

A STUDY ON COMMUNICATION EFFECTIVENESS OF
PRINT ADVERTISING

(A Case Study of Soft Drinks in Pokhara)

A THESIS

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VIVA- VOCE SHEET

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And found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for Master's Degree of Business Studies (M.B.S.)

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Has been prepared and approved by this department in the prescribed format of faculty of management. This theses is forwarded for examination

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DECLARATION

I hereby declare that the work reported in this thesis entitled **A Study on Communication Effectiveness of Print Advertising** submitted to Prithivi Narayan Campus, Tribhuvan University is my original work. It is done in the form of partial fulfillment of the requirements for the Master of Business Studies (M.B.S.) under the supervision and guidance of Dr. Bed Nath Sharma of Prithivi Narayan Campus.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nepal is one of the least development countries of the world. Nepal lies in the northern hemisphere of the earth and it is a Himalayan Country of south Asia extending at the range of 26°22' to 30°27' east and 80°4' to 88°12' north. It is a landlocked country surrounded by Indian Territory in three sides i.e. east, west and south and Chinese territory in the north, more vividly Tibetan Plateau. It has the area of 1, 47,181 sq.km. The length and the breadth roughly extend to be 885km and 193 km in average. And altitude ranges from little over 100ft to over 29,000ft above the sea level. Majority of population here is agriculture dependent, but the country is gradually shifting its economy from agricultural to industrial sector for sustaining its economic life. Due to that, industrial activities are gradually increasing in the country. As a result, numbers of different types of industries have significantly increased in the recent years. With the increase of industries, competition among them has also increased significantly. This has resulted marketing to become more and important since it is the only tool to sell the product that they produce and remain competitive in the market.

Advertising is not a new term for the modern people of twenty first century. Though it has a long history, but in the past it was not taken as importantly as in today's context. In modern marketing advertising has become the life of the business houses. Advertising is the fashion of today's marketing world. Almost all the business houses as well as the social organization use the tool of advertising. They spend huge sum just for the advertisement. In present situation advertising business involves billions of dollars.

“Advertising is mainstay of a company's communication strategy, informing the consumers about the product, its benefits and keeping the product visible overtime”.

(Assel: 1990, p.481)

Through advertisement the business people inform the consumers about the product and its want satisfying qualities. It also makes product visible overtime to get consumers attention toward the product so that they consider the brand while making purchase.

Marketing people have now started giving their full attention to advertising aspect because” consumer’ mood states for making purchases are often influenced by the context in which advertising message appears and the context of the ad itself which in turn may affect consumer’s evaluation and recall of the message”.

(Schiffman and Kanuk: 1994, p.287)

One of the main purposes of advertising is to keep on reminding the consumers about the brand that is available in the market. The way the advertisement is communicating and the context in which the communication has been done largely influence the recall of the advertisement as well as its message while making the purchase by them.

If the people can remember the advertisement, then there are chances at the time of purchase that they would consider the brand and the brand that is considered has a greater chance to become the purchase brand. Hence, marketing people are considering the advertisement as an important activity in their field to get succeed.

An advertisement is an announcement to the public of a product, service or idea through a medium to which the public has access. Such medium may be print (such as newspaper, magazines etc), electronics (radio, TV etc) or many others. *(Chunawalla Et.al:2002, p.1)*

A successful ad is that which can persuade the consumers to make purchases. Persuasion is directly related to the communication of the advertising message. For this reason messages are essence of the advertisement. Therefore ad messages must be influencing and effective so that they can persuade the consumers as intended. Thus, whether the messages are worth giving or not and how people are perceiving the given message is essential to examine. This study will focuses on the examining the effectiveness of advertising communication in terms of message reach, its ability to get attention, comprehension and persuasion in the context of Nepalese print advertisement among the consumers of Pokhara sub-metropolis.

There is very little information on the readership and preferences as well as believability and the impact of the print media (newspaper and magazines) among consumers of Pokhara sub-metropolis. This study would be able to generate some information and narrow down the information gap. This study would also help to know the type of the advertisements that the people like or the one that strikes their mind and hence would help the advertisers to select the right kind of advertisement.

This study would provide a feedback to the advertisers and other marketing people to select the right kind of advertising message that strikes on peoples' mind and effectively convey the message through appropriate media. In addition, it could be a reference for the similar studies in the forthcoming days. Summarizing every aspect discussed above the major focus of the study lies in analyzing the effectiveness of advertising communication in print media.

1.2 Focus of the Study

In the modern business world, advertise has become so strong that hardly anything goes unadvertised. Today advertising has become a major part of selling. In the country like Nepal, most of the time it is only the tool used for the pushing the sale. The product's information is sent to mass through advertisements at a low cost through various available media to which the public has access. The use of the media in advertising is the main reason of the development of advertisement in such a fast pace.

Media are the communicational tool to carry the communicative messages about the products and services. Regardless of how well the advertisement design is and how proper the advertising message is, its success to a large extent depends on the selection of the media. Thus, the business organization has to be alert in this matter too. When a long advertising message is to be given to a wide mass, then print media is proved to be cost effective. Hence, the present study is mainly focused on evaluating the communication effectiveness of advertising messages in the context of print advertisement.

1.3 Statement of the Problem

Usually research is conducted to solve a problem. However, this study is more focused to fill the knowledge gap rather than exactly a solving a problem or an issue.

Advertisement is a tool of communication between the business organization and the targeted customers. It is a one- way communication of message from advertisers to the public. The members of the public are free to respond to it in their own way. Advertising forces itself upon the public through different media and of which print media is one. (*Chunawalla et. al.: 2002, p 2*)

Advertising messages inform the consumers about a product ad persuade them to make purchases. Therefore it is essential to know how effectively the message been communicated

and been able to persuade consumers to make purchase decisions or how people are responding to it. It is essential to know whether the purpose of advertising is met. For this, more consumer researches are to be conducted to fill in the information gap in this issue in Nepal.

Concentrating on Pokhara; it is one of the major tourism sector as well as one of the fastest growing cities of Nepal. It is having a gradual development in its business activities too. Apart to this, it is adopting a modern way of conducting the business. Moreover, due to the changing business environment in the worldwide context, the business competition is increasing day by day. To adjust with modern way of doing the business and to exist in this neck to neck competition, advertising is one of the important tools for any marketer anywhere.

Advertising must be effective enough to evoke the demand for the product. There is not single variable determining the effectiveness of the advertising communication or we can say how well the advertising message penetrates the mind of the consumers. There are many variables like nature of message itself, media type, media credibility, demographic and psychographic characteristics of consumers, media profile/ media habit, products nature (high involvement vs. low involvement products etc that are more or less affecting the impact of the message among the consumers. These variables affect the reception, comprehension and response to the message that ultimately influence the purchase behavior of consumers. The effects of the message on consumers and how the different variables influence the effectiveness of the advertising communication is still an issue to be studied in Pokhara Sub-metropolis.

Advertising must be effective enough to remind the demand for the product. There is no single variable determining the effectiveness of the advertising communication or we can say how well the advertising message penetrates the mind of the consumers' .However, every issue neither can be focused nor can be solved by a single study. Hence, this study considering only the major variables is focused to solve the following problems only.

-) What are the print media used by the advertiser to flow the message?
-) Is the advertising message in print media able to catch the attention of the targeted customers?
-) Is the advertising message in print media understood by the targeted potential customer as intended by the advertiser?

-) Does the advertising message in print media lead consumer to frame their purchase intention?

1.4 Objectives of the Study

This study aims to measure the communication effectiveness of the print advertisements. The specific objectives of the study are stated as follows:

-) To identify the print media used to flow the message.
-) To assess the effectiveness of print media to catch the attention of targeted customers.
-) To analyze the communication effect of print message to the targeted customer group.
-) To explore the effect of print media that lead to the purchase intention of customer.
-) To suggest for effective print media advertisement.

1.5 Significance of the Study

In the era of cutthroat competition, successful marketing of products demand on understanding of advertising. The significance and importance of this study can be dealt in the following points.

-) The manufacturers and marketers of Pokhara will be highly benefited by this study. They can use the findings of the study as the guideline for making marketing strategies for their products so that they can achieve success
-) The study will help to know the type of advertisement that is communicating its message in effective way.
-) This study will help to know whether the ad message communication is good enough to catch the attention of the people.
-) This study will aid to know the kind of advertising design and advertising message that is liked by the people.
-) This study can be helpful to know the kind of advertisement that can lead the people toward buying the product.
-) This study will help to know the reach of advertising message that are conveyed through the print media.
-) Similarly, this study will be valuable reference to the scholars and researchers who are interested in conducting further researches about “Communication Effectiveness of Print Advertising”

Now days, advertising have become so strong that hardly anything goes without advertising. Successful marketing require proper and effective advertising

1.6 Limitations of the Study

-) The study will confined to Pokhara only and may not relate to the whole of Nepal.
-) This study will confine to consumers only, and no producers/advertisers have been interviewed.
-) The study has to be conducted in a short period of time and this may affect to some extent the research outputs.
-) There is limitation of sample size as only 100-samples are taken for the study.
-) Only four major variables have been taken for the study.
-) The study is focused on soft drinks. Hence, the findings may not relate to other type of the products.

In spite of the above mentioned limitations, sincere efforts will be used to ensure reliability and accuracy of the study.

1.7 Organization of the Study

This study report has presented the systematic presentation of the research design, analysis, presentation and findings of the study. It altogether includes five chapters.

Chapter I: Introduction

The beginning chapter of the study is introduction, which highlighted the basic information of the research area, various problems of the study, and objectives of the study, need or significance of the study.

Chapter II: Review of Literature

The second chapter of the study assures readers that they are familiar with important research that has been carried out in similar areas by earlier scholars in related areas. It also establishes that the study as link in a chain of research that is developing and emerging knowledge about concerned field.

Chapter III: Research Methodology

The third chapter describes the various methods (i.e. research design, source of data, data collection techniques and types of questionnaire, data collection methods).

Chapter IV: Presentation and Analysis of data and Findings

The developed information has finished in required from in fourth chapter. It presented and analyzed the information (i.e. both primary as well as secondary source by using simple analytical tools in specified form to meet the stated objectives of study.

Chapter V: Summary, Conclusion and Recommendations

On the basis of the results from data analysis, the researcher concluded about the research work. Besides, it also gives important suggestions to the concerned for better improvement.

CHAPTER II

REVIEW OF LITERATURE

2.1 Conceptual Review

2.1.1 Promotional Mix

It is not enough for a business to have good products sold at attractive prices. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this is commonly known as “promotion”.

There are seven main aspects of a **promotional mix**.

(http://en.wikipedia.org/promotional_mix)

-) **Advertising** - Presentation and promotion of ideas, goods, or services by an identified sponsor. Examples: Print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, motion pictures, Web pages, banner ads, and emails. (Not Always Paid For)
-) **Personal selling** - A process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation. Examples: Sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing. Can be face-to-face or via telephone.
-) **Sales promotion** - Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples: Coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions.
-) **Public relations** - Paid intimate stimulation of supply for a product, service, or business unit by planting significant news about it or a favorable presentation of it in the media. Examples: Newspaper and magazine articles/reports, TVs and radio presentations, charitable contributions, speeches, issue advertising, and seminars.

- J) **Corporate image** - The Image of an organization is a crucial point in marketing. If the reputation of a company is bad, consumers are less willing to buy a product from this company as they would have been, if the company had a good image.
- J) **Direct Marketing** is often listed as a the fifth part of the marketing mix
- J) **Exhibitions** - are try-outs. You make your product, and let potential buyers try the product, this way; you know directly what people see in your product. The downside, your competitor can see exactly what you are doing.

2.1.2 History of Advertising and Print Media

The history of advertising (*this section based on Burnet: 1999, pp. 279-280*) can be divided into two eras: the period prior to 1870, which has little resemblance to modern advertisement and the period since the 1870s, when modern advertisement began.

Advertising, as we know, it ready had its beginnings in the mid- 1800s. The major impetus was emergence of a literate audience. A secondary impetus was the emergence of tremendous rebuilding of the country, especially the business community that followed the civil war. This included the technology of the industrial Revolution, the building of the transcontinental railroad, improved highways, and better communication through telegraphs and the U.S. postal service. The result was movement from an agrarian to a manufacturing economy, including surplus production and the need for a mechanism to sue this extra product.

Early 1800s was not good period for advertising; it was only the last decades of nineteen century when there occurred several milestones in the development of advertising. It was 1880s that the first great copy-writes emerged, John E. Powers. His approach to advertising was “print the news of the stores... no catchy headings, no catches, no brag, no pressure”. The magazine also emerged as an ad vehicle then. Besides him other people were there who contributed in the field of advertisement. They were E.C. Allen and J. Watler Thompson. Thompson is also credited with being the inventor of modern ad agency.

A turning point took place in 1899 when Claude C. Hopkins got together with Albert laskers. Hopkins developed the reason- why approach to copy. In addition to it, he added mail- order advertisement and compounding to the tools available to advertisers. Lasker, on the other hand, made the advertising agency a professional business that included the business records

of results. This enables the agencies to tell the advertisers whether objectives had been attained.

While the reason why, hard sell approach was the dominant style of the early 1980s, it had challenges. Theodore F. McManus star copy writer for GM produced impressionistic copy, or atmosphere advertising. This soft-sell approach was characterized by original art striking layouts, and elegant writing. The goal was to create a positive image of the company and its products.

During the 1920s modern marketing research entered the world of advertising. As a result, ad of 1920s stressed the result of a purchase- health, happiness, love, status- rather than the object per se. The advertisements contained a prominent headline, sumptuous artwork, photography and lots of color (*Burnett: 1999, p80-81*)

The Depression was not a good period for advertising, but there was one bright spot- the emergence of commercial radio. Before then, radio had carried no advertising. Writing advertising copy for radio was a new skill that required simple, conversational language, short sentence, and few pronouns.

Currently, in the times of digital media and Information technology, the importance of print media is same as years before. May be it is the convenience of reading something anytime you want that makes the hardcopies remain more popular. Even in our offices where most of the business and information exchange are carried out through internet, stuff like laser toner cartridge and bulk ink are still very important part of office supplies. It seems like nothing is ever going to take the place of print media. While the usage of printing and print media seems to have no end even in the future, one really gets curious about the history of this media. Let us go back in time and trace back man's first successful print making endeavor.

Many historians trace the history back to Mesopotamian times of around 3000BC but there are hardly any evidences to prove it. However first actual record is known to be of block prints used around 200AD in China. Initially it was used to print on clothes. As the usage of paper became common around China and East Asia, the same technique was used on paper as well. Nearly two centuries later the Romans also used the same printing techniques on both papers and clothes. The earliest example of a complete printed compilation along with illustrations is The Tiananmen scrolls. It was printed in China in 868 AD. In Korea, the same block technique was further enhanced by using metal rather than wood.

Later during the 9th and 10th century same technique was used in clay, wood, metal, stone and even glass in the Middle East. The Arabs and Egyptians used the technique to print prayer books and amulets. With the Arab invasion of Europe and Central Asia, this technique also travelled along. Yet in Europe also, it was used to print religious banners and scrolls mostly in fabric.

As this technique was taking over the world, the Chinese invented yet another technique in the 1040AD. This was the movable object printing. The basic technique was still the block method but the components were actually movable. The very first example of book printed with this method is a Korean book, 'Jijiki'. It required a lot of effort in moving the tablets around.

During 1843, a new technique was introduced by an American inventor, Richard March Hoe. In this technique the image or text to be printed is rolled around a cylinder which is then pressed or rolled over the substrates. With few improvements done a long time, his remained a very popular printing technique around the world.

Later, the offset printing was invented during 1875. The technique was initially developed to print on tin but now has become the most common type of printing used for paper. Although it is good for large scale printing purposes, the increase in daily printing requirements led to the development of most latest printing technique, the laser printing. It is quick and convenient and the equipment is not too heavy or bulky. This is the technique home and office printers are based on.

In Nepal, the advertising has the history of 139 years. It had been said that in Nepal advertising started after the establishment of printing press in 1908 B.S. The first advertising of Nepal was published in 1919 B.S. in the book named "Mokhyasiddhi" by Krishna Giri. (*Nepal and Humagain: 2003, p 44*)

Though the concept of advertising entered in 1900 B.S. the real advertising started from 2017 B.S with the establishment of first the advertising agency named "Nepal advertisers". After about 3 years, the second advertising agency named "printing and advertising agency" was established which started to program the advertising program's of public enterprises like Jnampur Cigarette factory, RNAC, Nepal bank ltd etc (*Srestha 2055 B.S*)

Due to competitive situation in Nepalese market, the present state is that there is the mushroom growth of advertising agencies. Records showed that 50 agencies were registered in 2043 B.S., whereas 52 in 2047. More than 1500 advertising agencies were registered by the end of Jestha 2066. But the agencies, which have gone professionally in this field, are only about 100. Recently, multinational advertising agencies like Org. Marg and Thomson have also entered into the Nepalese market through the collaboration with local agencies in Nepal and are serving the Nepalese advertising market.

Though the advertising business was in a slow pace before the democracy but after democracy, in a time gap of 14 years, it has prospered in a very fast manner. Free market policy and international relation has broadened the scope and areas of advertising. Another reasons for this was the trust in press and increment is the number of readers and media. *(Nepal and Humagain: 2003, p.46)*

2.1.3 Concept and Meaning of Advertising:

Advertising today is a worldwide phenomenon. It has become one of the useful concepts in marketing.

The word advertising has derived from the two Latin words “ad” and “verto” where ad” means “towards” and “verto” means, “turns”. Thus advertising means turning people attention toward certain things that may be products or services. Ad is to stimulate people to buy a particular product or services that are offered for sale. It is a promotional tool that is controllable and reaches a diverse group of audience at a same time. Thus, it is more suited to mass targeted products. (*Yadav: 2002, p. 16*)

Advertising is the mainstay of a company’s communication strategy, informing the consumers about the product, its benefits and keeping the product visible over time. (*Assel; 1990, p 482*)

It is thus a tool that stimulates the demand by conveying the message to the consumer about the product and its benefits and also maintains the product’s visibility so that it keeps on capturing the consumers’ attention.

Advertising is communication process, which makes link between the seller and the buyer of the consumer. Apart of this it is and active attempt to influence and persuade people to act.

G.R. Agrawal stated that advertising is one of the most widely used promotion tools. Business, non- government organizations, charities and service institution use it.

“Advertising is a paid form of non personal communication by an identified sponsor to promote” (*Agrawal: 1999, p. 255*)

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

Advertising is the process, which includes the series of activities, which are necessary to plan and prepare the message and set it to the intended market for convincing and persuading them to make purchase. The public is well aware about who is behind the advertising because the

sponsor is openly identified. Advertising is referred as non-personal presentation because non personal media, basically the media of mass communication like electronic media; print media etc are used to convey the message.

Ad delivers controlled message to many people simultaneously and at low cost per message. (*Wilmshurst and Mackey: 2002, p. 24*)

As advertisers pay for the space he can choose the way the ad appears and when it appears. Also when an ad appears in radio, TV, or any printed media; it reaches to numbers of people at the same time at low cost and in a very fast manner.

Three broad dimensions characterize great advertising, strategy, creativity and execution. (*Wells et. Al 2002, p.5*)

Every great advertisement implements a sound strategy. The advertiser develops the ad to meet specific objectives, directs it to a certain audience, creates its message to speak to that audience's most important concerns, and runs it in media.

The creative concept is a central idea that grabs the attention of the people. The advertising revolves round creativity.

Lastly, every great advertisement is well executed. That means that the details, the techniques, and the production values all have been fine-tuned.

2.1.4 Function of Advertising:

Even though each ad tries to accomplish goals unique to its sponsor, advertising performs three basic functions.

Inform: This kind of advertising is executed in the pioneering stage of a product category where the objective is to build primary demand.

Persuade: This becomes important in the competitive stage, where a company's objective is to build selective demand for particular brand for example, Chivas. Regal attempts to persuade consumers that it delivers more taste and status than other brands of scotch whiskey. Some persuasive advertising uses comparative advertising, which makes an explicit comparison of the attributes of the two or more brands.

Remind: It is important with mature products. A related form of advertising is reinforcement advertising, which seeks to assure current purchasers that they have made the right choice.

2.1.5 Types of Advertising:

-) **Brand Advertising:** The most visible type of advertising is national consumer, or brand advertising. Brand advertising focuses on the development of a long term brand identity and image.
-) **Retail or Local Advertising:** Agent deal of advertising focuses on retailers or manufactures that sell their merchandise in a restricted area. In the case of retail advertising, the message announces facts about products that are available in nearby stores. The objectives tend to focus on stimulating store traffic, and creating a distinctive image for the retailer. Local advertising can refer to a retailer or a manufacturer or distributor who offers products in a fairly restricted geographic area.
-) **Political Advertising:** Politicians use advertising to persuade people to vote for them or their ideas, so it is an important part of the political process that permits candidate advertising. Critics worry that political advertising tends to focus more on image than on issues, meaning that voters concentrate on the emotional part of the message or candidate, often overlooking important differences.
-) **Directory Advertising:** Another type of advertising is called directory advertising because people refer to it to find out how to buy a product or service. The best known form of directory advertising is the yellow pages, although there are other kinds of directories such as trade directories, organization directories, and so forth.
-) **Direct Response Advertising:** Direct response advertising can use any advertising medium, including direct mail, but the message is different from that of national and retail advertising in that it tries to stimulate a sale directly. The consumer can respond by telephone or mail, and the product is delivered directly to the consumer by mail or some other carrier.
-) **Business-to-business Advertising:** Business-to-business advertising includes only message directed at retailers, wholesalers, and distributors, and from industrial purchasers and professionals such as lawyers and physician to other businesses, but

not to general consumers. Advertisers place most business advertising in publications or professional journals.

-) **Institutional Advertising:** Institutional advertising is also called corporate advertising. These messages focus on establishing a corporate identity or winning the public over to the organizations point of view. Many of the tobacco companies are running ads that focus on the positive things they are now doing, and ads for America's pharmaceutical companies are also adopting that focus.
-) **Public Service Advertising:** Public service announcements (PSAs) communicate a message on behalf of some good cause, such as driving under the influence or preventing child abuse. These advertisements are usually created by advertising professionals free of charge and the media often donate the space and time.
-) **Interactive Advertising:** Interactive advertising is delivered to individual customers who have access to a computer and the internet. Advertisers use web pages, banner ads, and e-mail to deliver their messages. In this instance, the consumer can respond to the ad or ignore it.

2.1.6 Limitations of Advertising

Several limitations are also attributed to advertising. They are;

-) Advertising increases the cost of goods sold to the consumers.
 -) Advertising can be wasteful considering that only a small section of the audience covered by the media used may relate to the product advertised.
 -) It can be a major weakness when stereotyping starts at the expense of originality, creativity and innovation.
 -) Advertising may encourage unsound or false values, especially through its effect on children and young people.
 -) Advertising evokes emotional appeal, and critics' point out that any emotional appeal, in contrast to rational appeal, is misleading.
 -) Big advertisers can monopolize the market which can endanger the competitions.
- (Mohan;1995.p.11)*

Advertising is not a single best way of communicating the message to convince and persuades the consumers because it too possesses many limitations as discussed above. It is often criticized as being magical potency. There are many examples of advertising expenditure, which have failed to achieve their objectives. Thus an absolute rely on advertising only may lead advertisements to products failure.

Advertising is targeted at evoking people to respond. But as ad addresses many people at once, can't adjust to suit individual taste and interests in the way that a salesman can for instance. So, an advertising that charms and enthuses, so many of its audience may bore or annoy others. In winning over some customers, others may be lost. Similarly, anyone who fails to understand advertising can't ask question as to salesperson. Some people may have seen a particular as so many times that they become irritated by it. Yet other people may have seen it ones or twice and are still trying to grasp its implications. Existing users, potential buyers and people who will never buy, all see the same advertisement we can't easily beam advertisements at some but not all, nor can we change the content of ad to suit individual requirements or viewpoints.*(Wilnshurst and Mackay:1999.p.24)*

Thus, the Advertisement in today's context has yet to come out of its limitations.

Advertising should be creative and different which is able to generate extra recall value. Mind that there is always a time gap between exposure of ad to the consumer and the purchase decision they make. If the advertisements can penetrate the consumer's mind then there are good chances that at the time of actual purchase your brand would be among the consumer's active consideration set. And if the ad was of really good quality, the brand would be TOP-of-Mind (T-O-M recall). (*Jain:2003, p.52*)

2.1.7 Role of Advertising:

There are four principal players of an ad: the advertiser (subject to the ad), the advertising agency, media specialist, and service providers. (*Boyd, Haper W. Westall, Ralph and stach, Stanley F.(1990). Marketing Research p. 99*)

Advertisers are those who decide what the things are to be advertise, whether to handle the ad program by themselves or to delegate it to the ad agencies, give direction to ad agencies if an agency is used, pay ad bill, reach stated ad objectives and so on. The second player is the ad agencies, which creates and produces the advertising materials that are to be placed in the media. Media specialist or the media is another player. Media specialist varies in their kind of expertise and the service they provide. It is the media where advertise appear. Finally there are providers like suppliers of production, research and other services that are must for the success of the advertising enterprise. The advertiser may either contract for such services directly, or the agency contract for them on behalf of the advertiser. (*Burnett: 1999, p.296-297*)

A product or a service, or an idea manufactured or generated are even it the best, cannot be sold on its own and advertising plays a pivotal role to make those products, services or ideas known to the target group. This lets people have all the information regarding the attributes of these products.

So, it plays an important role to generate awareness regarding the products, services, it helps to educate people to have the knowledge about the product and the services. It plays a significant role to uplift sales volume and helps to generate more profit there on as well. Advertising is an aim at the promotion of ideas, goods or services by an identified sponsor or the firm and thus, there will be some certain purpose to do so by that very firm or organization. And the belief in doing so is to create an impact of the intention of the sponsor through advertising among the target groups. And the intentions vary from one firm to

another like awareness generation, educating people, or to generate more sales through advertising without any specific objectives no firms go for advertising and if the advertising campaign is successful then it imparts a favorable impact in the target groups and it retards the level of positive impact generation if it isn't a successful campaign.

Advertising helps target group buy remember the specific products and services and even it helps to bring A change in the attitude, and buying behavior of the consumers. it is a basic tool of marketing for stimulating demand and influencing the level and character of demand. Besides than these functions, some other specific roles are performed by an advertising which are as follows:

Marketing Role: It is all about developing connectivity with people. So, marketing is the process a business uses to satisfy customer's needs and wants through goods and services by understanding their needs, values, beliefs, behaviors, and aspiration. The particular consumers at whom the company directs its marketing effort constitute the target market. The tools available to marketing include product, its price, and means used to deliver the product or the place. Marketing also includes a method for communicating this information to the consumer called marketing communication. Marketing communication consists of several related communication techniques, including advertising, sales promotion, public relations, and personal selling. The role of advertising, within marketing, is to carry persuasive messages to actual and potential customers. One advertising campaign that has been very effective is the 'It's what's for dinner' campaign, started over 20 years ago when the America's Beef producer's trade association decided that the decline in beef consumption, due to consumer's concern for personal health, had to be reversed. Starting with TV commercial, featuring the voice of actor Robert Mitchum, America learnt that beef went along mom and apple pie. Since that initial ad, beef consumption has stabilized and increased twelve percent.

Communication Role: Advertising is a form of mass communication. It transmits different types of market information to match buyers and sellers in the market place. Advertising both informs and transforms the product by creating an image that goes beyond straight forward facts.

The Economic Role: There are two points of view about how advertising affects an economy. In the first, advertising is so persuasive that it decreases the likelihood that a

consumer will switch to an alternative product, regardless of the price charged. By featuring other positive attributes, and avoiding price, the consumer makes a decision on these various non price benefits. The second approach views advertising as a vehicle for helping consumers assess value, through price as well as other elements such as quality, location, and reputation. Rather than diminishing importance of price as a basis for comparison, advocates of this school view the role of advertising as a means to objectively provide price value information, thereby creating a more rational economy.

The Societal Role: Advertising also has several social roles. It informs us about new and improved products and helps us compare products and features and make informed consumer decisions. It mirrors fashion and design trends and adds to our aesthetic sense. Advertising tends to flourish in societies that enjoy some level of economic abundance, in which supply exceeds demand. In these societies, advertising moves from being informational only to creating a demand for a particular brand. Despite the social roles it plays but the critics argue that advertising repeatedly has crossed lines of reflecting social values and creating social values influencing vulnerable groups, such as young teenagers, too strongly.

2.1.8 Role Players in Advertising

There are four principal players of an ad: The advertiser (subject of the ad), the advertising agency, media specialists, and service providers. (*Burnett: 1999, p 296-297*)

Advertisers are those who decide what the things are to be advertised, whether to handle the ad program by themselves or to delegate it to the ad agency, give direction to ad agency if an agency is used, pay ad bill, reach stated ad objectives and so on. The second player is the ad agency, which creates and produces the advertising materials that are to be placed in the media. Media specialist or the media is another player. Media specialist varies in the kind of expertise and the service they provide. It is the media where advertise appears. Finally there are providers like supplier of production, research and other services that are must for the success of advertising enterprise. The advertiser may either contract for such service directly, or the agency contracts for them on behalf of the advertiser.

2.1.9 Advertisements as “Marketing Messages”

Advertising power lies in its ability to transmit messages – it is the nature of the message that determines whether advertising can succeed or not. (*Wilmshurst and Mackay:1999. p 24*)

Message must be effective and must be able enough to be received, comprehended and led to a response. A well formulated and properly presented ad messages, in most cases, are pre requisite for ad success.

The major propositions of message are:

-) The message must be so designed and delivered as to gain the attention of intended destination.
-) The message must employ signs, which refers to experience common to source and destination, so as to get the meaning across.
-) The message must arouse the personality needs in the destination and suggest some ways to meet those needs.

The message must suggest way to meet those needs which is appropriate to the group situation which the destination finds him at the time when he is moved to make the desire response. (*Newman and Byod.p 186*)

Message is the very important part of advertisement. The very first thing the advertiser has to decide on is what the ad is meant to communicate to the public and it must be reflected to the message delivered.

Advertising as a communication tool concentrates in four problems:

-) What to say?
-) How to say it?
-) How to say it symbolically?
-) And who should say it? (*Chunawalla et.al : 2002,p 13*)

By looking at these four problems, we can say that the whole advertising activities revolves round the message. “What to say” is the message content. “How to say it” is related to message structure, “how to say it symbolically” is about the message format and “who should say it” is referred as message source.

Message content is the words, pictures, and other devices in the message that evokes appeal i.e. either rational or emotional.

Message structure is the overall message contentment. It includes verbal vs. nonverbal, its readability, repetition, presence or absence of counter arguments, one vs. two sided arguments, order of presentation and drawing conclusion.

Message format is the planning and organizing the style and type of ad message. It is the way in which message content and structure strategy are implemented. (*Chunawalla et. Al 2002, p 13*)

Message sources are from where the message is originated. More credible the source, more persuasive will be the message.

The very important thing is to know while developing an ad campaign is the “message strategy” and message tactics”

The decision regarding what the ad is meant to communicate by the way of benefits, feelings, brand personality, or action content is message strategy. The decision regarding best and most effective ways to communicate the content like choice of spokesperson, use of the tones (humor, fear etc) selection of particular copy, visuals, and layout is called the message tactics. (*Batra et. Al: 2001, p50*)

Messages are given to inform the purpose and use of the product to the general public. The ad message must be rightly communicated among the consumers as intended by the advertisers. The message which is rightly communicated and if it can increase the sales of the product, then it is termed as an effective message. Whether the messages are effective or not is an issue to be studied by the advertisers through research after the message been delivered to the public. If the message is not communicated as intended and could give no effect then it is just the wastage of money in advertising.

2.1.10 Types of Advertising Media.

Given below the various media available to the advertisers or media buyers

Broadcast Media: Television and radio are the broadcast media. These types of media have higher reach and exposure country wide.

Non- Broadcast Media: Video and cable/ closed circuit television, cinema are non-broadcast media. Cable TV and video advertising are related. Cable TV provides the widest exposure to the recorded video cassettes so as to video advertising.

Cinema has also proved to be a useful medium for advertising. Films of the product attributes, which are presented to the cine audiences before the commencement of cinema and during the intervals attracts the consumer’s interest. It too covers wide range of people.

Print Media: Newspapers, magazines and direct mails are the mostly used media for advertising. Newspaper and magazines are more popular source of advertising. These enable advertisers to communicate with a large number of people.

Direct mail is the medium being selective, is targeted directly to the person whom it is meant for. In a sense, the advertisers act as their own media in this case.

Outdoor Media and Transit/ Transport Advertisement: Outdoor media reinforce the publicity done in the print media through billboards, posters or displays and electric spectaculars (large, illuminated, sometimes animated signs and displays). Transit advertising appears inside and outside of taxis, buses, streetcars and other modes of passenger transportation.

Specialty Media: It involves placing the sponsor's name and often, a short message on novel or useful articles, t-shirts, cap, badges etc.

Miscellaneous Media: Trolleys at domestic and international airports, web pages and internet, FM radio, prize context etc are the examples of miscellaneous media.

These media have been fast coming up as an important medium for advertising.

2.1.11 Advertising Effectiveness Testing

As per the need and nature of the business, there are some methods for testing advertising effectiveness which are presented below but the main focus of this study has been given to the total sales generated in a year in comparison to the advertising expenses of these sample firms.

Recall Test: Recall test is conducted by providing the respondents some contextual cues on the basis of which they are expected to recall the advertisement. The cue can be in the form of the name of the newspaper or magazine in which the advertisement was published or the television which carried the advertisement related information recalled by the consumer. Recall scores are prepared on the basis of their responses and are used to indicate the power of the ad to be noticed and retained. Recall of specific messages from advertising is not a very good indicator of advertising effectiveness, and some very effective commercials produce little measurable message recall. Message recall is a positive factor, but its importance should not be overstated.

Recognition Test: Recognition tests are generally conducted to test the effectiveness of print advertisement. Under this method, the selected respondents are given the print mediums, in which the advertisement was published. They are asked to identify a particular advertisement published or broadcasted in the medium. The technique is called recognition method because it is assumed that the reader will identify the things which he recognizes as having seen or having read. Unlike the recall procedure, the respondent is not asked to reconstruct any part of the original advertisement. Recognition tests seldom attempt to penetrate to the reader's buying motives and habits, nor do they seek his opinion. Their usual purpose is to discover the relative attention-value and interest of advertisements. Usually they are made by personally interviewing representative readers of a publication and asking them to identify the advertisements which they remember having seen or read. Obviously, the element of recall enters all recognition tests, because made sometime after the person saw the advertisement. And since the longer the interval of time that elapses between the appearance of the publication and the interview the greater the chance of forgetting, the interviews are usually blamed upon current or recent issues of magazines. For each ad, three different Starch readership scores are prepared from the recognition data.

Noted: The percentage of readers of the magazine who say they have previously seen the advertisement in the particular magazine,

Seen/Associated: The percentage of readers who say they have seen or read any part of the ad that clearly indicates the names of the product or service of the advertiser.

Read Most: The percentage of readers who not only looked at the advertisement, but who say that read more than half of the total written material in the advertisement.

Inquiry Test: The oldest and still the most popular method of testing advertisements is by the number of inquiries. It is a controlled experiment conducted in the field. In inquiry test, the number of consumer inquiries produced by an advertising copy or the medium is considered as the measure of its communication effectiveness. Therefore the number of inquiries is the test of effectiveness which can be produced only when the advertising copy or the medium succeeds in attracting and retaining reader or viewer attention. Ads generating the most responses are presumed to be the most effective.

Triple-Association Test (TAT): This test is done to know whether the prospective consumer knows the brand of product or not. The advertiser attempts to know consumer association of

brands with some benefits or the other. In the triple-association test, the respondent is provided with clues or ideas with which he is asked to associate a brand. For example: which noodles advertises as *Paknama Chhito Khanama Mitho*? If answer is '*Wai-Wai*' then it is correct to say that he has made the right association between the brand name of the noodles and its advertising theme. Through this test the advertiser try to discover what ideas have been registered by the advertising in the minds of the public and what action has resulted from it. Thus, an advertiser subscribing to the service may have inserted in the interview some question that will indicate how successfully his advertisements have achieved their objective.

Sales Tests: Advertising is intended, directly or indirectly, to solicit sales. since the ultimate objective of many advertising campaigns is an increase of sales, an ideal test would be one that measures, not the number who see and read, or the number who inquires, but the number of actual sales that result from an advertisement. But it is difficult to segregate the effects of an individual advertisement from those of preceding advertisements and other sales-producing factors. Seldom does a single advertisement deserve all the credit for the sale. Nevertheless some tests have been devised which measure relative values with a fair degree of accuracy.

Attitude Tests: Advertising effectiveness can be derived from different mediator. It has been most common in advertising research to examine the effectiveness of the advertising by means of the attitude concept. Attitude is defined as 'an individual's internal evaluation of an object'. Attitude toward the ad can be defined as a 'predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion'. This is an indirect measurement of the post-testing effects of ads on attitudes towards the advertised product or brands. The change in attitude as a result of advertising is assessed. The assumption is that favorable attitude towards the product may lead to purchases. Most ads are designed to either reinforce or change existing attitudes. An attitude is a favorable or unfavorable feeling about a product.

The attitudes are measured by rating scales. Indirectly, the individual is asked to indicate his agreement or disagreement with certain statement, thus overcoming the need of self-assessment. The score calculated on the basis of agreements disagreements is taken as a measure of the attitude of an individual. Several types of indirect scales are now available to

measures attitudes. Directed questions, semantic differential tests, or unstructured questions are given to measure changes in respondents attitudes after an advertising campaign.

Profit: Profit is the base for the existence of any kind of the firm. For the corporate houses, business firms the surplus in between the total sales revenue to the total cost is termed as the profit and it is which that makes possible for the long-term survival and the growth of those firms.

Profit is the most for the survival and growth of any business entity but profit doesn't just happen or improve. They are managed, management of the profits require planning, activating, co-coordinating and controlling of divergent organizational activities bearing direct or indirect effects on profit. And the one that is being discussed is advertising and the level of the profit is also greatly affected by the success or the failure of the whole advertising campaign.

Thus, an advertising campaign has a significant contribution in the level of profit generation, so it should be systematically, planned, executed, monitored and evaluated so that it comes a great help for those firms to achieve the end results quite matching to the intended ones.

Sales Turnover: As stated earlier, even the best product manufactured cannot sell in its own. Going to personal selling is almost an impossible task to carryout for the firms to sell their product services and the ideas in this competitive environment which has been growing on and on domestically and globally so advertising comes as a major weapon to fulfill all these necessities to promote and enhance the sales level. And the thesis conducted by Bhoja Raj Aryal in 1996 about "Consumers Impact through Electronic Media" concluded that there is a positive relationship between advertisement and sales volume. Advertising not only helps to enhance the sales volume but also to maintain and improve the sales level further in the future.

It is said 'Good wine needs no bush'. This information about the products should reach those who are interested in buying such products. In a highly sensitive and competitive marketing mechanism, profits of the firm can be maximized not alone by reducing the costs but multiplying the sales turnover rate finally reflecting in maximum total profits. Sales of the firm can be multiplied by advertising that involves additional expenditure. Effective advertising program me of a sponsor to cover additional expenditure of advertising as it result

in favorably changing the consumer attitude. Quick turnover will mean reduced lock-up of capital, costs, wastages and losses as the stock on the shelves is held for a shorter period.

The rate of sales turnover once achieved is not only to be maintained but also improved upon further Advertising does this by repeat sales. A regular, effective and frequent advertising helps to ensure a more loyal clientele by keeping the name, location and the products of the selling house constantly before the customers. Under the normal business conditions; advertising helps not only in maintaining but extending the sales turnover. Even during the periods the depression the sales profile of the firms advertising has not been adversely affected, during the depression period, the point lies in reducing the losses as losses are common to all firms where advertising has its helping hand.

According to Rathor, there are four chief methods of testing the effectiveness of a message. (*Rathor: 1984, p 211*)

Opinion ratings consist simply in asking people their opinion about an advertisement. It is one of the simple methods to use and generally done early in the planning stage before heavy financial commitments are made.

The concurrent method tests the ad when it appears. There are number of variations of the concurrent method, such as personal observation of readers and viewers.

Another version is the **dairy method**, in which samples of people are asked to maintain a record of their viewing or listening habits.

There are **memory tests**, which fall into two categories recall and recognition.

To find whether an ad is working or not, copy testing and diagnostic evaluation can also be carried out copy testing can be done at.

-) The beginning of the creative process.
-) The end of the creative process.
-) The end of the production stage and/or.
-) After the campaign has been launched.

In general, tests at first three stages are called pretests and at the final stage are called posttests. Various types of tests can be used at any of the four stages and will differ by whether broadcast or print advertising is involved. (*Batra et. Al: 2001, p 463*)

2.2 Review of Previous Related Studies

Bishwo Raj aryal conducted a study on “an Examination on female portrayal on print advertising” (Aryal: 2000)

The objectives of his studies are

-) To identify the noticing behavior of individuals on product categories being advertised portraying female models in print advertisements.
-) To examine the likes/dislikes of individuals towards the categories and age range of female print advertisement models.
-) To examine the attention of individual over the roles and activities played by female models in print.
-) To evaluate the individual's reasons of noticing female featured print advertisements and likes/ dislikes of overall expression of female models in print advertisement.
-) To evaluate the perception of individuals toward the female models, their profession and their portrayal in print advertisements.
-) To evaluate the believability of female featured print advertisements and their impression over the purchasing decision of individuals.
-) To identify the demographic features of female models in print advertisements.
-) To evaluate the self and family response of female models of print on their portrayed roles, interested roles, their profession, inspiration to fall into the profession, the degree of satisfaction, family response on their profession, their portrayal in print advertisements and family report.

Some of the findings of the study are;

-) The female featured print advertisements regarding the product of food/ snacks, soft drink/water, personal and beauty care, household appliances/ furnishing and alcoholic beverage were noticed by all levels of individuals of the society. The print advertisements of the products of household cleaning/washing/kitchen supplies and institutional/ educational materials/ public service were also noticed by female individuals of the society.
-) The female artists and ramp models under the age of 25 or below as female models being portrayed in the print advertisements were liked by the individuals of the society.

-) Couple role and traditional activities/ career oriented activities played by female models in print advertisements were attentive for all levels of individuals in society. Single role of female models was also being attentive to the young female individual. Sex appeal activity was found to be attentive to the male individuals.
-) Individuals, both male and female in general noticed the female featured print advertisements for both fun/ enjoyment and to identify the attributes about products. So far as the likes of male or female toward the overall expression of female models in print advertisements concerned, nothings can be stated because of their mixed reactions but the majority of the individuals having age below 25 liked somewhat and most of the individuals having age above 25 liked nominal.
-) Majority of male and female and individuals having age above 25 believed female portrayed print advertising in nominal terms, but in case of individuals having age below 25, nothing can be stated because of their mixed reactions. There was low degree of impression of female portrayed print advertisements over the purchasing decision of male and female and the individuals having age below 25 or the individuals having age above 25. Majority of the individuals having age below 25 was not affected from the advertisements and most of the individuals having age above 25 didn't recall the advertisements.
-) Nothing can be stated in case of female and male about their perception over the female models because of their mixed reactions. Majority of the individuals having age below 25 perceived the female models satisfactory but majority of the individuals having age above 25 unable to say anything about female models. Majority of male and individuals having age below 25 perceived the modeling in the print advertisements done by female as satisfactory but in case of female and individuals having age above 25; nothing can be stated because of their mixed reactions. Nothing can also be stated about male and female and individuals having age below 25 because of their mixed reactions but majority of the individuals having age above 25 perceived the portrayal of female models in print advertisements are satisfactory.

A study done by **Parajuli, Bhagawati (2006)** entitle with “*A study Market situation of instant noodles in Pokhara valley*” with following major objectives.

Objectives:

-) To know the demand and supply in instant noodles in the market of Pokhara Valley.
-) To examine the potential consumers of instant noodles in Pokhara Valley.
-) To obtain the consumers opinion on price, quality and test on instant noodles.
-) To find out the popular media of advertisement for the instant noodles.

Major Finding:

-) Demand of instant noodles is highly increasing in Pokhara Valley.
-) Consumers give more preference to the test and less preference to the brand and quality.
-) Most of the consumer who consumed the instant noodles is under 20 years of age.
-) Most of the student has been using instant noodles as Tiffin in comparison to other professional area.
-) Most of the respondents think that the quality of instant noodles is of moderate quality with reasonable price. Instant noodles have been taken as hygienic food compared with different taste of fast food.

A study done by **Shrestha, Binod Kumar** (2007) entitle with “*Role of advertising activities of Bottlers Nepal LTD and Pepsicola Ltd*” with following major objectives.

-) To justify the comparative advantage from advertisement of Coco cola company and Pepsi cola company.
-) To determine the expenses for advertisement by the company.
-) To determine the most likely advertisement broadcasted by the company.

Findings

According to most respondents Pepsi cola advertising is better than Coca-Cola.

Both the products advertisement is viewed by the consumer of different age and sex group.

-) Most of the consumer of different ages like TV advertisement of Coco-cola.
-) Now a day’s FM advertisement are becoming popular than other advertisement.
-) Most of the consumer of different ages and sex group buy their product themselves.
-) Consumer is mostly attracted by quantity rather than quality.
-) Consumers are influenced by TV and FM advertisements.
-) No one is influenced by personal selling.
-) News paper advertisement is also getting popularity.

-) According to female consumer of different age group they are agreed that advertisement is entertaining but for male consumer of different age it plays the role of informing.
-) Both the products role is satisfactory for different age and sex groups of consumer.
-) Mostly consumer of different age and sex are consuming the product before one year.

A study done by **Pandey, Jay Ram** (2008) entitled with “*A comparative Advertisement with special reference to NTV*”.

The objective of the study was to find out the opinion of the viewers of NTV program and its effectiveness as the media for advertisement. The special objectives were as follows.

-) This study is conducted to fulfill the partial requirements of MBA program
-) To find out general attitude of NTV viewers
-) To find out influential factors to buy the product advertised
-) To find out how effective NTV advertisement has been in comparison to other media
-) To draw conclusion and make recommendation.

Findings

-) A large group of people watch NTV daily. So it is an effective medium of advertisement.
-) Besides, it also indicates that the target group of ad should be women and people of age group 55 and above.
-) Large number of viewers watches TV 1-4 hours daily.
-) So it can be confirmed that most of them watch TV some hours daily.
-) Demand of NTV in market is quite low. It indicates that a fact that NTV programs should be improved so as to attract more and more people towards it.
-) NTV has been facing competition due to introduction of foreign channel through space time net and cable operators like sky net work , Himalayan net work etc.
-) It is also said that a lot of people watch NTV and foreign channels equally.
-) In the light of above data, it can be said that viewers watch different channels on the basis of program they broadcast.
-) Large number of people watches entertainment and news in foreign channels. The reason for that is variety in entertainment program and broadcasting of current news at regular interval.
-) It can also be said as the most preferable time to watch NTV is 8- 9 pm.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is the main body of the study. It attempts to find out how effectively the message given in print media is been received, understood and responded by the people. This topic includes the details of how the study has been carried out. It consists of research design, nature and sources of data, population, and sampling method, sources of data, data collection method and data analysis tools.

Research is the systematic and organized effort to investigate a specific problem that needs a solution. Research methodology refers to the various sequential steps to be adopted by a researcher in studying a problem with the certain objects in view to get the conclusion. The objective of this research work is to find out the answer of the questions.

The methodology, which has been used in this study, consists of research design, nature and sources of data, data gathering procedure and the analytical tools etc. This chapter explains the design of our research in detail. This is a systematic process of research activity. It includes various elements like sample size, process of sample selection, the variables employed, the source and method of gathering data, the reliability of instrument selected and statistical procedure in the analysis are carefully explained the various methodology used in this are explained below. This chapter explains the specific research design to achieve the research target. It includes research design, nature of data, data gathering procedure, population and sample and data processing procedure

3.2 Research Design

This research is of conclusive type in which experimental method has been used in a survey mainly aims to find out the communication effectiveness of print advertising. The study Respondents have been exposed to print advertisements and their responses collected on a structured questionnaire. The data and information collected from the survey of the consumer will be rearranged, tabulated, analyzed and interpreted according to the need of the study for attaining the stated objectives.

3.3 Nature and Sources of Data

Most of the data needed for our subject or research have been collected from the primary source of data of Pokhara Valley. The questionnaire which includes various questions which comprises the research objective has been submitted to people and necessary information is collected. In addition to it, secondary source of data are also used. Different manuals and papers magazines and news papers are referred to obtain the related data

3.4 Populations and Sampling

The population of this study embodied all the readers of the print advertising related of soft-drinks: Coke, Fanta, Pepsi, and Dew, from within Pokhara only. This study will be based on stratified judgment sampling method. The total 100 samples will be based on the basis of age and sex. The population based on sex will be divided into two strata i.e. male (50) and female (50).

3.5 Data Collection Method

Data collection will be done with the help of questionnaire and interviews with the respondents. They will be exposed to the ad messages of the soft drinks in the printed form and will be questioned about how they felt about the communication effectiveness of the advertisement given in the print media, and the responses will be recorded in a structured questionnaire.

3.6 Data Analysis Tools Used

The collected data will be presented in various tables, diagrams and charts with supporting interpretations. Data will be tabulated according to the nature of data. The tables will then be

analyzed using descriptive and inferential statistical tools, such as mean, percentage and Chi-square tests.

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

This chapter analyses the responses of 100 respondents Pokhara that have been exposed to four types of soft-drink advertisement over various aspects of advertising communication effectiveness. Their responses have been analyzed using descriptive and inferential statistical tools.

4.1 Product Consumption and Awareness

Awareness to an advertisement is often influenced by the consumer's product preference. Table 4.1 presents the number of consumers who drinks once a day, twice a day, more than twice and not a regular drinker of the soft drinks: Coke, Fanta, Pepsi and Dew.

Table 4.1
Product Consumption

	No. of respondents	Percentage
Once a day	27	27
Twice a day	6	6
More than twice	4	4
Not regular drinker	63	63
Total	100	100

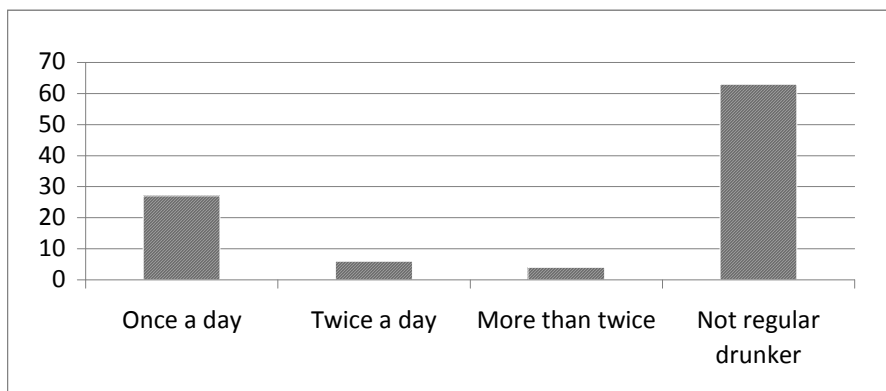


Fig 4.1

The table shows that 63 percent of the respondent are not the regular drinker of the soft drinks, 27 percent of the respondents drink once a day, 6 percent twice a day, 4 percent more than twice.

Table 4.2
Preference of the cold drinks

	No. of respondents	Percentage
Coca cola	24	24
Fanta	7	7
Pepsi	13	13
Dew	2	2
All of above	54	54
Total	100	100

Table 4.2 indicate that out of 100 respondents 24% like Coca cola, 7% like fanta, 13% like Pepsi, 2% like Dew and 54 all of above.

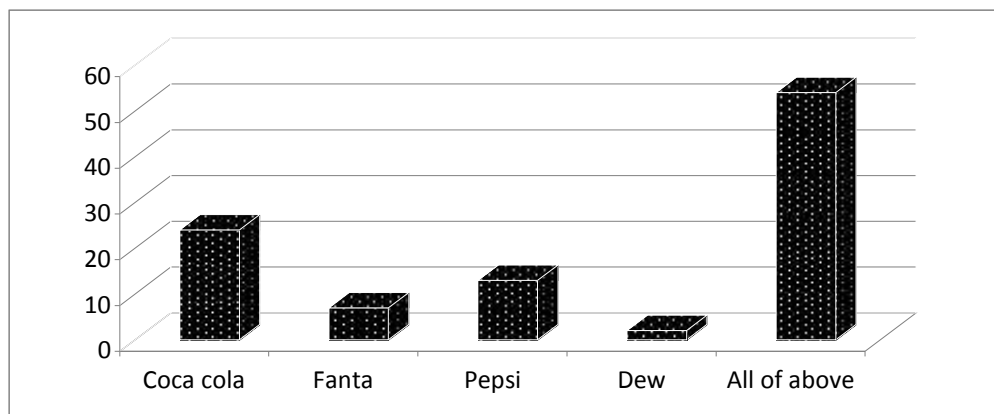


Fig. 4.2

The table 4.2 shows that the people wants to try different variety of soft drink at different times so there were 54 percent of the respondents don't have specific choice at the soft drinks (Coca cola, Fanta, Pepsi, Dew). The table shows that Coke, the number one soft drink in the world popular in Nepal too. It is the most preferred brand as 24 percent of the respondents are found to frequently drink Coca-cola. It further shows that the Pepsi is the Second choice (13 percent), Fanta the third choice (7 percent), and Dew the last choice of the consumers of cold drink in Pokhara.

4.2 Exposures to Advertisement in Print Media

Effectiveness of advertising largely depends on the exposure of advertisement. In order to measure the exposure of advertisement, the respondents were asked to state their intentional exposure to media in order to find out whether they deliberately browse through advertisement in the print media. Their response has been presented in table 4.3. As shown in the table, the intentional exposure to advertisement in the print media is found to be 67 percent.

Table 4.3
Intentional Exposure to the Advertisements in Print Media

Exposure to media	% of Respondents
Yes	67
No	33
Total	100

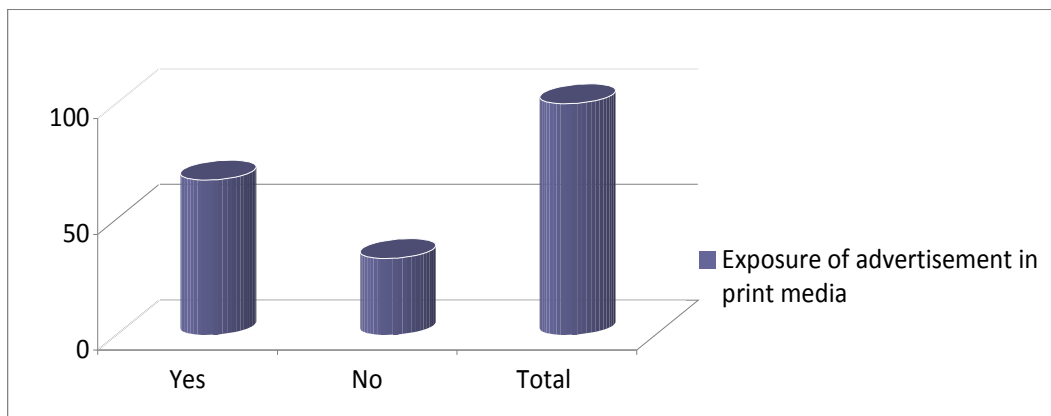


Fig 4.3

This indicates that two-third of the respondents intentionally look into the advertisement, which shows that there is high ratio of advertisement exposure. This is a very positive aspect for the advertisers and advertising agencies that make a great effort to draw the attention of readers to advertisements.

Table 4.4
Exposure to the Media

Media	No and % of respondents
Magazine	12
Newspaper	39
Others	49
Total	100

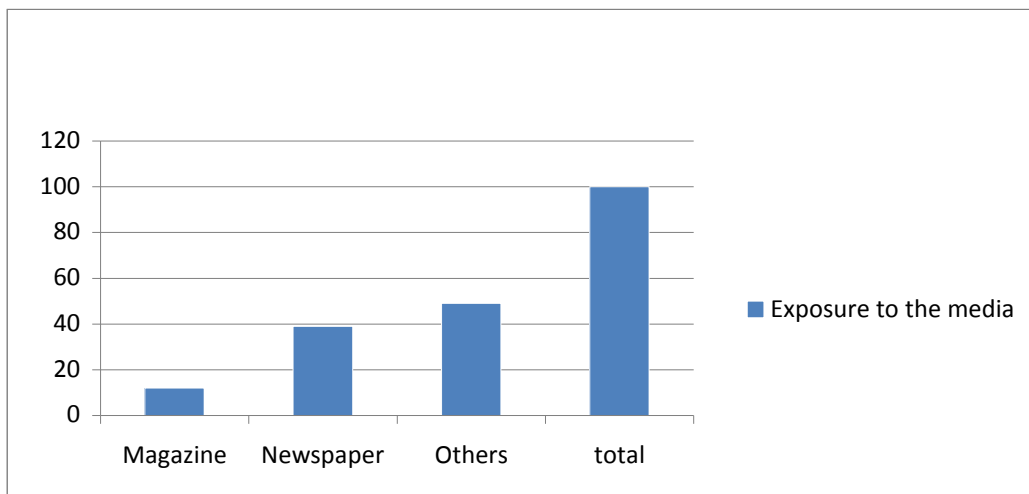


Fig. 4.4

Table 4.4 shows the readership in the print media (Newspaper, Magazine or other). In the study it was found that 49 percent of the total respondents look at hording board, flyers and pamphlets, 39 percent read only newspapers, while 12 percent read only magazines.

This shows that about half of the responded sees the advertisements at other media. In terms of exposure the newspaper is found to have higher exposure then the magazines among the sample respondents. Respondents expose that they read newspaper mainly due to its daily availability.

4.3 Believability/ Credibility of Media

Table 4.5 shows the believability / credibility of the respondents in the print media respondents were asked to rank the given media on a 1 to 5 scale point as for their believability/ credibility and their mean score is calculated to compare them each other. (Refer to Appendix No. B₁ for calculation)

Table 4.5
Believability/ Credibility of Print Media

	Newspaper	Magazines
Scale 5	7	6
4	43	31
3	35	46
2	10	12
1	5	5
Total	337	321
Mean Score	3.37	3.21

Note: 5: Extremely believe 4: Believe 3: Average: 2: Don't believe 1: Extremely: not believe

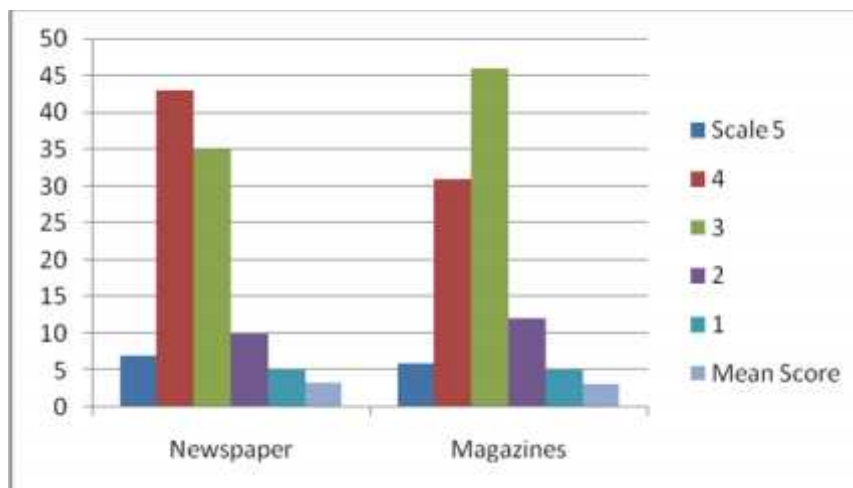


Fig 4.5

From the analysis it's is clear that mean score of the newspaper (3.37) is higher than that of magazine (3.21). From this, it can be inferred that the credibility of the newspaper is marginally higher than that of magazine. This indicates that respondents also believe on the magazine as a credible source of information.

Table 4.6
Credibility in the Media

Newspapers	Magazines					
	Scales	5	4	3	2	1
	5	1	1	5	-	-
	4	5	19	13	4	2
	3	-	7	25	3	-
	2	-	3	2	5	-
	1	-	1	1	-	3

Note: 5: Extremely believe 4: Believe 3: Average: 2: Don't believe 1: Extremely: not believe

Table 4.6 present the information on the credibility in the newspapers and magazines and their relation to each other expressed on a 1-5 ranking scale. The data presented in this table is used for having a chi-square test. While using chi-square test, scale 1 and 2 are merged and referred as "Don't Believe" and scale 4 and 5 are merged and referred as "Believe" (Refer to appendix no B₂ for Calculation)

The following null hypothesis has been set for testing:

H₀: There is no association between the credibility of newspapers and magazines.

At 0.05 significance level, as there is rejection of the null hypothesis, it indicates that there is association between the credibility of the newspapers and the magazines.

4.4 Media Exposure

Exposure to an advertisement is often determined by the media, in which the advertisements launched. In this study, the respondents were asked to state their sources of exposure to the soft drink advertisements, the results have been presented in table 4.7.

Table 4.7

Exposure to the Advertisements of the Soft Drinks in the Media

Media type	Coke	Fanta	Pepsi	Dew
Newspaper only	9	4	7	11
Magazine only	2	5	1	1
Others(TV, flyer, hoarding board)	15	26	26	28
All available media	31	23	25	16
Newspaper/magazine	5	3	2	1
Newspaper/ Other media	32	27	29	25
Magazine/ Others media	4	2	4	1
Not seen else where	2	10	6	17
Total	100	100	100	100

Note: Other media is considered as the television, hoarding board, flyer, pamphlets media.

The table shows that 65% respondents have the exposure to the advertisements in the various available media.

The advertisements of the coke is found to be been seen by 98% of the respondents. Considering a single advertisement medium, the highest exposure is in other, which account for around 155. In terms of a combination of two media newspaper plus others has the highest exposure.

With regards to Fanta, 90% of the respondents are found to have the exposure to its advertisement. Out of these respondents about 29% have seen the advertisement in television and 30% in both the newspaper and television media.

Similarly, 94 percent respondents are found to have exposure to the advertisement of Pepsi. Out of those who seen the advertisement, about 28 percent have seen it in the others and 31 in both newspaper and others.

For dew the exposure is around 83 percent. Out of the respondents who are exposed to the advertisement of Dew, around 34 percent have seen it in television and about 30 percent in both the newspaper and others.

The analysis indicates that Coke’s advertisement has the total highest exposure (98 percent), followed by Pepsi’s advertisement (94 percent), Fanta’s advertisement (90 percent) and Dew’s advertisement (83 percent).

The exposure rate although various across the advertisements of four brands of the soft drinks, the rate is quite high. This may be due to the extensive advertisement campaigns of the popular brands of soft drinks through the national and local media. The analysis also showed that the newspaper and other have a high exposure effect for all soft-drink advertisements.

4.5 Focus Value of Layout, Advertisement Concept, Message Content, Size, and Color

Every advertisement has various components/aspects, which in combination produces the total communication effect of the advertisement. Each component also may have different attention value for different consumers. With regards to this, the respondents were asked to rate their attention value of different components on a five-point rating scale. The result has been presented in the form of a summary of mean values in a cross tabulation including the grand mean in table 4.8. (Refer to appendix No B₃ to B₆ for Calculation)

Table 4.8

Focus Value of Various Aspect/Components of an Advertisement

	Layout	Ad. Concept	Message Content	Size	Color	Grand Mean
Coke	2.55	2.57	3.39	3.59	2.91	3.00
Fanta	3.63	3.43	3.44	3.60	3.59	3.54
Pepsi	4.11	3.77	3.51	3.74	4.25	3.89
Dew	3.55	3.61	3.30	3.47	3.28	3.44

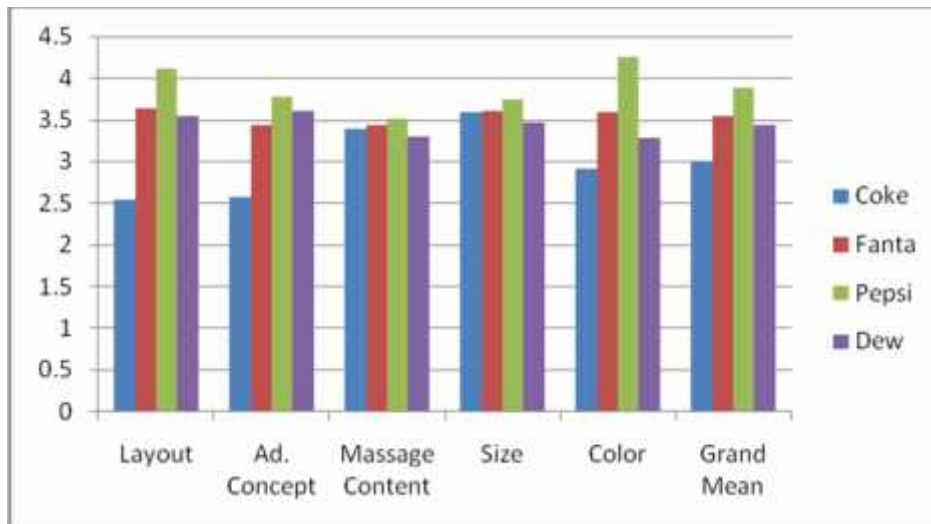


Fig.4.6

The above table shows that in the advertisement of coke, the attention of the respondents is drawn by the size which has a mean score of 3.59 followed by message content with the mean score of 3.39. The ad concept (2.57) and layout (2.55) is perceived to be weaker elements by the respondents in terms of attention value.

Similarly in the advertisement of Fanta, the highest attention gaining element is perceived by the respondents to be the layout with the mean score of 3.63, Followed by the size (3.60),color (3.59), content (3.44) and finally the ad concept with a mean scores of 3.43.The similarly in the mean values of the different elements of the Fanta ad indicates that all elements have more or less equal weight in getting attention. This shows that Fanta ad is evenly balanced.

In the advertisement of Pepsi, most of the respondent's attention is found to be drawn by its layout which has a very high mean score of 4.11, followed by color (3.59), ad concept (3.77) and size (3.74).

Likewise, is it's the highest attention-gaining element in the advertisement of Dew is its ad concept (3.61), followed by its layout (3.55) and then its size (3.470.a

A comparison of the attention value of the various components of the ad of the four brands of soft drinks can also be made through the above table. The layout of Pepsi ad (4.11) is perceived as having highest attention value, followed by Fanta ad 3.63 and then Dew 3.55.

The advertisement design of pepsi is perceived by respondents as highly attention gaining as it has the high mean score of 3.77 followed by that of dew 3.61 and them of Fanta 3.43.

The message content of Pepsi is perceived by respondents as highly attention gaining with a mean score of 3.51, followed by that of Fanta 3.44 and coke 3.39.

In terms of size and its attention value Pepsi comes first 3.74 followed by of Fanta 3.60, coke 3.59 and dew 3.47.

The respondents were exposed to four soft drink print advertisements that were similar in their size. It is very interesting to note that they perceived the advertisement as having different sizes. This indicates to a interesting findings of this study is that though the size of each of the ad is same, the one which has stronger focused product display such as Pepsi ad is able to gain higher attention.

Similarly the most attention gaining color is perceived to be of Pepsi with a very high mean score of 4.25 Fanta being placed second with a mean score of 3.59.

When comparing the four soft-drinks advertise elements the most attention gaining advertisement is found to be of Pepsi with a grand mean of 3.89 followed by Fanta 3.54, dew 3.44 and coke at the end with a grand mean score of 3.0.

Through the above analysis it may be inferred that is a good color combination is very essential to draw the attention of the respondents.

Presentation of the ad in natural setting also is found to be more attention gaining and liked by many of the respondents. This has been clearly evident in the data collection process when respondents spontaneously found to be attracted by the advertisement of Pepsi.

Respondent's very first attention in the ad of Pepsi is found to have been captured by its blue background. It was the models (boys) of the dew ad that gained their attention. In case of coke ad clip the home theater shown in the advertisement was able to capture their first attention. In the case of Fanta ad, the price highlight was the first element to capture respondent's attention.

4.6 Recall and Importance of the Message Content

The recall value of the message content is an important factor that determines the effectiveness of the advertisement. Recall is very important in low involvement products since consumers do not go through information search and largely rely on their memory for recall of the message content.

In this study respondents recall of the ad message were collected and then classified into three categories and presented in table.

-) Full recall if they remember all aspects of the ad message content.
-) Partial recall if they remember some aspects of the ad message content.
-) No recall, if they don't remember any aspects of the ad message content.

Table 4.9
Recall Value of the Message Content

	Full Recall	Partial Recall	No Recall	Total
Coke	0	26	74	100
Fanta	0	22	78	100
Pepsi	23	2	75	100
Dew	0	21	79	100

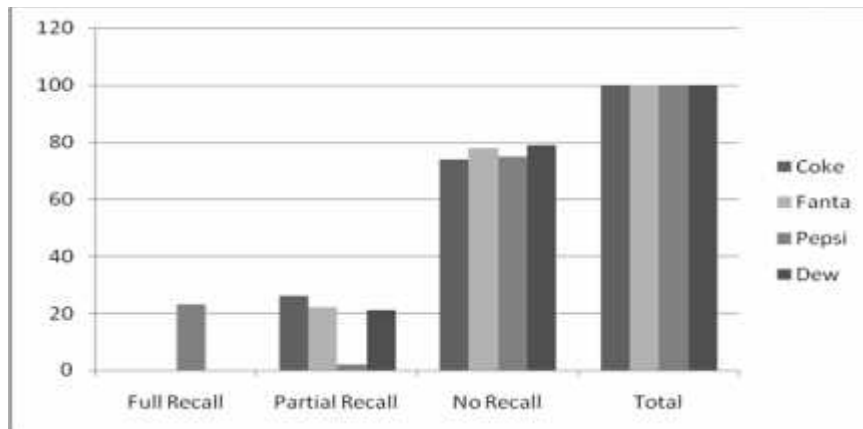


Fig 4.7

The table shows that only Pepsi has full of the message content among 23 percent of the respondents. The coke message is partially recalled by 26 percent the Fanta message by 22 percent and dew message by 21 percent. Pepsi had better recall value mainly due to short but strong message content.

Table 4.10
Awareness of the Message

Media type	Coke	Fanta	Pepsi	Dew
Excellent	12	7	35	15
Very Good	19	28	24	30

Good	41	50	29	38
Poor	28	15	12	17
Total	100	100	100	100

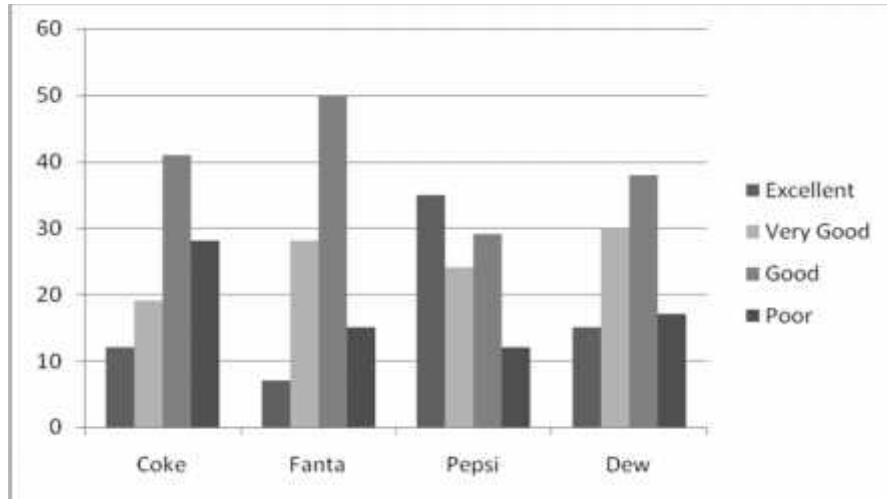


Fig 4.8

The respondent on the attention gaining ability of the message on the four ad clips have been collected by exposing them to the clips during the interviews. The respondents were asked to rate the attention value of the message on a four point rating scale ranging from excellent to poor, the result have been shown on table 4.10.

The analysis shows that 35 percent of respondents felt that the message of the Pepsi is excellent at getting the attention. The dew message had the second best attention gaining ability 30 percent, followed by followed by Fanta 28 percent. The Fanta and dew message contents are also perceived to be strong in this respect as they have very good rating by 28 and 30 percent of the respondents. Coke's message content seems to lie largely at the lower end of the rating scale.

The analysis indicates that the ad presentation able to touch the emotions of the respondents is able to capture their attention whereas poor color combination and long and too many information in an advertisement fails capture their attention.

4.7 Comprehension Value of the Message

Every advertisement is designed in such a manner that it is well understood by the consumer and understood in a same manner as intended by the advertiser, Therefore it is necessary the comprehensive value of the advertisement.

Table 4.11
Comprehension Value of the Message

	Coke	Fanta	Pepsi	Dew
Full Comprehension	79	22	44	4
Partial Comprehension	6	64	30	42
No Comprehension	15	14	26	54
Total	100	100	100	100

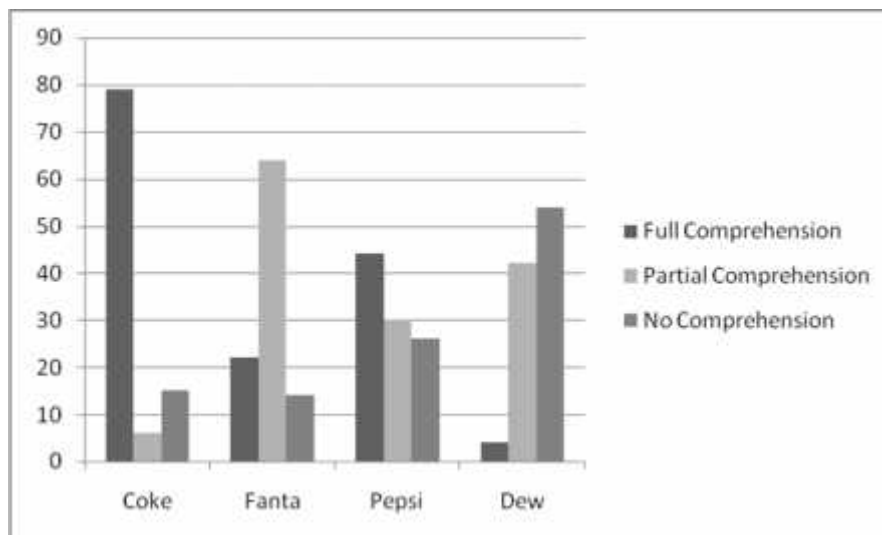


Fig 4.9

In this study, the comprehensive value of the four print advertisements have been measured by asking the respondents their understanding of the message, their responses have been categorizers into full understanding, Partial understanding and no understanding. The categorization of the open ended responses was made o judgment of experts. The result has been in table.

The table shows that 79 percent of the respondents fully understood what the advertisement of coke is trying to communication to them followed by the ad of Pepsi 44 percent, Fanta 22 percent and dew 4 percent. It indicates that respondents are likely to understand the message that is either straight forward coke or that directly touches their emotions Pepsi.

Though the message of Fanta was clear and could be easily understood, there is high rate of partial understanding. It indicates that if there are too many information about the product attributes, respondents took only one or two of them and interpret the advertisement. A very large number of respondents 54 percent didn't understand the message conveyed by the Dew advertisement as it contained according to respondents too many hi-fi words that are difficult to understand.

4.8 Appropriateness of the Message to the Product

Advertising message design needs to consider the nature of the product, the level of understanding of the audience and the overall positioning strategy. In this study respondents were asked to provide their opinion on the appropriates of the message to the product and the result has been presented in table 4.11

Table 4.12
Appropriateness of the Message to the Product

	Coke	Fanta	Pepsi	Dew
Yes	50	81	62	35
No	36	8	6	7
No Idea	14	11	32	58
Total	100	100	100	100

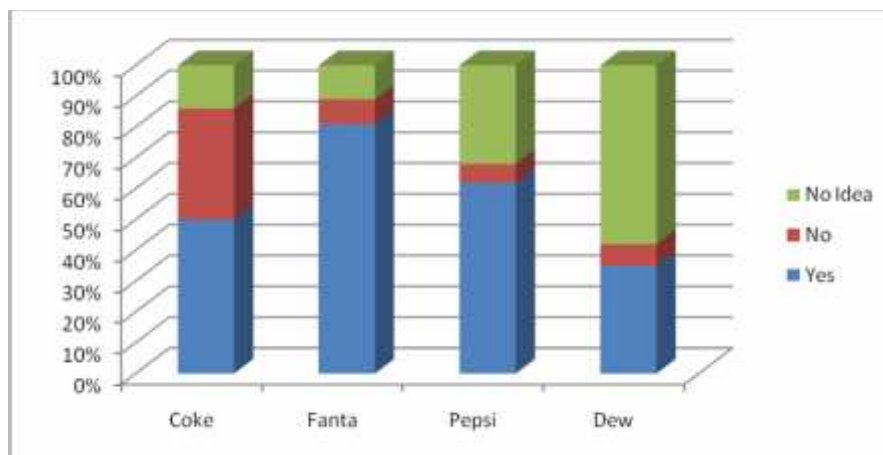


Fig 4.10

The table 4.12 indicates that 81 percent of the respondents felt that the message of the Fanta is appropriate, while this factor for Pepsi is 62 percent, and for Coke and Dew it is 50 percent and 35 percent respectively. Respondents felt that the message of Fanta ad is true the product.

That means it is informing about the product and each of its attributes. For Pepsi, they felt it is trying to create product awareness trying to impart a real image of the chilled soft drink. For coke, they felt that only the information about the incentive it is giving is not enough to create an awareness of the product among the people.

4.9 Liking/Disliking of the Advertisement

In this study the respondents were asked to rate their liking/disliking of the advertisement of the four soft drinks in terms of advertisement of the four soft drinks on terms of advertisement concept and the message it conveys. The result has been tabulated in table .The table presents the summarized responses with regards to the very effective and ineffective of the ad concept and the message conveyed by it. Respondents were asked to rank the ad concept and its message in terms of their liking and disliking on the 1-5scale. (Refer to Appendix B₇ for calculation)

Table 4.13

Liking/Disliking of the Advertisement

Scale	Coke	Fanta	Pepsi	Dew
5	11	15	28	12
4	23	45	36	23
3	34	28	19	32
2	20	6	9	13
1	12	6	8	20
Total	100	100	100	100
Mean value	3.01	3.57	3.67	2.94

Note: 5: Extremely like 4: Like 3: Average 2: Dislike 1: Extremely Dislike

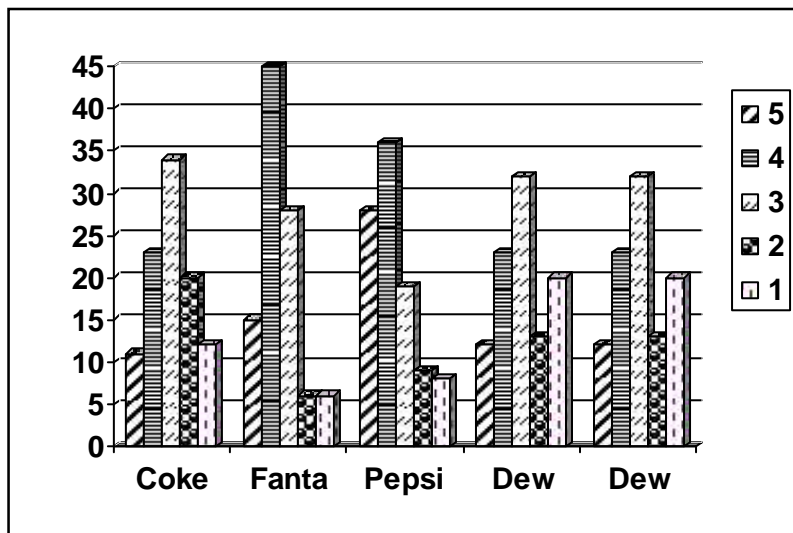


Fig 4.11

The table 4.13 shows that the most liked ad concept message is of Pepsi with a mean score of 3.67 followed by Fanta 3.57, coke 3.01 and Dew 2.94. The result indicates that informative advertisement and the message that the heart is preferred and liked by the consumers.

The responses from the respondents indicate that only few of them like the advertisement of Dew. Many of them didn't like because they could not understand what the ad is trying to impart to them.

Further, some of them disliked the coke ad than of Fanta and Pepsi because they felt the ad is communication more about its offer rather than about the product itself attributes.

It is the Pepsi ad that most of the people liked and it is because of its attractive and cool and refreshing image that it is imparting and for Fanta it is giving information about attributes that it holds.

4.10 Advertising Effect on Brand Choice

The ultimate objective of every advertisement is to make an impact on brand choice of consumers. In this issue the respondents were asked to state the influence of the soft drinks on their brand choice. The result has been presented below table.

Table 4.14
Advertising Effect on Brand Choice

Brands	Frequent consumers
Coke	24
Fanta	16
Pepsi	38
Dew	22
Total	100

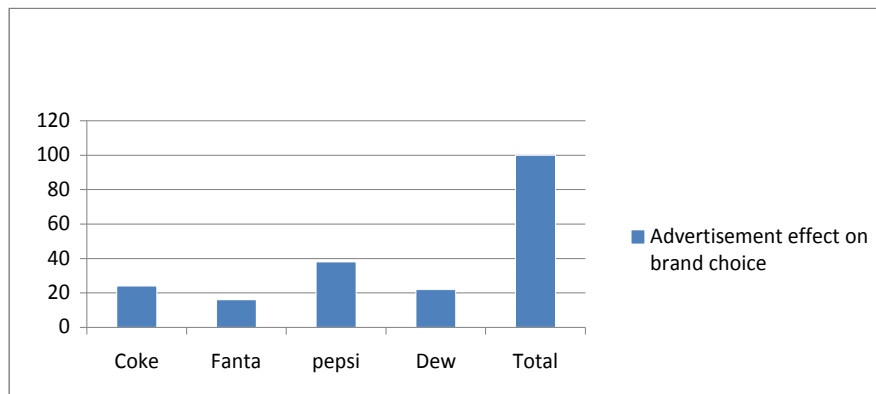


Fig 4.12

The table presents the total number of respondents who wanted to buy the product after they have been exposed to their advertisements. The responses indicates that the best ad that could create a buying responses of Pepsi 38 percent. About half of the respondents felt that they wanted to try Pepsi just by looking into its advertisements. The message made them feel that it is a real cool and refreshing product and suitable in the hot season.

For Coke advertisement, 24 percent of the respondents wanted to drink just because of the hope to win the home theater.

For Fanta and Dew it is found that there is no one single elements to consider which could make significant psychological influence or impact among the consumers for creating the buying response.

4.11 Suitability of the Print Advertising in Nepalese Environment

In this study, respondents were asked to provide the opinion on the existing print media advertising suitable in Nepalese market environment.

Table 4.15

Suitability of Print media advertising in Nepalese market environment

Strongly agree	29
Agree	63
Disagree	5
Strongly Disagree	3
Total	100

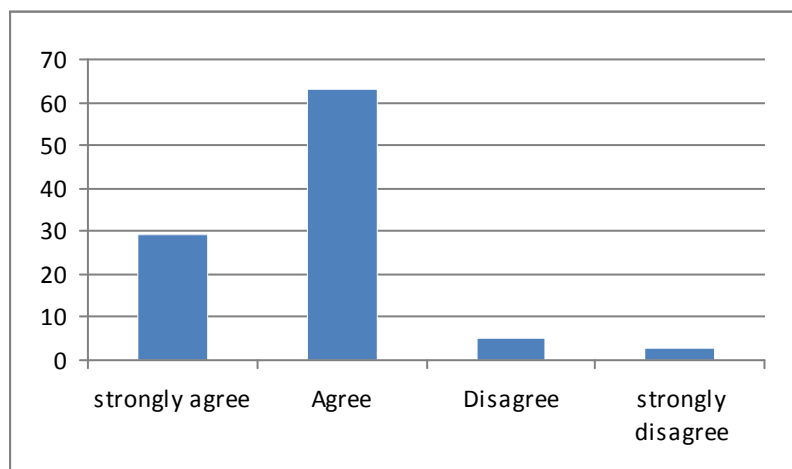


Fig 4.13

The table 4.15 indicates that 63 percent of the respondents felt that advertising is necessary for the Nepalese market, 29 percent of the respondent strongly agree, 5 percent of the respondent disagree and 3 percent of the respondent strongly disagree the suitability of the print media advertising in Nepalese market environment. This means due to the power cut of electricity print media is very much suitable in the Nepalese market.

4.12 Major findings

The major findings of the study are summarized.

-) The intentional exposure to the advertisements in print media is found to be high which 67 percent. It indicates that two third of the respondents intentionally look into the advertisements which shows that there is high degree of ad exposure.
-) Almost half of the respondents i.e. 49 percent look both newspapers and magazines. But while comparing newspapers and magazines, the newspaper exposure is higher than that in magazines.
-) The believability in newspaper and magazines is found to be almost same. The believability in newspaper has the mean score of 3.37 and magazine is 3.21.
-) It was found that there is association between the credibility of the newspaper and credibility of the magazines.
-) The highest exposure of the advertisement is in other (television, flyer, hoarding board and pamphlets).
-) Attractive advertisements are able to draw the attention of the people, irrespective of whether they are the users or non- users of the product. It indicates that though people aren't the user of the product; if its ad is attractive, it grabs their attention.
-) The study shows that too many information in an ad (like that of coke ad) is mess and could no grab the attention. Whereas presentation of the ad in a natural setting with much focus in on the product itself (like of Pepsi ad) is more attention gaining.
-) It is found that the sort message content (like of Pepsi ad) is more attention gaining than too many contents which are constructed with complex HI-FI words.
-) Through the size of each of the clip is similar, the one which has focused product display, such as Pepsi ad, is able to gain higher attention.
-) A good color combination which gives a natural look is more attention gaining.
-) Comparatively, the ad concept of Pepsi is more attention gaining than that of any other ads which has been taken as experimental variables during the interview. It is because the ad is with a very good color combination in a natural setting with a very short message content which is providing the product awareness with the total focus on the product itself.
-) While concentrating on the whole ad concept, the second kind of ad that could catch the attention is of Dew. It is due to the portray of the targeted young as models along with the product itself to create its awareness as well as the right association of the models and message content to the product.

-) The third kind of ad is of Fanta. The ad of Fanta works well for the informative purpose. It is giving short but detail information about the product's attributes.
-) The whole ad concept of Coke is least attention gaining because neither it is attractive nor it is information about the product attributes.
-) There is full recall of the message content of Pepsi's ad only. It is because the message content of Pepsi ad is short and same for last few years. It indicates that few message content which are repeated in nature and that are related to the need of the people is remembered by them.
-) Most of the respondent's attention is taken by the ad, which has been presented in natural way that could touch their emotion. Whereas, poor color combination and long and too many information in an ad fails to capture the attention.
-) Straight forward information and the message that touches the emotion have been rightly understood. Whereas, too many information about the product attributes is partially understood because readers tend to take only one or two of them and interpret the advertisements.
-) It has been found that people like the kind of ad that informs about the product with its real image. Information about only the incentive is not enough to create awareness about the product without any information of it.
-) Regarding likes and dislikes of the ad, it has been found that the ad that gives real image of the product in a natural setting is mostly liked by the people.
-) It has been found that the ad that is related to the emotion/ feeling of the people as well as that can relate the product to the need of the people in given situation can create a buying response.
-) Beside this, an interesting finding is that though the ad of Coke has not been liked by people, it could create the buying response and this is only because of the information about the incentives. Through the ad concept and its message is not liked by the people, and through there is no information about the product's attributes, the information about the incentive can lead to a buying response with a hope to win it.
-) During the data collection it has been found that through people disliked ad, buying response is there. Attention gaining power is must. Once attention has been grabbed and if people get the message rightly, then comprehension of the message is enough to create a buying response. Thus, liking and disliking of the ad concept and its message don't play important role to evoke buying responses.
-) There is no significant effect of the age and sex of the respondents in their reception and comprehension of the ad message and their buying response.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter incorporates the major summary, conclusion and recommendations that are derived from the study.

5.1 Summary

The intentional exposure to the advertisements in print media is found to be high which 67 percent. It indicates that two third of the respondents intentionally look into the advertisements which shows that there is high degree of ad exposure. While comparing newspapers and magazines, the newspaper exposure is higher than that in magazines. The believability in newspaper and magazines is found to be almost same. The believability in newspaper has the mean score of 3.37 and magazine is 3.21. It was found that there is association between the credibility of the newspaper and credibility of the magazines. The highest exposure of the advertisement is in other (television, flyer, hoarding board and pamphlets). Attractive advertisements are able to draw the attention of the people, irrespective of whether they are the users or non- users of the product.

The study shows that too many information in an ad (like that of coke ad) is mess and could no grab the attention. Whereas presentation of the ad in a natural setting with much focus in on the product itself (like of Pepsi ad) is more attention gaining. It is found that the sort message content (like of Pepsi ad) is more attention gaining than too many contents which are constructed with complex HI-FI words. A good color combination which gives a natural look is more attention gaining.

Comparatively, the ad concept of Pepsi is more attention gaining than that of any other ads which has been taken as experimental variables during the interview. It is because the ad is with a very good color combination in a natural setting with a very short message content which is providing the product awareness with the total focus on the product itself. While concentrating on the whole ad concept, the second kind of ad that could catch the attention is of Dew. It is due to portray of the targeted young as models along with the product itself to create its awareness. The third kind of ad is of Fanta. The ad of Fanta works well for the

informative purpose. It is giving short but detail information about the product's attributes. The whole ad concept of Coke is least attention gaining because neither it is attractive nor it is information about the product attributes. There is full recall of the message content of Pepsi's ad only. It is because the message content of Pepsi ad is short and same for last few years.

Most of the respondent's attention is taken by the ad, which has been presented in natural way that could touch their emotion. Straight forward information and the message that touches the emotion have been rightly understood. Whereas, too many information about the product attributes is partially understood because readers tend to take only one or two of them and interpret the advertisements.

Regarding likes and dislikes of the ad, it has been found that the ad that gives real image of the product in a natural setting is mostly liked by the people. It has been found that the ad that is related to the emotion/ feeling of the people as well as that can relate the product to the need of the people in given situation can create a buying response. Beside this, an interesting finding is that though the ad of Coke has not been liked by people, it could create the buying response and this is only because of the information about the incentives. Through the ad concept and its message is not liked by the people, and through there is no information about the product's attributes, the information about the incentive can lead to a buying response with a hope to win it. During the data collection it has been found that through people disliked ad, buying response is there. Attention gaining power is must. Once attention has been grabbed and if people get the message rightly, then comprehension of the message is enough to create a buying response. Thus, liking and disliking of the ad concept and its message don't play important role to evoke buying responses. There is no significant effect of the age and sex of the respondents in their reception and comprehension of the ad message and their buying response.

5.2 Conclusions

In the present business context of Nepal, the business sector is found to not fully aware about the design of advertisement and selection of advertising media. This study has been focused on examining the effectiveness of advertising communication in print media, particularly newspapers and magazines.

In this study the highest exposure is in television but while considering the print media, newspaper has higher exposure than magazines. However the believability in the newspaper and magazines is found to be almost same. This study has concluded that attractive advertisements are able to draw the attention of the people, irrespective of whether they are the users or non-users of the product.

The study comes to the conclusion that the clip with good color combination in a natural setting with high product-focus can get the attention of the people. But, too many information and the use of complex words is difficult to remember and comprehend. However, even if the message content is not understandable and not good enough to grab the attention portray of models can be a good strategy to get attention of the people. This study shows that color combination has a very strong impact on attention.

Advertisement copies that are closely related to consumer's product needs are appreciated. Even when people are found to dislike the advertisement, if the message is simple the comprehension is effective enough to lead to purchase decision.

This study has come to the conclusion that even when the ad is not informative about the product's attributes but focuses on sales promotion schemes can also lead to higher buying relates responses. This shows that people are incentive conscious in Pokhara.

5.3 Recommendations

-) Every business people must use advertisement for their products and services promotion because it is only tool to inform the public about their products and services.
-) As the higher exposure is in the other (television, hoarding board, pamphlets, flyers), it is worth giving the ad in it. But while considering print only, as the higher number of exposure is in newspaper. It is better to give the ads in newspapers rather than in magazines.

-) As color is found to attract the ad viewers, the advertisers must consider appropriate color combination in the ad.
-) Complex and long information should be avoided as it presents difficulty in comprehension and recall message.
-) Repetition of the ad has a greater recall value, which may lead people to choose the product during purchases. Thus, marketers should try to repeat the ad in appropriate media for a definite period of time. However, intensive repetition for a prolonged time may also lose its total effectiveness, which needs to be avoided.
-) The ad message related to the product-needs of the people should be delivered because it has been found that this type of ad could lead to higher rate of buying rate of buying response.
-) Advertisers should design incentive related advertisement along with a focus on the product's attributes as it has better effectiveness.
-) Message should be clear and it should be well communication to make significant impact on the people's mind.
-) It is recommended that advertisers should focus on simple and clear message as simplicity of the message is better comprehended. Better comprehension is found to lead to buying response more effectively than 'Hi-Fi' ad even though it is more liked by people.
-) There is lacked of professionalism in the field of advertising. Therefore, there is a need for training and developing skilled personnel to work in the various departments of advertising.
-) Ad should be designed only after a strong research support. Advertising agencies should conduct research activities to understand the label of attention, comprehension, and response by the target consumers.
-) The advertisers must take feedback on how effectively the ad is communicating the message and whether the media they have selected has been able to deliver the message effectively.

Appendix: B 3 - Attention value of various aspects/ components of Coke's Ad.

Scale	layout		Ad concept		Message content		Size		Color	
	F	F*S	F	F*S	F	F*S	F	F*S	F	F*S
5	6	30	5	25	25	125	25	125	14	70
4	17	68	18	72	25	100	33	132	26	104
3	32	96	31	93	24	72	25	75	21	63
2	16	32	21	42	16	32	10	20	15	30
1	29	29	25	25	10	10	7	7	24	24
Total		255		257		339		359		291
Mean		2.55		2.57		3.39		3.59		2.91

Appendix: B 4 - Attention value of various aspects/components of Fanta's Ad.

Scale	layout		Ad concept		Message content		Size		Color	
	F	F*S	F	F*S	F	F*S	F	F*S	F	F*S
5	23	155	12	60	17	85	25	125	28	140
4	35	140	40	160	35	140	32	128	28	112
3	27	81	31	93	28	84	27	81	22	66
2	12	24	13	26	15	30	10	20	19	38
1	3	3	4	4	5	5	6	6	3	3
Total		363		343		344		360		359
Mean		3.63		3.43		3.44		3.60		3.59

Appendix: B 5 - Attention value of various aspects/ components of Pepsi's Ad.

Scale	layout		Ad concept		Message content		Size		Color	
	F	F*S	F	F*S	F	F*S	F	F*S	F	F*S
5	46	230	33	165	27	135	34	170	57	285
4	29	116	32	125	28	112	27	108	22	88
3	15	45	19	57	21	63	24	72	12	36
2	10	20	11	22	17	34	9	18	7	14
1	0	0	5	5	7	7	6	6	2	2
Total		411		377		351		374		425
Mean		4.11		3.77		3.51		3.74		4.25

Appendix: B 6 - Attention value of various aspects/ components of Dew's Ad.

Scale	layout		Ad concept		Message content		Size		Color	
	F	F*S	F	F*S	F	F*S	F	F*S	F	F*S
5	26	130	22	110	22	110	26	130	14	70
4	26	104	36	144	20	80	26	104	35	140
3	31	93	27	81	34	102	29	87	23	69
2	11	22	11	22	14	28	7	14	21	42
1	6	6	4	4	10	10	12	12	7	7
Total		355		361		330		347		328
Mean										

Appendix: B 7 - Liking/disliking of the advertisements.

Scale	Coke		Fanta		Pepsi		Dew	
	F	F*S	F	F*S	F	F*S	F	F*S
5	11	55	15	75	28	140	12	60
4	23	92	45	180	36	144	23	92
3	34	102	28	64	19	57	32	96
2	20	40	6	12	9	18	13	26
1	12	12	6	6	8	8	20	20
Total		301		357		367		294
Mean		3.01		3.57		3.67		2.94

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C. SOME WEBSITES

(http://en.wikipedia.org/promotional_mix)

<<http://www.bravenet.com/reviews/marketing/directmarketing/php>>

<<http://www.drakensberg-tousism.com/marketing00-resources.html>>

<<http://www.grantasticdesigns.com/searchengines.html>>

Q7. Which part of the printed ad captures your attention? Give 1 to high attention getting element and 5 to least attention getting element.

	Layout	Ad concept	Message content	Size	colour
Coke					
Fanta					
Pepsi					
Dew					

Q8. To what extent do you feel that advertisement effect in the consumption of Cold drinks?
 Minimum Maximum

1	2	3	4	5
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Q9. How do you evaluate the various advertisements of cold drinks in print advertising?

- Excellent Very good Good
 Fair Poor Don't know

Q10. What do you remember about the message content of each of the brand in print media?

Coke.....
 Fanta.....
 Pepsi.....
 Dew.....

Q11. How you feel about ad message ability to capture the attention?

	Excellent	Very Good	Good	Poor	Don't know
Coke					
Fanta					
Pepsi					
Dew					

Q12. To what extent do you like the ad concept and the message it is trying to convey the advertisement intention?

	Ineffective	Effective	Very effective
Coke	1	2	3
Fanta	1	2	3
Pepsi	1	2	3
Dew	1	2	3

Q13. Which of the cold drinks advertisement message makes you feel like buying the product?

- Coke Fanta Pepsi Dew

Q14. How do you evaluate the role of print media to promote the cold drinks in market?

- Less Important.
- Important
- very Important

Q15. Which of the following factors makes your switch your favorite brand (the brand you wanted to buy) and switch to another alternative. (Please rank in order of relative importance from 1 to 5)

- Price off
- Ad. Campaign
- Desire to test new product
- Quality
- Other

Q16. Do you think that existing print media advertising are very suitable in Nepalese market environment?

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Q17. What do you suggest to improve the print advertisement of cold drinks?

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Q18. Any comments

.....

.....

NAME:
 AGE:
 SEX:

THANK YOU