uses a scientific synchronization of sound, light, motion, color etc. Because of these dominant characteristics of television, television advertising is gaining popularity day by day.

Fifteen years ago when the Nepal Television (NTV) began its first transmission there was hardly one minute of advertising in a two hours transmission. Today, the Nepal Television (NTV) has an average of 16 minutes 30second of advertising per day of transmission (NTV Viewers Survey 2055).

The merits and demerits of television medium are as follows

Merits of Television Advertising:

The main advantages of television advertisement are as follows:

1) Deep Impact:

As television combines sight, sound and motion, advertisement through television is most impressive and effective. Television advertisements have the capability of affecting the eyes, ears and the feelings of the viewers. True to life presentation can be made through television. Availability, out look, special features, utilities etc information of the products can be easily demonstrated through television advertising. It appeals to the senses of viewers and can draw their high attention.

2) Life Like Presentation:

Advertisement through television has a dominant advantage of life like presentation which no other medium has. Advertisement with movement, color, sound, and sight is more appealing than that without these characteristics. As such television advertising is the most advanced form of advertising.

3) Selective and Flexible:

Television is a flexible medium as changes can be made at any time. The advertiser can change the content of advertisements at any time. They can edit and retake their advertisement if they are unsatisfied with the result though the process is costly. They can also select the suitable time; channel etc. to broadcast their advertisement more effectively. There are a wide variety of channels so the advertisers have more alternatives to choose. They can also choose on the basis of the interest of their target customers and the coverage of the television like local, national, international etc.

4) Mass Communication:

Television is one of the mass communication media. It has been observed that a person normally watches television for three hours a day. As such people come across television advertisement more often than other form of advertisement. The effect of television advertisement is so much that the people can't help themselves singing the advertisement jingles or act like the actors in the advertisements. There are varieties of programs that every viewer has something of interest. While watching the programs, the viewers also come across the advertisements of the sponsor products. They are regularly reminded about such products. In this way, television advertising appeals to the mass.

5) Better Distribution:

Television advertising is beneficial to not only the producer but also to the middleman. When the producer advertised their product through the most advanced medium like television, the middlemen like wholesalers, retailers etc also get the benefits in the form of maximization of sale and profit.

Demerits of Television Advertising:

There are some limitations of television advertisement which are as follows:

1) High Cost:

Television is very expensive medium of advertising. Therefore, the small business unit cannot afford television advertisement. In India, the cost of advertising through television for only ten seconds is Rs. 45,000 to Rs.70,000. This is about 800 times more than the cost of radio advertisement. In Nepal, the rate of advertising through television is different for Nepali product and foreign product. In ordinary time, television advertising for ten second cost Rs. 900 for Nepali product and Rs. 1800 for foreign product. This rate is doubled if advertisement is to be transmitted at prime time. (Statistics: 2045). Now, television advertising is much expensive and is increasing.

2) High Clutter:

For a long time, television enjoyed the dominant position in media mix, other media were neglected. Then media researchers began to notice television's reduced effectiveness, which was due to increased commercial clutter (advertisers beamed shorter and more numerous commercials at the television audience, resulting in poorer audience attention and impact.), increased "zipping and zapping" of commercials, and lowered commercial TV viewing owing to the growth in cable TV and VCRS(Kotler,1994:614). Many advertisements are broadcasted one after another in Television. Seeing too many advertisements for different products, the prospective buyers often get confused irritated and hence, loose interest in advertisements and switch on to another channels for programs avoiding advertisements.

3) Short Life:

Advertisement in television comes at once and then gone. It is like a flash of communication which cannot be referred back as in newspapers and magazines. As such, the life of television advertisement is short. The frequency of television advertisement will have to be more to have an impact on the prospective buyer and it is so expensive.

4) Low Reach:

In a country like Nepal, where there is vast difference in urban and rural life style, not all people afford to enjoy television. This is due to the fact that it is very expensive. Rural poor people cannot afford to buy it. More over, in many villages of Nepal still there is no electricity facility. So the advertisement which target audience also includes rural people, television medium is not effective as it cannot reach to them.

2.1.6 Advertising as a Part of Marketing Activities

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others (Kotler,1994:614).

Marketing consists of activities that facilitate exchanges such as selling, buying, product planning, production, branding, pricing, packaging, advertising, sales promotion etc. For an exchange to happen, four conditions must be satisfied. Firstly, there must be two or more individuals, groups or organization. Secondly, each party must have something of value to exchange with other party.

Thirdly, there must be willingness on part of one party to give up its “something of value” in exchange for the “something of value” held by the other party. This something of value can be product, service or idea or it can be financial resources like money or credit. Lastly, there must be communication between the two or more parties.

Advertising is one of the components of marketing. There are four Ps in the marketing mix i.e., product, place, promotion and price. Advertising falls under promotion mix.

The common characteristic of all marketing activities is that they are performed to achieve the common goal of increasing the sales of product, service or an idea. The marketing activities are distinguished from each other on the basis of the methods they use to accomplish this common goal. For example, sales promotion uses the short term incentives to encourage trial or purchase of product or service where as direct marketing uses telephone mail and other non-personal contact tools to communicate with specific customers and prospects. Personal selling use the method of face to face interaction with one or more prospective purchasers to facilitate the sale of product or service where as public relations and publicity uses a variety of programs in order to promote the company’s image or its individual products. In contrast to all this, advertising uses various mass communication non-personal media like television, radio, newspaper etc to present and promote the ideas, goods or services to the target market.

2.1.7 Advertising and Personal Selling

When a persuasive communication is directed toward a single individual, it is an act of salesmanship. When it is directed towards a large group of individual it is called advertising (Longman,1971:17).

This definition distinguishes the advertising and personal selling on the basis of number of individuals to whom the communication is directed. However, there are some striking differences between personal selling and advertising. Some of these are as follows:-

1) Non-personal Communication:

Unlike personal selling, in advertising a company communicates with its target consumers through non-personal media. Personal selling involves an interactive relationship between two or more persons. As a result, customer's immediate reaction to the communication can be seen and the sales person can make immediate adjustment on the spot.

2) Paid but Independent Media:

Personal selling and advertising both are paid form of communication. The difference is that the salesmen are a company's employ but advertising media are not. Media are engaged only on a task/assignment basis. As soon as the assigned task of communicating the message is over, the media get disengaged and work independently.

3) Objective:

The objective of advertising is usually to create a favorable impression towards the advertised product or service so that the consumers are prepared to receive the message through personal selling and buy the product.

4) Audience:

Unlike personal selling, in advertising the message is directed towards a broad spectrum of consumers. In personal selling, consumers are approached individually.

5) Intensity of Communication:

Personal selling is more intensive in the transactional phase, whereas advertising is relatively more intense in pre- and post- transactional phases. In the former, advertising develops consumer's favorable predisposition while in the latter it prevents or dilutes past-purchase dissonance." Personal selling also makes the buyer feel more obliged to listen to the sales talk. The buyer responds to the salesperson even if the response is simply "Thank you(Gandhi,1985:295).

2.1.8 Advertising and Sales Promotion

Sales promotion involves marketing activities, other than advertising, publicity, or personal selling that increases sales and dealer effectiveness. The forms of sales promotion include trade shows, demonstrations, samples, contests, coupons, rebates etc.

According to American Marketing Association "Sales promotions are those marketing activities other than personal selling and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, show and expositions and various non-recurrent selling efforts not in the ordinary routine."

Sales promotion tools are generally short term measures which are designed to stimulate quicker and greater purchases of products or services by consumers or traders. Sales promotion is also called as aggressive selling". The major differences between advertising and sales promotion are as follows:-

1) Management Perspective:

In sales promotion, the management's perspective is relatively short term for example, arrest of declining sales or facilitating new product purchase where as in advertising, management's perspective may be both short term and long term. For example, the

long term perspective may be to build up the company image with no immediate increase in sales.

2) Media:

There is a vast difference between the media of communication in advertising and sales promotion. Sales promotion tools includes coupons, contests, premiums, prizes, product samples and the like where as the advertising media include audio-visual, press, outdoor etc.

3) Timing:

Although advertising and sales promotion are used as communication media in all the three phases of transactions, advertising is more pronounced in pre- and post-transaction phase where as sales promotion is more pronounced in the transaction phase, Thus, sales promotion serves as an important adjunct to selling(Gandhi,1985:295). Sales promotion invites the buyers to engage in the transaction now. Sales promotion provide incentive to the consumers to buy the product which result in immediate sale.

4) Frequency:

Sales promotion is les repetitive and frequent than advertising. Advertising is more repeated as its impact is long-term and cumulative where as sales promotion is conducted when certain objectives is to be achieve for example, by offering product samples to introduce new product.

2.1.9 Advertising and Publicity

Publicity is another medium of communication through which a company makes known its target consumers about its product, service or an idea. It has been defined by the American Marketing Association as non-personal stimulation of demand for a product, service or business unit by planting commercial significant news about it in a public medium or obtaining favorable presentation of it on radio, television or stage that is not paid for by the sponsor. As publicity is not paid for, its appearance is not

always certain and its presentation is not programmed. The major advantage of advertising over publicity is that the advertiser can control their advertisement about the product or service or idea as he pays the media for the time or space. Advertiser is also guaranteed about the transmission of the message. However, publicity has some advantages too. Publicity as a medium of communication is often used by companies because of its effectiveness in transmitting the desired message, generating sales and achieving other objectives. Many companies often feed to the press slanted stories and features of sponsors which lends credibility to the message. This arouses interest in consumers who are otherwise indifferent to advertisements.

2.2 Review of Related Studies:

There are some similar studies which had been conducted previously about advertising in Nepal. Professionalism and highly advanced marketing and advertising practices have not institutionalized here in Nepal. However, the Nepalese business environment is also influenced and the entrepreneurs have recognized the need of advertising. For this, some research studies are conducted on advertising and sales promotion by different researchers of university students of masters' level.

The first study on advertising field is conducted in 1980 by Pandey (1980) entitled as "Advertising in Nepal which is focused on the advertising situation and its environment in Nepal". The other objectives of this study are pattern and blends of advertising and the constraints prevailing in advertising practices in Nepal. His study was confined to the descriptive analysis of then situation of advertising business. It was natural to undertake such on advertising field at that time as the advertising was still on infant stage of development. Thus, the study did not touch the creative aspect of advertising.

The major findings of the study stated in the study is that the advertising is the main method of promotion practiced in the country. Advertising in the company is handled by persons at the senior level, when there is a separate advertising department in the company. Regarding to the services rendered by the advertising agencies, none can

offer full services properly. A few agencies concentrating on producing interesting advertisement from the advertisers and other specialists service such as block makers, printers, artists etc. Publication media, radio and cinema are the most used media for commercial advertising. But, there are very few alternatives and the advertising programs are not well coordinated with the other elements of marketing and promotional strategy. The effects of advertising are generally not evaluated

Upadhyay (1981) conducted a study regarding on "Radio Advertising and its impact on purchasing acts in consumer goods". As radio was only the reliable medium of advertising in Nepal, he conducted the research on the radio advertising and its lively impact on purchasing acts in consumer goods. In his study he has listed twenty different findings regarding the radio advertising and its impact n purchasing decision. The objective of this study were to study the availability and comparative cost of different forms of advertising in Nepal to find out the impact of radio advertising on consumer buying behaviors and to study the influence of radio advertising on sales of the advertised product. Thus his study is strictly confided to the impact of advertising on sales and consumer buying behavior.

Baral (1995) conducted a study regarding the "advertising and brand preferences of instant noodles". His study has been contributed to the evaluation of communicative function of advertising and its impact on brand selection in the case of consumer non-durable goods. The objective of the study was to explore the effect and communication of product brand attributes and its likely impact on consumer brand selection regarding the instant noodles case as the basic product. Thus, his study specifically dealt with communicative aspect of advertising.

A research conducted by Pant (1999) entitle "The study on brand loyalty" focused to find out whether or not brand loyalty exists in the Nepalese consumer market while purchasing low involvement consumer products. Despite of this the objectives of the study are to analyze and overlook what is brand? What are correlates of brand loyalty

and how far these correlates are decisive to make consumer brand loyalty in Nepalese market. What is the strategy further to be taken for making consumer brand loyal?

For this research work some consumer products are taken such as detergent soap, instant noodles, shaving blade, toothpaste and soft drinks. Through this study it is found that consumers give high importance to brand names at the moment of purchasing. They emphasize in brand. Brand awareness to the Nepalese consumer is found to be high and majority of the Nepalese consumers are found brand loyal. It is found that the factor such as sex, age, marital status, income, family size, store loyalty, specific deal, and favorite brand of the other member, of the family influence brand loyalty but the degree and direction of relationship varies across product. Major recommendations of the study are branding is necessary for the product benefits, qualities such as action or color, easy to pronounce, recognize and remember as well as distinctive. Brand loyalty is absolutely a great asset of company. For the achievement of the great asset the marketing strategy of the company into product, price, place and promotion should be sound and well defined.

Shrestha (2000) has done one more attempt in the field of advertising. The study entitled "The Role of Advertising in Brand Choice and Product Position" has been conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers' brand choices for low involvement goods are completely, partially or not impressed through advertisement, if there are other promotional tools which have more weight in brand choice decision than advertising.

A research conducted by Bhatta (2002) entitled "Sales Promotion and its effect on Sales", A case study of Beer Market of Nepal. The objective of the study was to find out if sales promotion does impact on sales of Beer. To find out which mode of sales promotion is more wisely used by the manufacturers as sales promotion tools, to find out the most suitable media to advertise about the sales of beers in Nepal and to

predict the sales of coming year if every factor remains same. This study specially deals with the most recent and widely used methods of sales promotion and its impact on product market.

Khanal (2002) in this study entitled "The Study of Market Situation of Toothpaste", Pepsodent. he has stressed that most of the consumers in the marketing of toothpaste seen to be loyal on the specific brand this loyalty is found to be created by the quality rather than the price; similarly the advertisement also plays important role in the marketing. Sales especially the visual ads advertisement seen on the screen is quite considerable for them. Some significant facts and major findings of the thesis are pointed out as in Nepalese context, the market of toothpaste is increasing and most of the consumers are loyal to the specific brands. About 51% consumers are convinced by the shopkeepers' suggestion to purchase a specific brand. More than 50% prefer quality in toothpaste rather than price. An effective promotional activity ensures the increment of sales in the toothpaste marketing.

Koirala (2005) conducted a study regarding on "Industry Views on Beverage Alcohol Advertising and Marketing, with Special Reference to Young People" Marketing and advertising relevant to young people at the global level. It summarizes the ethical position of leading members of the industry to target those under the legal drinking age and to promote only responsible drinking patterns. Noting that the majority of alcohol consumed worldwide is not advertised, the young people. Other factors – especially parental and peer influences – appear more powerful. Industry efforts towards effective self-regulation are summarized, as are some believe that industry leaders are making significant efforts to take a responsible approach towards advertising and marketing and are open to suggestions on how to improve among young people.

Thapa (2008) as also done the entitle of the "A study of advertising effectiveness of cold drinks in Lalitpur." He has been conducted to find out to know the most effective media of advertisement, reasons for liking the advertisement of cold drinks and the

most popular slogan of advertisement regarding cold drinks. In conclusion, he conclude that majority of the respondents said that TV is the most effective media for advertisement of cold drinks and the celebrities and the slogans in the advertisement effect the consumers.

Aryal (2009) conducted a study regarding on "Consumer's Impact through Electronic Media Advertising: Case of Nepal: Advertising in Nepal" An advertisement can appear almost anywhere. In all developed countries, and most of the south, too, by now, there are five main media available: TV, the press, outdoor, radio and cinema. They are important in different proportions in different countries. In case of Nepal; ninety's onwards many private medias appeared. It is known that TV is very strong and effective media in developed nations. Still 67.85% of the audience mostly watch domestic channels like, NTV, Channel Nepal, Kantipur TV, Image Channel. So the advertisers should select domestic channel to advertise the products besides other channels. Another fact is that, both urban and rural areas preferred TV is the strong media that can provide information fast and effectively. In urban households more than 80 % have TV sets. But in sub-urban areas that may not happen due to several reasons like lack of electricity, lack of cable, poor economic condition etc. Therefore advertiser should select TV as a most effective media to advertise their product in urban and rural. In rural area, he can select Radio for to transmit the ad message.

Dhakal (2010) has done one more attempt in the field of advertising. The study entitled "The annual advertisement excellence awards conferred by Advertising Association of Nepal in different categories". It has been done to find out best Creative Youth, for Nepalese individuals below 30 years of age and with the flair for creativity and to encourage young and fresh individuals into the Nepalese advertising world. According to this articles he was riding and compared our Nepalese advertising industry against what he had experienced .

Shrestha (General Secretary : AAN) (2011) has done one more attempt in the field of advertising .The sudy entiled : "Sex Appeal in Advertisement" to find out the role of advertising on brand choice of involvement consumer goods. This is the study trying

to show not only request to buy the product but also encourage to consumers by sexuality. According to him, most of the advertising are more and more attractiveness and effectiveness by glamorous (Especially in product of Drink ,Dress etc.).

Bista (2011) in his study “A Study of Market situation of Toothpaste Marketing in Kathmandu Valley.” his main objectives are to identify the consumers behaviors toward the purchase and use of toothpaste in kathmandu valley, to ascertain role and effectiveness of advertisement and promotion and to observe the brand awareness of consumers in toothpaste marketing. The main findings of his study are Close-Up and Pepsodent toothpaste have highest share in kathmandu valley. There are large number of consumers who are influenced by impact of Television advertisement.

His study concludes that Toothpaste use is prevalent in Kathmandu valley and advertisements have high influence on the preference of the brand by consumers. There is high competition among different brands. The factors like price, quality, availability in the market, incentive; profit margin etc determines the position occupied by the individual brand.

The other significant recently study on promotional effort conducted by Joshi (2013) entitle "Market situation of toothpaste in Lalitpur District", A case study of Toothpaste, Market of Nepal. The objective of the study was to find out if the sales promotion does impact on sales of toothpaste .To find out which mode of sales promotion is more effective and good used by the manufactures and sellers as sales promotion tools and most suitable media and brand to advertise of toothpaste .This study specially deals with the most recent and widely used methods of sales promotion, its impact on product market and promotional schemes on sales of toothpaste.

2.3 Concluding Remarks

In the field of market situation of toothpaste and other consumer product, there are several thesis works have been conducted by various students such as: Sales

Promotion and its effect on Sales, The role of Advertising in Brand Choice and Product Positioning, Market Situation of Toothpaste Marketing in Kathmandu Valley, Market situation of toothpaste in Lalitpur District, Sex Appeal in Advertisement, A study of advertising effectiveness of cold drinks in Lalitpur etc. All these studies analyzed market of the product, its sales, position, taste, price, quality, costumer's loyalty in compared with other brand, advertisement etc. But, there are various cosmetic products also available in Nepalese product market for consumer use. These products are manufactured by various national and international manufacturers and out of them Vatika Shampoo is one of the most favorites cosmetic product, which is produced and introduce into the Nepalese product market by Dabur Nepal Pvt. Ltd. and this is the sister concern of Dabur India Ltd. However, there are no previous research reports are available in Nepal in the field of marketing studies regarding the Nepalese cosmetic product. Likewise, there is no any research can be found with reference to Vatika Shampoo. Though there is a necessity of such types of research in Nepal. Thus, researcher has attempted to prepare and present this report to fulfill the requirements of such reports.

CHAPTER- III

RESEARCH METHODOLOGY

This part of the study deals the methods and techniques, which are used, in this study. This study is based on primary sources of data. Primary data are collected by taking interview to different peoples, newspapers, magazines, NTV views survey 2013, dissertations submitted in the institute of management etc.

3.1 Research Design

The research is mostly based on the primary data. Hence, survey research design has been used. In this study media of advertising and impact of television advertising have been evaluated. The opinions of peoples about television advertising have been gathered.

3.2 Population, Sample and Sources of Data

Data used in this study are only primary in nature. The required data are collected through the questionnaire survey among the people of different age groups, gender, different education group etc. covering the consumer of urban area. Thus, the people of different age group, gender and education group are the population of the study and among them 100 questionnaire are filled up as a sample from the population. The questionnaires are filled up with the consumers selecting 60 males and 40 females which are the main source of primary data. And other required information or data are collected from the NTV viewers survey (official report), Nepal Television Rate Card, Introduction card of NTV, dissertation submitted to the institute of management etc.

3.3 Sampling Procedure

A stratified random sampling technique is used to collect the required data covering the people various ground (age group, educational background, gender etc.) who use the cosmetic products.

3.4 Data Collection Techniques

A set of questionnaire has been prepared and filled up by the different level of people with the help of interview. This questionnaire is prepared to support all the objective of this research and researcher herself was presented to take interview with the people. While, some required data are gathered from NTV library, Central Burro of Statistics (CBS) central library etc.

3.5 Data Processing and Tabulation

The consistency of the answer provided by the respondents was checked and tabulated according to age, sex and education status. Different sets of tables have been prepared for every important questionnaire. Simple listing method is used for the tabulation of data and different responses made by them are presented on percentage basis as well. The sample data collected covering the various backgrounds are presented in table below:

The situation of gender wise data collection is presented in table -3.1

Table-3.1
Gender-wise Sample Collection

Description	Sample size
Male	60
Female	40
Total	100

Similarly, the data collected from covering the various educational backgrounds is presented in table-3.2

Table-3.2
Education- Wise Sample Collection

Description	Sample size
Below S.L.C.	5
S.L.C.	20
Graduate	35

Above Graduate	30
Uneducated	10
Total	100

Likewise, the situation of age-wise sample collection from various age groups are presented in Table-3.3

Table-3.3
Age- Wise Sample Collection

Description	Sample size
Below 15	5
16-25	20
26-35	35
36-45	30
Above 45	10
Total	100

3.6 Analysis Techniques

In order to accomplish the objective of the study various graphs, diagrams, including pie chart, have been applied for the purpose of analysis. The result of analysis has been properly tabulated, compared, analyzed and interpreted.

Statistical tools

To draw the conclusion by analyzing the collected data simple statistical tool like arithmetic mean, multiple bar diagram, pie-chart are used and tabulation are used to implicit the comparative results.

Arithmetic mean average

The central values that represent the characteristics of the whole distribution or the values around which all items of the distribution tend to concentrate are called

average. Arithmetic mean or arithmetic average is one of the important statistical measures of average. The arithmetic mean of a given set of observation is their sum divided by the number of observations that is denoted by

Multiple Bar- diagrams and graphs

Diagrams and graphs are visual aids which give a bird's eye view of a set of numerical data which show the information in a way that enables us to make comparison between two or more than two sets of data. Diagrams are in different types. Out of these various types of diagram one of the most important form of diagrammatic presentation of data is multiple bar diagram which is used in cases where multiple characteristics of the same set of data have to be presented and compared.

Pie- diagram

A pie- diagram is a widely used aid that is generally used for diagrammatic presentation of the values differing widely in magnitude. In this method all the given data are converted into 360 degree as the angel of a circle is 360 degree and all components of the data are presented in terms of angels that total 360 degree for one set of data.

Percentage

Percentage is one of the most useful tools for the comparison of two quantities or variables. Simply, the word percentage means per hundred. In other words, the fraction with 100 as its denominator is known as a percentage and the numerator of this fraction is known as rate of percent.

CHAPTER-IV

PRESENTATION AND ANALYSIS OF DATA

This part of the study contains the presentation and analysis of data based on survey followed by their analysis. The main objective of this part is to analyze the view of different people regarding television advertisement. This part includes two sections. The first section includes the presentation and analysis of collected data where as the second section includes the major findings of the study.

4.1 Age-wise Consumers' Preference on TV Advertisement

Table 4.1 shows the age level and their advertisement preference. The sample size of total people is 100 and it is divided into five groups. The detail situation of response has been presented in table- 4.1 below:

Table-4.1
Age-wise Consumers' Preference on TV Advertisement

Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Below 15	5	3	60	1	20	0	0	1	20
16-25	20	11	55	5	25	0	0	4	20
26-35	35	12	34	15	42.85	0	0	8	23
36-45	30	9	30	17	56.67	2	6.67	2	6.66
Above 45	10	5	50	4	40	0	0	1	10
Total	100	40	40	42	42	2	2	16	16

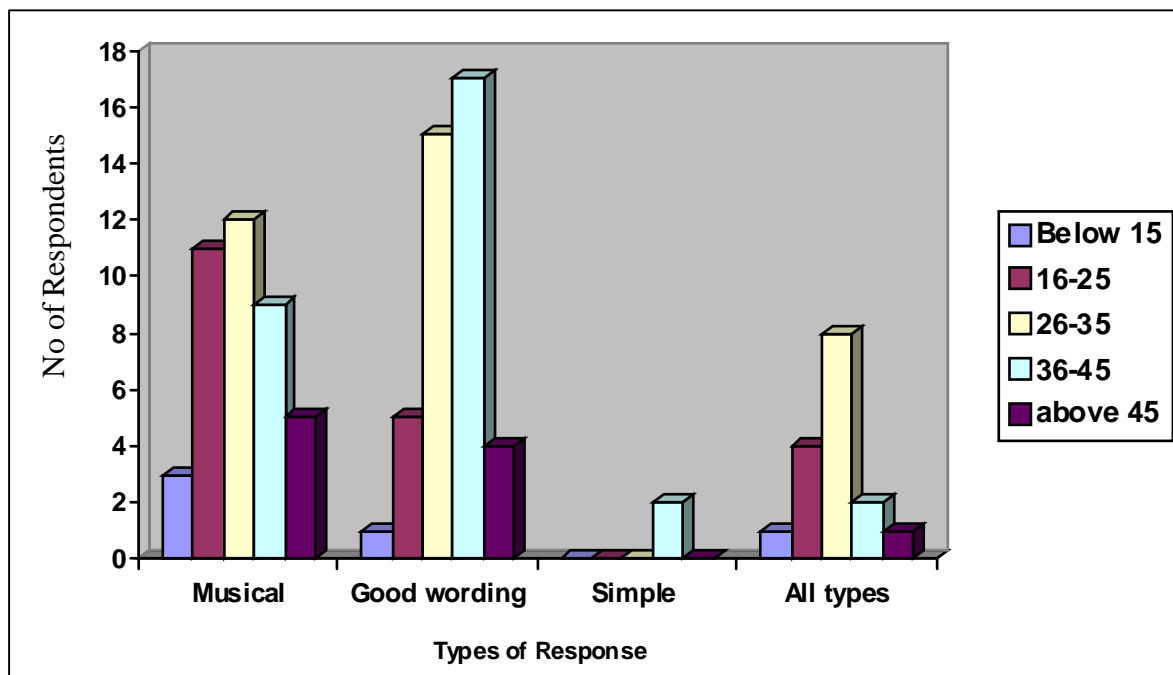
Source: Field survey- 2013

It was found that 60% of people (i.e. Below 15 years) preferred musical advertisement mostly, 20% of people are found to prefer good wording, no one people are found to prefer simple advertisement and 20% of people are found to prefer all the

advertisement i.e. musical, good wording, and simple. The reaction of the people those fall in age group of 16-25 like this: 55% of people like in the musical, 25% of people like the good wording, whereas no one likes simple advertisement of this age group and 20% of people like all types of advertisement under the age group between 26-35, 34% of people preferred advertisement having good wording, 42.85% of people preferred musical whereas no one likes simple advertisement of this age group and 23% of people like all types of advertisement and under the 36-45, 30% of the people preferred the advertisement of having good wording as same as the group of 36-45 followed by the people who like the musical 30% and 6.66% of people are those who like all the types of advertisement under the age group above 45 years like the musical advertisement (50%) mostly followed by good wording(40%) all types advertisement (10) and simple advertisement is (0%). This can be shown on multiple bars diagram as below:

Figure: 4.1

Preference on TV Advertisement



4. 2 Literacy-wise Consumers' Preference on TV Advertisement

The situation of consumers' preferences on the basis of literacy level of consumer is presented in table-4.2:

Table-4.2**Literacy-wise Consumers' Preference on TV Advertisement**

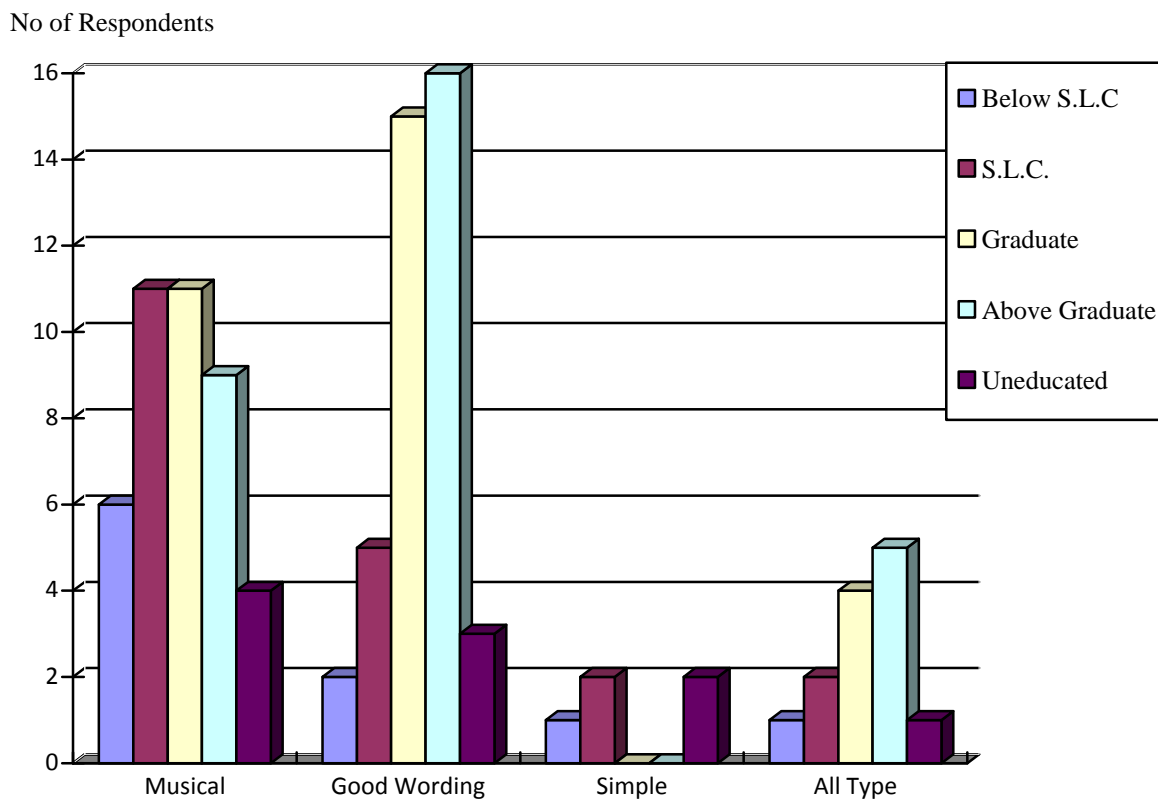
Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Below S.L.C.	10	6	60	2	20	1	6.25	1	10
S.L.C.	20	11	55	5	25	2	10	2	10
Graduate	30	11	36.67	15	50	0	0	4	13.33
Above Graduate	30	9	30	16	53.33	0	0	5	16.67
Uneducated	10	4	40	3	30	2	20	1	10
Total	100	40	40	41	41	5	5	13	13

Source: Field survey- 2013

Table-4.2 shows that lower educated respondents preferred to musical advertisement. Regarding musical advertisement, 60% of people preferred below S.L.C. and 20% of people preferred good wording and 10% of people like the simple as well as all types of advertisements. In the sample size of 20 persons in S.L.C. level, 55% of people like musical advertisement and 25% of people like good wording and 10% of people like simple advertisement and 10% of people like all of the above advertisements. In graduate groups of people give the first priority in good wording like 50%, 36.67% of people preferred the musical advertisement and 16.67% of people preferred the all types of advertisements. The above graduate people liked good wording in 53.33% of the total person, 30% of people preferred musical advertisement and 16.67% of people preferred all types of advertisements. The people who are uneducated show their

attitude to musical advertisements by 40% of them. Then 30% of people liked good wording, 20% of people like simple advertisements and 10% of people like all types of advertisements. The above table shows that above graduate people focus on good wording advertisement and uneducated people and below S.L.C. is focused on musical advertisements. To understand the above information easily and quickly it has been presented with the help of multiple bar diagram.

Figure: 4.2
Literacy-wise Consumers' Preference on TV Advertisement



4.3 Preference of Advertisements According to Gender (Sex)

The situation of preferences of consumer on television advertisement according to the gender or sex is presented in table 4.3:

Table-4.3

Preference of Advertisements According to Gender (Sex)

Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Male	60	29	48	22	36.67	5	8	4	6.67
Female	40	25	62.5	10	25	1	2.5	4	10
Total	100	54	54	32	32	6	6	8	8

Source: Field survey- 2013

Table 4.3 shows preference of advertisement according to gender. Out of 60 male, 48% of respondent are found to like the musical advertisements, 36.67% of respondent preferred good wording, 6.67% of respondent preferred simple advertisement and 6.67% respondent liked all types of the advertisements. Regarding female respondents, 62.5% of respondents like the musical advertisements, 25% of respondent like the good wording, 2.5% of respondents like simple and 10% of respondents like the all types of the advertisements.

From the analysis it can be concluded that the female consumers seems to give more priority to musical advertisement than the good wording advertisement than the male. Altogether, they preferred the musical advertisements than the good wording advertisements. For more clarity the above information is presented with the help of the pie-chart.

Figure: 4.3 (a)

Preference of Advertisements According to Gender (Male)

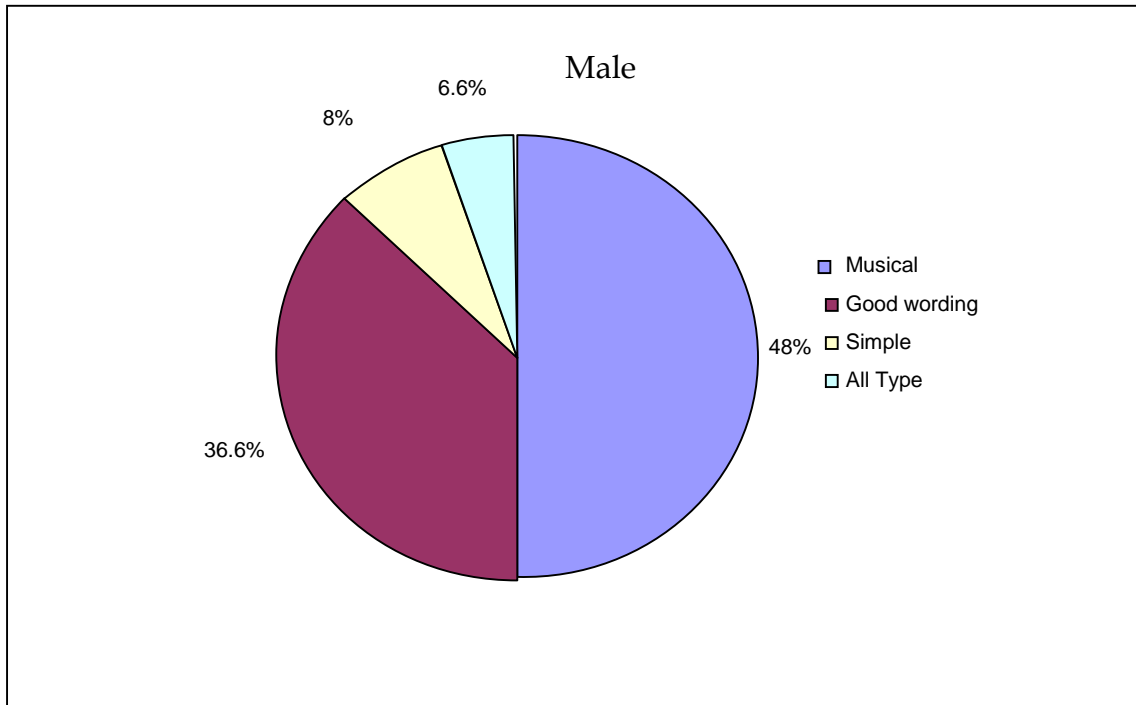
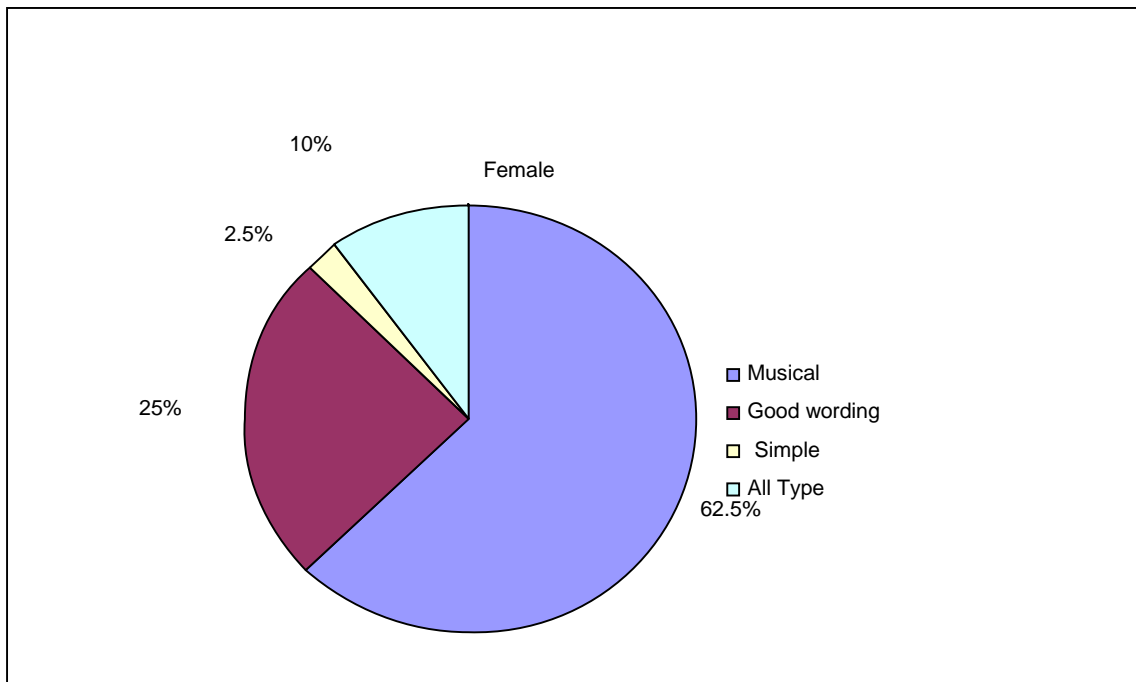


Figure: 4.3 (b)

Preference of Advertisements According to Gender (Female)



4.4 Consumers' Television Watching Habit

The table below presents the consumers television watching habits when the advertisement comes in the television:

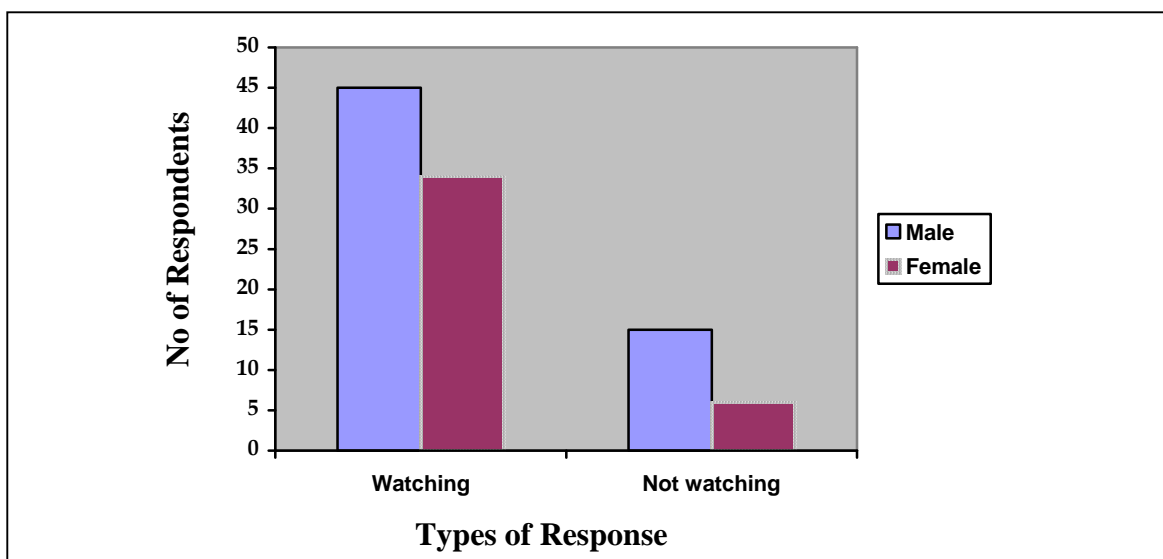
Table: 4. 4
Consumers' Television Watching Habits

Description	Sample size	Watching	%	Not-Watching	%
Male	60	45	75	15	25
Female	40	34	85	6	15
Total	100	79	79	21	21

Source: Field survey- 2013

Table 4.4 presents the habit of people regarding the television watching. Out of total sample population, 79% of people are found to have the habit of watching television and 21% of people are found not to have the habit of watching television. To analyze the figure of male and male 75% female and 85% female have television watching habits. The percentage of women watching television seems to be higher by 10%. Likewise, 25% male are found not to have the habit of watching television whereas female percentage is only 15%.The above statistics is presented below through multiple bar diagram.

Figure: 4.4
Consumers' Television Watching Habits



4. 5 Age-wise Consumers’ Reaction to the Television Advertisements

The people of different age groups react to the television advertisement differently like some of them tries to know what advertise meant, some of them may be curious about advertisement whereas some of them just watches the advertisement. The situation of consumers’ reaction according to their age group is presented in table-4.5:

Table-4.5

Age-wise Consumers’ Reaction to the Television Advertisements

Description	Sample size	Try to know	%	Curious	%	Just watching	%
Below 15	10	3	30	1	10	6	60
16-25	20	10	50	4	20	6	30
26-35	25	14	56	1	4	10	40
36-45	30	13	43.33	0	0	17	56.67
Above 45	10	4	40	1	10	5	50
Total	100	44	44	7	7	43	43

Source: Field survey-2013

Table-4.5 shows that the total sample populations belonging to different age group have not same opinion to the advertisement. The results regarding the consumers’ opinion on advertisement indicated that , 30% respondents belonging to the first age group (i.e. below 15) replied that they wanted just to know the literal meaning of the advertisement, 10% respondents replied that they were really curious about the advertisement, whereas, 60% respondents were found to be passive television audience.

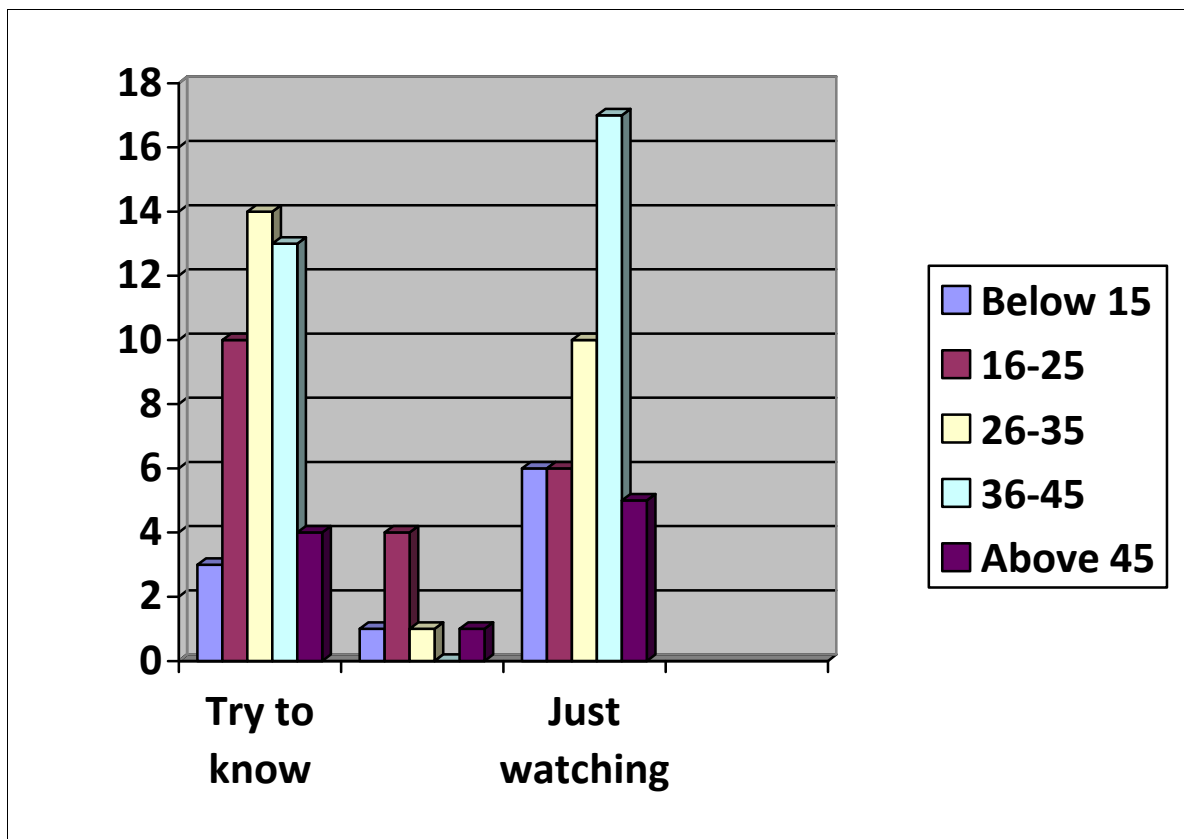
Likewise, among the respondents belonging to the second age group (i.e. 16-25), 50% respondents were found to be conscious only with the meaning of advertisement, 20% were found to be highly inquisitive to the advertisement while 30% were found to be mere audience. To analyze the third age group, i.e. 26-35, 56% respondents were exciting about the advertisement and only 40% respondents were only audience. In the fourth age group, (i.e. 36-45), 43.33% respondents were found to be conscious about the meaning of advertisement and no people were found to be highly interested to the

advertisement, while 56.67% respondents were found to be only dull audience. To see the last age group (i.e. above 45) 40% were conscious with the simple meaning of advertisement and 10% were inquisitive to the advertisement whereas 50% respondents were found to be mere audience.

Thus, from the above data, almost 44% respondents were found to be only conscious about to what the advertisement meant and only 7% were highly interested to the advertisement while 43% were found to be dull audience. This is presented in below with the help of multiple bar diagrams.

Figure: 4.5

Age-wise Consumers' Reaction to the Television Advertisements



4.6 Educational-wise Reaction to the TV Advertisement

The consumers' reaction to the television advertisement according to their educational level is presented in table -4.6:

Table-4.6**Education-wise Reaction to the TV Advertisement**

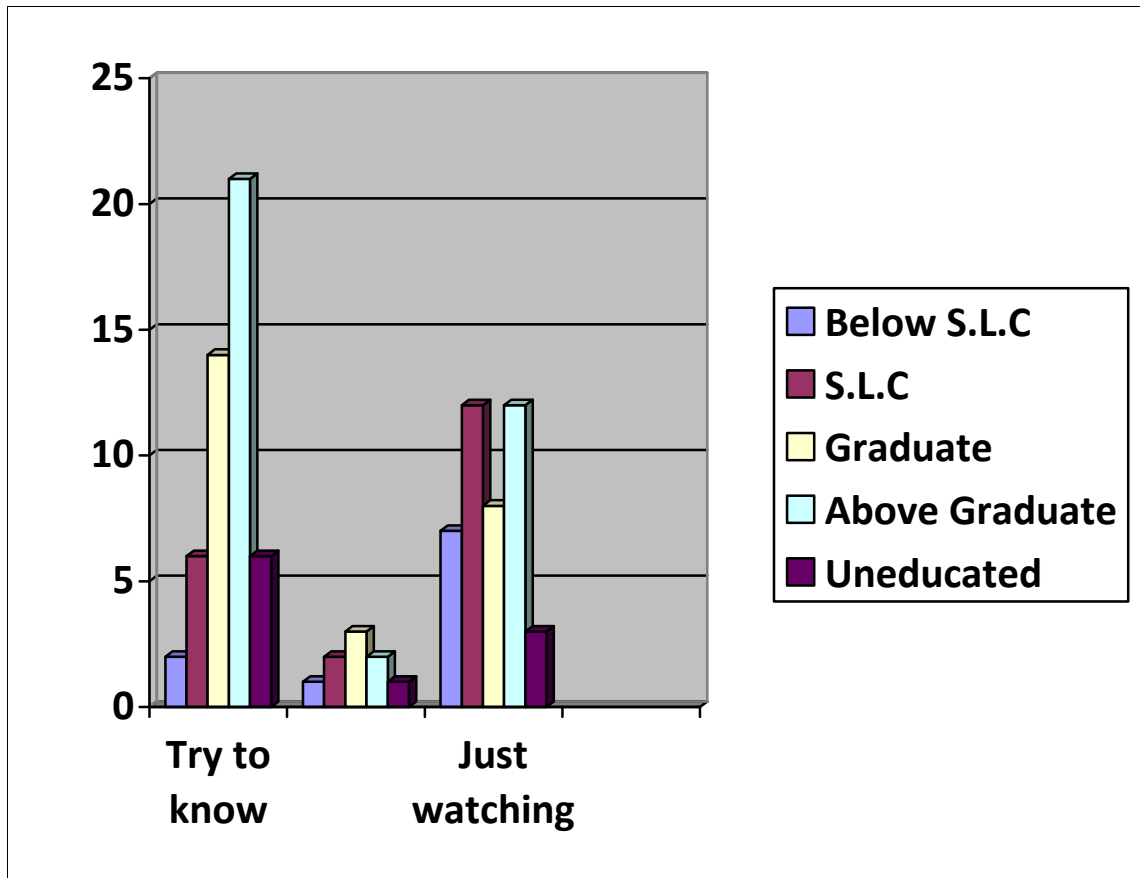
Description	Sample size	Try to know	%	Curious	%	Just watching	%
Below S.L.C.	10	2	20	1	10	7	70
S.L.C.	20	6	30	2	10	12	60
Graduate	25	14	56	3	12	8	32
Above Graduate	35	21	60	2	57.1	12	34.29
Uneducated	10	6	60	1	10	3	30
Total	100	49	49	9	9	42	42

Source: Field survey-2013

Table-4.6 indicates the reaction of the respondents in term of their educational status. 20% of the respondents having the qualification below S.L.C. opined that they wanted to know only the meaning of advertisement and only 10% of the respondents were found to be highly interested to the advertisement whereas 70% of the respondents were seemed to be mere audience.

In the second group having educational degree above S.L.C., 30% respondents' tries to know what advertisement meant, 10% were curious to the advertisement while 60% were only audience. The third group having graduate degree, 56% respondents viewed that they were only conscious to the meaning of advertisement, 12% were inquisitive to the advertisement whereas 32% were found to be only audience. In the fourth age group (i.e. having qualification above graduate degree), 60% respondents were found to be aware of the meaning 5.71% were exciting to the advertisement while 34.29% were found to be the inactive audience. To see the ignorant respondents, 60% respondents wanted to know what advertisement meant, 10% respondents were highly interested whereas 30% were dull audience.

Figure: 4.6
Educational-wise Reaction to the TV Advertisement



From table-4.6, the majority of the forth respondents group is found to be particular on the meaning of advertisement. The third groups were found to be highly curious about the advertisement whereas the first group was found to be dull audience.

4.7 Gender-wise Reaction to the Advertisement

The situation of gender-wise reaction to the television reactions is presented in the table-4.7:

Table-4.7
Gender-wise Reaction to the Advertisement

Description	Sample size	Try to know	%	Curious	%	Just watching	%
Male	60	43	71.67	3	5	14	23.33

Female	40	31	77.5	1	2.5	8	20
Total	100	74	74	4	4	22	22

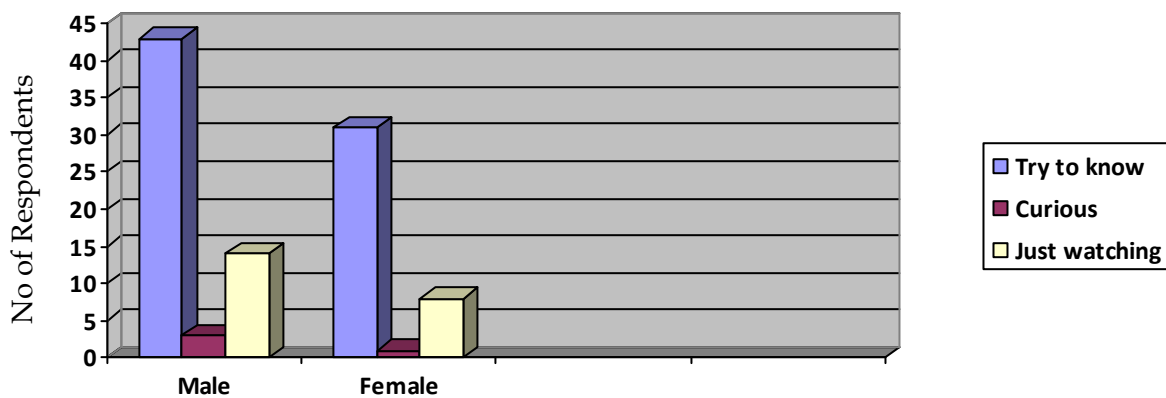
Source: Field survey-2013

The table-4.7 shows the gender wise reaction of advertisement. Out of total 60 male population, almost 71.67% of the respondents viewed that they were particular only to the meaning, 5% were curious to the advertisement and 23.33% were found to be mere audience. To see the female population, 77.5% respondents were found to be concerned with meaning of advertisement only 2.5% were curious to the advertisement whereas 20% respondents were found to be mere audience.

From the above data, it can be concluded that female population seems to be more concerned with the meaning of advertisement whereas majority of male population is found to be interested to the advertisement. This can be presented with the help of multiple bar diagram as given below.

Figure: 4.7

Gender-wise Reaction to the Advertisement



4.8 Effect of Advertisement on Consumers' Purchasing Decisions

The consumers goods buying decisions is depends upon various factors like advertisement influence them to buy that product by introducing that product or that product was needed for them etc. The result of consumers' reaction in this regard is presented in table-4.8:

Table: 4. 8

Effect of Advertisement on Consumers' Purchasing Decisions

Description	No. of respondents	Percentage
Advertisements induced to buy	10	10
Needed	50	50
Both of them	40	40
Total	100	100.00

Source: Field survey-2013

Table-4.8 shows that out of total respondents, 10% respondents were found to be the customers of the product because they were influenced by the advertisement, 50% responded that they became customer of the product because of their need not due to the effect of advertisement whereas 40% customers were found to support both of the reasons. Thus, from this above result it can be concluded that majority of the respondents used the particular product to fulfill their needs.

4.9 Consumers Preferences to the Product

Consumer prefers different product by considering various factors. Advertisement is also one of the important factors which affect the consumers' preferences of the particular product. The results of consumers preference to the various type of product is presented in table below:

Table-4.9

Consumers' Preferences to the Product

Description	No. of respondents	Percent
Product frequently advertised	75	75
Product not advertised	25	25

Total	100	100
-------	-----	-----

Source: Field survey-2013

Table-4.9 shows clearly and briefly the number of consumers' preferences to the product. Out of the total 100 respondents, 75% responded that they prefer the frequently advertised product whereas 25%, respondents thought that they prefer to buy the product that is not advertised. From the above analysis it can be concluded that majority of the consumers give the priority or preference to the frequently advertised product.

4.10 Consumers' Preferences to the Means of Advertisement

Consumers prefer different types of means of advertisement according to their needs, interests and priority. There are various types of means of advertisement available in the market like newspapers, magazines, television, radio, pamphlets etc. The situation of consumers' preferences to the various means of advertisement is presented in table-4.10:

Table-4.10

Consumers' Preferences to the Means of Advertisement

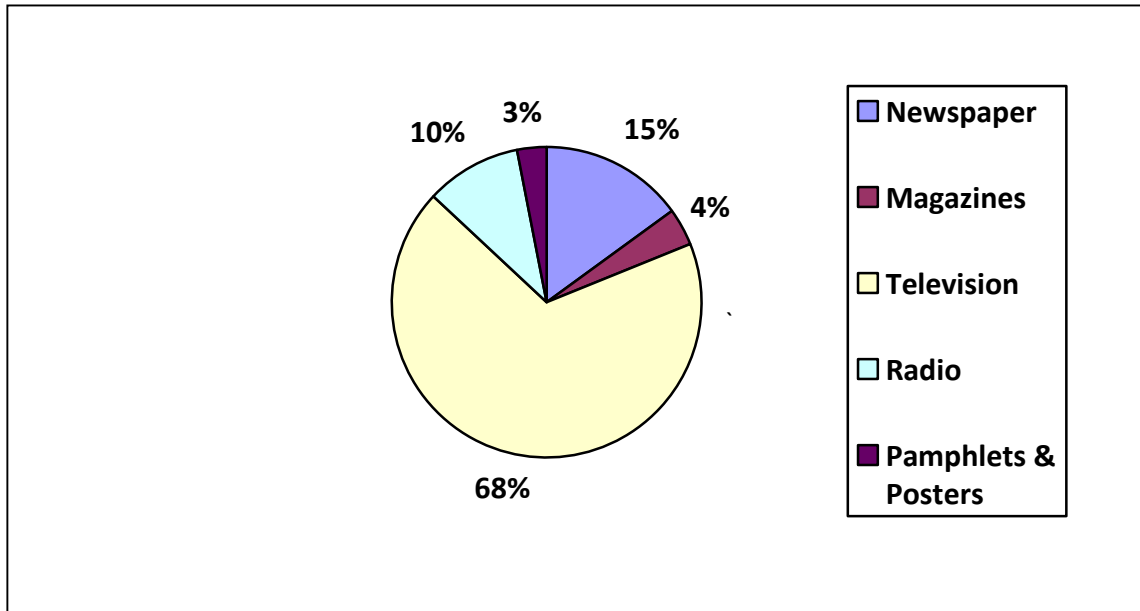
Description	No. of respondents	Percent
Newspaper	15	15
Magazines	4	4
Television	68	68
Radio	10	10
Pamphlets & Posters	3	3
Total	100	100

Source: Field survey-2013

Table-4.10 statistics presents the number of respondents preferring the means of advertisement. Out of the total 100 respondents, majority of respondents, 68% responded that they prefer the television whereas rest of the respondents opined that

they prefer Newspaper, Magazine, Radio and Pamphlets & Posters by 15%, 4%, 10%, 3% respectively.

Figure: 4.10
Consumers' Preferences to the Means of Advertisement



From the above analysis it can be concluded that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.

4.11 Impact of Repeated Advertisement to Attract the Consumers' Attention

The repeated advertisement of various products through various means of advertisement sometimes attracts the customers' attention whereas sometimes that fails to attract. The impact of the repeated advertisement to attract the consumers' attention is presented in table -4.10:

Table -4.11

Impact of Repeated Advertisement to Attract the Consumers' Attention

Description	No. of respondents	Percent
Attract consumers attention	60	60
Do not attract consumers attention	40	50
Total	100	100

Source: Field survey-2013

Table-4.11 shows the number of consumers being attracted by repeated advertisement in the media (i.e. through television). Among the total 100 respondents, most of the respondents, 60% (i.e. 60 out of 100) were found to be attracted by the advertisements broadcast in the Television whereas 40% respondents (40 out of 100) were seemed to have no effect of the advertisement. It shows that most of the advertisements are proved to be fruitful to lure the consumers.

4.12 Consumers Response to the Adequacy of Advertisement

Consumers can receive various useful information regarding the product's usefulness or benefits, using techniques and its effects on their daily life etc. from the advertisement. The situation of consumers' response regarding the adequacy of advertisement is presented in table-4.12:

Table-4.12

Consumers' response to the adequacy of advertisement

Description	No. of respondents	Percent
Seek for additional information	80	80
Adequate information	20	20
Total	100	100

Source: Field survey-2013

Table-4.12 shows in brief the consumers' reaction to the adequacy of the advertisement. Among the total 100 respondents, 80% respondents wanted some more information to be added in the advertisements whereas for 20% responded that the content of the advertisements were adequate i.e. they are fully satisfy with information received from the advertisement of particular product.

Therefore, from the above analysis it can be concluded that majority of consumers seem willing to add additional information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.

4.13 Consumers' Preference to the Product Having Same Price and Quality

Consumers may give different preference to the product having same price and quality due the effect of advertisement. The results of consumers' preferences towards such product due the impact of advertisement can be presented as follows:

Table- 4.13

Consumers' Preference to the Product Having Same Price and Quality

Description	No. of respondents	Percentage
Advertised product	80	80
Not advertised product	20	20
Total	100	100

Source: Field survey-2013

Table-4.13 shows the preference of consumers to the product having same price and quality out of the total 100 respondents 80% respondents gives preference to the advertised product whereas 20% respondents gives preference to non advertised product. It proves that advertised products have good preference from the consumers.

4.14 Impact of Advertisement on Customer

Some advertisements create positive impact among the consumers regarding the advertised product while sometimes it may fail for this. The results of survey on this regard are presented in table -4.14:

Table No: 4.14

Impact of Advertisement on Customers

Description	No. of respondents	Percentage
Positive impact	75	75
No impact	25	25
Total	100	100

Source: Field survey-2013

Table-4.14 shows the impact of advertisement on different customers. Among the total respondents 75% respondents responded that advertisement could leave good impact upon them about the advertised product whereas 25% respondents opined that advertisement could not leave any impact upon them. It proves that advertisement has played important role to leave positive impact towards the majority of people.

4.15 Role of Advertisements to Make the Purchase Decision

Sometimes advertisement may play important role to introduce the product and influences for purchase whereas sometimes it may fail for this purpose. The result survey in this regard is presented in table -4.15:

Table No: 4.15

Role of Advertisements to Make the Purchase Decision

Description	No. of respondents	Percentage
Indifferent	77	77
Purchase	10	10
Do not purchase	13	13
Total	100	100

Source: Field survey-2013

Table 4.15 shows the role of advertisement to attract the consumers. From the analysis it can be found that, out of the total 100 respondents, 77% respondents could not say whether they decide to buy the product or not after they saw the advertisement broadcast in the television and only a few percent of people i.e. 10% opined that they will purchase the product after they saw the advertisement broadcast in the television however 13% respondents opinioned that they will not purchase. It proves that advertisement helped to the majority of customers to recall the brands' name to a greater extent but the purchase decision is not fully depends upon the advertisement.

4.16 Effectiveness of the Advertisement of Cosmetic Product

The advertisement of the different cosmetic product sometimes reaches to the target group while sometimes it may fails. The result of the effectiveness of the advertisement of cosmetic good is presented in table -4.16:

Table No: 4.16
Effectiveness of the Advertisement of Cosmetic Product

Description	No. of respondents	Percentage
Seen	100	100
Not Seen	0	0
Total	100	100

Source: Field survey-2013

Table- 4.16 shows the effectiveness of advertisement of cosmetic product. From the analysis of table it can be concluded that 100 percent of the respondents are familiar with the advertisement of cosmetic product which indicated that the advertisement is very much effective to introduce the product to the customer.

4.17 Effectiveness of the Advertisement of Sunshilk Shampoo

Different customers take advertisement of cosmetic product like Sunshilk Shampoo differently. The result of the advertisement of Sunshilk Shampoo is presented in table -4.17:

Table No: 4.17
Effectiveness of the Advertisement of Sunshilk Shampoo

Description	No. of	Percentage
Seen	100	100
Not Seen	0	0
Total	100	100

Source: Field survey-2013

Table-4.17 shows that out of the total respondents all respondents opined that they saw the advertisement of Sunshilk Shampoo and they are familiar with this product which also indicates that the advertisement of Sunshilk Shampoo is very much effective to familiarize the product to the various customers.

4. 18 Factors Influence to Buy the Product (Sunshilk Shampoo)

Many factors influences to the customers to buy the cosmetic product like Sunshilk Shampoo. The results of the factors that affect the customers to purchase the Sunshilk Shampoo are presented in table -4.18:

Table No: 4.18

Factors Influence to Buy the Product (Sunshilk Shampoo)

Description	No. of respondents	Percentage
Quality	65	65%
Price	20	20%
Skim	10	10%
Advertisement	5	5%
Total	100	100%

Source: Field survey-2013

Table-4.18 shows the factors which influence customers to buy the product. From the table, majority of the respondents (65%) responded that they are influenced by the quality of Sunshilk Shampoo to purchase this product where as 20 percent are influenced by price, 10 percent are influenced from the skim attached in the product and rest 5 percent are influenced to buy from the advertisement of the particular product.

4. 19 Major Findings of the Study.

The major findings of the study derived from the analysis section are as follows:

1. Majority of the respondents (60%) below age level of 15 years preferred musical advertisement mostly and it is followed by 20% of good wording whereas 6.25% of respondents prefer simple advertisement and 20% of

respondents prefer all the advertisement i.e. musical, good wording, and simple. The reaction of the people those fall in age group of 16-25 shows that majority of the respondents 55% like in the musical programs, 25% of people like the good wording whereas no one likes simple advertisement of this age group and 20% of people like all types of advertisement. In the context of age group between 26-35, majority of the respondents 42.85% prefers advertisement having good wording and it is followed by 34% respondents of musical programs. In case of the age group of 36-45 majorities of the respondents 56.67% prefers the advertisement having good wording it is followed by the respondents like the musical programs of 30% while in relation to the age group above 45 years majority of them like the musical advertisement 50% and it is followed by good wording 40%.

2. In context to the education- wise preferences to the advertisement indicates that most of the lower educated respondents preferred to musical advertisement. Regarding musical advertisement, 60% of people of below S.L.C. prefer such programs while in case of respondents having S.L.C. level majority of them 55% like musical advertisement. Similarly, in case of graduate group they give first priority in good wording like 50% and it is followed by 36.67% of musical advertisement. Likewise, majority of above graduate people like good wording 53.33% and it is followed by 30% respondents who prefer musical advertisement and the most of people who are uneducated show their attitude to musical advertisements 40%.
3. In case of the preference of advertisement according to gender majority of the 48% male of respondent found they like the musical advertisements and it is followed by 36.67% respondents who prefer good wording. Regarding female respondents, 62.5% of respondents like the musical advertisements and it is followed by 25% of respondents who like the good wording. From the analysis it can be concluded that the female consumers seems to give more priority to musical advertisement than the good wording advertisement than

the male. Altogether, they preferred the musical advertisements than the good wording advertisements.

4. In relation to the television watching habits, majority of the respondents 100% found to have the habit of watching television. From the comparison of male and female respondents, the percentage of women respondents for watching television seems to be higher than male respondents.
5. The results regarding the consumers' opinion on advertisement indicated that majority of the respondents of the age group below 15 (60%) found to be a passive television audience i.e. they just watch the television. Likewise, among the respondents belonging to the second age group of 16-25 years half of respondents (50%) are conscious with the meaning of advertisement. In case of third age group i.e. 26-35 years majority of respondents (56%) were exciting about the advertisement and in case of fourth age group of 36-45 years 43.33% respondents were found to be conscious about the meaning of advertisement and majority of the respondents are not highly interested to the advertisement. Similarly, in case of last age group of above 45 years 40% were conscious with the simple meaning of advertisement whereas majority 50% respondents are found to be mere audience.
6. In relation to the reaction of the respondents in term of their educational status the majority of the respondents (70%) having the qualification below S.L.C. are seemed to be mere audience. In the second group having educational degree above S.L.C. only 30% respondents tries to know what advertisement meant while majority of them (60%) were only audience. The third group having graduate degree majority of the respondents 56% found that they are conscious to the meaning of advertisement. Similarly, in the fourth age group i.e. having qualification above graduate degree majority of (60%) respondents were found to be aware about the meaning and in case of uneducated respondents 60% respondents wanted to know what

advertisement meant. From the analysis it can be concluded that the majority of the fourth respondents group is found to be particular on the meaning of advertisement and the second and the third groups were found to be highly curious about the advertisement whereas the first group was found to be dull audience.

7. In subject to the gender wise reaction of advertisement most of the male (71.67%) respondents viewed that they were particular only to the meaning and in case of female population majority (77.5%) of the respondents were found to be concerned with meaning of advertisement. From the above data, it can be concluded that female respondents seem to be more concerned with the meaning of advertisement whereas majority of male population is found to be interested to the advertisement.
8. In relation to the effect of advertisement on consumers' purchase decision majority (50%) respondents opined that they became customer of the product because of their need not due to the effect of advertisement whereas 40% customers were found to support both of the reasons. Thus, from this result it is found that majority of the respondents used the particular product to fulfill their needs.
9. In context to the consumers preferences to the advertised product or not advertised product majority of the respondents (75%) responded that they prefer the frequently advertised product. From the analysis it is found that most of the consumers give the priority or preference to the frequently advertised product than not advertised product.
10. In relation to the consumers preference to the means of advertisement majority of respondents 68% responded that they prefer the television and rest of the respondents prefer Newspaper, Magazine, Radio, Cinema, Pamphlets and Posters. From the above analysis it is found that television

advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.

11. In subject to the impact of repeated advertisement to attract the consumers' attention most of the respondents, 60% were found to be attracted by the advertisements broadcast in the Television. It shows that most of the advertisements are proved to be fruitful to lure the consumers.
12. In relation to the consumers' response to the adequacy of the advertisement, majority 80% respondents want some more information to be added in the advertisements which indicate that the information included in television advertisement are not sufficient to influence the consumer and they are willing to add additional information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.
13. In subject to the preference of consumers to the product having same price and quality, most of the respondents (80%) gives preference to the advertised product as compare to non advertise product though they are similar in nature. It proves that advertised products have good preference from the consumers.
14. With respect to the impact of advertisement on different customers out of the total respondents most of the respondents 75% responded that advertisement could leave good impact upon them about the product. It proves that advertisement has played important role to leave positive impact towards the majority of people.
15. With respect to the role of advertisement to attract the consumer, majority of the respondents (77%) opined that advertisement helped to the customers to

recall the brands' name to a greater extent but the purchase decision is not fully depends upon the advertisement.

16. With context to the effectiveness of advertisement of cosmetic product, all respondents (100 percent) are familiar with the advertisement of cosmetic product which indicated that the advertisement is very much effective to introduce the product to the customer.
17. In relation to effectiveness of the advertisement of Sunshilk Shampoo out of the total respondents all respondents (100%) opined that they saw the advertisement of Sunshilk Shampoo and they are familiar with this product which indicates that the advertisement of Sunshilk Shampoo is very much effective to familiarize the product to the various customers.
18. In relation to the factors which influence customers to buy the product majority of the respondents (65%) responded that they are influenced by the quality of Sunshilk Shampoo to make the purchase decision of the product.

CHAPTER- V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost. This is a professional definition, which emphasizes that advertising should be planned and created to achieve the most result for the least costs. The main objective of advertising is to sell. But unlike the salesman who sells in a face- to- face, or even voice t o voice situation, advertising sells in a broadcast fashion to numbers of prospects whose identity may or may not be known, and who may be close at hand or at a distance. The message is reached to the large number of prospective buyers at a timer. Advertising has remarkable flexibility and range of operation. This versatile and flexibility of the advertisement does have to be used intelligently. This is lacking in Nepal. In this regard the present study will be helpful. Before there is any expenditure on advertising, there is must first be an assessment of the likely return, and one method or medium should be judged against another on a cost benefit analysis. This study surveys the impact of television advertising of cosmetic products on consumer behavior. Thus, this study will be very important for the advertiser. It will help them to improve their adverting policy.

In Nepal, advertising is growing day by day. Advertising is widely used by business, government and social organization. Banks extensively use it to issue notices for repayment of overdue loans. The use of advertisement by private airlines is increasing every year. Hoverer the impact of advertisement to the various consumers is unknown. Thus the study to analysis the impact of Television advertisement on consumer's behavior

The main objectives of the study is to analysis the impact of television advertisement in consumer behaviour with reference to cosmetic product but the specific objectives are (a) to examine the consumers preferences on television advertisement (b) to

identify the consumers reactions to the television advertisement (c) to examine the popularity of the television advertisement (d) to analysis the effectiveness of the advertisements of cosmetic products (e) to examine the factors that influence to buy the cosmetic product.

Advertisement is one of the most important components to influence consumers for making them familiar about the product. The study regarding the impact of television advertisement in consumers' behaviour is perhaps in first in Nepal. To achieve the objectives of the study required data are collected from primary sources through questionnaire. In total 100 questionnaires covering the differing age groups, different gender, and educational background are collected and by using various statistical and mathematical tools are used to analysis the data to achieve the objectives of the study.

5.2 Conclusion

According to the findings of the analysis section it can be concluded that majority of the people have television watching habits and out of them women are more curious in television then men which indicated that television advertisement is more popular means of advertisement than all other types of advertisement but most of them just watch the television rather than to know any new information. In addition to this, majority of the people of different age groups as well as different educational class and gender prefers to the musical programs as compare to the other types television programs which indicate that musical programs are more popular among the people then other programs. Similarly, majority of the people prefers the product which is frequently advertise rather than not advertise product though they are same nature's product but most of them purchase the product due to their necessity not due the influence of advertisement. Likewise, the advertisement of cosmetic product like Sunshilk Shampoo is very much effective to make the customers familiar about the product but majority of them are influenced from the quality this product not from the advertisement though they are know about that product from advertisement. Thus, in conclusion it can be concluded that television advertisement seems to be the most

popular means or media which plays crucial role to enhance the market of the goods manufactured.

5.3 Recommendations

On the basis of the findings of the study, following suggestions or recommendations are recommended:

-) The study shows that majority of respondents of different age groups and various educational backgrounds prefer musical programs rather than other programs. So, the producer as well as advertiser either makes their advertisement in musical form or they should broadcast the advertisement in musical program.
-) The study shows that majority of the respondents have television watching habits and it is more popular with women consumers. So, the advertiser and producer should give preference to the television advertisement by focusing more to the women advertisement.
-) The analysis shows that the information included in advertisement are not sufficient and majority of the respondents are willing to get the additional information from the advertisement regarding the various aspects of the product. Thus, advertise manufactures and producer should include sufficient information so that consumer can be satisfied regarding the matters.
-) The study indicates that most of the consumers prefer advertise product rather than not advertise product and it also indicate that advertisement attract the attention of the consumer. Hence, all manufactures should advertise their product to expand the market share.
-) The study indicates that the advertisement of any product leaves the good impact with consumer behavior regarding the product but to some extent their purchase decision is depends upon the need of the consumers also so while advertising the product all manufactures and advertiser should try to create the necessity of the product through effective presentation of product and product related information in advertisement.

-) The advertisement of cosmetic product is very much effective to leave a positive impact upon consumer regarding the product and majority of the respondents prefer the quality of the product rather than other variables. So, all manufactures of cosmetic product should produce a product having good quality and advertise their product effectively which helps to increase their market share rapidly.
-) The study indicates that the Sunshilk Shampoo is more popular product than of that other cosmetic product. So, the firm should try to maintain this strength in future too.
-) In the study majority of the respondents stated that the price of the Sunshilk Shampoo is comparatively higher than other cosmetic product. So, the producer of Sunshilk Shampoo should remove this weakness and the price of the product should be comparatively reasonable as other competitive products.

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ANNEX - : Questionnaire

A survey on impact of advertising on consumer behavior of cosmetic product.

Dear Respondents,

I am collecting the data concerned with "Impact of advertising on consumer's behavior of cosmetic products" for the research work in partial fulfillment of the requirements for the degree of Master of Business Studies (M.B.S.) and it would be great value of your help in this research work, if you help by filling up the following questionnaires.

Name:

Date:

Address:

Profession:

Age:

Gender: Male/Female

Education:

- ◆ Below S.L.C.
- ◆ S.L.C.
- ◆ Graduate
- ◆ Above Graduate
- ◆ Uneducated

1. Do you watch Television?

Yes

No

2. Do you generally watch the Television advertising?

Yes

No

3. If you have watched Television, when did you started to watch the Television Advertising?

Two years ago

Five years ago

More than five years ago

4. What kind of advertisement do you prefer on Television?

- Musical
- Good wording
- Simple
- All of the above

5. How do you react to the Television Advertisement?

- Change the channel
- Try to know the message of the Advertisement
- Curious about advertising than the product.
- Indifference towards the advertisement

6. Which Priority do you give in watching advertising?

- | | |
|----------------------------|---------------------|
| Educational | Sexiest advertising |
| Famous persons advertising | Other |

7. In which category do you prefer the most?

- | | |
|-----------|-------|
| Very Good | Good |
| Moderate | Other |

8. According to the Price what kinds of advertising do you want to watch a lot?

- | | | |
|------------------|-----------|------------|
| Cheap and Simple | Expensive | Reasonable |
|------------------|-----------|------------|

8. Which product do you prefer to buy?

- Frequently advertised
- Not advertised

9. Does repetition of an advertisement attract your attention?

- | | |
|-----|----|
| Yes | No |
|-----|----|

10. Have you Seen Cosmetic advertisement?

- | | |
|-----|----|
| Yes | No |
|-----|----|

11. Have you ever seem advertisement of Sunshilk Shampoo?

- | | |
|-----|----|
| Yes | No |
|-----|----|

12. What factors influence you to buy that product?

Quality and brand	Price
Scheme	Other
Advertisement	

13. Do you think most of the advertisement has what you want?

Yes	No
-----	----

14. If an advertisement interests you what do you do?

I look for more information
what I received is enough

15. If there are same kinds of products in the market in terms of quality and the price, which one would you buy?

Advertised	Not advertised
------------	----------------

16. Have you bought any product after getting information from advertisement?

Yes	No	Can't Say
-----	----	-----------

17. Which advertisement interests you more?

Newspaper	Magazine	Television
Radio	Pamphlets	Any Other

18. Which Shampoo's advertisement have you seen the Most?

Sunshilk	Head & Shoulder	Clinic Plus	Dove
Other			

19. Could you say me which is the best shampoo in Lalitpur?

Sunshilk	Head & Shoulder	Clinic Plus	Dove
Other			

20. Which Shampoo brand is popular in Nepal?

Sunshilk	Head & Shoulder	Clinic Plus	Dove
Other			

21. What type of advertisement do you like the most?

Different type
Similar type
No different type

22. When did you buy Toothpaste after watching its advertisement?

Recently

After watching two-three times

After more information

23. How much do you believe in advertisements?

Believe Fully

Believe to some extent

Do not believ

Thank You