

CHAPTER-1

INTRODUCTION

1.1 Back ground of the study

Advertising is a form of communication used to help sell products and services. Typically it communicates a message including the name of the product or service and how that product or service could potentially benefit the consumer. However advertising does typically attempt to persuade potential customer to purchase or to consume more of particular brand of the product or service.

Advertising plays retail role in the marketing activities of goods and services in the modern business world. It is one of the most important tools in the marketing. In the free market economy effective advertising is for unless consumers know about a company's product they are unlikely to buy it.

Advertising is the most important marketing activities in the modern world. It is notable and easy identified from if promotion in international as well as domestic marketing. The wings of globalization have increased its importance. It is also a most widely used promotional mix.

Advertising is a powerful communication force highly visible and one of the most important tools of marketing communication that helps to sell the products, services, ideas, images, etc. it is a form of mass communication, a powerful ,marketing tool, a component of economic system. A means of financing the mass media a social institution, an art form and an instrument of business management.

A product service and idea can be presented and promoted in a variety of ways and among them advertising is one of the most acceptable tools. Advertising influences consumer attitudes and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumer. The technique of advertising may be directed by one or more objectives of the advertising depending upon the nature of the product and situation.

Advertising is a part of every day life for every one hence it is difficult to escape them even if we never go through the television program or listen to the FM radios, or read newspaper or magazines. we would still be bombarded with the advertisements

Though billboards at the highways shopping complex bus park crossway posters on the shops and officer and pamphlets in the wall more then the that advertising is in the form of the loafers too.

The American marketing Association. Chicago, defines advertising as "any paid form of non personal presentation of idea, goods and services by an identified sponsor" (*Chunawala: 1998: 5*)

An analysis of each elements of this American definition follows. Advertising may be any form of presentation. It may be a sign symbol, an illustration, a commercial on the radio or on the television. Any form of presentation, which and advertiser imagines will fulfill the requirements of an advertisement can be employed. Secondly it is defined as any paid form. Foreseeable publicity projects products, services or ideas in any media because it is considered informative and useful for the audience. for publicity non payment is made by the benefited as non personal also. This phrase excludes any form of personal selling. which is usually done one a person to person or people to people basis.

Advertising is totally non personal offering non personal information delivered through media and of ten viewed as intrusion. Of course

Advertising may help the sales person that in his or her sales effort kazmi and satins.....

Goods services and ideas for Action it is well know that advertisements are employed to communicate information about product or services. Most definitions neglect the use of advertising to promote ideas. The post office advertisement to promote the use of house number in any city viz. Biratnagar for faster delivery of letters in an example of selling an idea for action. Openly paid for by an identified sponsor. This means that advertising is openly paid for the sponsor is identified by his company's name or brand name or both. If in an ad, the sponsor is not identified and it is not paid for its use of media in which it has appeared then the message is considered to the publicity.

Like that different people have defined advertising in many ways however they all mean nearly the something.

There are various types of advertising media but television media plays a vital role to give information of public so the important of television advertising is increasing day by day. Television give information to a large number of people then any other medium of advertising. Due to the satellite facility television programs are viewed internationally. In today's glamour's world, use can show all the aspects of product or service through television advertising .it is always said that the people believe in this until they hear and see . This can be possible through television only.

Television advertising first comes in to promicence in the 1950 s in America. At first the popularity of television hundred by the expensive

cost of television sets and lack of programmers, but its impact was so deep that within a decade it was spread over the world. In Nepal, it is no exception. In Nepal, television was first started in 2041 B.S. in the name of Nepal television. It started to telecast the program in 2042 B.S. while commercial television only in 2044. (NTV, viewers survey: 2066)

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 low audience selectivity. However, we cannot deny the fact that television enjoys the dominant position in the media mix.

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

1.2 Statement of the problems

Business organizations always try to increase sales volume by applying different methods of promotion. It is common worldwide and it is common in Nepal too. The cut-throat competition of a growing market has compelled Nepali business organizations to spend more on promotion, i.e., advertisement, publicity, and other tools.

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. To days 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 up ward. For this, the effectiveness of advertisement is one of the major areas advertiser needs to consider. Deciding on the media is the crucial took the advertiser needs to under take for the success of any advertisements. Among various types of media television enjoys the dominant position. Advertisement can rwach 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 on this regard for the success of any advertisement campaign. This is lacking in Nepal very feis 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. The surrey will try to solve the questions like how particular the television advertisement is among different people in urban areas. Is it popular among youngsters or middle-aged or it is popular among older people? These all findings can be more useful for the advertiser while selecting among media according to their product.

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 advertisement the selection of the target market and the producer's nature plays a significant impact on choosing the media. The boundaries with in which the products are intended to be sold sets limitation on choice of media. Different people show different attitudes toward the same message arieds telecast and published. In Nepal many adverisers fails to give due importance in this regard. The leads to the failure of advertisement in generating due positive response form consumers. Thus 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 types 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 types of the study is much. In this ground the study deals with the following issues.

- Which age group people prefer T.V advertisement more?
- Which education level people prefer T.V advertisement more?
- Which gender people prefer T.V advertisement more?
- What are the reactions of people toward the T.V advertisement?
- Does T.V advertisement affect the consumers purchasing decisions?
- Do consumer prefer advertised product?
- Which means of advertisement consumer prefer more?
- Does repeated advertisement attract the consumer's attention?
- Does advertisement involve adequate information?
- Does advertisement influence people positively?
- Does the advertisement of cosmetic product influence the people?

- Which factors influence the people to purchase cosmetic product?

1.3 Objectives of the study:-

The study focuses on the effect of television advertising on consumer Behaviors in specific reference to Vatika Shampoo. So the main objectives of the study have been outlined below.

- To examine the consumers preferences on television advertisement.
- To identify the consumers reactions to the television advertisement.
- To examine the popularity of the television advertisement.
- To analysis the effectiveness of the advertisement of the cosmetic products.
- To examine the factors that influence to buy the cosmetic product.

1.4 Importance of the study:-

In present situation of a market is highly competition and similar kinds of product are mushrooming day by day the need of advertisement is highly observed. Each firm wants to the target market and the market coverage the advertising its product in every stage of life cycle.

Advertising has proved to be effective (less costly) source of information in term of its audio-visual results then 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 cycle. It is beneficial not only to the producer and retailer but also the consumer.

Mostly the advertisement helps the producer to describe that their products are different from the products of the competitors.

Advertisement helps to create an image about the product in the consumer's perception and in consumer's mind.

1.5 Focus of the study:-

As being a member of W.T.O Nepali products has to compete with other foreign product globally, which are technologically higher and cheaper in a cost a Nepali products. From this situation, Nepali product has to capture its own local market first for that advertisement definitely plays the vital role.

This study is focused to know the consumer affected by the use of television advertising with specific reference to Vatika shampoo. Television advertising directly reaches the ears and eyes of the viewers. Hence this medium of advertising is considered as the most effective. Most of the advertiser's use this medium these days. Television advertising combines merits of both radio and cinema. People can see and hear the advertisement message at their home. Television advertising is the fastest means of communication, so it is equally effective for those who can not read papers.

1.6 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 surveys of respondent and interview of people at the time Chaitra 20-Baisakha 15 2068.
- Random sampling techniques will be used to select the respondents for the purpose of interview.

1.7 History of Advertising:-

The history of advertising takes us into dim past many countries ago. Advertising by work of mouth is probably the earliest form of advertising and we many assume that it began as soon as documents and archeological researches have confirmed the existence of advertising in the ancient time. The knowledge of psychology and art of printing were not developed. Hence in old days advertising was very limited in its scope. The earliest form were signboards and writing on the wall of prominent buildings, routing loudly .the price and description of the article to be prominent building. Shouting loudly the price and description of the article to be sold way only method of attracting people.

Though advertising in its present form is the product of the current country as a business force it is not new tool. It has longest history making us back to the history of man kind and human civilization. Though we fail the answer the question as to exact age of advertising. It can be said that advertising began the moment the main discovered the part of communication. Advertising the world or oral skills were developed well before reading and writing did advertising was given the commercial status the days entered into the price of exchange.

The 20th century was marked with the advent of two fascinating media of communication namely, the radio and the television . Americans have the credit of having radio first. It dominated form 1922-1947 and from 1948 on world; television became popular. Television has been powerful means of advertising since 1950s and has grown in importance

with the colour effect and is going to rule flow decades to come. Beside this is major indoor colorful media.

1.8 Research Methodology:-

This part of the study deals the methods and techniques which are used in this study. This study is based on primary sourced of data.

Research design

It should be of combined type ;both descriptive analytical

Population and sample

The entire population resident in Biratnagar municipality is the population of this study and 80 users are taken an sample and required information or data are collected from the N.T.V viewer survey. Nepal Television rate card introduction of card N.T.V dissertation submitted to the institute of management

Sources of data:-

Study should be based on both primary and secondary data, basically primary data are used for this study.

Data collection technique:-

To collect the primary data questionnaire survey will be done along with 80 interviewer and observation as per necessity. For the secondary data, Different publications journals, bulletins etc. of different relevant source will be used.

Data analysis tools:-

Different relevant statistical tools will be used to find out the most preferred instrument. The study will use the mix of statistical tools from simple percentage as per the requirement and their suitability.

1.9 Organization of the study:

This study has been divided into five chapters and each chapter has some importance. The title of each of these chapters is listed below.

Chapter-I Introduction:

This chapter includes background of the study, statements of the problems, objective of the study, importance of the study, limitation of the study, etc. are included.

Chapter-II Review of literature:

Second chapter deals with the conceptual thought and related study of theoretical analysis and brief review of related literature available.

Chapter-III Research methodology:

This chapter deals with the research methodology which consists of research design, sources of data and information as well as different analytical tools used in the study.

Chapter-IV Presentation and Analysis of Data:

This chapter includes the main aspect of the study. It deals with data collection procedure and statistical tools and findings of the study.

Chapter-V Summary, conclusion and Recommendation.

This chapter is the last chapter which presents summary, conclusion recommendation.

CHAPTER - II

REVIEW OF LITERATURE

2.1 Meaning and concept of advertising:

The word advertising is derived from the Latin word "Adverto" which mean to turn the attention. So the meaning of advertising is to turn the peoples attention to specific thing. In other words advertising is to draw attention of people to certain goods, services or ideas. The oxford advanced learner's Dictionary of current English explains advertising as make known to people. Similarly Longman Dictionary of contemporary English defines advertising as to tell people publicity about product or service in order to persuade them to buy it.

Philip kotler in his book ' Marketing management ' defines advertising as "Advertising is any paid from of non-personal presentation and promotion of ideas goods or services by an undefined sponsor "Advertising is the means by which we make known that we have to sell or what we want to buy." Franks jerkins has written in his book. "Advertising made simple." he further elaborates the concept of advertising as advertising present the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.

Advertising is one of the most important marketing activities in the modern world. The mind of globalization has increased its importance. It is widely used by individual, business, government, and non-government organizations. "Advertising is any paid form of non-personal communication by an identified sponsor to promote the products. it is an organized method of mass communication to inform, persuade, remind,

and reinforce target customers about products. Product can be goods, services, ideas, experiences, events, persons, place, properties and organization." (*Agrawal:2006: 29*)

Most of the advertising is to stimulate people to buy a particular branded product offered for sale by a particular seller despite. some widdy help misconceptions, advertising along work no-miracle. since it is an important element in modem marketing process it can generate consistent - profitable result only when the entire structure is sound and coordinated.

Advertising is an organized method of mass communication by an identified sponsor to inform, persuade, remind and reinforce target. customers about products and thereby promote the products. Advertising is a major form of promotion in international as well as domestic marketing. people generally buy a product only after knowing about the product through the advertisement. That is way; advertising plays a vital role in marketing especially in persuading and providing information to a large number of scattered mass in different region of the country.

Advertisement is a powerful communication force highly visible and one of the most important tool of marketing. Communication that motivates the consumer to buy products, service, ideas and images. One may or may not kike the advertisements are everywhere. They are seen on the walls, back of the buses, in play grounds on the road sides, in stores and are heard on radio. The fact is that we are being bombarded with advertisements day in any day out from all imaginable media. (*Kasmi: 19710: 7*)

Albert Lasker, who has been known as the father of modern advertising is "salesmanship in print." But the delimitation has been given

long before the advent of radio and television and at a time the concept, nature and scope of advertising were entirely different from what they are now. Today the concept of advertising has been very much broad. The definitions of advertising are many and varied. It may be defined as communication process an economic and social process a public relation process, depending on the point of view.

"Advertising is a form of communication intended to promote the role of products or service to influence a particular cause to gain political support to advance a particular cause or to elicit some other response desired by the advertiser." (*New encyclopedia: 1979: 103*)

Advertising basically encompasses communication paid space or time, presentation and promotion of products, persuasion and promotion of the consumer in a communication process. There is a sources of masses in advertising, which flows the mouth of advertising i'e producer seller and travels to the receiver. advertising by its definition is persuasive communication and its objectives is to turn potential buyers in to the actual one.

Some of the definition of advertising are as follows:-

Advertising consists of all the activities involved in presenting to a group, a non personal, oral and visual, openly sponsored message regarding a product, service or idea. This message is called an advertisement is disseminated through one or more media and is paid for by the identified sponsor. (*Standotn:1985:448*)

"Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an ideas, goods and services by an identified sponsor." (*Kotter: 249*)

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*)

“Organization obtains their advertising in different ways. In small companies advertising is handled by some one in the sales and marketing department, who works with an advertising agency. A large company will set up its own advertising department whose manager reports to the vice president of marketing.” (*Kotler: 627*)

Advertising includes those activities by which visual or oral message are addressed to public for the purpose of information than and influencing them either to buy merchandise or services or to act or be inclined favorable to wards ideas, institutions and person featured. (*Abuja and Chhabra: 1995:1*)

The objective of advertising is usually to change or influence attitudes. It aims to persuade people to buy product “A” instead of buying product “B” or to promote the habit of continuing to buy product “A” they are unlikely to buy both product “A” and “B”. (*Jefkins: 1999: 15*)

“Advertising alone almost never “sells” products. Services or ideas. It helps to sell through persuasion for any reason, of a product is not available in the distribution out let the “greatest advertisement” can’t sell this product. Of the consumer perceives that product is overpriced or does not meet their requirements than advertising wont be able to sell such a product. No amount of advertising will persuade consumer to buy a bad product a second time advertising can’t sell any thing if that is not perceived by the audiences as needed , wanted or desired.” (*kazmi and Bhatto: 12*)

“Advertising benefits the consumer . they come to know about product information they get the information about the product availability. It expands the market. Advertising creates market for new products. It makes in ware of new uses of old products. Consumer gets post purchase satisfaction become there is advertising consumer gets a wide choice. It makes competitive economy possible.” (*Chunawala and Sethia: 21*)

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

“Advertising is one of the most important reoffering elements of the promotion mix for the objective of successful sale of a product.” (*Catoeora: 1997: 479*)

The above definition includes many features of advertising. Firstly, advertising is a non-personal. There is not any kind of face to face interaction on 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 can not be as compelling company sales representative. However, 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. There definitions the reader can have an in – depth view of different aspects that have been considered in defining advertising . there definitions have used certain words and phrases cost high degree of importance. Such as.

- a) An identified sponsor :- This word clarify the difference between the advertising and the propaganda. Just like advertising propaganda attempts to present certain options and ideas which may influence the attitudes and actions of people. However, the source of propaganda is unknown whereas in case of advertising the sponsor of ideas or opinions is clearly known.
- b) Non personal presentation and promotion: - In the case of personal selling there is a face to face presentation and promotion of products or services by the sales person. Advertising is totally non personal offering non personal interaction delivered through media and often viewed as intrusion of course, advertising may help the sales person in his /her selling efforts.
- c) paid form of promotion:- Advertising is a paid form of promotion of ideas, goods or services in which payment should be made by the sponsor to the medium which carries the message.
- d) Controlled:- The advertiser control the content of advertising message, its time and direction. Advertiser say only what to say and by selecting the appropriate medium, direct the message to the audience whom they intend to receiver. In case of publicity it is not under the control of the advertiser.
- e) Message:- The advertising has a message. it carries a verbal or visual message. Advertiser control the concept of advertising message, its time and direction. Advertising say only what they want to say and by selecting the appropriate medium, direct the message to the audience when they intend to receiver. 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 consumer.
- f) Persuasion:- The major objective of the advertising inherent in the presentation and promotion of ideas, goods or services is achieve predetermined objective through persuasive communication,

precipitating the change or reinforcement of desired attitude or behavior.

- g) Mass communication media:- The broad group of people (audience) can best be reached by mass media such as newspaper, magazines, television, radio and outdoor displays. This qualification separates advertise and personal selling. The multiple message of people simultaneously.
- h) It is not natural, it is not unbiased:- Advertising is not natural or unbiased. All the advertisement that appear are controlled by the advertiser and are intended to sever the advertisers interest in some or many ways. Advertising has a gained much attention because it is the best known and must widely discussed from of promotion and a very impotent promotional tool. it can be very cost effective method to reach a large audience. It can also be used to create images and build. Symbolic meanings for a company or brands.
- i) Now a day advertising has become a major form of selling. Hence advertising is essential for manufactures, wholesaler and retailer in order to influence their consumers behavior to obtain the desired sales. In this sense we can conclude that no market in any part of the world is imagined without advertisement.

2.2 Evaluation of Advertising

Modern advertising is largely a product of 20th century. The development of technology of research has led to increase sophistication in advertising in recent decades. During ancient and medieval times, advertising was crude if measured by present day standard. However the basic reason for using advertising was the same than as it is now.

The recorded history of advertising comes a period of about 5000 years including the modern satellite and interned age. Our knowledge of advertising in ancient times is in fragments. Nevertheless it seems that the urge to advertise has been part of human nature since ancient times.

It is not now phenomenon; its evolution has been dynamic. It originated with the beginning of commerce. The economic prosperity and changing consumer needs in the market have greatly influenced its evolution.

Archeologists have found evidence of advertising dating back to the 3000s BC ; among the baby lanais. The out door display, usually an eye catching sing painted on the wall of building was one of the first known methods of advertising. many such sings were uncovered by archeologists notably in the ruins of ancient Rome and Pompeii an out door 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. (*Sontakki:1989: 106*)

"Advertising by word of mouth is probably the earliest from 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. (*Sontakki: 1989: 106*)

Word of mouth praise of products was the way of advertising used in medieval times these given 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 shorts the praises of theirs were even in Nepal , during the 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 "Jhyalipithe" in Nepali "Jhyali" means a certain types of an instrument which producers music and "pithe" means to beat ; this is so called because the town - carrier beat the "Jhyali" while making announcement or informing the public. the town criers were forerunners of the modern announcer who delivers radio and television commercial.

But, In this way we can categories the following:

2.2.1. Early stage of Advertising (up to 1440):

In this stage there was a batter oriented economy. the technology was confined only in primitive hand tools labour based techniques were widely used . Advertising was done verbally, i.e. by word of mouth public criers and street hawkers transmitted product message. Hand written sign and symbols were used to advertise the products. Horns and bells were used to attract the attention of the consumers. signs were printed on the walls carved in clay, woods, or stones were hung in front of the shapes to attract the attention of the passer by. Most of the people

could not read so signs often symbolized the goods for sale. In this stage advertising was mostly in graphic form.

2.2.2 Printed stage of advertising (1440-1900)

After the invention of printing press in 1441 by Johannes Gutenberg in Germany, it became the major achievement in civilization and there seems the important development in the history of advertising. Mass production of advertising became possible. Posters, pamphlets and handbills became media of advertising. Newspaper appeared in early 1600s. They became an important media for advertising. Messages were simply and informative. From that very date the newspaper advertising begins to develop. This was an important phase in the history of advertising. In early age, newspaper advertisements were in the form of the announcement. In 1650 London newspaper offered a reward for the return of 12 stolen horses via its newspaper. The first advertisement of coffee was published 1652. Chocolates and tea were also introduced through newspaper advertisements in 1657 and 1658 respectively. Later in 1704 "Boston Newspaper" started a professional advertisement through its newspaper.

2.2.3 Broadcast stage of advertising (1901-1970)

This stage witnessed the invention of radio, television and motion pictures. Radio has become the most powerful audio media of advertising since 1922. It reached the millions of illiterate people. Television became an important and popular audio-visual media of advertising since 1948. It provided the visual effects.

Gradually advertising agencies appeared in this stage. J. Walter Thompson was the pioneer of the advertising agency. Research agencies related to advertising also appeared. Advertisements were used to promote the social and political issues.

During 19th century, it is marked by a new kind of brand advertising, magazines; both weekly and monthly magazines started catching the imaginations of people by popularizing the brands. This is the period that welcomed window and counter display exhibition and trade fairs.

From this phase advertising enters into the professionalism. But in 1929, when the stock market crashed in 1930, when the Great Depression was observed in the world, it caused the adverse impact on the growth of advertising.

During this decade, advertisers looked for various ways to make their advertising more effective. To overcome the depression, false and misleading advertising continued to thrive, which was ultimately controlled by government regulations.

2.2.4 Information Technology Stage of Advertising (1970 to present)

A new kind of advertising strategy has been observed since 1970 where the competitor's strength became as important as the advertiser's. The advertisements were made to attract the consumer's mind and to make the product different from the product competitors.

"From this time onwards however, advertising never looked back, not only in the United States and Western Europe but in developing countries as well. It has reached higher and higher peaks in terms of volume as well as its quality and its sophistication. (*Chunawala and Sethia:29*)

During the last decade, several significant new technologies have effectively advertised considerably. One was the penetration of cable T.V., Network, computer technology and Internet provides has added the significance of the advertising in this era.

Now, advertisement is getting result oriented in terms of profit performance, customer relation more than this the concept of niche marketing and mass customization are highly promoted by the advertising.

Advertising has come a long way from the simple sign on shop to a powerful device of promotion and persuasion. It has been very much of a presence along our way and it would seem destined to span out the future as well.

2.3 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 :

- 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 special offers
- 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. (Shantoki: 480)

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 his hard to shift from established habits. The advertising has to be bold , dramatic persuading and convincing to promote something now a long tern campaign of advertising is required instead of a stating big splash . the advertising should be persistent and insistent for the new product to create the market. (Borden and Marshall: 1971: 3)

Manufacturer 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 product have already been proved in professional, commercial or some other accepted use the advertising used by advertiser is more persuasive rather than informative in this case.

An existing product is some times 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 n price change is more common form. We can see many example of these types of advertisement during festival festive discounts and hence change in price.

Some advertisements announce a new pack some times a manufacture 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 quality. Consumers may upset 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 seasons for advertising differ as per the advertiser requirement. Can be to educate consumers to announce the location of stockiest to challenge sales to maintain sales etc.

2.4 Types of advertising

Different types of advertising try to reach different target audiences.

2.4.1 Producer advertising :

Producers are the business enterprises they produce products to get profit and meet other objectives they advertise the products under the brand name . they advertise a product on nationwide or on the global basis to informs persuade, remind and reinforce customers. The producer advertising gives emphasis to the consumer advertising consumer are the ultimate users of the product. So the producers advertising basically target the individuals and households who consume their products. Producers also under fake the corporative advertising to promote generic products such as milk, egg, tea, coffee, fruits in favor of the consumer.

2.4.2 Resellers Advertising:

Resellers are the middleman consisting of distributors, wholesalers, relaters they buy products not to consumer by themselves but to resell to the others. They used the media such as local newspaper, billboards, local

F.M radio station and cable television. The objectives of the resellers advertising is to encourage the customer to patronize a specific store, to emphasize price, image, service product assortment, hours of operation and location.

2.4.3 Personal / Individual advertising:

It is advertising by individuals it is in the form of the classified ads. It can be information based, about the births, marriages. It can be also buying and selling of personal products. It can be take the column of loss and found items. they mostly used media by individuals for advertising are newspaper bulletin boards webpage and direct mail etc.

2.4.4 Government Advertising:

It is advertising by Government at national and local level. It is generally in the forms of public notice. It involves big budget. Government ads are the form of procurement, ads public awareness and reform the society. Tourism promotion ads, sale of saving government bonds and financial ads, are under the government advertising.

2.4.5 Social Advertising:

Social institutions provide services to society. They are not guided by the profit motive rather guided by the reform of society. they advertise for advocacy to raise issues such as environmental protection, women rights, human rights, AIDS precaution, obligation of child labor anti smoking ads, ads related to legislation comes under this social advertising. The social institutions can be religious, educational, clubs and associations. They advertise nationally locally. (Belch and Belch: 2000: 18)

2.5 Function of advertising:

The basic function of advertising is to bring something deliberately to the notice of someone else. However, its another function is to create a positive, psychological image about the product or services.

The role of advertising depends on how much important is attributed to advertising relative to other promotion mix elements in the company's marketing program. Most advertisements help in producing

psychological effect and can help in changing only mental state of audience and predispose them towards the purchase of advertised product or service.

It is essentially a form of communication and its basic responsibility is to deliver desired information to the target audience. Generally these function are grouped as marketing, communication, education, economic and social functions which are described or follows:

2.5.1 Marketing Function:

Any company manufacturers and sells the product in the market for the purpose of generating profit. To increase their sales on profit companies develop their own marketing strategy. The marketing strategies are determined by the particular way company combines and use various marketing elements. This marketing mix includes a variety of option known as the 4ps and generally categorized under the heading of product, price, place and promotion.

2.5.2 Communication Function:

Advertising is itself to communicate some message to a group of people. The main objective of advertising is to communicate the basic message or knowledge to the consumer so that they can use their product. Advertising had its beginning in ancient civilization in items of communication. Since the people were illiterate, different symbols used by Greek and Roman businessman to communicate or to sell their products in the market.

2.5.3 Education Function:

Advertisements are to educate people also. People learn from advertising. They learn about the products, features of products and the way how to product can be used / operated.

Advertising spreads knowledge to the general public which reduces the accidents occurred by the lock of knowledge and reduces the waste of natural resources.

More then this advertising must be persuasive too. It must influence people to be involved into action, no matter weather the action

in the purchase of Vatika Shampoo or to be involved in protecting the environment.

The function of persuasion and education are almost similar in case of function of advertising.

2.5.4 Social Function:

Advertising helps to reform the society in long term prospective. It is one of the modern society's most visible aspects. This helps to improve the standard of living. It provides the opportunities to select the product that can best match the social need. The advertisement relating to the social issues to reform the society has led to important social and legal changes.

2.5.5 Economic Function:

Advertising makes the consumer continuous about the products. It provides the complete information about the new equipment / technology /price and other various economic issues to the users. Advertising also reduces the cost of distribution and boredom of personal selling. This results the lower cost and higher profit.

"To sum up the function of advertising are as follows:

- 1) To identify the product and differentiate them from the competitors product.
- 2) To communicate information about the products features and its location of sale.
- 3) Stimulation the distribution of a product.
- 4) To increase the product usage to enhance the profit.
- 5) To build brand preference and legality."(Brovee and Arens: 1986: 8-9)

2.6 Methods of Advertising (Ibid:249)

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 obtained 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, transit media etc. However, the media can be classified as:

1) Print Media

The print media also can be classified into:

(a) Network, 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 medial is also in four types

(a) Envelop enclosure

(b) Catalogue and booklets

(c) Sales letters

(d) Gift novelties

2.7 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. 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 newspaper. (Sontakki:140)

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) The cost of advertising is low as compared to other media. This cost become even lower if there is increment in 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 advertisement have excellent pictorial reproduction. Besides, the message can also be supported by detail figures, drawing 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 allure their selected market segments. For example, advertisement of a football on a sport magazine, advertisement of clothe 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 brief 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 advertisement 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 Famine 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

6) 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 aspect used in printing of advertisement, the cost of advertisement in magazine definitely higher than that in newspaper. And also as the number of person subscribing the magazine 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.

2.8 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 advertiser, 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 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 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.

2.9 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 rotation 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), Jaleswar (Mahotarri), Hetauda (Makwanpur), Daunne (Nawalparasi), Pulchowk (Lalitpur), Kakani (Nuwakot), Sarangkot (Kaski), Tansen (Palpa), Butwal (Rupandehi), Harre (Surkhet) and 11 broadcast centres in other locations in the kingdom. It is estimated that about 47% of the population living 32% of area of Nepal can watch the programs of Nepal television(NTV). Programs to increase broadcasting capacity and estending reception area coverage are underway.” (*Economic Survey/Y1999-2000:108*)

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 30 second of advertising per day of transmission (*NTV viewers survey:2055*).

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 30 second 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 advantages 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 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 jingles or act like the actors in the advertisements. There are varieties of programs that every viewer also come across the advertisement of the sponsor products. They are regularly reminded about such products. In this way, television 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:

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. 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 to the growth in cable TV and VCRS. 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. (Kotler:614)

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 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 villagers 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 (*Sherlakar:332*).

2.10 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:6*).

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.

2.11 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.” (*Kenneth: 1971: 17*)

This definition distinguishes the advertising and personal selling on the basis of number of individual 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 a 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 approaches 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*)

2.12 Advertising and sales promotion

Sales promotion involves marketing activities, other than advertising, publicity, or personal selling that increase 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.” 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. (*Ibid: 247*)

4) Frequency:-

Sales promotion is less 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.

2.13 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. The arouse interest in consumers who are otherwise indifferent to advertisements.

CHAPTER-III

RESEARCH- METHODOLOGY

3.1 Introduction:

This chapter deals with the following aspects of methodology.

3.2 Research Design:

This study is based on field survey. This is a description and analytical study which attempts to obtain a complete and accurate description of a situation. In this study, the various media of advertising with more emphasis on the effects of television advertising on consumer behavior have been evaluated. The various opinions of people about television advertising have been gathered. the appropriate survey research design is used. The study is basically based on primary data. In order to collect primary information, various interested individual buyers or users are questioned. The majority of findings of primary information have come form questionnaire interviews that have been taken of various sample groups.

The descriptive studies collected through questionnaire methods are analyzed with the help of statistical method like percentage. Then, the percentage of various data under different groups are analyzed and interpreted to come to the valuable findings, recommendation and suggestions.

3.3 Population sample and source of data:

Data used in this study is basically primary nature. This is due to the absence of adequate previous studies and writing in the subject matter. Consumers users are the main source of getting primary data. For

the allocation of primary data, questionnaire method is used. Set of questionnaires are distributed to various sample groups which are categorized according to the sex, education and age level. Simple size of 80 people is taken from each group of universe, i.e. from the groups categorized according to the sex, age and education. 40 male and 40 females are distributed the questionnaires which they fills. An interview also taken of them about various question related to television advertising. To gathered the information about people's attitude towards television advertising and influence of television among the age wise, the total age groups, i.e. below 15, 16-25, 26-35, 36-45, and above 45 .16 samples from each age group is taken and they are distributed the questionnaires which they fill and interview is taken whenever necessary. Similarly for the collection of education wise information, the total universe is stratified into various small universe and total sample size of 80 people is taken accordingly i.e., below SLC, SLC graduate, above graduate and uneducated.

Secondary data are also collected from various magazine, newspapers, several books authored by different writers and dissertation submitted the institute of management, T.U.

3.4 Sampling procedures:

A stratified random sampling technique is used to collected is used collect the required data covering the people various ground cage group educational back ground, gender etc, who use the cosmetic products.

3.5 Data processing and Tabulation:

The collect raw data are edited for the legibility and accuracy. Then for a number of question on the questionnaires, information, categories. The consistency of the answer provided by the respondents was cheeked

and tabulated according to the age, sex and education status. Different sets tables have been provided 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. These results are the summarized to present the findings in a more compact and more easy understood format with the help of percentage. Both univariate and vicariate tabulation method are used for the proper convenient and informative presentation of data.

3.6 Data Gathering Instrument:

Primary data are gathered by the use of questionnaire method. According to the objectives of the study, questionnaires are developed as the instrument of gathering data. The questionnaire intended to know type of advertisement preferred by the different target audience, the opinion of people regarding television advertising, its influence on them and to provide valuable suggestion and recommendation to the advertise for an effective advertising campaign. They fill the questionnaires and also the interview is taken when-ever necessary. The specimen of questionnaire is included in appendix.

3.7 Sampling plan:

In this section, the population of the study, sample size, and sampling producers have been described.

3.7.1 Population:

The population of the study comprised all the see and hear of the television advertising.

3.7.2 Sample size:

Total population is categorized into three different groups. i.e, age-wise, sex-wise and education-wise, family size each group contain 80 people.

3.8 Analysis Techniques:

In order to accomplish the objectives 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.

3.8.1 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 impact the comparative results.

3.8.1.1 Arithmetic Mean:

By the help of arithmetic mean the whole of distribution or the values around which all items of the distribution tend to concentrate are called average. Arithmetic average and weighted mean factor considered in using or buying the Vatika shampoo has been obtained. The weighted mean of quality has been found smaller which shows that the quality is the most important factor while buying Vatika shampoo.

3.8.1.2 Multiple bar-diagram and graphs:

Diagram and graphs are visual aids which give a birds 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 the

diagrams one of the most important form of diagrammatic presentation of data in multiple bar diagram which is used in cases where multiple characteristics of the same set of data have to be presented and compared.

3.8.1.3 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 covered into 360 degree as the angle of circle is 360 degree and all components of the data are presented in terms of angles that total 360 degree for one set of data.

3.8.1.4 Percentage:

Percentage is one of the most important tools for the comparison of two qualities 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 number of this fraction is known as rate of percent.

3.9 Reliability and validity of data:

The questionnaires developed by the researcher in this study are consistent for all the respondents. All the respondents are asked to same questions and the data are collected by the researcher himself which made the research reliable and also the misunderstanding of questions are made clear by the researcher at the time of data collection. In addition to the filling of the questionnaire the respondents are also interviewed where necessary for reliability and validity of data.

CHAPTER-IV

PRESENTATION AND ANALYSIS OF DATA

The advertising business in Nepal is flourishing day by day, which passes through appropriate media like television, radio, press and magazine. Advertising is not orderly communication but marketing communication. Communication is unimaginable these days. Advertising replays the message of different product in the easy touch of common people.

This chapter is incorporated presentation and analysis of data. The data and information related to impact of television advertising on consumer behavior of Vatika shampoo are collected from consumers and presented, analyzed and interpreted in this chapter for attaining the stated objectives of the study. Different statistical tools are applied for the data analysis. Analysis is done according to gender, age, educational level and family size.

4.1 Presentation of Data in graphs

It is a pictorial presentation of the data to understand the further analysis at a glance. It is presented here to gain idea on the factors affecting buying behavior, consumers attitude and buying pattern. It also helps to understand the general attitude towards the advertising. It cannot prove disprove the fact by the data presented in graphs, but it helps to get insight into the nature and direction of the data. The prime objective of this presentation is to provide the background to understand the next part of the analysis easily, to present the factors considered under study and to give an insight into the nature of data studies.

The researcher have tried to present and analyze consumer's response relating to media used by respondents, persons who buy for them, the type of products they used to buy influence to them for buying, sources of information used by them for buying, the type and reasons to get help for buying and so on. These responses have been shown differently in the respective figures in the running materials. The researcher took an opinion took and opinion survey vis-à-vis the information media used by the respondents. The view of people have been analyzed as follows:

Table: 4.1

Knowledge about the Television advertising of Vatika Shampoo

Response	No. of Respondents	Percent
Yes	80	100
No	0	0
Total	80	100

The above table shows that respondents response towards the advertisement of vatika shampoo. They have asked that have you seen/read/heard the advertisement of vatika shampoo. In response, 100% respondents respondent yes they have seen/read/heard the advertisement of Vatika Shampoo.

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**

Descripti on	Samp le size	Music al	%	Good wordi ng	%	Simp le	%	All Typ e	%
Below SLC	16	11	68.7 5	3	18.7 5	1	6.2 5	1	6.2 5
SLC	16	9	56.2 5	4	25	2	12. 5	1	6.2 5
Graduate	16	6	6	37.5	8	50	0	0	12. 5
Above Graduate	16	5	5	31.25	9	56.25	0	0	12. 5
Uneducat ed	16	10	62.5	3	18.7 5	2	12. 5	1	6.2 5
Total	80	41	51.2 5	27	33.7 5	5	6.2 5	7	8.7 5

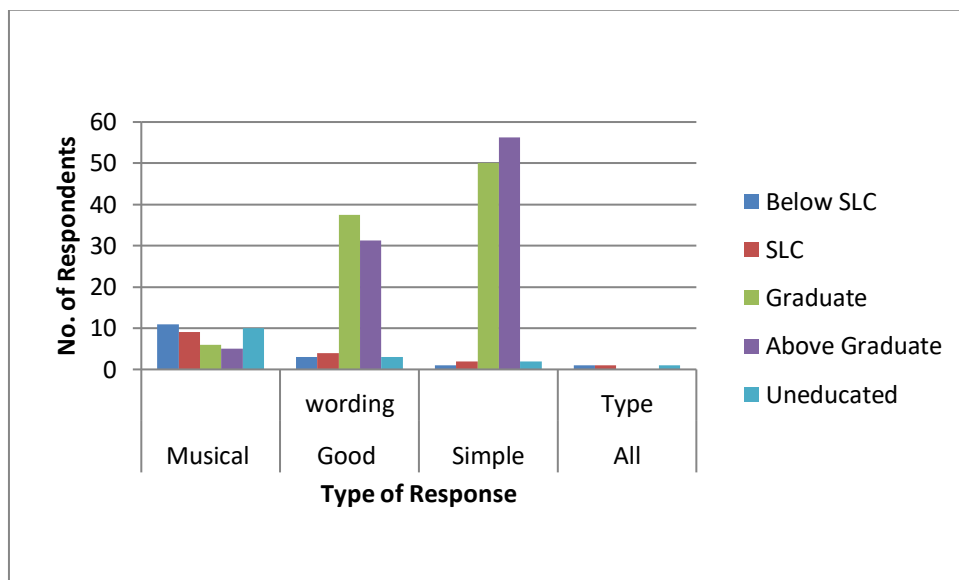
Source: Field survey 2011

The above table shows that lower educated respondents' preferred to musical advertisement. Regarding musical advertisement, 68.75% of people preferred below SLC and 18.75% of people preferred good wording and 6.5% of people like the simple as well as all types of advertisements. In the sample size of 16 persons in SLC .level, 56.25% of people like musical advertisement and 25% of people like good wording and 12.5% of people like simple advertisement and 6.25% of people like all of the above advertisements. In graduate groups of people give the first priority in good wording like 50%, 37.5% of people preferred the

musical advertisement and 12.5% of people preferred the all types of advertisements. The above graduate people liked good wording in 56.25% of the total person, 31.25% of people preferred musical advertisement and 12.5% of people preferred all types of advertisements. The people who are uneducated show their attitude to musical advertisements by 62.5% of them. Then 18.75% of people liked good wording, 12.5% of people like simple advertisements and 6.5% 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 SLC 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:4.1

Literacy wise Consumers' Preference on TV Advertisement



4.3 Age wise Consumer' preference on TV Advertisement

The table below shows the age level and their advertisement preference. The sample size of total people is 80 and it is divided into five

groups of 16 respondents in each group. The detail situation of response has been presented in table 4.1 below:

Table-4.3

Age wise Consumer' preference on TV Advertisement

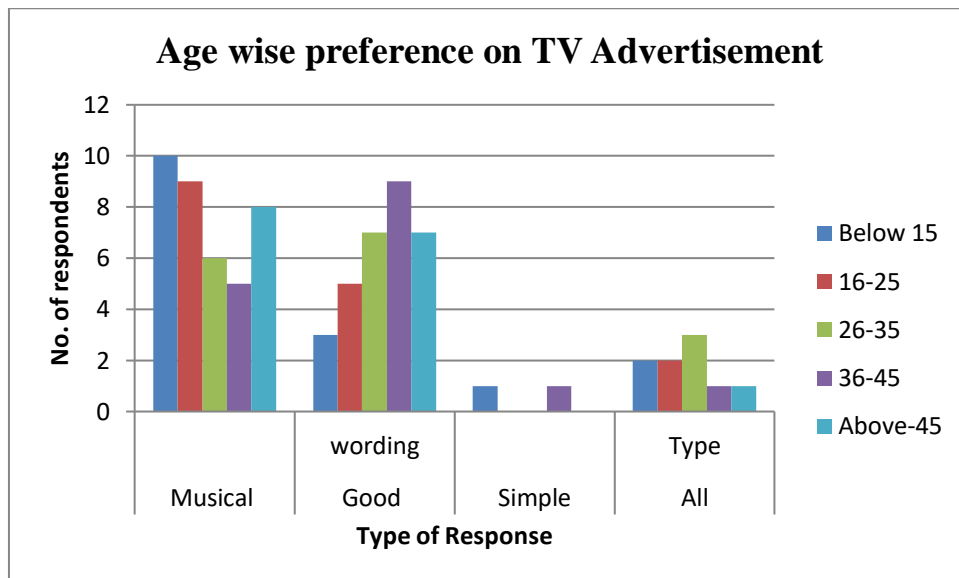
Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Below 15	16	10	62.5	3	18.75	1	6.25	2	12.5
16-25	16	9	57.25	5	31.25	0	0	2	12.5
26-35	16	6	37.5	7	43.75	0	0	3	18.75
36-45	16	5	31.25	9	56.25	1	6.25	1	6.25
Above-45	16	8	50	7	43.75	0	0	1	6.25
Total	80	38	47.5	31	38.75	2	2.5	9	11.25

Source: Field survey-2011

It was found that 62.5% of people (i.e. Below 15 year) preferred musical advertisement mostly, 16.75% of people are found to prefer good wording, 6.25% of people are found to prefer simple advertisement and 12.5% 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; 56.25% of people like in the musical, 31.25% of people like the good wording, whereas on one likes simple advertisement of this age group and 12.5% people like all types of advertisement under the age group between 26-35,43.75% of people preferred advertisement having good wording, 35.5% of people preferred musical and under the

36-45, 56.25% 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 31.25% and 6.25% of people are those who like all the types of advertisement (47.5%) mostly followed by good wording (38.75%) all types advertisement (69.25%) and simple advertisement is (0%). This can be shown on multiple bars diagram as below:

Figure: 4.2



4.4 Age wise Consumer's 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 consumer's reaction according to their age group is presented in table: 4.4.

Table: 4.4

Age wise consumer's Reaction to the Television Advertisements

Description	Sample Size	Try to know	%	Curious	%	Just Watching	%
Below 15	16	5	31.25	2	12.5	9	56.25
16-25	16	8	50	3	18.75	5	31.25
26-35	16	9	56.25	1	6.25	6	37.5
36-45	16	7	43.75	0	0	9	56.25
Above 45	16	6	37.5	0	6.25	9	56.25
Total	80	35	43.75	7	8.75	38	47.5

Source: Field Survey, 2011

The above statistics shows that the total sample populations belonging to different age group have not same opinion to the advertisement. The results regarding the consumer's opinion n advertisement indicated that, 31.25% respondents belonging to the first age group (i.e. below 15) replied that they wanted just to know the literal meaning of the advertisement, 12.5% respondents replied that they were really curious about the advertisement, whereas, 56% respondents were found to be passive television audience.

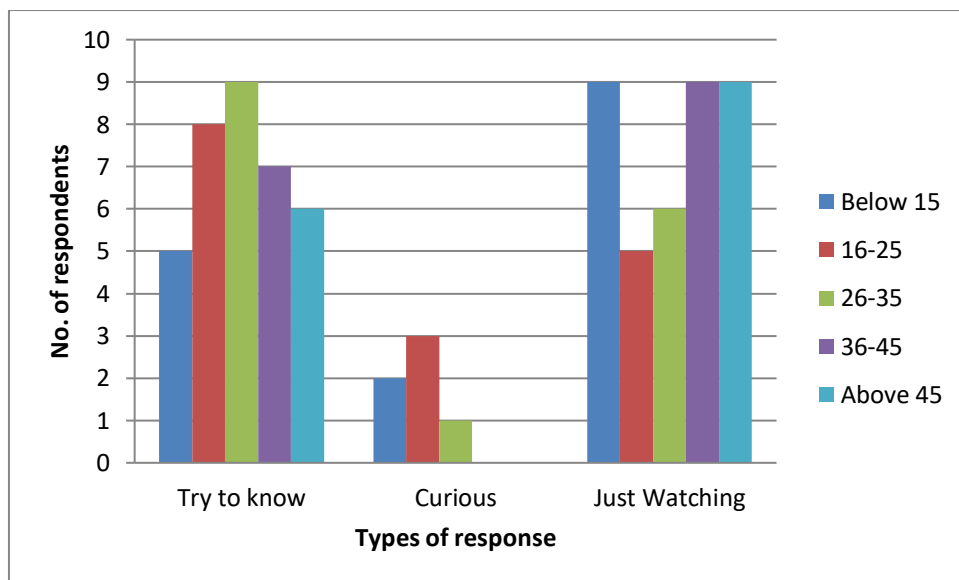
Likewise, among the respondents belonging to the second age group (i.e. 16-25), 50% respondents were found to be conscious only with the meaning of advertisement, 18.75% were found to be highly inquisitive to the advertisement while 31.25% were found to be mere audience. To analyze the third age group, i.e. 26-35, 56.25% respondents were exciting about the advertisement and only 37.5% respondents were only audience. In the fourth age group, (i.e. 36-45), 43.75% respondents

were found to be conscious about the meaning of advertisement and no people were found to be highly interested to the advertisement, while 56.25% respondents were found to be only dull audience. To see the last age group (i.e. above 45) 37.5% were conscious with the simple meaning of advertisement and 6.25% were inquisitive to the advertisement whereas 56.25% respondents were found to be mere audience.

Thus, from the above data, almost 35% respondents were found to be only conscious about to what the advertisement meant and only 8.75% were highly interested to the advertisement while 47.5% were found to be dull audience. This is presented in below with the help of multiple bar diagrams.

Figure: 4.3

Age-wise consumer’s Reaction to the Television Advertisements



4.5 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 below.

Table:4.5

Preference of Advertisements According to Gender (sex)

Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Male	40	20	50	15	37.5	3	7.5	2	5
Female	40	25	62.5	10	25	1	2.5	4	10
Total	80	42	56.25	25	31.25	4	5	6	7.5

Source: Field Survey, 2011

The above table shows preference of advertisement according to gender. Out of 40 male, 50% of respondent are found to like the musical advertisements, 37.5% of respondent preferred good wording, 7.5% of respondent preferred simple advertisement and 5% 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 seem to give more priority to musical advertisement than the good wording advertisement than the male. Altogether, they preferred the musical advertisement than the good wording advertisements. For more clarity the above information is presented with the help of the pie-chart.

Figure: 4.4

Preference of Advertisements According to Gender (Male)

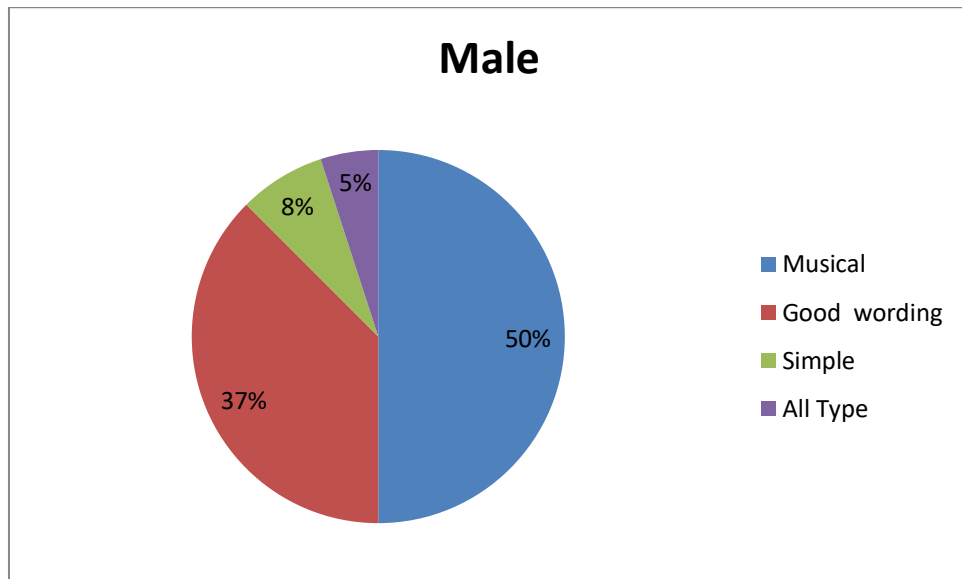
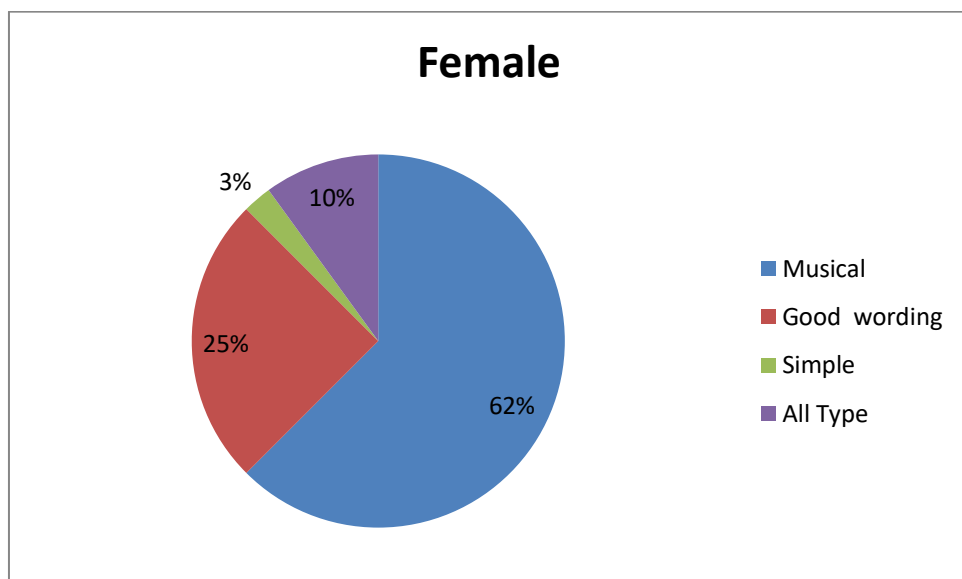


Figure: 4.5

Preference of Advertisements According to Gender (Female)



4.6 Consumer's Television Watching Habit

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

Table: 4.6

Consumer's Television Watching Habits

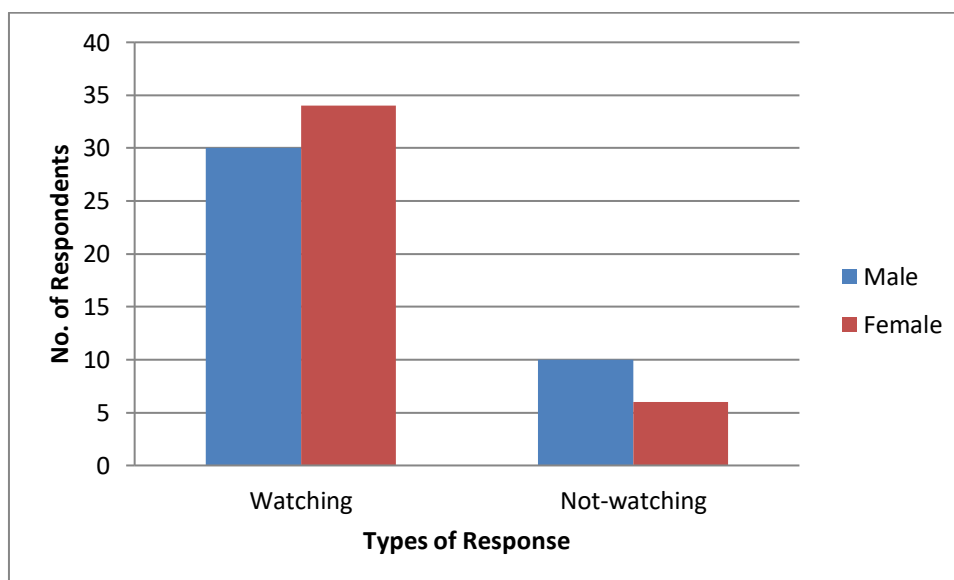
Description	Sample size	Watching	%	Not-watching	%
Male	40	30	75	10	25
Female	40	34	85	6	15
Total	80	64	80	16	20

Source: Field Survey, 2011

The above table presents the habit of people regarding the television watching. Out of total sample population, 80% of people are found to have the habit of watching television. To analyze the figure of male and female 75% male and 85% female have television seems to be higher by 10%. Likewise, 25% female are found not to have the habit of watching television whereas male percentage is only 15%. The above statistics is presented below through multiple bar diagram.

Figure: 4.6

Consumer's Television Watching Habits



4.7 Gender wise Reaction to the Advertisement

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

Table: 4.7

Gender-wise Reaction to the Advertisement

Description	Sample size	Try to know	%	Curious	%	Just Watching	%
Male	40	29	72.5	2	5	9	22.5
Female	40	31	77.5	1	2.5	8	20
Total	80	60	75	3	3.75	17	21.25

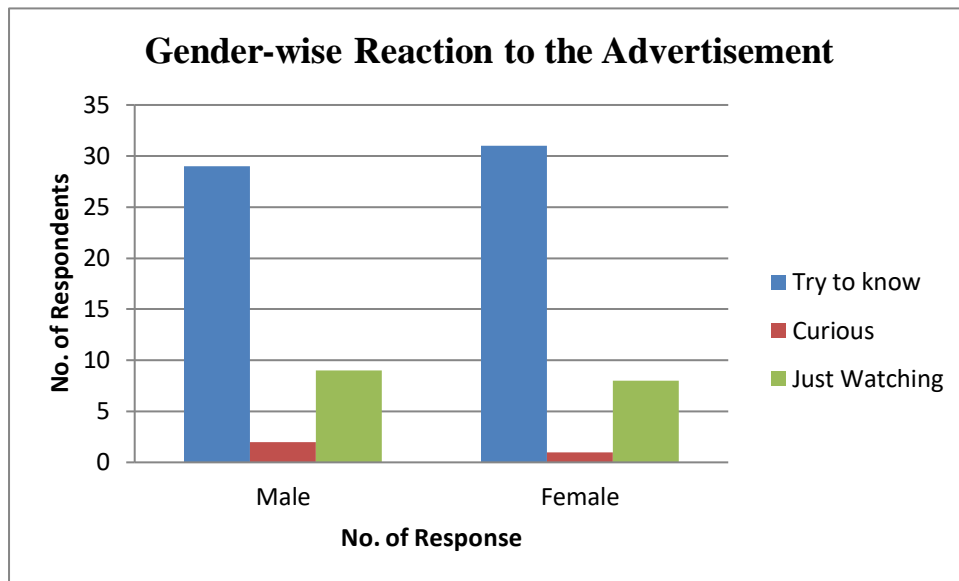
Source: Field Survey, 2011

The above figure or data shows the gender wise reaction of advertisement. Out of total forty male population, almost 72% of the respondents viewed that they were particular only to the meaning, 5% were curious to the advertisement and 22.5% were found to be mere audience. To see the female population, 77.5% respondents were found to be concerned with meaning of adv. 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 adv. 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 Educational wise Reaction to the TV advertisement

The consumer’s reaction to the television advertisement according their educational level is presented in table below:

Table: 4.8

Education-wise Reaction to the TV Advertisement

Description	Sample Size	Try to know	%	Curi ous	%	Just Watching	%
Below S.L.C.	16	4	25	1	6.25	11	68.75
S.L.C.	16	5	31.25	2	12.5	9	56.25
Graduate	16	9	56.25	2	12.5	5	31.25
Above Graduate	16	10	62.5	1	6.25	5	31.25
Uneducated	16	9	56.25	1	6.25	6	37.5
Total	80	37	46.25	7	8.75	36	45

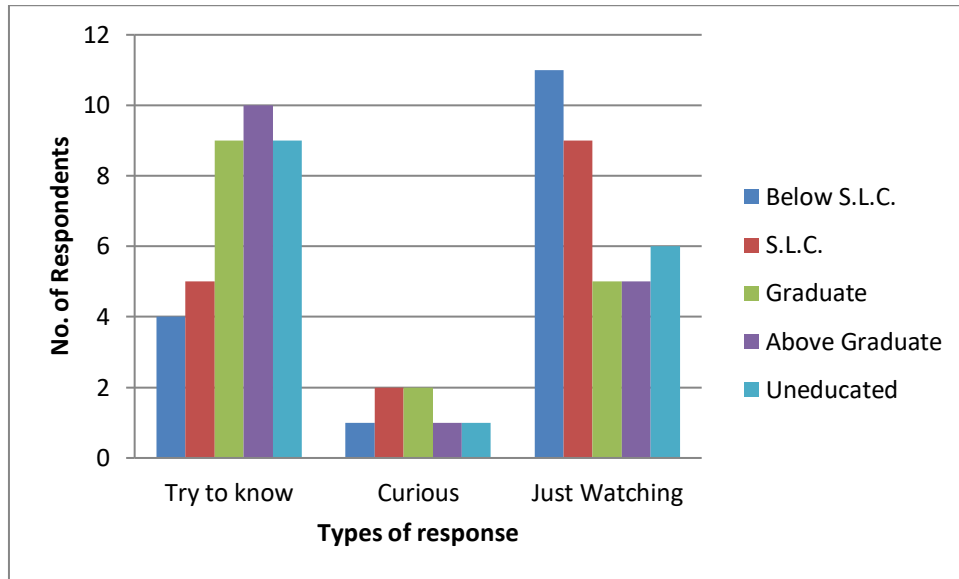
Source: Field Survey, 2011

Above data indicates the reaction of the respondents in term of their educational status. 25% of the respondents having the qualification below S.L.C. opined that they wanted to know only the meaning of advertisement and only 6.25% of the respondents were found to be highly interested to the advertisement whereas 68.75% of the respondents were seemed to be mere audience.

In the second group having educational degree above S.L.C., 31.25% respondents tries to know what advertisement meant 12.5% were curious to the advertisement while 56.25% were only audience. The third group having graduate degree, 56.25% respondents viewed that they were only conscious to the meaning of advertisement, 12.5% were inquisitive to the advertisement whereas 31.25% were found to be only audience. IN the fourth age group (i.e. having qualification above graduate degree), 62.5% respondents were found to be aware of the meaning, 6.25% were exciting to the advertisement while 31.25% were found to be the inactive audience. To see the ignorant respondents, 56.25% respondents wanted to know what advertisement meant, 6.25% respondents were highly interested whereas 37.5% were dull audience.

Figure:4.8

Educational-wise Reaction to the TV advertisement



From the above statistics, the majority of the forth respondents group is found to be particular on the meaning of advertisement. 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.

4.9 Impact of Repeated Television Advertisement to Attract the Consumer’s Attention

The repeated advertisement of various products through various means of advertisement sometimes attracts the customer’s attention whereas sometimes that fails to attract. The effect of the repeated advertisement to attract the consumer’s attention is presented in table below:

Table:4.9

Effect of Repeated Television Advertisement to Attract the consumer's Attention

Description	No. of respondents	Percent
Attract consumers attention	50	62.50
Do not attract consumers attention	30	37.50
Total	80	100.00

Source: Field Survey, 2011

The above figure shows the number of consumers being attracted by repeated advertisement in the media (i.e. through television). Among the total 80 respondents, most of the respondents, 62.50% (i.e. 50 out of 80) were found to be attracted by the advertisements broadcast in the Television whereas 37.50% respondents (30 out of 80) 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.

4.10 Effect of Television Advertisement on Consumer's 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 consumer's reaction in this regard is presented in table below:

Table: 4.10

Effects of Television Advertisement on Consumer's Purchasing Decisions

Description	No. of respondents	Percentage
Advertisement induced to buy	5	6.25
Needed	40	50.00
Both of them	35	43.75
Total	80	100.00

Source: Field Survey, 2011

The above table shows that out of total respondents, 6.25% 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 to the effect of advertisement whereas 43.75% 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.

4.11 Consumer's Preferences to the product

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

Table: 4.11

Consumer's Preferences to the Product

Description	No. of respondents	Percent
Product frequently advertised	65	81.25
Product not advertised	15	18.75
Total	80	100.00

Source: Field Survey, 2011

The above figure shows clearly and briefly the number of consumer's preferences to the product. Out of the total 80 respondents, 81.25% responded that they prefer the frequently advertised product whereas 18.75%, respondents opined 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.

4.12 Consumer's Preferences to the Means of Television 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 newspaper, magazines, television, radio, pamphlets etc. The situation of consumer's preferences to the various means of advertisement is presented in table below:

Table: 4.12

Consumer's Preferences to the Means of Advertisement

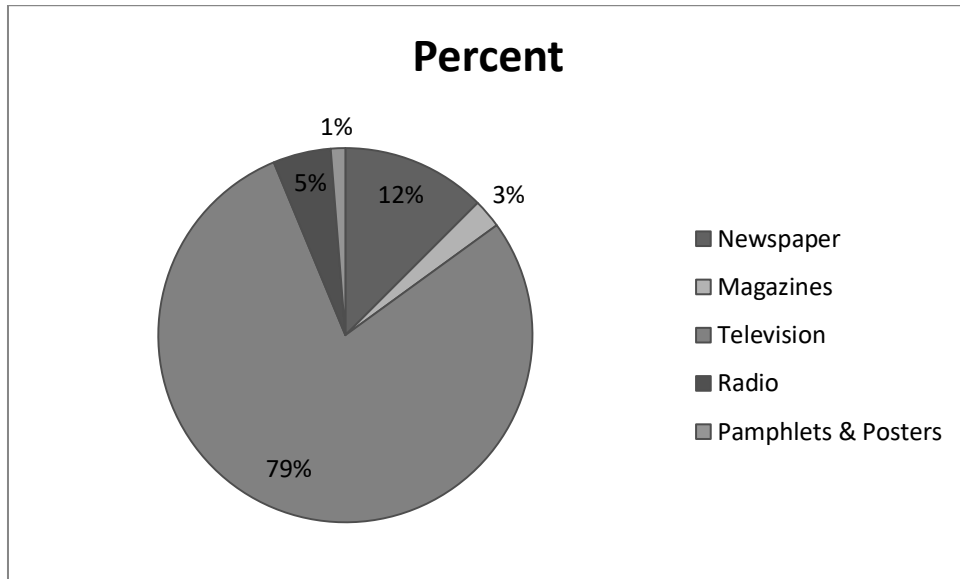
Description	No. of respondents	Percent
Newspaper	10	12.50
Magazines	2	2.50
Television	63	78.75
Radio	4	5.00
Pamphlets & Posters	1	1.25
Total	80	100

Source: Field Survey, 2011

The above statistics presented the number of respondents preferring the means of advertisement. Out of the total 80 respondents, majority of respondents, 78.75% responded that they prefer the television whereas rest of the respondents opined that they prefer Newspaper, Magazine, Radio and Pamphlets & Posters by 12.50%, 2.50%, 5.00%, 1.25% respectively.

Figure: 4.9

Consumer's 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 a crucial role to enhance the market of the goods manufactured.

4.13 Consumers Response to the Adequacy of Advertisement

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

Table: 4.13

Consumer's response to the adequacy of Television of Vatika Shampoo

Description	No. of respondents	Percent
Seek fo additional information	65	81.25
Adequate inforamtion	15	18.75
Total	80	100

Source: Field Survey, 2011

The above table shows in brief the consumer's reaction to the adequacy of the advertisement. Among the total 80 respondents, 81.25% respondents wanted some more information to be added in the advertisements whereas for 18.75% 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.

4.14 Consumer's 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

consumer's preferences towards such product due the impact of advertisement can be presented as follows:

Table: 4.14

Consumer's Preferences to the Product Having Same Price and Quality

Description	No. of respondents	Percentage
Advertised Product	70	85
Not advertised	10	15
Total	80	100

Source: Field Survey, 2011

The above table shows the preference of consumers to the product having same price and quality out of the total 80 respondents 85% respondents gives preference to the advertised product whereas 15% respondents gives preference to non advertised product. It proves that advertised products have good preference from the consumers.

4.15 Effectiveness of the Television Advertisement of Vatika Shampoo

Different customers take advertisement of cosmetic product like Vatika Shampoo differently. The result of the advertisement of Vatika Shampoo is presented in the table below:

Table: 4.15

Effectiveness of the advertisement of Vatika Shampoo

Description	No. of respondents	Percentage
Seen	80	100
Not seen	0	0
Total	80	100

Source: Field Survey, 2011

The above table shows that out of the total respondents all respondents opined that they saw the advertisement of Vatika Shampoo and they are familiar with this product which also indicates that the advertisement of Vatika Shampoo is very much effective to familiarize the product to the various customers.

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 goods is presented in table below:

Table: 4.16

Effectiveness of the Television Advertisement of Cosmetic Product

Description	No. of respondents	Percentage
Seen	80	100
Not seen	0	0
Total	80	100

Source: Field Survey, 2011

Above 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 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 below:

Table: 4.17

Role of Advertisements to make the purchase Decision

Description	No. of respondents	Percentage
Indifferent	67	83.75
Purchase	5	6.25
Do not purchase	8	10.00
Total	80	100

Source: Field Survey, 2011

The above table: 4.17 shows the role of advertisement to attract the consumer. From the analysis it can be found that, out of the total 80 respondents, 83.75% 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. 6.25% opined that they will purchase the product after they saw the advertisement broadcast in the television however 10% respondents opined 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.

4.18 Impact of Television 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 below:

Table: 4.18

Impact of Television Advertisement on Customers of Vatika Shampoo

Description	No. of respondents	Percentage
Positive impact	65	81.25
No impact	15	18.75
Total	80	100

Source: Field Survey, 2011

The above table shows the effect of advertisement on different customers. Among the total respondents 81.25% respondents responded that advertisement could leave good impact upon them about the advertised product whereas 18.75% respondents opined that advertisement could not leave any impact upon them. It proves that advertisement has played important role to leave positive effect towards the majority of people.

4.19 Factors Influence to Buy the Cosmetic product (Vatika Shampoo)

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

Table: 4.19

Factors Influence to Buy the Cosmetic Product (Vatika Shampoo)

Description	No. of respondents	Percentage
Quality	52	65
Price	16	20
Skim	8	10
Advertisement	4	5
Total	80	100

Source: Field Survey, 2011

The above table 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 Vatika 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.

CHAPTER-V

SUMMARY, CONCLUSIONS AND RECOMMENDATION

This chapter aims to give an overview of the whole study in the best possible concise form. The chapter is organized into three sub-headings (I) Summary (II) Conclusions and (III) recommendations.

5.1 Summary

In modern marketing, promotion is a must. A good product, an attractive price and an accessible distribution must be supported by an effective promotion to satisfy consumers' needs. Advertising is the most widely used promotional tool for modern marketing.

Marketing depends heavily on an effective communication flow between the company and the consumer. Manufacturing a product and making it available on the market is only a part of the company job. It is equally important or perhaps more important to make it known to the consumer about the product. For the popularization of product advertising is necessary and for the advertising mass communication is essential. Among the mass communication media television is the most influential medium. It is also the most popular and preferred medium among all age groups of people. So advertising through television is highly effective that leads the consumers to the market to buy the advertised product.

For effective promotion, ads must reach specific target customers. Unfortunately, not all potential customers read all newspapers, magazines, or other printed media or listen to all radio and watch all T.V. programs so not all media are equally effective. But from this study it is found that most of the people of urban areas prefer to watch television so we can say

that television advertising can motivate the consumers to purchase the advertise product.

Consumers are the focal point of all marketing effort. For the effective advertising, research about the consumer behavior is also essential and the advertisement should be of interest to the consumers. Television advertising can create the positive response in the mind of the consumers and persuades them to buy the advertised brand but for this the advertisement should be able to influence the viewers. Before launching the T.V. advertising, the advertiser must be aware about the product, the target market, target customer, interest of the viewers regarding ad, message of the ad, channel to be used for the advertisement.

Various research works are done by many researchers, business organizations to find out how to make an effective advertisement but many of them are from the perspective of the advertisers. But this study “Effects of Television Advertising on consumer behavior with reference to Vatika Shampoo” has aimed to study the advertising from consumers perspective. It tries to find out how they feel, interpret and react to the television advertisement and how their buying behavior is affected? This study is able to reveals the choice of diverse groups of consumers regarding the different types of T.V. ads so the study can be helpful to the advertiser or marketers for formulating the advertising campaign.

The world is rapidly shrinking with the development of faster communication, transportation and financial flow. Products developed in one country are finding enthusiastic acceptance in other countries. Advertising is an economic tool that helps to boost the economic growth of a country. In a developing country like Nepal, business is in a progressive phase. Nepalese market is maturing day by day and

competition is high among the similar type of products including domestic and global. Without advertising no market can be imagined in the present competitive world. In this situation the marketer must recognize the essence of advertising in developing country like Nepal too.

The summary of the study of 19 different tables can be presented number wise as follows:

1. Television advertisement of Vatika Shampoo, the number of respondents who have the knowledge is 100% (Table: 4.1)
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, 68.75% of people of below S.L.C. prefer such programs while in case of respondents having S.L.C level majority of them 56.25% like musical advertisement. Similarly, in case of graduate group they give first priority in good wording like (50%) and it is followed by 37.5% of musical advertisement. Likewise, majority of above graduate people like good wording (56.25%) and its is followed by 31.25% respondents who prefer musical advertisement and the most of people who are uneducated show their attitude to musical advertisement (62.5%). (Table: 4.2)
3. In relation of the age wise preferences to the TV advertising, majority of the respondents (62.5%) below age level of 15 years preferred musical advertisement mostly and it is followed by 18.75% of good wording whereas 6.25% of respondents prefer simple advertisement and 12.5% 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 5.25% like in the musical programs, 31.25% of

people like the good wording whereas no one likes simple advertisement of this age group and 12.5% of people like all types of advertisement. In the context of age group between 26-35, majority of the respondents 43.75% prefers advertisement having good wording and it is followed by 35.5% respondents of musical programs. In case of the age group of 36-45 majorities of the respondents 56.25% prefers the advertisement having good wording it is followed by the respondents like the msical programs of 31.25% while in relation to the age group above 45 years majority of them like the musical advertisement 47.5% and it is followed by good wording (38.75%). (Table: 4.3)

4. The results regarding the consumer's opinion on advertisement indicated that majority of the respondents of the age group below 15 (56%) 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 (56.25%) were exciting about the advertisement and in case of fourth age group of 36-45 years 43.75% 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 37.5% were conscious with the simple meaning of advertisement whereas majority 56.25% respondents are found to be mere audience. (Table: 4.4)
5. In case of the preference of advertisement according to gender majority of the (50%) male respondent found they like the musical advertisement and it is followed by 37.5% respondents who prefer good wording. Regarding female respondents, 62.5% of

respondents like the musical advertisement 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. (Table: 4.5)

6. In relation to the television watching habits, majority of the responder (80%) 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. (Table: 4.6)
7. In subject to the gender wise reaction of advertisement most of the male (72%) 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 seems to be more concerned with the meaning of advertisement whereas majority of male population is found to be interested to the advertisement. (Table: 4.7)
8. In relation to the reaction of the respondents in term of their educational status he majority of the respondents (68.75%) 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 31.25% respondents tries to know what advertisement meant while majority of them (56.25%) were only audience. The third group having graduate degree majority of the respondents 56.25% 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 (62.5%) respondents were found to be aware

about the meaning and in case of uneducated respondents 56.25% respondents wanted to know what advertisement meant. From the analysis it can be concluded that the majority of the forth respondents group is found to be particular on the meaning of advertisement and the second and the third groups were found to a highly curious about the advertisement whereas the first group was found to be dull audience. (Table: 4.8)

9. In subject to the impact of repeated advertisement to attract the consumer's attention most of the respondents, 62.50% were found to be attracted by the advertisement broadcast in the Television. It shows that most of the advertisement are proved to be fruitful to lure the consumers. (Table: 4.9)
10. In relation to the effect of advertisement on consumer's 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 43.75% customers were found to support both of the reasons. Thus, from this result it found that majority of the respondents used the particular product to fulfill their needs. (Table: 4.10)
11. In context to the consumers preferences to the advertise product or not advertise product majority of respondents (81.25%) responded that they prefer the frequently advertised products . From the analysis it is found that most of the consumers give the priority or preference to the frequently advertised product than not advertise product. (Table: 4.11)
12. In relation to the consumer preference to the means of advertisement majority of respondents 78.75% responded that they prefer the television and rest of respondents prefer newspaper , Magazines , Radio , cinema , pamphlets, 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. (Table: 4.12)

13. In relation to the consumer's response to the adequacy of the advertisement, majority 81.25% 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. (Table: 4.13)
14. In subject to the preference of consumers to the product having same price and quality, most of the respondents (85%) give preference to the advertised product as compared to non-advertised product though they are similar in nature. It proves that advertised products have good preference from the consumers. (Table: 4.14)
15. In relation to effectiveness of the advertisement of Vatika Shampoo out of the total respondents all respondents (100%) opined that they saw the advertisement of Vatika Shampoo and they are familiar with this product which indicates that the advertisement of Vatika Shampoo is very much effective to familiarize the product to the various customers. (Table: 4.15)
16. With context to the effectiveness of advertisement of cosmetic product, all respondents (100%) are familiar with the advertisement of cosmetic product which indicated that the advertisement is very much effective to introduce the product to the customer. (Table: 4.16)
17. With respect to the role of advertisement to attract the consumer, majority of the respondents (83.75%) 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. (Table: 4.17)

18. With respect to the impact of advertisement on different customers out of the total respondents most of the respondents 81.25% 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. (Table: 4.18)

19. 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 Vatika Shampoo to make the purchase decision of the product. (Table: 4.19)

5.2 Conclusion

Advertising has been found as important promotional tools for consumer's product like Vatika Shampoo they got knowledge through the different advertising medias. Without advertising, there is no business at all; Most of the business houses, trading companies spend the huge amount of money in advertising so that they can make the consumer aware about the product and the services.

The major of conclusions of the study are as follows:

1. The majority of the people have television watching habits and out of them women are curious in television then men which indicated that television advertisement is more popular means of advertisement then other type of advertisement but most of them just watch the television rather than to know any new information.

2. The majority of 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 than other programs.
3. The majority of people prefers the product which is frequently advertise rather than not advertise product tough they are same nature's product but most of them purchase the product due to their necessity not due the influence of advertisement.
4. The advertisement of cosmetic product like Vatika Shampoo is very much effective to make the customers familiar about the product but majority of them are influenced to purchase the product from the quality of product not from the advertisement though they know about that product from advertisement.
5. T.V. is one of the most popular medium of advertising. For the formation and implementation of effective T.V. advertising campaign, research about the consumer behavior is very essential. It is found that the choice of different types of advertisements varies among different types of people. The advertisers need this information to choose the type that can lead their target watcher to buy the product.
6. Young and old people prefer musical advertisements and middle aged people prefer good wording advertisements. Education level also determines the choice of advertisement among people. Highly educated people like graduate and above graduate prefer good wording advertisements that satisfy their intelligence whereas the respondents below S.L.C. level and S.L.C. level and uneducated are contented with musical advertisements. Female watcher television more than male does. So, television medium is more

effective if the target watcher are female. The musical advertisements should be in that case.

7. Middle aged people are more attentive watcher than kids and elderly people. Hence, it is hard to influence kids and elderly people with simple and ordinary advertisements. The advertisements used should be more heart catching and musical.
8. The advertisement should not be deceiving and exaggerating about the product quality. The correct and genuine information should be presented by any advertisement. Only then, the consumers become happy and stick to the brand like Vatika Shampoo.
9. The successful advertisement is the one which can arouse the need of the product. It is found that the majority of people buy the product when they need it rather than being induced by the advertisement. However, advertisements help the consumers in their buying decision. The advertisements should be repeated to have positive results.
10. When it comes to the choice between the advertised product and not advertised product, the consumers always prefer advertised product. Advertisement adds prestige to the product. It helps consumers in their buying decision by reminding them to the popularity advertised product.
11. Advertising is the most important promotional tool used by any organization. The successful advertising campaign can lead to the maximization of sales and profits.

5.3 Recommendation:

Consumers are considered as the king of market in today's world. The main objective of advertising is to persuade the consumer to buy the advertised products. So the advertisement should be made in such a way

that it can attract the consumers attention and guide them to the market to buy the products . For the creation of fruitful advertising strategy, the study of consumers needs, wants, preferences, habit and related areas most. Advertising strategy should be formed keeping in mind the needs preferences and habit of consumers. The type of advertising , medium of advertisement and other advertising related decisions should be made on the basis of target markets choice.

Today's world is full of competition . For the survival of any company, the role of advertising cannot be ignored . Understanding of the medium of advertising that reach the target market, type of advertisement that consumer's prefer, habit of target market etc is very important to increase the competitive strength of manufactures. The following recommendations are made on the basis of findings of the study:-

1. The study shows that majority of respondents of different age group and various educational backgrounds prefer musical programs rather than other programs . so , the producer as well as advertisers either makes their advertisement in musical form or they should broadcast the advertisement in musical form.
2. The study shows that majority of the respondents have television watching habits and it is more popular with women's consumers. So , the advertisers and producers should give reference to the television advertisement by focusing more to the women advertisement.
3. 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 products . thus, advertise manufactures

and producers should include sufficient information so that consumer can be satisfied regarding the matters.

4. The study indicates that most of the consumers prefer advertise products rather than not advertise product and it also indicate that advertisement attracts the attention of the consumer . hence, all manufacture should advertise their products to expand the market share.
5. The study indicate the that the advertisement of any product leaves the goods impact with consumer behavior regarding the product but to some extent their purchase decision is depend upon the need of the consumers also so whole advertising the product all manufactures and advertisers should try to create the necessity of the products through effective presentation of products and product related information in advertisement.
6. The advertisement of cosmetics 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 manufacturers of cosmetics products should produce a product having good quality and advertise their product effectively which helps to increase their market share rapidly.
7. The study indicate that the Vatika Shampoo is more popular product that other cosmetics product. So the firm should try to maintain this strength in future too.
8. In the study majority of the respondents stated that the price of the Vatika Shampoo is comparatively higher than other cosmetic products. So the producer of Vatika Shampoo should remove this weakness and the price of the products should be comparatively reasonable as other competitive products.

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Appendix-I

Questionnaire

A survey on effects of television advertisement on consumer behavior for a cosmetic product in Nepal (with reference to Vatika Shampoo).

Dear Respondents,

Hello, My name is Jhalak Dahal. I am student of MBS in post graduate campus, Biratnagar under Tribhuvan University and I am conducting survey to measure the effect of television Advertising on consumer behavior as a part of MBS course . would you give me a few minutes to answer some questions? I assure you that your answer will be kept completely confidential.

Name :-.....

Address:-.....

Please tick (✓) the best answer.

1. Have you seen the T.V. advertisement of Vatika Shampoo ?
a. Yes () b. No ()

2. Who usually buy Vatika Shampoo for you?
a. Myself () b. Family member ()
c. Servant () d. Any Other ()

3. Who decide the brand of Vatika Shampoo to be brought?
a. Myself () b. Family member ()
c. Servant () d. Any Other ()

4. What kind of advertisement do you prefer on television?
- a. Musical () b. Funny ()
- c. Simple () d. All of them ()
5. Do you believe, what is said in the Television advertise for your brand of Vatika Shampoo?
- a. I believe fully. () b. I believe to some extent. ()
- c. I don't know. () d. I don't believe so much. ()
- e. I don't believe at all. ()
6. You buy a product because.
- a. Advertisements include you to buy. () b. You need it. ()
- c. Both of them. ()
7. What product do you prefer to buy?
- a. Regularly advertised () b. Not advertised
8. Does repetition of an advertisement attract your attention towards the product?
- a. Yes () b. No ()
9. What factors influence you to buy that product?
- a. Quality () b. Price ()
- c. Scheme () d. Advertisement ()
- e. Others ()

- b. What I receive is enough ()
17. Which types of media would you prefer?
- a. Newspaper () b. Television ()
- c. Radio () d. Pamphlet ()
18. Have you seen the name of Vatika Shampoo?
- a. Yes () b. No ()
19. What is your opinion about the T.V. advertisement of Vatika Shampoo?
- a. Excellent () b. Bad ()
- c. Good ()
20. Do you think that schemes are important to attract customer towards product?
- a. Very much () b. Quite important ()
- c. Indifferent () d. Not important at all ()
21. What impact does advertising create?
- a. Positive impact () b. Negative impact ()
22. Are you satisfied by the information provided by the T.V. advertisement?
- a. Yes () b. No ()
23. What do you expect from T.V. advertisement?
- a. Good () b. Better ()

- c. Best ()
24. When did you recently buy Vatika Shampoo?
- a. Yesterday () b. Today ()
- c. Week ago ()
25. Have you found any difference between other shampoo and Vatika Shampoo?
- a. Yes () b. No ()
26. If yes, In what term is different from other Shampoo?
- a. Quality () b. Price ()
- c. Scheme () d. Advertisement ()
27. Do you think old age people prefer Vatika Shampoo?
- a. Yes () b. No ()
28. If No, can you please explain the reason to dislike it?
- a. It is costly. () b. It has give bad smell. ()
- c. And other reasons. ()
29. How many hours a day do you watch T.V. advertisement ?
- a. Less than and hour. () b. 1 hour
- c. Doesn't watch at all ()
30. How did you know about the Vatika Shampoo?
- a. By advertisement () b. Through friends. ()
- c. Through family. ()

31. What types of advertisement you found more affective that result in high sale?

- a. Informative() b. Reminding ()
c. Persuading ()

32. Do you think Vatika Shampoo is one of the best Shampoo in Nepal?

- a. Yes () b. No ()

33. Does T.V. advertisement help you to remember brand name of Product?

- a. Yes () b. No ()

THANKS FOR PARTICIPATING



Appendix-II

Arithmetic Mean (\bar{X}) = $X_1+X_2+X_3+\dots\dots\dots+X_n$

Or,

$$= \frac{\sum X}{N}$$

Where, (\bar{X}) = Arithmetic Mean

$X_1, X_2, \dots\dots\dots X_n$ are value of variables.

N = Total number of observations

$\sum X$ = Sum of the variables

Mathematically, let W_1, W_2 and $W_3 \dots\dots\dots W_n$ be the weights given to the variant values $X_1+X_2+X_3+\dots\dots\dots+X_n$ respectively then their weighted arithmetic mean is denoted by XW is defined by

$$XW = \frac{W_1X_1+W_2X_2+\dots\dots\dots+W_nX_n}{W_1+W_2+\dots\dots\dots+W_n}$$
$$= \frac{\sum WX}{\sum W}$$