

TELEVISION ADVERTISING EFFECTIVENESS

By

ALINA AMATYA

Shanker Dev Campus

T.U. Regd. No.: 7-3-39-802-2004

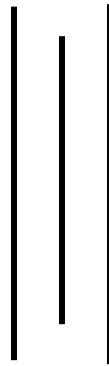
Campus Roll No. : 1886/061

A Thesis Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University



*In partial fulfillment of the requirement for the Degree of
Master of Business Studies (M.B.S)*

Kathmandu, Nepal

September, 2009

RECOMMENDATION

This is to certify that the Thesis

Submitted by:

ALINA AMATYA

Entitled:

TELEVISION ADVERTISING EFFECTIVENESS

has been prepared as approved by this Department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination.

.....
N.K. Pradhan
(Thesis Supervisor)

.....
Prof. Bisheshwor Man Shrestha
(Head of Research Department)

.....
Prof. Dr. Kamal Deep Dhakal
(Campus Chief)

VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

by

ALINA AMATYA

Entitled:

TELEVISION ADVERTISING EFFECTIVENESS

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 requirement for

Master Degree of Business Studies (M.B.S.)

Viva-Voce Committee

Head, Research Department

Member (Thesis Supervisor)

Member (External Expert)

TRIBHUVAN UNIVERSITY

Faculty of Management

Shanker Dev Campus

DECLARATION

I hereby declare that the work reported in this thesis entitled “**TELEVISION ADVERTISING EFFECTIVENESS**” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business Study (M.B.S.) under the supervision of **N.K. Pradhan** of Shanker Dev Campus.

.....

ALINA AMATYA

Researcher

T.U. Regd. No. : 7-3-39-802-2004

Campus Roll No. : 1886/061

ACKNOWLEDGEMENT

I am indebted to all the people for their valuable assistance in the preparation of this research report. I extend my sincere gratitude to Prof. Narayan Pradhan for his valuable insight, guidance and experimental feedback in conducting the research.

My sincerest thanks go to many employees at Trikon Advertising Agency, especially Mr. Balaram, who has provided me with all the details, data and direction on the research topic. I wish to acknowledge the support extended by library staffs of Shankar Dev College and Tribhuvan University, Kirtipur.

I would also like to thank my colleagues and friends specially Bhim Lama for their highly constructive comments and suggestion. Finally, I would like to give very special recognition to Mr. Binod Sharma for her untiring support, encouragement, and most of all, friendship.

Alina Amatya

TABLE OF CONTENTS

Acknowledgement

Table of Contents

List of Tables

List of Figures

Abbreviations

Page No.

CHAPTER – I INTRODUCTION

1.1 Background of the Study	1
1.2 Statement of the Problem	5
1.3 Purpose & Research Questions	7
1.4 Significance of the Study	7
1.5 Objectives of the Study	8
1.6 Limitations of the Study	9
1.7 Organization of the Study	9

CHAPTER – II REVIEW OF LITERATURE

2.1 Theoretical Concept of Advertising	11
2.1.1 Meaning of Advertising	13
2.1.2 Historical Development of modern Advertising	18
2.1.3 Role of Advertising in Modern Business World	21
2.1.4 Objective of Advertising	24
2.1.5 Needs & Importance of Advertising	25
2.1.6 Advertising & Consumer	25
2.1.7 Advertising & Sales Promotion	27
2.1.8 Truth & Advertising	28
2.2 Advertising Program	30
2.3 Advertising Effectiveness	35
2.4 Television Advertisement	37

2.4.1 TV Advertisement's effectiveness	41
2.4.2 T.V Advertisings' costs	41
2.4.3 TV Commercials Alternative	42
2.4.4 TV Advertising: Sights, Sounds, & Sales	42
2.4.5 Types of Advertisements	44
2.4.6 Objectives of Advertisements	45
2.4.7 Merits & Demerits of Television	45
2.5 Literature Review from National Perspective	46
2.6 Review of Related Studies	48
2.6.1 Review of Previous Research/ Survey/ Articles	48
2.6.2 Review of TV Channels	50
2.6.3 Review of Previous Thesis	52
2.7 Research Gap	54
 CHAPTER-III RESEARCH METHODOLOGY	
3.1 Introduction	55
3.2 Research Design	56
3.3 Sources of Data	57
3.4 Data Collecting Procedure	57
3.4.1 Primary Data	57
3.4.2 Secondary Data	58
3.5 Population	58
3.6 Sampling Procedure	59
3.7 Analysis and Presentation of Data	59
3.7.1 Population, Sample Size and Composition	59
 CHAPTER – IV PRESENTATION AND ANALYSIS OF DATA	
4.1 Television Ownership Status	60
4.2 Satellite Viewership Status	62
4.3 Cable Television Subscription Status	63

4.4 Programs Preferred by the Respondents	66
4.4.1 Program Categories Vs Watched	66
4.4.2 Program Categories & Percentage Share as First Preferred	68
4.4.3 News Broadcast	71
4.4.4 Serials/Dramas	73
4.4.5 Preference for Sports Program	75
4.5 Number of Hours Television Watched	77
4.5.1 During Weekends	77
4.5.2 During Weekdays	78
4.5.3 During Weekends with respect to Gender	79
4.5.4 During Weekdays with respect to Gender	81
4.6 Reason People Watch Television	82
4.7 Nepali Channels & Percentage Watched	84
4.8 Language Preferred for Favorites Program	85
4.9 Nepali Channels Broadcasting Foreign Contents	87
4.10 Time of the Day People Prefers Watching TV	88
4.11 Advertisement as an Agent to Upgrade Information	91
4.12 Type of Advertisement Most Preferred	92
4.13 Major Findings	94

CHAPTER – V SUMMARY, CONCLUSION & RECOMMENDATIONS

5.1 Summary	96
5.2 Conclusions	99
5.3 Recommendations	100
5.3.1 Recommendation to Channel Broadcasters	100
5.3.2 Recommendation to Advertising Agencies & Organizations	102

Bibliography

Appendix

LIST OF TABLES

Table No.	Title	Page No
2.4.1	NTV Broadcasting System	40
2.5	Establishment of TV in Nepal	47
3.5	Population of metropolitan Ward no. 29	58
4.1	Respondents having TV Set	60
4.2	Viewer Having Cable Connection	62
4.3	Cable Subscription Status	63
4.4.1	Program Categories vs. Watched	66
4.4.2	Percentage Share as First Preference	68
4.4.3	Preference for News Broadcast	71
4.4.4	Preference for Serial/Dramas	73
4.4.5	Preference for Sports Program	75
4.5.1	Hours Watched During Weekends	77
4.5.2	Hours Watched During Weekdays	78
4.5.3	Hours Watched During Weekends w/r to Gender	79
4.5.4	Hours Watched During Weekdays w/r to Gender	81
4.6	Reason People Watch Television	82
4.7	Nepali Channels & Percentage Watched	84
4.8	Language Preferred for Favorites Program	85
4.9	Nepali Channels Broadcasting Foreign Content	87
4.10	Time of the Day People Prefers Watching TV	89
4.11	Advertisement as an Agent to Upgrade Information	91
4.12	Type of Advertisement Most Preferred	92

LIST OF FIGURES

Figure No.	Title	Page No.
1.1	Outline or Organization of the Study	10
2.2.1	Steps of Advertising Program	31
4.1	Viewer Having TV Set	61
4.2	Satellite Viewership Status	63
4.3	Cable Subscription Status	65
4.4.1	Program Categories vs. Watched	67
4.4.2	Percentage Share as 1 st Preference	70
4.4.3	Preference for News Broadcast	72
4.4.4	Preference for Serials/Dramas	74
4.4.5	Preference for Sports Program	76
4.5.1	Hours Watched During Weekends	78
4.5.2	Hours Watched During Weekdays	79
4.5.3	Hours Watched During Weekends w/r to Gender	80
4.5.4	Hours Watched During Weekdays w/r to Gender	82

4.6	Reason People watch Television	83
4.7	Nepali Channels & Percentage Watched	85
4.8	Language Preferred	86
4.9	Nepali Channels Broadcasting Foreign Content	88
4.10	Time of the Day People Prefers Watching TV	90
4.11	Advertisement as an Agent to Upgrade Information	91
4.12	Type of Advertisement Most Preferred	93

ABBREVIATIONS

&	And
AAAN	Advertising Agencies Association of Nepal
AAN	Advertising Association of Nepal
Ads	Advertisement
AMA	American Marketing Association
B.S.	Bikram Sambat
Co.	Company
e.g.	Example
f	Frequency
i.e.	That is
IPA	Institute of Practitioners in Advertising

Ltd.	Limited
MBS	Master's in Business Study
NTV	Nepal Television
Pvt.	Private
Rs.	Rupees
T.U.	Tribhuvan University
T.V.	Television
www	World Wide Web

CHAPTER-I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Chapter one is related to the background of the study. First, some brief information regarding the practice of advertising and importance of advertising will be provided. Moreover, problem discussion leading to the objective and research question will be presented. Finally, outline of this thesis will be put forth.

We live in an environment that's bombarded by change. There is no much accumulated knowledge that changes in happening with tremendous speed. There is another factor that is radically changing the way organization had to do business and that's the customer. In modern business success will lie with those who can do the things the way that customer wants because they are considered as the 'King'. There is no doubt that present situation is the time to put themselves (business person) in their customer's shoes. Communicate with the best way to be acquainted with consumers' needs and wants. Advertising gives way to communicate.

According to the Kotler, "Advertising is any paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor". Advertising is the most visible marketing tool which seeks to transit effectiveness message from the marketer to a group of individuals (Sethia & Chunawalla, 2005). It's a main tool of informing, convincing, influencing and persuading to the targeted segmented. Generally, people buy a product which is familiar to them. That's why advertising is essential in business. Whether it's a

small business or large one, person must tell people who they are, what they sell and where they are located.

Advertising is a big business and ranks among the top industries of the world along with oil, automobiles, information technology and agriculture. The development of technology and research has led to increased sophistication in advertising in recent decades. (Batra, 2001). "Today top companies spend million dollars in advertisement. The top 50 companies ranking by Advertising Age's spent a total of \$ 49.3 billion in 1996 in 56 countries, including Russia and several countries in central Europe. Spending on advertising in the United States is estimated to reach \$14 billion by 2007, making the internet fourth largest advertising communication medium (Peach, Blank, & Grahn, 2002). Spending such a huge amount of money it is natural desire, on the part of advertisers, to make sure that the advertising they are running is effective.

Testing the effectiveness of advertising is a big business million dollars. It provides feedback to the advertisers. It's give track to advertisers for future. "Tests and measurements are suggested guideposts, enabling the agency to direct their efforts into the most productive channel, and thus improve the returns from advertising"(Aryal, 2004). Effectiveness of advertising is one of many factors that affect the success of product or service and help in building and sustaining brand health. In fact, effectiveness advertising helps to achieve all those predetermined objectives which boost sales at profit. However, the evaluation of an advertising campaign should focus on two key areas; communication effects and sales effects.

The effectiveness of an advertisement may be tested before the advertisement is presented to the public, while it is being presented or after it has completed its run. Research conducted before approval, known as pre-test research will

normally be the responsibility of the advertising agency as a part of the “research and development” of its product. Most of the money is spent by agencies on pre-testing the given advertisement or campaign before launching it into national circulation. Research conducted after approval known as post-test research, will normally be the responsibility of the advertiser. Pre- and post-tests program, measure outcomes, and demonstrate success.

Hence, we can say that Advertising is a paid one-way communication through a medium in which the sponsor is identified and the message is controlled by the sponsor. Every major medium is used to deliver these messages, including: television, radio, movies, magazines, newspapers, video games, the Internet and billboards. Advertisements can also be seen on the seats of grocery carts, on the walls of an airport walkway, on the sides of buses, heard in telephone hold messages and in-store [public address](#) systems. Advertisements are usually placed anywhere an audience can easily and/or frequently access visuals and/or audio. The advertising industry is large and growing. In the United States alone in 2005, spending on advertising reached \$144.32 billion, reported [TNS Media Intelligence](#). That same year, according to a report titled [Global Entertainment and Media Outlook: 2006-2010](#) issued by global accounting firm PricewaterhouseCoopers, worldwide advertising spending was \$385 billion. The accounting firm's report projected worldwide advertisement spending to exceed half-a-trillion dollars by 2010.

Among the various forms of advertisement, Television has become the primary means for broadcasting communication and entertainment, a system of sending and receiving pictures and sound by means of electronic signals transmitted through wires and optical fibers or by means of [electromagnetic radiation](#). Cable television service providers usually broadcast from a central source, a television station; to reception, devices such as television sets in homes or relay stations such as those use these signals. Television is the most widespread form of

communication in the world. Though most people will never meet the leader of a country, travel to the moon, or participate in a war, they can observe these experiences through the images on their television.

Television has a variety of applications in society, business, and science. The most common use of television is as a source of information and entertainment for viewers in their homes. Security personnel also use televisions to monitor buildings, manufacturing plants, and numerous public facilities. Public utility employees use television to monitor the condition of an underground sewer line, using a camera attached to a robot arm or remote control vehicle. Doctors can probe the interior of a human body with a microscopic television camera without having to conduct major surgery on the patient. Educators use television to reach students throughout the world. Talking about television and television programs has been a usual habit in almost everyone's daily life. There is no doubt that television has played a significant role in people's life. Among all the mass communication media it is the fastest growing and the most effective medium of audiovisual communication. This is the newest and fastest growing media due to its visual as well as audio effects. It is the revolutionary creation of 20th century in mass communication and its beginning has influenced our society and daily life around the world.

We accept television as a part of our every day lives, just like breathing and sleeping; many of us cannot quite see our future without one, much less recall the lack of television even though it was only two decades ago. What did we do before television? No one really remembers. The history and evolution of television in Nepal and the Nepali TV channels is not of so long period. During the early 1980's, Nepal had no television channels of its own, with only foreign channels like Doordarshan, India. The media industry, which in itself largely depends on other industries, is booming in Nepal these days. Newspapers and

FM radio stations are already in their thousands and hundreds respectively in the country. Latest statistics show that now it is the television industry's turn and Nepali society is entering the television age with a vengeance. Nepal Television (NTV) started as a project in January 1985, under the sixth development plan 1980-1985. Nepal television was the only one and the first Nepali television for about a decade. But after the reestablishment of democracy Nepal became the country with freedom of communication and all of the doors of obstacles for the communication development was open.

1.2. STATEMENT OF THE PROBLEM

Advertising has been one of the important parts of our life. Every day people are exposed to a large amount of different advertising through different media. Thousand of large companies are spending huge money on it. The world of modern business is complicated, complex and very elaborate. Competition is highly increasing in every sector. The recent year of heavy increased in advertising has made it more difficult and expensive to the companies to reach and influence buyer's groups. Furthermore, consumer are more diverse, more demanding more sophisticated, more challenging and more individualistic than ever before. It would be really necessary and challenging job to know why these customers respond to certain advertising and not to other.

Based on Decision Analyst's research it was considered that the half of all advertising for established products is not effective and no other industry has a failure rate as high as the advertising industry. There is no doubt that the high advertising failure rate was the results of primarily from the lack of an accurate feedback mechanism, a lack of testing and evaluation because if an agency or advertisers doesn't know when its advertising is bad or why it's bad, how can the agency possibly improve its advertising? Advertising effectiveness research can

provide this feedback. So, in this regard research in advertising effectiveness is very important because it the best way to know what is working and what is not.

Effective advertising programmed is the bridge between the two banks namely, producers' eager to sell and consumer willing to buy. Good planning and control of advertising depend critically on measure of advertising effectiveness. In order to develop idea or campaign that work need to evaluate reaction of the audience and possibly, alter the advertising accordingly. It is the way to track advertisement. If advertisers don't give track to make effective advertisement then there activities will be just like throwing darts in the dark. The huge money spend on advertising could have been saved only if the advertisement had been using through advertising effectiveness test.

Every organization heavily depends upon various promotional activities it carries out either for the launch of its products and services or for increasing their market share through branding. One of the major components of these promotional activities constitutes advertisements through audio/visual media i.e. television. Perhaps due to its nature and due to its higher reach, more and more organizations are aiming towards TV advertisement. On the other hand designing and executing an effective advertisement through television has become a challenge for every agency and media house concerned in any country. Keeping this in mind a study that evaluates the consumer viewing habits aiming towards effectiveness of advertisement in audio/video media seems to be deficient in the market. Hence, to address the previously mentioned problem the study is sought for. It has been identified that the preceding research work and study carried out by various scholars that have come into my knowledge for the similar purpose and subject do not sufficiently answer the question regarding enhancing the effectiveness of television channels and their advertisements. The proposed study has been carried out in order to bridge the gap between previous studies and present context.

In Nepalese context, there is not practice of testing advertising effectiveness. But peoples appreciate the power of advertisement and realizing that advertising is not about how much money one spends; it is about how one spends it. Aryal's research has concluded that the total annual ad-spend in Nepal is to the tune of Rs.2,378 million and about 50 percent of it goes to outdoor media (such as hoarding boards), nearly 32 percent to the press and 18 percent to the electronic media (such as radio and TV).

1.3 PURPOSE AND RESEARCH QUESTION

The purpose of this study is to gain a better understanding of measuring TV advertising effectiveness. The research has been carried out with a view to find out the answer to the following research questions in general.

1. What are the top Nepalese programs being broadcasted?
2. What is the best time slot for T.V advertisement?
3. What are the television viewing habits of Nepalese consumer and their influence upon the television advertisement?

1.4 SIGNIFICANCE OF THE STUDY

Advertising effectiveness is an important issue. Advertising effectiveness test help to make important decisions regarding advertising programmed advertising is obtained or not. It point out the saturation of advertising beyond which it is not profitable to spend on. Testing enables manager to keep in touch with the latest trends in advertising. It is the way to track advertisement. If advertisers don't give

track to make effective advertisement then there activities will be just like throwing darts in the dark. Thus, it is very important but still very critical.

Review of relevant literature will give knowledge about the advertising effectiveness its area, model and testing method of TV advertising effectiveness for readers. Outcomes from structure questionnaire to test communication effect through consumer's view point and sales effect test through retailers' perspective will be very crucial as researcher herself asks the respondent to respond freely with his/her thoughts and feelings about the ad So, researcher believes that the finding of this study will be useful and valuable to the business organization as well as the advertising agency, advertising association, management student, media and finally all the persons and organizations associated with advertising directly or indirectly, will be benefited.

1.5 OBJECTIVES OF THE STUDY

Promotion is a very significant aspect in marketing. Very little has been studied in this subject area so far. Therefore, the study has been carried out with the following objectives:

- To assess the television viewing habits of Nepalese consumer and present a complete television viewing profile of them.
- To identify product promotion effectiveness through television.
- To identify top Nepalese programs broadcasted and its comparison with the foreign programs broadcasted through cable network.
- To identify top Nepalese programs being broadcasted so that organizations and advertising agencies planning their media campaign

through television can rightly identify the best time slots for promoting their products and services.

1.6 LIMITATIONS OF THE STUDY

This study will be conducted by staying within the following constraints.

- The research has been carried out for the partial fulfillment of the requirement of the Masters Degree of Business Administration, thus it may possess limitation in terms of adequacy of information and data.
- Some of the information related to the Television Channels and media houses was difficult to obtain and confidential which could not be included here in the report.
- This study has been confined to the respondents of ward no 29, Kathmandu. It is based on the responses of a limited number of respondents.

1.7 ORGANIZATION OF THE STUDY

The study has been organized in five chapters. The title of each of these chapters is summarized and the contents of each of the chapters of this study are briefly mentioned here:

Chapter - I deals with the subject matter considering background of the study that is concerning Television and T.V advertisement, focus of the study, statement of the problem, objective of the study, research methodology, limitations of the study and organization of the report.

Chapter - II deals with review of literature. It includes conceptual review, introduction of television and its evolution, TV channels and types of T.V advertisements and review of related studies.

Chapter- III deals with research methodology used to evaluate the effectiveness of advertisement through television. It includes introduction, research design, nature and sources of data, population and sample, data processing procedures, tools for data analysis and such.

Chapter - IV deals with presentation and analysis of data between two or more variables related to television viewing habits, channel and program preferences and such. Several tools have been used while tabulating and presenting the data in this section of the report.

Chapter - V covers summary, conclusion and recommendations and provides some valuable suggestion to the channel broadcasters and advertising agencies.

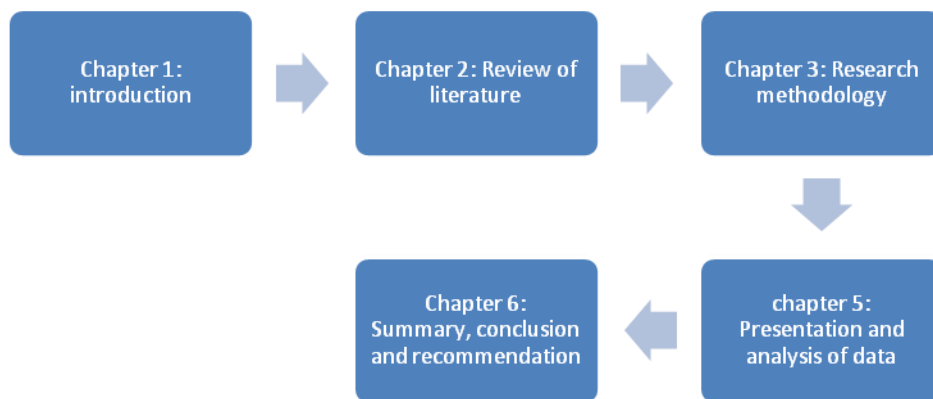


Figure 1.1: Outline or organization of the Study

CHAPTER-II

REVIEW OF LITERATURE

In this chapter will provide mainly information regarding advertisement, advertisement effectiveness, its area and models will be review. Moreover, the earlier studies related to research problem through different source will be review. This chapter is basically concerned with review of literature relevant to the history of the advertisements and media. Every study is very much based on the past knowledge. The past knowledge should not be ignored as it provides foundation to the present study. Therefore, this chapter has its own importance in this study. This chapter is divided into the following parts.

2.1. THEORETICAL CONCEPT OF ADVERTISING

Management usually divides the various functions of business into three broad areas; production, finance, and Marketing (Bovee & William, 1986). Among these area marketing is one the most important and critical area.

Marketing is about connecting with people. Whether we classify people as 'consumer', a 'target market', or a 'segment', marketing is about understanding their needs values, beliefs, behaviors, and aspiration. It's about the matching a company's capabilities with customer want

Thus, Marketing refers to all business activities aimed at (1) finding out who customers are and what they want. (2) Developing products to satisfy those customers' need and desires. And (3) getting those products into the customers' hands. In its simplest terms, "marketing is the process companies use to satisfy their customer's needs and make a profit" (Ibid)

According to the American Marketing Association (AMA), "Marketing is the process of planning and executing the conception; pricing, promotion and distribution of ideas goods and services to create exchange that satisfy individual and organizational objectives."

This definition has been widely accepted by academics and practitioners. In the above definition there are many activities mentioned like pricing, promotion and distribution. Among these promotion is one of the important activities. Promotion is the communication with the firm's audiences to achieve certain goals. Or in other words it refers to the marketing-related communication between the seller and the buyer. However the promotional task will not be exactly the same in every market either because the situation of the companies, its product and its brand names differ from country to country. A business' total marketing communication program is called a promotional mix and consists of a blend of advertising, personal selling, sales promotion, publicity and public relations tools.

They are listed as follows:

- a) Advertising
- b) Personal selling
- c) Sales promotion
- d) Publicity
- e) Public relation

- a) **Advertising:** Advertising is mass, paid communication, the ultimate purpose of which is to impact information, develop attitude and induce action beneficial to the advertiser.
- b) **Personal Selling:** Oral communication with potential buyers of a product with the intention of making a sale. The personal selling may focus initially on developing a relationship with potential buyer, but will always ultimately end with an attempt to "close the sale".
- c) **Sales Promotion:** Providing incentives to customers or to the distribution channel to stimulate demand for the product.
- d) **Publicity:** The communication of a product, brand or business by placing information about it in the media without paying for the time or media space directly, otherwise known as "Public Relation".
- e) **Public Relation:** The term 'public relations' is an expression of public opinion. It is the basis of communication techniques which management employs to achieve good relations with the public. According to the Institute of Public Relations of America, "Public relations" is "the deliberate, planned and sustained effort to institute and maintain good relations between a company and its public".

2.1.1 MEANING OF ADVERTISING

“The term Advertising is derived from the original Latin word ‘advertee’ which means “to turn the attention”. Every piece of advertising turns the attention of the readers or the listeners or the viewers or the onlookers toward a product or a service or an idea. Therefore it can be said that any thing that turns the attention

of an article or a device or an idea might be well-called as advertising. It is the power-packed process pertaining to the dissemination of information concerning an idea, service or a product to impel an action in line with the intension of an advertiser. It is the magnate that motivates the world of business. It is the main study of human civilization used the corner-stone of culture. (Sontakki, 1989)

Albert Lasker, who has been called the father of modern advertising, said that advertising is "salesmanship in print" may be well for long ago. But he gave us that definition long before the invention of radio and television and at a time when the nature and scope of advertising were considerably different from what they are now. Today, we all have strong concepts of what advertising is, and we also tend to have very opinions and prejudices about it. In this connection, it consists of activities involve in presenting to a group a non-personal, oral or visual, openly sponsored message called as advertisement, is disseminated through one or more media and is paid by identified sponsor.

“Advertising is one the tool marketers can use to inform, persuade, and reminding customer about their products or devices” (Bovee & Arens, 1986).

“Advertising is any paid form of non-personal presentation and promotion of ideas goods or services by an identified sponsor” (Kotler, 1999).

The Institute of Practitioners in Advertising (IPA), the body which represents the advertising agencies defines advertising as, "The means of providing the most persuasive possible selling message to the right prospects at lowest possible cost."

In other words, having identified those customers whose needs and wants are best satisfied by your product or service, you evaluate the most cost-effectiveness method of communicating those benefits to them, thereby encouraging them to purchase form you.

At this stage, it is important to appreciate that advertising doesn't simply mean television, radio or newspaper. There is a wide range of techniques available, including.

- Advertising in directories
- Advertising in magazines
- Advertising in national newspaper (display or classified)
- Advertising in regional or local newspaper
- Advertising on television or in the cinema
- Advertising on commercial radio
- Poster advertising
- Direct mail
- Exhibitions
- Merchandising and point of sale
- Sale promotion
- Sponsorship
- Advertising through the Internet
- Mobile communication

Source: (Publish by Advertising Association)

Advertisements are not just about catchy lines and bright colors. It is more about idea. The most successful advertising is that which most effectively communicates with customer, attracts attention and then holds interest long enough to stimulate a desire for the product, service, or idea. Finally, the ad must move the prospect to some kind of action. So, before beginning an advertising campaign, it is essential that one understand each of the techniques in order that you can choose those appropriate to your business need.

The Institute of Practitioners in Advertising (IPA), the body which represents advertising agencies, defines advertising as:

"The means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost".

There are five main stages in a well-managed advertising campaign:

Stage 1: Set Advertising Objectives

An advertising objective is a specific communication task to be achieved with a specific target audience during a specified period of time. Advertising objectives fall into three main categories:

- (a) To **inform** - e.g. tell customers about a new product
- (b) To **persuade** - e.g. encourage customers to switch to a different brand
- (c) To **remind** - e.g. remind buyers where to find a product

Stage 2: Set the Advertising Budget

Marketers should remember that the role of advertising is to create demand for a product. The amount spent on advertising should be relevant to the potential sales impact of the campaign. This, in turn will reflect the characteristics of the product being advertised.

For example, new products tend to need a larger advertising budget to help build awareness and to encourage consumers to trial the product. A product that is highly differentiated may also need more advertising to help set it apart from the competition - emphasizing the points of difference.

Setting the advertising budget is not easy - how can a business predict the right amount to spend. Which parts of the advertising campaign will work best and which will have relatively little effect? Often businesses use "rules-of-thumb" (e.g. advertising/sales ratio) as a guide to set the budget.

Stage 3: Determine the key Advertising Messages

Spending a lot on advertising does not guarantee success (witness the infamous John Cleese campaign for Sainsbury). Research suggests that the clarity of the advertising message is often more important than the amount spent. The advertising message must be carefully targeted to impact the target customer audience. A successful advertising message should have the following characteristics:

- (a) **Meaningful** - customers should find the message relevant
- (b) **Distinctive** - capture the customer's attention
- (c) **Believable** - a difficult task, since research suggests most consumers doubt the truth of advertising in general

Stage 4: Decide which Advertising Media to Use

There are a variety of advertising media from which to choose. A campaign may use one or more of the media alternatives. The key factors in choosing the right media include:

- (a) **Reach** - what proportion of the target customers will be exposed to the advertising?
- (b) **Frequency** - how many times will the target customer be exposed to the advertising message?

(C) **Media Impact** - where, if the target customer sees the message - will it have most impact? For example does an advert promoting holidays for elderly people have more impact on Television (if so, when and which channels) or in a national newspaper or perhaps a magazine focused on this segment of the population?

Another key decision in relation to advertising media relates to the timing of the campaign. Some products are particularly suited to seasonal campaigns on television (e.g. Christmas hampers) whereas for other products, a regular advertising campaign throughout the year in media such as newspapers and specialist magazines (e.g. cottage holidays in the Lake District) is more appropriate.

Stage 5: Evaluate the results of the Advertising Campaign

The evaluation of an advertising campaign should focus on two key areas:

(1) **The Communication Effects** - is the intended message being communicated effectively and to the intended audience?

(2) **The Sales Effects** - has the campaign generated the intended sales growth. This second area is much more difficult to measure.

2.1.2 HISTORICAL DEVELOPMENT OF MODERN ADVERTISING

Looking at the History of Advertising is a good way to gain a fresh perspective on many of the roles it plays in today's world. Advertising by word of mouth is probably the earliest form of advertising and we may assume that it began as soon as one man desired to barter with another (Brewster et. al, 1954). The Industrial Revolution led to the expansion of mass manufactured goods in Europe and

America, making markets larger and larger. Localized markets were replaced by extended domestic national markets and international markets. This development altered the relationship between the maker and the user of goods, and created a need for advertising. The need for communication increased because of the mechanization of mass production; and it is advertising which has provided this vehicle of communication. Other factors, such as the growth of newspaper and magazines, the advent of the radio and television, were equally significant in the growth of newspapers and magazines, the advent of the radio and television and access to the World Wide Web (WWW) in the 1990s, the Internet has were equally significant in the growth of advertising in its present form. The development of modern advertising agency was equally significant, for it has helped modern advertising to become an institution and a profession.

The Nepali proverb “Bolneko Pitho Bikchha Nabolneko Chamal Pani Bikdaina” points out that the Nepalese society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product can not be sold if the marketer fails to inform about it. It shows that advertising has been deep-rooted in our culture and was prevent long back certainly; advertising in those days was done other forms of communications. News spread by rumors. Government used to public announcers to communicate information and orders. Even in the late Rana Period, Pubic announcers went through the streets announcing the opening and closure of gambling periods during the “Laxmi Puja” and on the other occasions. They used instrument name “Jhayali” for announcements and these activities popularly known as “Jhayali Pitne”. Moreover, they used cymbals, cannon and bugle for announcement. In today's advertisement business it can be said as advertising.

Even After the restoration of democracy, the role of effective advertisements still was used simply as a means to provide some information to public. The Rising of

Nepal was first established in the year 1957 B.S. At first, it is used to be called the Gorakhapatra only. It was not until much later that the paper began to advertise about commodities in Nepal. The history of Radio Broadcasting in Nepal starts from Magh, 2007 B.S. At first, the radio broadcast was made from the premises of the Raghupati Jute mills at Biratnagar on 41 mulreband on 2007, Chaitra 20 (April 2, 1952) a broadcasting station was established in Singh Durbar School Ghar under the name of Nepal Radio. One and half-hour daily programme of Hindu record songs and advertisement was broadcasting from the beginning during the afternoon transmission and the advertisements were handled through commercial department. The history of Television broadcasting in Nepal starts from Poush, 2014 B.S. in the name Nepal Television (NTV) and starts to telecast the program in the 2014 B.S. While the commercial telecasting only in 2044 B.S.

Advertising can be a professional in Nepal. This concept was first emerged by Laxman Upadhaya in 2017 and his agency name was 'Advertisers' is the first advertising agency in Nepal's history' (Annual report of AAAN, 2055). The history of advertising agencies in Nepal was started after establishing advertising agency in 2017 B.S. At the time advertising was only about the official notice and information and number of advertiser were also very little. Advertising was rarely done in private newspaper while advertisement from Radio Nepal was not in practice. From that period until now there are many agencies. In 21st Baishakha, 2047 Advertising Agencies Association of Nepal (AAAN) was established. AAAN is the Association of advertisement professionals which covers 90% of the advertisement published or released in different media. (Newpane, 1996)

The History of advertising in Nepal is recent one, but even in this short span of time, it has remarkable grown up. The reason behind the increasing number of agencies is because of the open policy of his Majesty's government. For any

Nepali who applies for the advertising agency with a Nepali Citizenship and a scheme paper, the government could give a formal permission. Such permission is provided by the department of industry as well as the domestic & Industry department.

"His Majesty's Government has implemented the policy relating to advertisement and issued guidelines for the distribution of government advertisements based on one window Policy. Minister for Information and Communication Tanka Dhakal, at a meeting in the Ministry; the other day assured that the one-window policy would be strictly implemented while distributing government advertisement in a fair and transparent manner" (The Rising Nepal, September 28, 2005). The one-window advertisement policy of the government should definitely bring about positive changes in the media sector and help make genuine media organizations more sustainable. Given its high importance, the newly brought about one-window policy needs to be strictly implemented and monitored.

2.1.3 ROLE OF ADVERTISING IN MODERN BUSINESS WORLD

Advertising is primarily a means by which sellers communicate to prospective buyers the worth of their goods and services. It is a basic tool of marketing for stimulating demand and for influencing the level and character of the demand. Generally advertising has to perform different functions, categorized as marketing, communication, and education function, as well as economic and social functions that are described in brief as follows.

Marketing Function

Marketing is all about connecting with people. Marketing concept believe that the company will prosper through understanding their needs, values, beliefs, behaviors, and aspiration. For this marketer used different marketing strategy. Among those strategies promotional strategy is one of the important strategies which enable company to get profit. Now days most of marketers used advertising as the overall promotional strategy. It involves presenting the message to the potential customers. "Through, advertising the cost of reaching a thousand people is your target audience is usually for less than the cost of reaching one prospect through personal selling" (Bovee & Arens, 1986)

Social Function

Advertising is one of the major forces that have helped improve the standard of the living in this country and around the world. A free, fair and responsible media is the pillar of a democratic polity. Democracy gives choices to the people, and the media informs and educated the people to make the right choices. Only informed people can make good decisions. Thus, the media's role is vital in strengthening decomocracy and accelerating the pace of development. Advertising is the main source of revenue for the media. This facilitates freedom of the press. "Advertising invests a new product with confidence-confidence about its function, quality, price and availability. Advertising promises a quality. So advertising promises a quality, and forces manufacturers to live up to the promised quality. So advertisement brings about consumer welfare by two-fold method"(Ibid)

- (1) By improving standard of living
- (2) By improving product quality

Finally, advertising's effect on society has led to important social and logical changes.

Communication function

Advertising is most important strategy of company's Marketing Communication Strategy. Advertising by its objective, communicate some message to the target group. At early age, outdoor signs carved in clay, wood, or stone can be seen. It is also the form of advertising. But advertising has evolved since the industrial revolution as a tool of marketing communication. It is art as well as competition, growing marketing expenses. Product failures, liberalization globalization, emergence of new electronic media have given an impetus to advertising activity.

Education Function

People get knowledge about the products that are available to them, and they learn how they can better their lives through advertising. "Advertising, as an educator, speeds the adoption of the new and untried and, in so doing, accelerates technological advances in industry and hasten the realization of the fuller life for all. It helps reduce accidents and waste of natural resources and contributes a better understanding and appreciation".

Economic Function

By making people aware of product, services and ideas advertising promotes sales and thereby commerce as well. The freedom of advertising enables competitors to enter market place. This encourages the improvement of existing products and the development of new, improved models. These actions translate

into increased productivity, higher quality, and disappearance of products that don't measure up.

In Brief the functions of advertising according to Bovee and Arens are following:

- To identify products and differentiate them from others
- To communicates information about the product, its features and its location of sale.
- To induce consumer to try new product and suggest reuse.
- Stimulating the distribution of the product.
- To increase product use
- To build brand preference and loyalty.
- To create a positive psychological image about product.

2.1.4 OBJECTIVE OF ADVERTISING

Advertising represents an important means by which organizations communicate with their customers, both current and potential. According to Benxin, (1993) the specific objectives of an advertising campaign may adopt many forms, e.g. to:

- create success of a new product or brand
- inform customers of a features and benefit of the product or brand
- create the desired perception of the product or brand;
- create preference for the product or brand;
- Persuade customers to purchase the product or brand.

Such objectives are all aimed at a higher purpose of enhancing the buyers' response to the organization and its feelings so as to achieve profitable sales in the long run.

2.1.5 NEEDS AND IMPORTANCE OF ADVERTISING

Testing advertising effectiveness is a very tough task. However, most advertisers test the advertising effectiveness. Because it ensures that their advertising money is spent wisely. Generally, advertisers use different testing methods because of the following reasons. (Kafale, 2000)

- Sales response
- To compare the result with goals
- Cost benefit of advertising
- Communication response
- Comparing two markets
- Justification of investment

2.1.6 ADVERTISING AND CONSUMER

The most important factors for the success of business are customers. Without them a business can't exist. To capture the customer the firm must find out what the customer wants and will buy. Expectation and demand are influenced by non-economic as well as economic factors, such as attitudes, desires and expectations arising from cultural patterns in the social environment. Consumers are the king in business. The success or failure of any business owes to the firm's marketing strategies. Consumer's response to the stimuli generated by the company through

advertising. In this way a company can create good and effective stimuli through advertising. The main purpose of advertising is to persuade the customer to buy the product. In this way there is direct relationship between the advertising and consumer. So it is very important to know the consumer's behavior before advertising. The message in the advertising should be more informative; language used in advertising should be forceful to create curiosity to see the product and keen desire to buy it. The success of advertising is judged for the favorable reaction of the consumer. A consumer may impress buyers by advertising and motivate him to purchase goods. Today no one company can stay in the market place without advertising.

Advertising benefits the customers. They come to know about the products and product information. They get the information about the product availability. Advertisement makes the consumers aspire to higher and higher things in life. It expands the markets. Advertising creates markets for new producers. It makes us aware of new uses of old product consumers gets post- purchase satisfaction. Because there is advertising, consumer gets a wide choice. "Advertising at times describes a product, at times narrates a story or an experience, and at times educates a consumer. It makes competitive economy possible. In the market place, really speaking it is not the product which compete but the product images which compete" (Chunawalla & Sethia, 2005). Advertising makes a psychological impact on the consumers and so gives them greater satisfaction on use of products. Advertising affects our attitude and values. It projects and image of the self which we aspire to.

2.1.7 ADVERTISING AND SALES PROMOTION

Nowadays in Nepalese market most of low involvement manufacturing company more focuses on Sales promotion. They should know the distinction between Sale promotion and Advertising. "Sales promotion is the temporary offer of a material reward to customers or sales prospects, whereas advertising is the communication of information"(Longman, 1971).

There is no universally accepted distinction between “advertising” and “sales promotion.” In some companies “advertising” includes all forms of mass paid communication directed toward influencing the end consumer, whereas “sales promotion” includes those forms of mass communication directed toward informing and influencing the channels of distribution: salesmen, distributors, dealers. In other companies, “sales promotion” includes mass communication materials (literature catalogues, displays, films) which are used by the channels of distribution (salesmen, retailer as selling aids. Hence, a piece of product literature mailed directly to a consumer is advertising; literature distributed by the salesmen or dealer is sales promotion. Still another (and perhaps the most traditional) distinction between advertising and sales promotion is that advertising consists of time, space and preparatory costs in commissionable media. All other mass commercial communications are regarded as “sales promotion.” In some industries and channels of distribution the term “sales promotion” is used to refer to any and all activities used to promote sales including: premium offers and other special inducements to consumers, special price offers, sales drives and contests, as well as advertising. (By Russell H. Colley: Defining Advertising Goals)

According to the William A. Robinson, if a product is unacceptable to consumers, promotion won't change that. If establishing product is experiencing declining sales, promotion won't turn it around. Promotion can't create an 'image' for a

brand. And a single promotion won't motivate consumers to buy a product over a long period to time. Promotion can only offer consumers an immediate inducement to buy. It can also promote a consumer who knows nothing about a product to try it-and to buy it again. Promotion can make current users buy more of a brand or buy larger sizes.

Despite these problems, many manufacturing especially we can see in noodles market of Nepal has done an excellent job of implementing push strategy in sales promotion. That means instead of pushing it into the market through trade schemes, people have recently started building up on brand, they have started spending money on consumer schemes, media advertisements etc. Push strategy does not work for a long time if they really want to survive and grow and get to a predetermine level you have to consider more on the pull strategy. That is what has been happening.

2.1.8 TRUTH & ADVERTISING

One more common belief is that advertising is done only by the sellers with a view to hooking buyers. This is based on a misconception. Advertising is a specification of buyers. It gives active buyers more control over the market instead of making them passive acceptors or rejecters of the advertising message issued by the seller. Thomas Jefferson, the American President, eloquently said, "Advertisement curtail the only truth to be relied on in a newspaper." (Chunawalla & Sethia, 2005)

"Truth is vital to the sound economic health of advertisement. The effectiveness of advertising, as a tool of promotion, vanishes if the people begin to believe that advertisements are false or wisely designed to fool them. No advertises can fool

all the customers of all the time. Unfortunately, the credibility of advertising has been under criticism for decades" (Sontakki, 1989).

There is a view that advertising increases the cost of goods sold to the consumer. We hear some criticizing advertising as wasteful. Advertising may encourages unsound or false values, especially through its effect on children and young people. It creates an emotional appeal. Critics point out that any emotional appeal, in contrast to a rational appeal, is misleading. Finally, advertising can endanger competition. Big advertisers can monopolize the market.

It has been blamed for exaggerating the benefits of the problem and services advertised and concealing their limitations and drawbacks. Advertisers are concerned only about gaining extra brand loyalty with view to increasing their share of the market. Advertising is he marketer's tool with which he faces competition for marketing his present market share or gaining an extra share of it.

In our opinion, advertising per se is not wasteful, unless it really contains the information or tells the consumers something which they already know. Advertising contributes to new products developments and improvements in quality and it offers freedom of choice to consumer from among the many available in order to satisfy their wants and need.

In summing up, we may point out that advertising cannot be said to be an economic waste. However; its gain and usefulness vary widely. The gains of advertising are much more than the expenses put in; and this fact strongly suggests that there should be heavy advertising. We, therefore, conclude that advertising is economically gainful; but the extent of the gain varies form one product to another, and depends on the market situation, competition and the

economic whether advertising is done in a mixed economy, a market economy or a controlled economy.

2.2 ADVERTISING PROGRAM

Advertising is most important components of Advertising. Advertising is part of a sound marketing plan. A well-planned advertising program is continuous and has a cumulative effect. So, it should include in corporate planning. Advertising campaign is the creation and execution of a series of advertisements to communicate with a particular target audience. All the managerial should give times and effort for planning and execution of advertising program as idea and proper planning is what makes an effective advertisement. They should proceed to make the five major decisions in developing an advertising program known as the five Ms. (Kotler, 1981).

Mission: What are the advertising objectives?

Money: How much can be spent?

Message: What message should be sent?

Media: What media should be used?

Measurement: How should the results is evaluated?



Source: (Kotler, 1981)

Figure 2.2.1: Steps of Advertising Program

Mission: Advertising Objective

An advertising objective is a specific communication task to be achieved with a specific target audience during a specified period of time. Advertising objectives fall into three main categories:

- a) To inform:- e.g. tell customer about a new product
- b) To persuade:- e.g. encourage customer to switch to a different brand
- c) To remind:- remind buyers where to switch to a different brand

Money: Set the advertising Budget

Marketer should remember that the role of advertising is to create demand for a product. The amount spent on advertising should be relevant to the potential sales impact of campaign. Setting the advertising budgets is not easy. How can a business predict the right amount to spend, which parts of the advertising campaign will work best and which have relatively little effect.

Message: Determine the key advertising message

Spending a lot on advertising does not guarantee success. Research suggest that the clarity of the advertising message is often more important than the amount spent. The advertising message must be carefully targeted to impact the target customer audience. A successful advertising message should have the following characteristic.

- a) Meaningful: capture the customer's attention
- b) Distinctive: capture the customer's attention
- c) Believable: a difficult task, since research suggests most consumer doubt the truth of advertising in general.

Media: - Decide which Advertising media to use

There are a variety of advertising media from which to choose. A campaign may be one or more of the media alternatives. The key factors in choosing the right media include.

- a) Reach: - what proportion of the target customer will be exposed to the advertising?

- b) Frequency: - how many times will the target customer be exposed to the advertising message?
- c) Media Impact: - where, if the target customer sees the message –will it have most impact. Another key decision in relation to advertising media related to the timing of the campaign. Some products are particularly suited to seasonal campaigns on television (e.g. Christmas hampers) whereas for other products, a regular advertising campaign throughout year in media such as newspapers and specialist magazines is more appropriate.

The starting point in the selection of appropriate advertising media is a “**media analysis**”. This can be defined as:

"An investigation into the relative effectiveness and the relative costs of using the various advertising media in an advertising campaign"

Before committing an advertising budget it is necessary to carry out marketing research on:

- Potential customers
- Their reading habits, television-watching habits
- How many times the advertisers wish the potential customers to see an advertisement
- How great a percentage of the market they wish to reach, etc.

These elements all need to be considered and balanced to plan a campaign that will effectively reach its target audience at a reasonable cost.

A useful distinction can be made between “**published media**” and “**visual/aural media**”.

Published media includes:

- National daily newspapers
- Sunday newspapers
- Local and regional newspapers
- Consumer magazines
- Specialist magazines
- Trade and professional press
- Internet

Visual and aural media includes:

- Television (terrestrial and digital)
- Radio
- Cinema
- Billboards
- Transport
- Direct mailing

Measurement: - Evaluate the result of the advertising Campaign

The evaluation of an advertising campaign should focus on two key areas.

- a) The communication effects: - is the intended message being communicated effectively and to the intended audience?
- b) The sale effect: - has the campaign generated the intended sales growth.
This second area is much more difficult to measure.

(Ref: tutor2u™.com)

Among these five program, measurement i.e. testing the advertisement effectiveness is very important, yet every difficult part of advertising management. It is advertising research that determines gap between the promise and the result achieved. “Most of the measure of advertising effectiveness is of an applied nature, dealing with specific advertisement and campaigns” (Ibid). All major advertising campaign will be evaluated by research.

2.3 ADVERTISING EFFECTIVENESS

The managerial responsibility in the area of advertising doesn't come to the end with the execution of an advertising programmed. Spending a lot of talent, time and treasure doesn't guarantee success in advertising program. So, he is always interest on the evaluation of program. Testing or evaluation of advertising effectiveness refers to the managerial exercise aimed at relating the advertising results to the established standards advertising performance. It helps to measure the worth of the specific elements of advertising.

Advertising effectiveness means different thing to the groups responsible for its different effects. To the writer or artists, effective advertising is that which communicates the desire message. To the median buyer, effectiveness advertising is that which, together with other marketing forces, sells his brand or product. To the general manager, effective advertising produces a return on his firm's expenditure (Whipple, 1999).

In fact effectiveness advertising must achieve all pre-determined objectives which boost sales at profit. The ultimate test of effectiveness ad advertising obviously consists of in the degrees of achievement of the objectives set by an advertiser in

consultation with the advertising agency working on the account. (Mohan, 1989). The evaluation of an advertising campaign should focus on two key areas.

- 1) The communication effects: - is the intended message being communicated effectively to the intended audience?
- 2) The Sales effect: - has the campaign generated to intended sales growth. This second area is much more difficult to measure.

In the context of Nepal there are just a handful of effective advertisements that measure up to international standards. Reason behind the cause is much. The amount spend on Nepalese advertisement is much minimum. The budget spends on making particular advertising effects on its quality. Moreover, effective advertisements require a right idea, the right media and the right time of release, unplanned ads often lead fruitless. "Basically in Nepal, advertising has yet to mature" says Ranjit Acharya, CEO of Prisma Advertising. According to him immaturity is a result of most business houses not using an advertising agency for the right purpose. He believes that an advertising agency is the "support system" for company to promote a product. Besides releasing the ad they handle the creating and strategizing aspects too and guide company how to get good results. The 'Critry Awards' held in past year (2004) was the excellence practice for the advertising effectiveness as we all know competition only garner excellence.

Basic tips on effective advertising

1. Develop a detailed marketing plan or have one developed for you.
2. Make your advertising decisions based upon research and a formal marketing plan.
3. Plan your advertising calendar several months in advance.
4. Test you copy and your ads.

5. Hire professionals to handle your advertising.
6. Save copies of all of your ads, press releases, and printed collateral.
7. Write your ad from the reader's point of view, not your.
8. Inform your readers honestly, avoid overstatement.
9. Use an innovative media and messaging that stands out and does not blend in.
10. Make sure your clearly specify to the customer" what in it for him".
(Ref: www.powerhomebiz.com/vol61/advertising.htm)

2.4 TELEVISION ADVERTISEMENT

The word *television*, a hybrid compound of the Greek *tele* (distance) and the English *vision*, names a technological invention from the 1920s in which electromagnetic waves are used to control a beam of electrons scanning a cathode-ray tube so as to create an image. The initially distinctive feature of this technology was that, unlike motion pictures but like radio, it could be personalized for home or individual use. Over the course of more than half a century the electronics underwent continuous modification: Vacuum tubes were replaced with transistors and then integrated circuits; the black-and-white cathode-ray tube became colored and was then replaced by a high-definition, flat, liquid crystal display; and analog transmission was transformed to digital. The information transmitted thus became increasingly rich in a technical sense.

A television advertisement, advert or commercial is a form of advertising in which goods, services, organizations, ideas, etc. are promoted via the medium of television. Most commercials are produced by an outside advertising agency and

airtime is purchased from a Media Agency or direct from the TV channel or network.

The first television advertisement was broadcast in the United States at 14:29 on July 1, 1941, when the Bulova Watch Company paid \$9 to New York City NBC affiliate WNBT (now WNBC) for a 20-second spot aired before a baseball game between the Brooklyn Dodgers and Philadelphia Phillies. It simply displayed a Bulova watch over a map of the U.S, with a voiceover of the company's slogan "America runs on Bulova time!"

The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes (as well as program-length [infomercials](#)). Advertisements of this sort have been used to sell every product imaginable over the years, from household products to goods and services, to [political campaigns](#). The effect of television advertisements upon the viewing public has been so successful and so pervasive that it is considered impossible for a [politician](#) to wage a successful [election](#) campaign, in the [United States](#), without use of television advertising.

Advertising on television usually means running a TV commercial, typically between 15 and 60 seconds in length, but TV advertising can also include sponsorships and product placement within television shows.

Television has grown faster than any other advertising medium in history. From its beginnings after World War II, it has emerged as the medium that attracts the largest volume of national advertising.

Television has exhibited a power that goes beyond impact and prestige. The entire nation has been emotionally stirred by TV screenings of the Olympic Games, space travel, assassinations, wars and political scandals. The New York

Times has said to Television, "its impact on leisure, politics, reading and culture is unparalleled since advent of the auto". The real relationship between the television and sale of an advertiser's product is difficult to gauge. However, we can probably safely assume that the magnetic attraction of television events gibes this medium a potential for advertising unlike any other. (Bovee & Arens, 1986)

Nepal Television is perhaps one of the youngest television stations in Asia. Nepal Television (NTV) started as a project in January 1985, under the sixth development plan (1980-1985). NTV was established with the Slogan "Communication for Development" with a broad mission statement "Produce and telecast programs on educational, religious and cultural conservation to promote national unity, conserve heritage and promote national interest. Provision was made "to undertake feasibility study of the establishment of television in the country, to begin TV transmission service at selected places if found feasible from economic and technical standpoint". (NTV web site)

When the Nepal Television began its first transmission there was hardly one minute of advertising in a two-hour transmission. Today, the Nepal Television has an average of 16 minutes 30 second of advertising per lay transmission. And now Nepal Television has an average of 27 minutes of advertising per day. (NTV official record, 2056)

Nepal Television broadcasting system (PAL B, CCIR Standard)

Table 2.4.1: NTV broadcasting system

1	Pholchowki	5	175.25MHz	180.75 MHz	Mother Station
2	Jaleswor	11	217.25 MHz	222.75 MHz	Receive Phulchowki
3	Namje(BHedetar)	5+(off-set)	175.25 MHz	180.75 MHz	Receive Jaleswor
4	Murti Danda (Ilam)	12	224.25 MHz	229.75 MHz	Receive Namje
5	Daunne	12	224.25 MHz	229.75 MHz	Receive Phulchowki
6	Sarangkot	7	189.25 MHz	194.75 MHz	Receive Phulchowki
7	Tansen (Palpa)	5	175.25 MHz	180.75 MHz	Receive Sarangkot
8	Chamere Danda(Nepalgun)	5	175.25 MHz	180.75 MHz	Not connected to National Net of Phulchowki
9	Hetauda	4	67.75 MHz	62.25 MHz	Receive Phulchowki
10	Butwal	7	189.25 MHz	194.75 MHz	Receive Daunne
11	Kakani(Nuwakot)	11			Receive Phulchowki
Source : Mass Media and Democratization, IIDS, 1996					

NTV had used the satellite technology on 30 Ashadh, 2058(July4, 2001) to transmit its program nationwide and also abroad. Now NTV covers more than 23 country of Asia.

2.4.1 TELEVISION ADVERTISING'S EFFECTIVENESS

Though user habits are rapidly changing, television advertising has long been considered the most effective mass-market advertising format. The introduction of digital video recorders such as TiVo, which allows viewers to skip advertisements, as well as the popularity of commercial-free cable channels, have begun to diminish the reach and effectiveness of TV advertising.

Television advertising's crowning moment is the Super Bowl, where companies debut their very best television commercials, effectively putting them in competition with all of the other television commercials. With the cost of a single 30-second TV spot during the Super Bowl running into the millions, most companies opt instead for running their TV advertising in time slots that best match their advertising budget.

2.4.2 TELEVISION ADVERTISING COSTS

The cost of advertising on television is twofold: first, the cost of producing the commercial, then, the cost of airing it. The average cost of producing a national, 30-second TV commercial is well over 300,000 but commercials designed to air in local markets can be produced for much less. Most advertising agencies are experienced with producing TV commercials based on a wide variety of budgets and can help you design and produce a commercial that will satisfy your needs and your budget.

Television advertising rates vary greatly based on the market they run in and the time the spots are aired. Small- to medium-sized businesses will find that local advertising fits better with their budgets and marketing goals. A 30-second time slot in a medium-sized market can be purchased for as little as \$5 per 1,000

viewers, meaning that you could pay less than \$100 per commercial slot. Cheaper rates will also be available for off-hour programming.

2.4.3 TELEVISION COMMERCIAL ALTERNATIVES

There are alternatives for television marketing that doesn't include TV commercials. Your product or business can now appear, for a fee, within a television show, via product placements and sponsorships. More opportunities to advertise as part of a television show are developing every day. There are also opportunities to air commercials on the Internet as banners or streaming media. If these kinds of opportunities are of interest to you, be sure to make it part of your initial evaluation conversation when you contact an agency through All Advertising Agencies.

2.4.4 TELEVISION ADVERTISING: SIGHTS, SOUNDS & SALES

Most companies look at television commercials as an advertising vehicle for "the other guy." In fact, TV is a very affordable medium that can increase your company's profits greatly. Before you make an investment in television advertising, there are certain key elements you need to consider. Once you understand the process of writing, creating and producing a commercial, you're ready to hit the airwaves.

Effective TV commercials merge video and audio into a powerful sales tool. But don't think one is more important than the other, Audio and video go hand-in-hand.

For example, turn down the volume on any commercial. You should be able to identify the benefits of purchasing a product just from the video.

The same holds true for audio. Close your eyes and listen to the announcer. If the audio doesn't explain the product in detail, then the commercial isn't effective. Potential customers should be able to hear your message even if they're not in the room to see it.

Always use a strong audio and video combination when creating your own commercial.

Say you're selling a handheld vacuum cleaner. Your video could actually demonstrate the product vacuuming the stairs, hard to reach places and inside a car. You'd also use video to show someone struggling with a regular, bulky vacuum cleaner - fussing with cords and heavy equipment.

Use your audio to explain the advantages of owning your product. You'd use words like "convenient, portable, and lightweight."

However, there are no words more important than your call to action. What do you want your viewer to do? Tell them to call now, Order now and Visit their local dealer.

Your video must match your audio to drive home your selling points. For instance, you wouldn't want to see video of a woman struggling with a large vacuum cleaner while you hear audio claiming, "Our handheld vacuum cleaner is great for cleaning the inside of your car!" .Your message gets distorted. The viewer gets confused. And you lose the sale.

Think of television as an intimate medium. If you're advertising a restaurant, don't just use a shot of your building's exterior. Use a close-up of your food in your commercial. And show people eating your food. If you're producing a Public Service Announcement (PSA) about drunk driving, don't just use a shot of a crowd of people at a funeral. Show a tear streaming down a child's face.

Combining sight and sound should spark your viewers' emotions and help them identify with your product. And if they can identify with your product, you're more likely to get the sale.

A 'television advertisement' or **television commercial** (often just **commercial** (US) or **advert** or **ad** (UK) or **ad-film** (India)) is a span of television programming produced and paid for by an organisation that conveys a message. Advertisement revenue provides a significant portion of the funding for most privately owned television networks. The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes (as well as program-length infomercials). Advertisements of this sort have been used to sell every product imaginable over the years, from household products to goods and services, to political campaigns.

The effect of television advertisements upon the viewing public has been so successful and so pervasive that in some countries, like the United States, it is considered impossible for a politician to wage a successful election campaign without the purchase of television advertising. In other countries, such as France, political advertising is strictly limited on television (Fritz Plasser, *Global Political Campaigning*, p226) and some, like Norway, even completely ban it.

2.4.5 TYPES OF TV ADVERTISEMENTS

- Political TV advertising

- Infomercials
- Product placement
- Promo (television program)
- Television commercial donut
- Sponsorship

2.4.6 OBJECTIVES OF TV ADVERTISEMENTS

The objective of Television advertisement is merely to inform and stimulate consumers to buy the particular product or brand offered by a particular seller. The whole advertising campaign is concentrated basically to increase sales either by converting people from competing brands or by reducing the number of customers we loose to their brands. Basically the main objective of the advertising is to influence, persuade, building image of the product as well as the company. We can trace out the objectives of television advertising as follows that is more likely the objectives of advertisement in general

- To announce a new product in the market.
- To boost up the sales margin.
- To solicit the customers and strike their sight and heart.
- To expand the market to new buyers
- To announce modification
- To announce a price change
- To make a special offer.
- To help people visualize and remember the product with ease

2.4.7 MERITS & DEMERITS OF TELEVISION

Merits:

- Mass Coverage
- High Reach
- Impact of sight, sound, and motion
- High Prestige
- Attention getting
- Favorable Imag

Demerits:

- Low Selectivity
- Short Message Life
- High Absolute cost
- Clutter

2.5 LITERATURE REVIEW FROM NATIONAL PERSPECTIVE

The audiovisual media no doubt plays the central role in our lives. Several television channels emerged in developed countries in 1960's, while in Nepal the first national television transmission started from Poush 14, 2042 B.S. At that time only few people had television in their homes and people used to go to neighbors and others houses to watch television transmission. Television was considered more as a medium of information and communication. But these days it is one of the major sources of entertainment. It is more of a habit nowadays. Be it men, women, kids, teenagers, old people, everyone seems to enjoy their time before a television set. There are television sets also in hotels, restaurants, banks, nursing homes, bus parks etc. Television has become a part of our daily lives. We

wake up with it and we sleep while watching it. With the emergence of several cables distribution network, Nepali audiences have several choices in viewing both the foreign television channels and national too. On July 13, 2003 two new television channels went on air in Nepal and gradually many other Nepali channels emerged likewise. The ordinary viewers as well as the advertisers are happy that they are now having wider choice when compared to the earlier years.

Table 2.5 Establishment of television in Nepal

In gist

S. No.	Channel	Est. year	Way of Transmission
1	NTV	January 1985	Terrestrial, Satellite
2	Image Channel	1995as metro	Terrestrial, Satellite
6	Kantipur TV	13th July 2003	Terrestrial, Satellite
4	Channel Nepal	July 2001	Satellite
5	NTV Metro 2	2001	Terrestrial, Satellite
3	Sagarmatha TV	2007	Satellite
7	Avenues TV	Sept. 2007	Satellite

With increasing focus on qualitative programs various types of programs are broadcasted through multiple national and international television channels. The availability of choices of national and international televisions channels broadcasting programs relating to love, sex, violence, entertainment have several

influences on the viewers. The variety in programs has entertained the differences on the television viewing habits of the male and female viewers respond to these questions very differently. This could be the result of their different physical built up, different family environment and different working style.

2.6 REVIEW OF RELATED STUDIES

2.6.1 REVIEW OF PREVIOUS RESEARCH/SURVEY/ARTICLES

Previously conducted researches shows that men like to watch educative and informative programs like news, current affairs, social affairs, national politics, business related, sports, documentaries, action while women want to watch programs based on pure entertainment, emotional aspects, beauty and style and fantasies like tele-serials, cookery related, glamour and makeup, home interiors, etc. Men like to watch channels like BBC, CNN, Discovery, National, Geography, Star News, and Ten Sports while women like to watch channels like Star Plus, Zee, Sony, Sahara and other Metro Channels. Analysts say that since men often stay outside meeting people and visiting different locations, they get a chance of being entertained as compared to women, especially housewives who stay home depend completely or mostly on television programs for their entertainment.

In an independent research conducted by UNDP, an interesting fact has come out which says that men have more concentration while watching television. They don't like to be disturbed nor do they want any kind of noise around them while they are watching television. But women can do all sorts of things while watching like they like to talk in between, they knit, they cook, etc. the average hours that

men watch television is more than the women as men feel that their liability is all over once they leave the office and while at home, they just watch television while women be it a housewife or a working one, they do household work as well which gives less time for them for watching television.

According to ORG Mark survey, “Nepal television has in average the maximum score of 98% of viewer ship in whole Nepal with a 100% score in the mountain region while Channel Nepal has only 12.5% viewer ship in average. The popularity of foreign television channels cannot be ignored. Star plus, an Indian Channel is popular in the urban areas of Nepal among the females.

Analyst says that the highest revenue earner for the Nepali TV channel is news. For e.g. about 85% of the viewers are reported by surveys to be watching NTV and the program they watch the most is the news. The government side of the story also coincides with this and so does the report from sources. But after seeing the NTV news, the viewers switch over to watch popular serials such as Tito Satya, Jire Khorsani etc. Also some recent tele-serials produced at a handsome cost are reported to be attracting good business. That means the major revenue earner of NTV is news followed by some entertainment programs. According to the information, NTV raises nearly Rs.120 million from news.

Results of these developments will lead to more intense competition amongst the channel operators. And this is likely to bring about following developments:

First, the demand for the quality programs will increase. This means that independent producers of TV programs such as talk shows, musical videos, tele-serials will generate good business prospects. Comedy serials like Tito Satya, Jire Khorsani, Meri Basai and political analysis programs like Disha Nirdesh and Fire Side are being paid between RS. 75,000 to Rs.1,00,000 per episode, as per information from the sources concerned. Second, the advertisers will have wider

choice and thus better bargaining power. Thus, the manpower skilled in production of TV programs will be in higher demand thus commanding higher remuneration.

One constraint that the news channel will be facing is what is sometimes referred to as the “lock-in-effect”. For e.g. If a consumer already have existing refrigerator, a new model may not stimulate her as she is already locked-in with the old model. Similar situation is faced with TV channels as well. Those viewers, who have already subscribed to Space Time Network (STN), may not subscribe to a new cable line offering new Nepali channels. The problem is compounded as STN seems to have establishes its authenticity and brand over the years compared to the other cable operators.

With the increasing number of participants in the channel, very intense competition is expected in the years to follow. The new entrants are expected to snatch away larger share of the ad market from NTV as well as from the print media. This will bring about price clashes for the part of NTV to attract and retain its customers as well as more focus towards qualitative programs. Further the new entrants backed up by qualitative programs will also try to match the prices. These will definitely fire up intense competition in the world of advertisement. The ongoing growth rate of around 15% in ad revenue is not going to be enough to cover the needs of these channels. There is clear indication that the print media will also loose some of the market share.

2.6.2 REVIEW OF T.V CHANNELS

Mr. Taranath Dahal, “Freedom Forum”, in his report “Television Broadcasting in Nepal, writes the development of channels as under:

First phase after inaction of National Broadcasting Act, 2049

1. Cable Television services started
2. The forceful impact of foreign television channels
3. Nepal televisions alone in competition with foreign channels
4. No license is granted to private channels till 2001

Second phase after the establishment of other channels

1. Kantipur and Image Channel got the license for television broadcasting (There were 7 applicants but only two got)
2. Channel Nepal started its satellite broadcasting from the Bangkok when the application for license is turned down.
3. Royal regime utilized Image channel, allowed transfer of license of 'Shangri-La' to satellite for popularizing so called achievements of royal regime
4. Kantipur got the permission to go in satellite only after restoration of democracy by the verdict of the court
5. Cases of Corruption in licensing of Kantipur and Channel Nepal
6. Intention to control Television Channels
7. The licensing procedure is never ever been open, transparent and free of political influence in Nepal.
8. National Broadcasting Act has prohibited the transfer of license but the provision is overruled in practice

9. Licensing with political interest
10. The issue of foreign investment is not clear
11. The issue of monopoly over means of media

2.6.3 REVIEW OF PREVIOUS THESIS

In Nepal, there are limited numbers of study related to the topic Advertising effectiveness. Very few research works have been done by the students of MBA and MBS in aspects of Television Advertisement and similar subjects. Thesis concerning the subject that have been reviewed in the course of preparing this report have been outlined below

From the dissertation " Television Advertisement" (with special reference to Nepal Television) of **Jyoti Pandey** in 2002 found that large percentage of viewers watches 1-4 hours television daily. This indicates that television is and effective medium of advertisement.

Similarly, another thesis entitled, "Role of Television Advertising and its impact on consumer behavior" was conducted by **Nabaraj Thapa** in 2003. The major findings of his research were considering the gender (sex) factor both male and female prefers watch good words advertisement equally, mostly children prefer musical and entertaining advertisement, young age and old age people prefers good wording advertisement, mostly uneducated and above graduate people prefers good wording advertisement where as other people like below S.L.C. and graduate level prefer simple and entertaining respectively, Advertising which comes from NTV, are not like that what people prefer and many people think that the price of advertised product will be higher than the price of not advertised

product. It was also found that advertisement help to recall brand or product name while buying.

Interesting topic," The Movies-Stars Endorsement in Advertising" conducted by **G.R. Sharma** in 1996 found that the youths exposed to the audio-visual advertisement of the selected soap brands of the study have been found highly aware of the soap brands that have used movie-stars in the advertisement, the audiences exposed to the selected advertisements do not regard movie-stars as the credible source of information about the advertised product brands and effective advertisement is supposed to create positive attitudes towards it.

One of the other thesis entitled by **Amita Adhikari**, "A Study on Promotional Effectiveness through Television" in 2005 found that most of the people i.e. 98% have their own TV set in their home and access to cable network. Among the total sample about 81.33% have access to cable television justifying the popularity of the cable network in the country. There are 53.7% of people who live in nuclear family and 42.3% in Joint family. In context of foreign channel star plus has captured star plus has capture the market and then come other news channel. Most of people are interested in watching News and then come serials. In the serial liking also women are more in percentage than men. In context of Nepali channel Nepal Television is the biggest player with 56.3% of viewership and then come Kantipur (23.7%) and Channel Nepal (8.3%).

Gaurav Maskey, T.U, 2006 has conducted his study entitled "Effectiveness of Audio Visual Advertisement". His main objective of the study was to determine and analyze the effectiveness of T.V advertisement in general. He has not included in his study the television viewing habits and preference of the viewers.

Sunita Tuladhar, T.U, 2005 has conducted her study entitled “Relevance of Television in Advertising Effectiveness.” Her main objective of the study was to evaluate the significance of television in the success of the advertisement. The researcher’s main focus was to study importance of television with regard to its attractiveness, comfort ability and luxury in comparison to other means of advertisement.

2.7. RESEARCH GAP

Most of the institution and advertising agencies of Nepal lack sufficient information about the factors which are essential in promotional effectiveness through television. Further, very few research works have been done in this field. In fact, a similar research in Nepalese context is truly difficult to find in the market. Also, those researches found truly lacks the fundamental aspect of promotional effectiveness through television i.e. Television viewing habits profile of Nepalese customers based upon which institutions and advertising agencies can plan their approach to customers. It seems Nepalese Institutions and Advertising agencies of Nepal take for granted when and how TV advertisements are effective i.e. only the prime time news.

On the other hand international research presents a complete and coded representation of television viewing habits of their consumers which the institution and advertising agency use to plan their approach towards their consumers.

CHAPTER-III

RESEARCH METHODOLOGY

This Chapter provides the methodological approach of the research. It describes about how the study prepared what data are collected, what types of sources are used for the data collection and how these data are processed to fulfill the needs of the study.

3.1 INTRODUCTION

According to Paul Green, Donald Tull and Gerald Albaum, "Marketing research is the systematic and objective search for and analysis of information relevant to the identification and solution of any problem in the field of marketing". (Paul Green, Donald Tull and Gerald Albaum, Research for Marketing Decisions (5th Ed.), Prentice Hall India, 1995, p.2). Research can be categorized into different types. Among them descriptive vs. analytical and quantitative vs. qualitative research type is very practicable in marketing field. Descriptive research describes the events, action or a condition in order to explain, understand, predict, or decide. It is usable when the problem is relatively clear and structured. Similarly, "quantitative researches are assumed to be measurable and presentable in figures. It aims at generalizing by studying few variables on a large number of entities. Qualitative approach draws conclusion from non-quantifiable data, such as, attitudes, values, or perceptions. It gives the possibility to gather information and investigate several variables from few numbers of entities, thus providing the possibility to gain a deeper understanding of the studies area."(Holme and Solvang, 1991)

As a result of these explanations, the emphasis of this study is descriptive as it describes whether noodles advertisements are effective or not. Similarly, it is quantitative research as it measures the market share of different noodles company. Likewise, it is qualitative research, due to the fact that it aims to gain a deeper understanding of communication effect and its impact on consumer's perception and attitudes.

"Research Methodology is the way to solve systematically about the research problem". (Kothari, 1890). It is the method or process applied to solve defined research problem. It includes various sequential steps to be adopted by a researcher in studying a problem with certain objects in view. Research methodology describes the method and process applied in entire study. It sequentially refers to the various steps to be adopted by a researcher. Research methodology is the research method used to test hypothesis. The proper analysis of the study can be meaningful on the right choice of research tools that helps to come to meaningful conclusion. This section consists of research design, population, sample, sampling procedure, data collecting procedure, and data analysis procedure. The study is based upon primary data and information collected through survey. However, the secondary data and information is also used wherever and whenever deemed necessary. To fulfill the objectives of this study following research methodology has been followed.

3.2 RESEARCH DESIGN

A research design is the specification of method and procedure for acquiring the information needed to structure or to solve the given problems. The present study examines the effectiveness of advertisement through television. This is an exploratory study and it is based on the survey research design. The data and

information collected from the survey are re-arranged, tabulated, analyzed, and interpreted according to the need of the study for the attainment of the stated objectives.

3.3 SOURCES OF DATA

In connection with the topic, mostly primary data and in supplement of primary data, secondary data sources have been used. The primary data have been collected from the general people of ward no.29 at Katmandu valley and magazines, newspaper, published and unpublished reports are used as a major source of secondary data.

3.4 DATA COLLECTING PROCEDURE

This report has incorporated both primary and the secondary data from various sources. A set of structured questionnaire was developed for collecting data from the consumers. Advertising is highly exposed through different media in different forms in the market. The questionnaire contained some objectives, which were distributed through personal contacts, in which the respondents were required to fill up.

3.4.1 Primary Data

Primary data has been collected through questionnaire distributed to the general public of ward no.29 Kathmandu Metropolitan. A sheet of individually administered questionnaire was prepared to secure responses from the general people. The questionnaire aims at gathering data for the analysis of the research

question. There are more of close-end question with both scaled and non-scaled items.

3.4.2 Secondary Data

Secondary data has been collected through various published materials, unpublished reports, academic journals, commercial survey statistics, economic survey and various internet sources.

3.5 POPULATION

The population of this study consists of audience exposed to different audiovisual advertisements of concerned or mentioned products. The respondents were identified and served a set of structured questionnaire. The respondents were from different academic backgrounds ranging from below SLC level to post-graduate level and different professionals. The respondent represents the resident of ward no. 29 of Katmandu valley. People residing in Katmandu for more than a year have been included in this study. The sampling method used is the judgment and convenience sampling.

Table 3.5: Population of metropolitan Ward No.29

Households	Average Household Size	Total Population(Approx)	Approx. Sample for the Research
1804	4.6	9,500	100

3.6 SAMPLING PROCEDURE

The sample of the respondents used in this study includes all people residing in ward no 29 Kathmandu Metropolitan City that constitutes viewer ship based on one or more television channels. Sample size of the population will be around 1% of the total population of ward no.29 Kathmandu Metropolitan.

3.7 ANALYSIS AND PRESENTATION OF DATA

The responses gathered are reviewed for any errors and are coded by completing a coding sheet. The coded responses have then been keyed in using the spreadsheets for analysis. As the study represents descriptive study rather than statistical analysis, only descriptive tool have been used to present the data in the form of numerical or analytical summaries.

3.7.1 Population, Sample Size and Composition

The survey population consists of all the people who live within Kathmandu Ward no.29 and the sample size consists of 100 people divides into male and female. The sample size is further divided according to age in five categories as represented by the prepared questionnaire. From the questionnaire distributed the result of the sample received were coded which showed the sample population consisting of 53 male which is 53% and 47 female which is 47%. Further, the total number of respondents in each group is also almost equally divided.

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

4.1 TELEVISION OWNERSHIP STATUS

It is important for the television channels to know the number of people that have TV set. The more the presence of TV sets in a locality the more audience would be aware of product advertisements. This not only affects the viewer ship level but also affect their revenue based on advertisements. Hence, knowing the status of TV sets helps channels to identify their potential viewer and formulate plan accordingly. Based on this information, advertising agencies and companies can also build upon their media plan.

Table 4.1: Respondents having TV Set

<u>Status</u>	<u>Frequency</u>	<u>In %</u>
Yes	98	98%
No	2	2%
Total	100	100.0

The survey conducted with the various people of Kathmandu shows that almost all of the people have TV set in their homes. The table above shows that 98% of the respondents have access to TV. This indicates that the majority of the

respondents watch various channels and its programs during their free time as per their convenience.

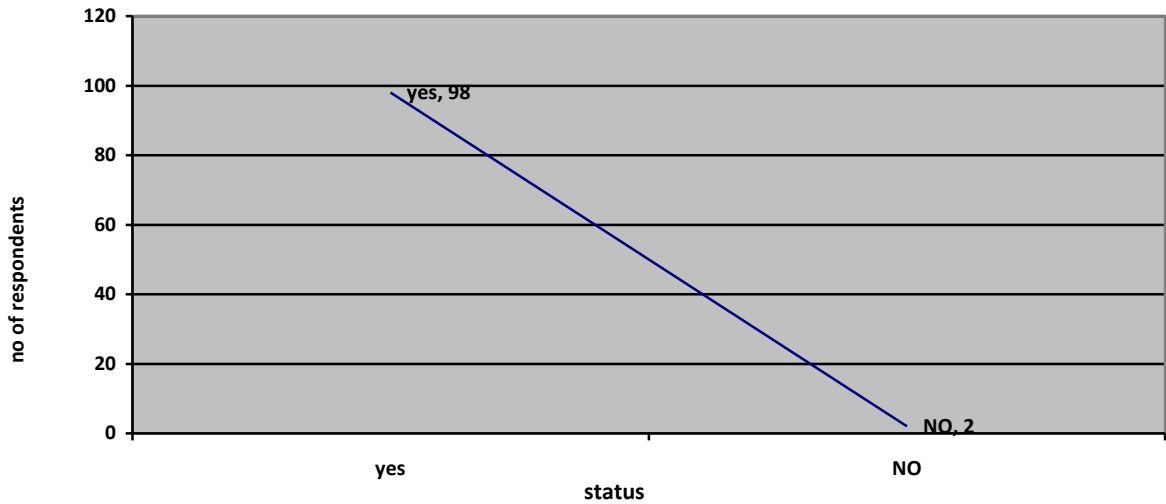


Fig.4.1. Viewer Having TV Set:

As the figure and the table above describes that the respondents having TV set is much higher than that of respondents not having TV set, it is obvious that more of the respondents have access to the TV programs and hence the organizations should focus more on TV advertisements. At this modern age, television acts as a most accepted medium of entertainment. From the younger generation to the people at their old age prefers television programs as their favorite time pass. Therefore, advertisement would be more effective to be placed between popular programs in television programs.

4.2. SATELLITE VIEWER SHIP STATUS

The technological advancement in the 21st century has breached the gap between the worlds. A television program made by the African, shot at a location in Paris broadcasted through a network in the United States is easily assessable to the people living here in Nepal. The confinement of local media is no longer the reality. Hence, day-by-day people subscribing to satellite TV through cable or any other medium is increasing in number. Due to this local TV networks are facing serious threats in terms of competition with foreign TV networks. One of the major revenue earners for a TV network is the number of advertisement it receives and shows. On the other hand, advertising agencies and organizations target those TV networks, which have the highest viewer base. With the increasing no. of satellite TV subscribers, local media might have to face serious problems in the years ahead, if sooner the local media do not adopt the qualities depicted by these satellite networks.

Table 4.2: Viewer Having Cable Connection:

Satellite Viewer ship	Frequency	In %
Yes	81	81%
No	19	19%
Total	100	100%

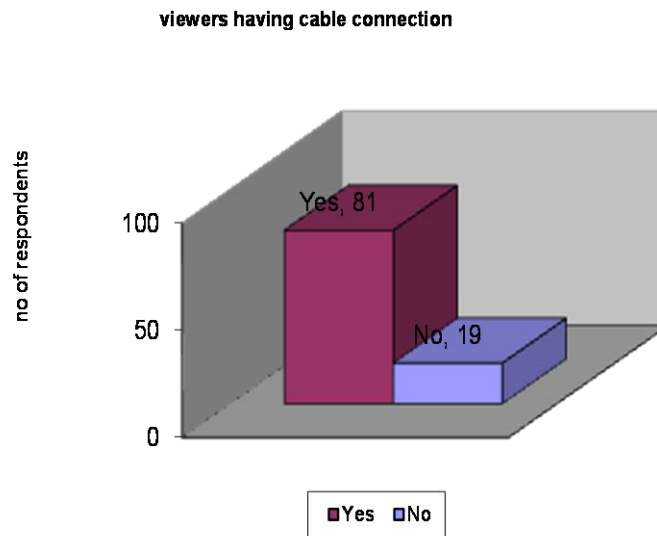


Fig.4.2: Satellite Viewer Ship Status:

The table and figure above shows that 81% of the sample has access to satellite network. It means most of the respondents would have knowledge of the product and services through satellite networks.

4.3. CABLE TELEVISION SUBSCRIPTION STATUS

One of the important factors determining the effectiveness of advertisement is the ratio of people subscribing to the local cable networks. This status of the sample will help to identify those cable providers, which has the highest subscription base. Organizations and advertising agencies can use this information to estimate the reach of cable providers and plan their media approach.

For e.g. if an event managing company is planning for a Concert in Shangrila hotel, then it will certainly search for cheap and effective form of advertising. Printing and advertisement in a local newspaper might be too costly for the firm but consequently might require high mass reach for the event to be successful. In such a condition, advertisement through cable networks might be most appropriate. These companies can advertise in that cable which has the highest viewer ship status. They could probably opt for scroll advertisement as this form of advertisement has been gaining considerable amount of popularity for the past few years due to its cost effectiveness and ability to be displayed in any of the channels preferred by the respondents according to time and channels. Although this form of advertisement is considered illegal in western countries, probably due to lack of proper laws and regulation, it is still booming in this sector everyday.

Table.4.3: Cable Subscription Status:

Cable Subscribed To	Subscription Status		Total	In %
	NO	YES		
Space Time Network	-	43	43	43%
No subscription/don't know	19	6	25	25%
Sky cable	-	15	15	15%
Himalayan Sky Network	-	7	7	7%
Subisu Cable Net	-	5	5	5%
Skyline Network	-	3	3	3%
Kantipur Cable	-	1	1	1%
Sudarshan Cable network	-	1	1	1%
Total	19	81	100	

Fig 4.3 Cable Subscription Status

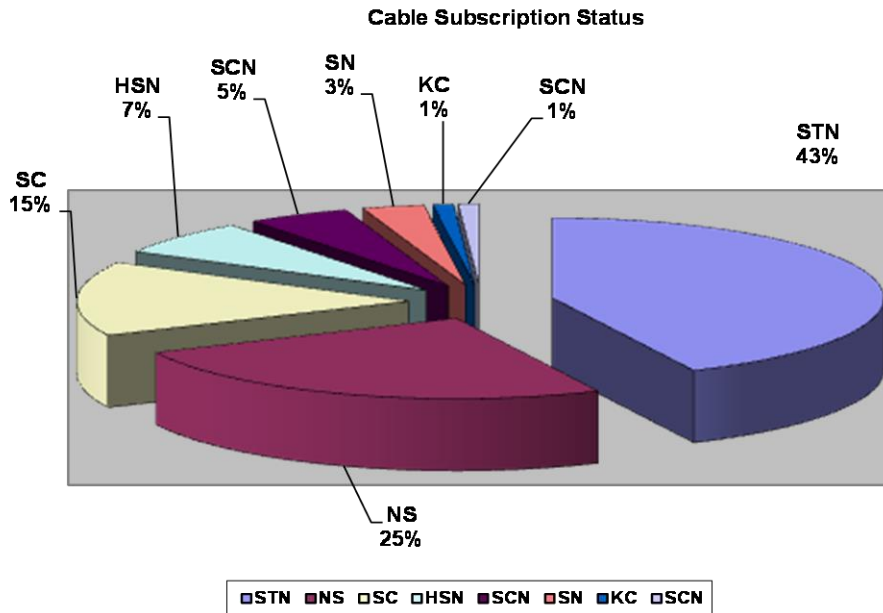


Fig 4.3 Cable Subscription Status

The above table and diagram clearly shows that out of 100 respondents, 43% are the subscriber of Space Time Network, 15% of them are the subscribers of Sky Cable. Remaining respondents have access to some other local channels, which is shown in the table above. Thus, the survey shows that most of the respondents have access to Space Time Network.

Hence, due to the highest cable subscription status, Space Time Network enjoys about 85% of the total revenue of scroll advertisement industry. This figure varies as per the estimate provided by its competitors. As per the competitors, STN only captures about 67% of the scroll advertisement industry.

4.4 PROGRAMS PREFERRED BY THE RESPONDENTS

4.4.1 Programs Categories

Every individual have their own choice and their interest differs from each other. Even in a single family, choice of each family member differs. In such condition, other person may not like the program one like to watch. Hence, the questionnaire were prepared to sort out the programs liked by the respondents and are coded in the table below.

Table 4.4.1 Program Categories Vs Watched

Programs Category	Frequency	In %
News	84	84%
Serials/drama	53	53%
Comedy shows/serials	46	46%
Movies	44	44%
Talk shows	29	29%
Music videos	27	27%
Educational shows	25	26%
Social affairs	24	24%
Current affairs	23	23%
Horror/Suspense Shows	21	21%
Documentary	19	19%
Religious Shows	19	19%
Cartoons	18	18%
Quiz Shows	15	16%
Cookery Shows	8	8%
Sports	39	39%

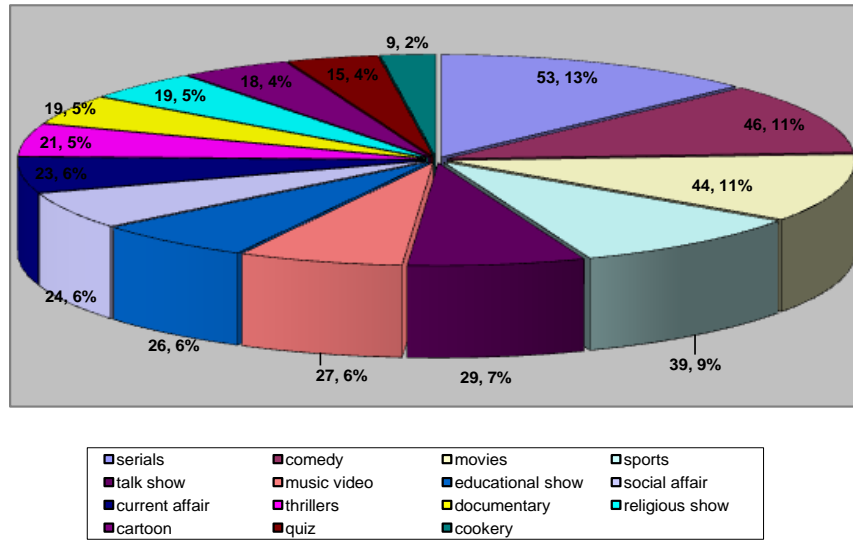


Fig: 4.4.1.Program Categories Vs Watched

The above table and the pie chart illustrates that 84% of the respondents like to watch News. That means it is most appropriate to advertise the product between news as it has the highest number of viewer ship. Most of the full time working people also prefer to watch news rather than regular drama and serials through satellite channels. Hence, news tend to be the most popular and effective medium to present the company’s product.

Similarly, 53% of the respondent also prefers watching serials/drams. These groups consist most of the homemakers as well as other part time workers and students, who like to pass their spare time in such entertaining shows. After news, one of the effective and mass coverage medium to advertise the product tends to

be serials/dramas. The survey also shows that it would be equally effective to advertise between comedy shows or serials such as Tito Satya, Meri Basai, and Jire khorsani in local Nepali channels where as scroll advertisement could be given in the satellite programs like comedy circus, laughter challenge etc as it also has a mass coverage of 46%.

As such, the above table shows that the people generally prefer watching news, serial/drama, comedy shows, movies, sports or talk shows as well as some other programs as per their interest.

4.4.2 PROGRAM CATEGORIES & PERCENTAGE SHARE AS FIRST PREFERRED

This category of the analysis helps in identifying those programs that the respondent prefers as their first choice in terms of watching various programs. This information helps advertising agencies and organization to plan their media effort based on the preference of the public. Based on their target market and product characteristic organization can base their TV advertisement.

Table.4.4.2: Percentage Share as First Preference:

<u>Program Categories</u>	<u>Frequency</u>	<u>In %</u>
News	52	52%
Serials/drama	14	14%
Comedy shows/serials	4	4%
Movies	2	2%
Talk shows	2	2%
Music videos	6	6%
Educational shows	3	3%
Social affairs	-	-
Current affairs	1	1%
Horror/Suspense Shows	3	3%
Documentary	1	1%
Religious Shows	1	1%
Cartoons	3	3%
Quiz Shows	1	1%
Cookery Shows	1	1%
Sports	8	8%

The table above shows that the most favorite program among the respondent tends to be news with 52% while 14% of them prefers serials/dramas as the favorite program, followed by sports as preferred program with 8%. It is also shown through the following diagram.

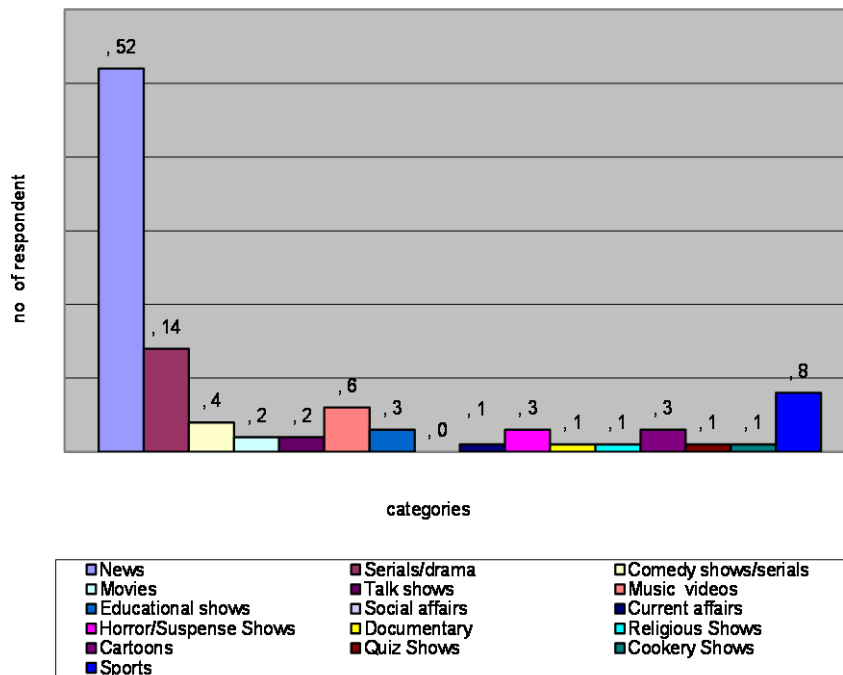


Fig: 4.4.2 Percentage Share as First Preference

Organization planning for the media selection and promotional campaign needs to identify their target market and the mediums to reach them. Hence, keeping this in mind the preference for programs has been grouped with the gender in order to facilitate media companies and organization to match their target market and products and services advertisements. As for e.g. if a beer company wants to

advertise its product in the TV then it should do so either in coordination of news broadcast or in coordination of sports presentations as these category of program seem to possess highest number of male viewer ship in contrast to other categories. Similarly, a company targeting its product and services to the homemakers should advertise either with respect to the news or with respect to some popular serials and dramas as these represents highest female viewer ship in contrast to others.

4.4.3 NEWS BROADCAST

As from above discussion it is cleared that the number of respondent giving preference for news is higher than the respondent giving preference for other programs like serials, dramas etc. The table below shows the male and female preference for news.

Table 4.4.3 Preference for News Broadcast

Preference for News Broadcast	Gender		Total
	Male	Female	
No preference or don't watch	7	10	17
First preference	31	22	53
Second preference	6	4	10
Third preference	5	3	8
Fourth preference	3	3	6
Fifth preference	1	5	6
Total	53	47	100

From above table, it is clear that among 53 male and 47 female respondent, 31 males and 22 females prefers watching news. This data can be further illustrated in the following diagram.

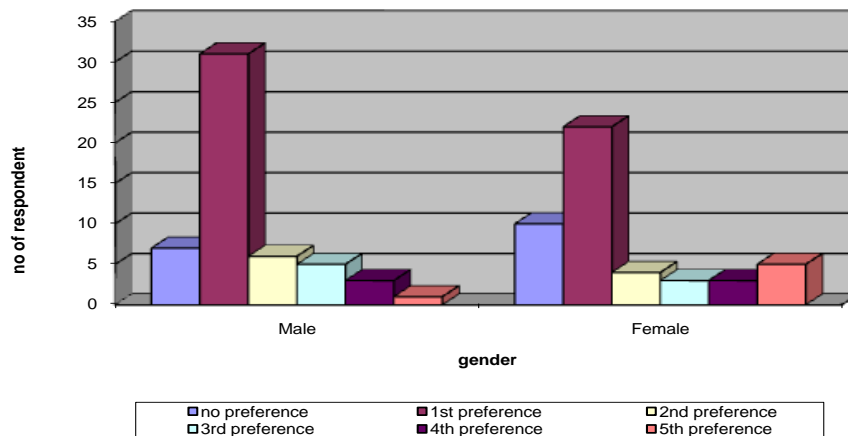


Fig. 4.4.3 Preference for News Broadcasts

From the above figure, it is clear that both the male and the female respondents prefer watching news rather than other programs. This survey shows that viewer ship is higher while the news is broadcasted and hence organizations should air their advertisement between news for greater coverage.

4.4.4 SERIALS/DRAMAS

Serial/dramas are program that have larger number of viewer ship after news, as the female respondents are very much attached with it.

From the college student, working women to the homemakers, everybody is very much attached with some popular serials/dramas broadcasted through satellite network as well as local cable networks. Some of the popular serials broadcasted through satellite channels are Balika Badhu, Utran, MTV roadies, etc. If the advertisers focus on giving their advertisement through such programs or cable channels providing such channels, it would create mass coverage.

Table: 4.4.4 Preference for Serial/Dramas

Preference for Serials/dramas	Gender		Total
	Male	Female	
No preference or don't watch	32	14	46
First preference	3	11	14
Second preference	5	8	13
Third preference	8	5	13
Fourth preference	3	3	6
Fifth preference	2	6	8
Total	53	47	100

The given table can also be presented in the diagram as follows

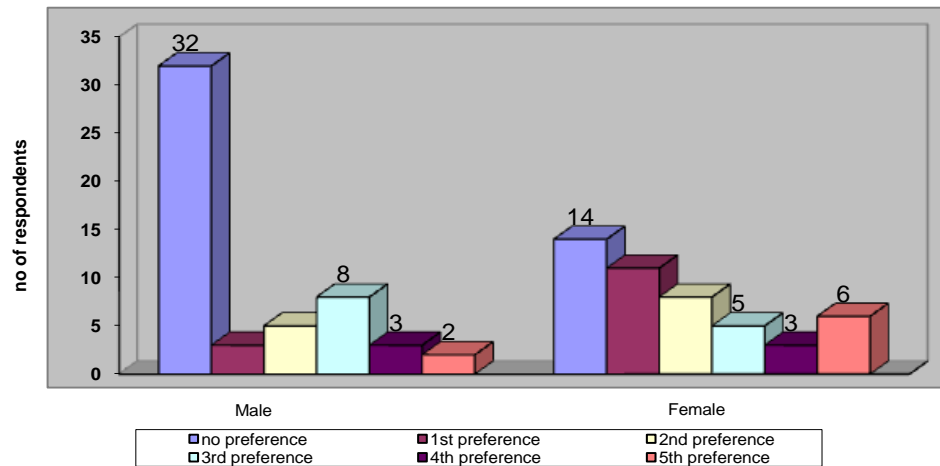


Fig 4.4.4 Preference for Serials/Dramas

Serials and dramas has become an integral part of any television network. It is estimated that entertainment channels telecast about 32% of their total time in serials and dramas. Further, these serials and dramas has been able to capture a large number of female population mostly homemakers with increasing number of professional women. Among the total sample, 23.57% of the females prefer serials and dramas as their first preferred programs while 17.14% prefers serials and dramas as their second preferred program. This shows that around 40% of the female respondent genuinely watches programs relating to serials and dramas.

4.4.5 PREFERENCE FOR SPORTS PROGRAM

Sports program is generally focused for the male group and hence it will certainly have more viewers than the female viewers. If the company is launching the male oriented products like shaving cream, after-shave etc. they can give advertisement during these sports programs. Similarly, for more expensive products like bikes, bicycles etc and health oriented products like horlicks, viva and so on; they can opt for these programs for the advertisements. The table below shows more precisely about the preference for sports programs.

Table 4.4.5 Preference for Sports Program:

Preference for Sports	Gender		Total
	Male	Female	
No preference or don't watch	25	36	61
First preference	7	1	8
Second preference	10	2	12
Third preference	5	1	6
Fourth preference	3	4	7
Fifth preference	3	3	6
Total	53	47	100

This data is also presented in the diagram below.

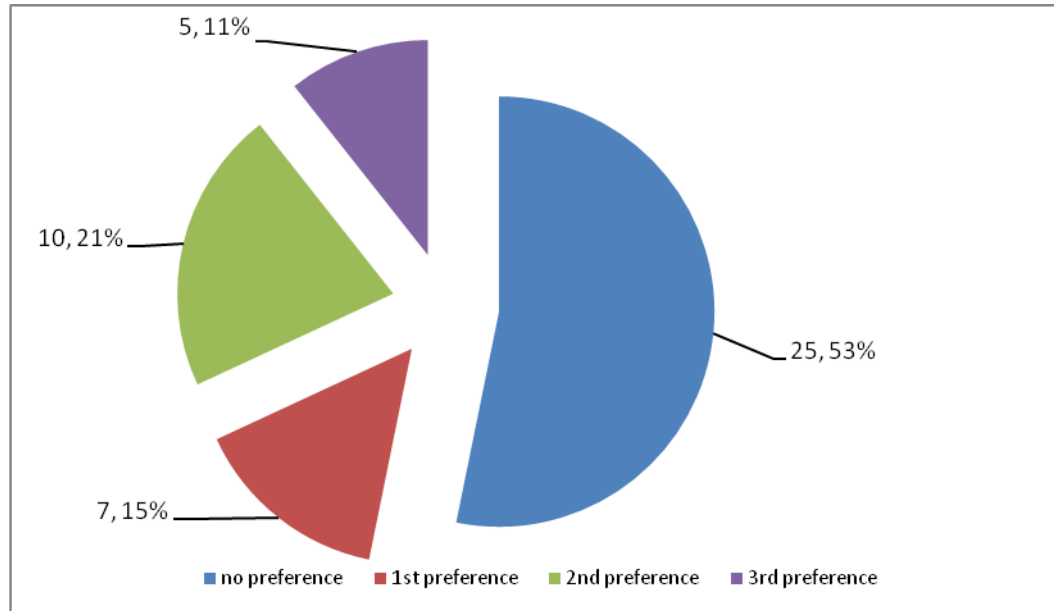


Fig 4.4.5 Preference for Sports Program

The above figure shows that the majority of female does not prefer watching sports related channels or programs and only handful of female enjoys sports related programs. Hence if the advertisers have to place the women oriented products then sports program would not be the appropriate program, rather they should see other alternatives. Similarly, advertisement for men oriented products should be placed in between sports program for effective results.

4.5 NUMBER OF HOURS TELEVISION WATCHED

4.5.1. During Weekends

Table 4.5.1 Hours TV Watched During Weekends

Hours	Frequency	In%
1 hour or less	18	18%
2 to 5 hours	50	50%
5 hours and above	11	11%
Can't say	21	21%
Total	100	100%

During the weekends, 50% of the total respondents watch television for 2 to 5 hours. Whereas 21% of the total sample cannot pinpoint the time they spent watching television in the weekends.

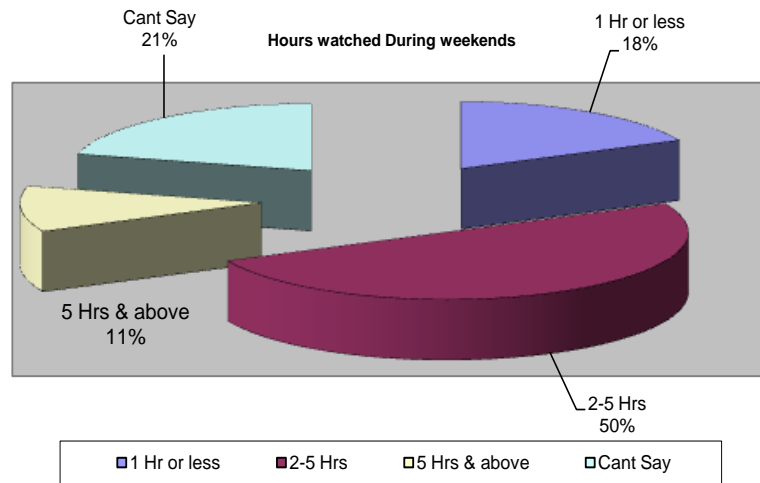


Figure 4.5.1: Hours TV Watched During Weekends

4.5.2: DURING WEEKDAYS

Table 4.5.2: Hours Watched during Weekdays

<u>Hours</u>	<u>Frequency</u>	<u>In%</u>
1 hour or less	26	26%
2 to 5 hours	47	47%
5 hours and above	6	6%
Can't say	21	21%
Total	100	100.0

Similarly, 47% of the total sample prefers watching television for 2 to 5 hours during weekdays and 21% of the samples cannot say what amount of time they spent watching televisions in the weekdays.

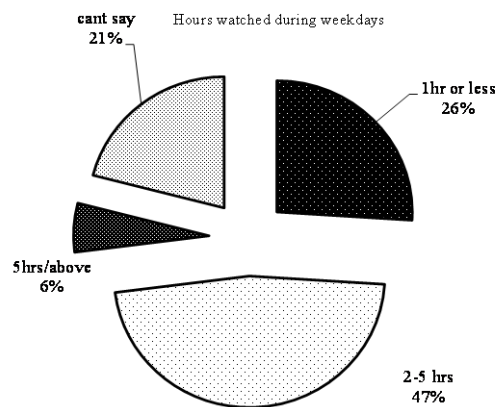


Figure 4.5.2: Hours Watched During Weekdays

4.5.3 HOURS WATCHED DURING WEEKENDS WITH RESPECT TO GENDER

The table below shows that around 27% of the total male respondents spend 2 to 5 hours watching television in the weekends whereas 22% of the females watch TV for 2 to 5 hours in the weekends. This shows that male population watches more television than that the female population in the weekends may be because male population are more busy in weekdays with office and business work.

Table 4.5.3: Hours Watched During Weekends with respect to Gender

Hours	Gender		Total
	Male	Female	
1 hour or less	11	7	18
2 to 5 hours	27	22	49
5 hours and above	6	5	11
Can't Say	9	13	22
Total	53	47	100

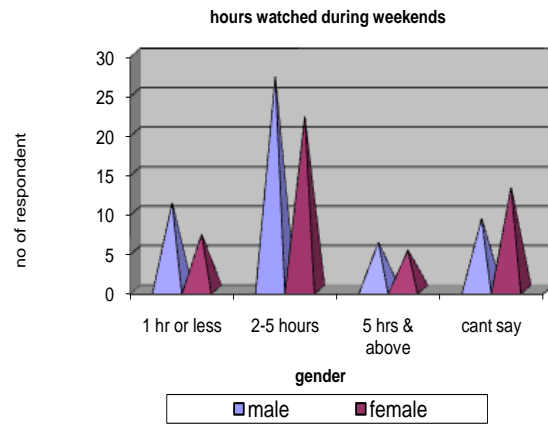


Figure 4.5.3: Hours Watched During Weekends with respect to Gender

4.5.4 HOURS WATCHED DURING WEEKDAYS WITH RESPECT TO GENDER

Table 4.5.4: Hours Watched During Weekdays with respect to Gender

Hours	Gender		Total
	Male	Female	
1 hour or less	12	14	26
2 to 5 hours	27	20	47
5 hours and above	3	2	5
Can't Say	11	11	22
Total	53	47	100

Gender wise the results seems to be more or less similar as again both male and female watch 2 to 5 hours of television during weekdays also. However, we can see a significant change in the female side i.e. the females watching television for about 1 hour has increased from 7 to 14, double in number, indicating females watching one or two serials in a day. This shows that females are watching less television in the weekdays as compared to weekends. In addition, the number of females watching 2 to 5 hours of television in weekdays is also less that that of the weekends.

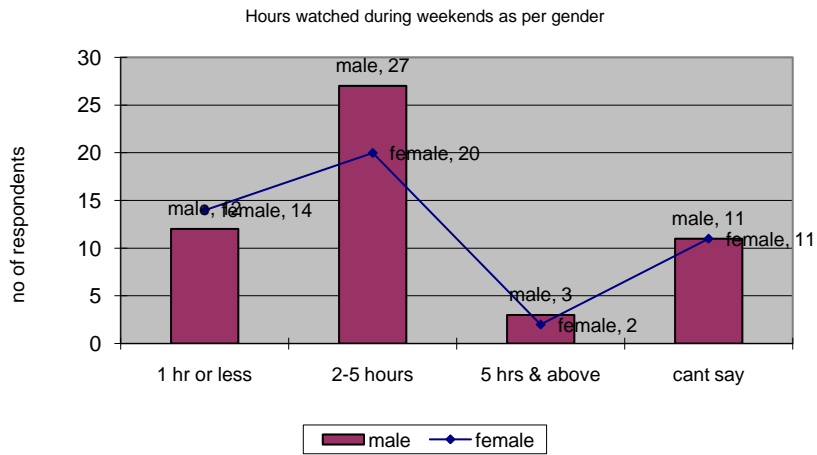


Figure 4.5.4: Hours Watched During Weekdays with respect to Gender

4.6 REASON PEOPLE WATCH TELEVISION

Table 4.6 Reason People Watch Television

<u>Reasons</u>	<u>Frequency</u>	<u>In%</u>
For Entertainment	67	67.0
For Knowledge	56	56.0
To Relax	18	18.0
Others	2	2.0

A maximum of 67.0% of the total sample watch television for entertainment purpose while 56% watch for acquiring knowledge. Almost 18% watch television for relaxing while 2% watch for other reasons like when they have free time or when there are guests visiting at home, etc.

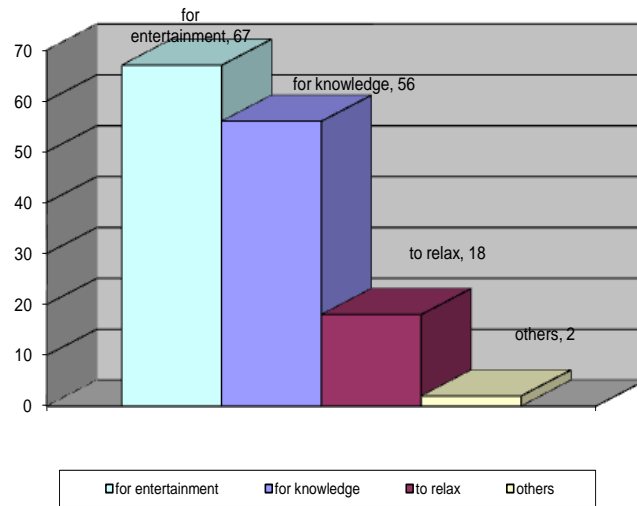


Figure 4.6 Reason People Watch Television

4.7 NEPALI CHANNELS AND PERCENTAGE WATCHED

Table 4.7 Nepali Channels & Percentage Watched

<u>Channel Name</u>	<u>Frequency</u>	<u>In%</u>
Nepal Television	89	89.00
Kantipur Television	74	74.00
Image Metro	48	48.00
Channel Nepal	44	44.00
Nepal 1	29	29.00
Sagarmatha	26	26.00
Ad Avenues	24	24.00
NTV 2 Metro	8	2.00

Most Nepali viewers like to watch Nepal Television. The result shows that 89% of the total sample says that they watch Nepal television most frequently than any other channel. Second is the Kantipur channel, which is slowly gaining its popularity among its viewers. It has scored a percentage of 74% while Image Metro is third in the run by 48 %. Another channel i.e. Channel Nepal also seems to possess considerable amount of viewers around 44%. Whereas Nepal 1 seems to have low viewer ship i.e. only 29% mainly due to its lack of reach and being broadcasted through India. Newly emerging channels like Sagarmatha and Ad

Avenues are slowly taking the shares of other channels and are expected to increase their viewership rates.

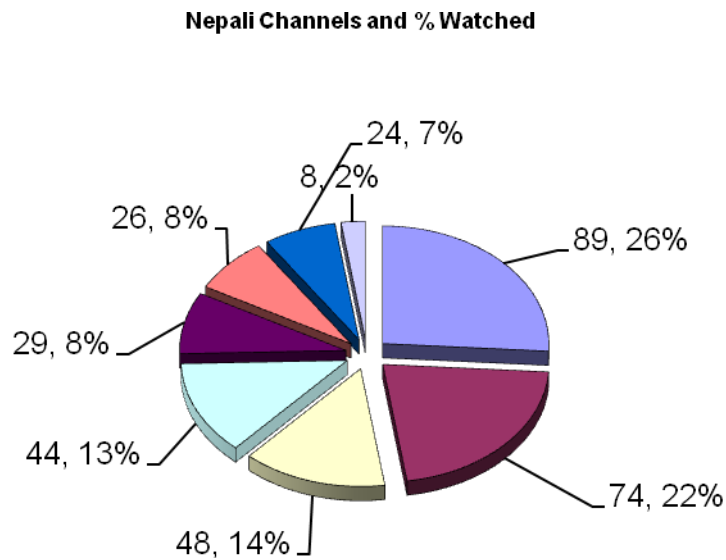


Figure 4.7 Nepali Channels & Percentage Watched

4.8 LANGUAGE PREFERRED FOR FAVORITES PROGRAM

Table 4.8 Language Preferred

<u>Languages</u>	<u>Frequency</u>	<u>In%</u>
Nepali	67	67.0
English	30	30.0
Any other languages	3	3.0

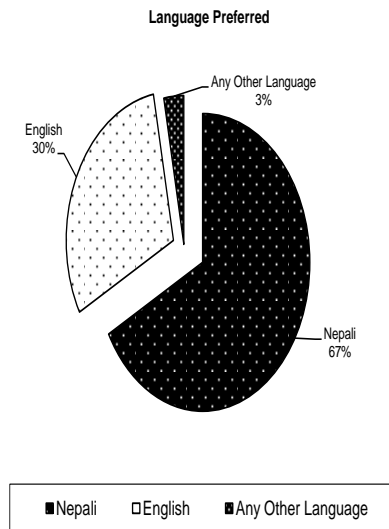


Figure 4.8 Language Preferred

Majority of the sample, 67% would prefer watching their favorite programs in Nepali language while 30% would like to watch in English. Other language covers mostly Newari language, which has a score of 3%.

4.9 OPINION REGARDING NEPALI CHANNELS BROADCASTING FOREIGN CONTENTS

Table 4.9 Nepali Channels Broadcasting Foreign Content:

<u>Status</u>	<u>Frequency</u>	<u>In%</u>
Should Broadcast	45	45%
Shouldn't Broadcast	16	16%
Okay	33	33%
Don't Know	7	7%

Around 45% of the total sample would like to watch other foreign contents, foreign program, which are not of Nepali culture in the television and say that Nepali channels should broadcast such programs, which can provide them a broader spectrum of worldwide scenario. It shows that it would benefit the advertisers to advertise in such programs as it contains large number of viewer ship. It is also presented in the diagram below.

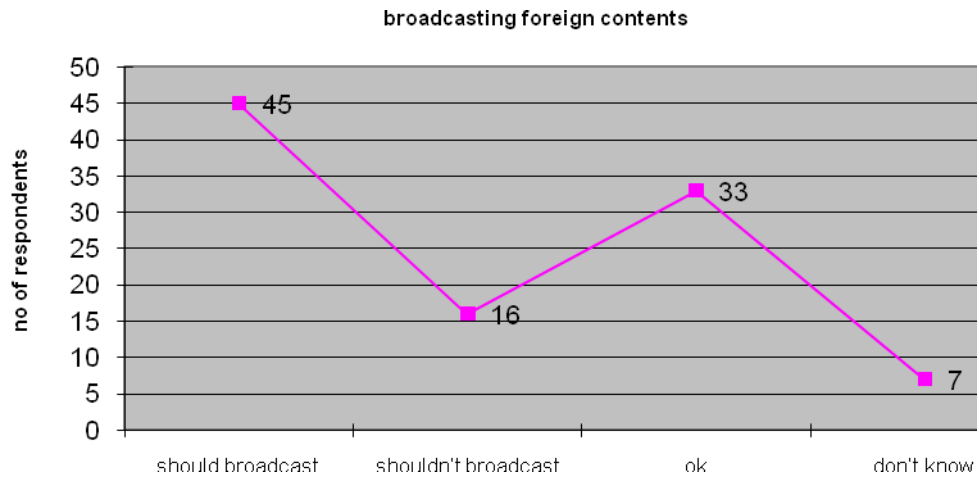


Fig 4.9 Nepali Channels Broadcasting Foreign Content

4.10 TIME OF THE DAY PEOPLE PREFERS WATCHING TV

People generally watch TV on certain fixed time i.e. some people watch on day time and some prefers watching at night according to their convenience. Mostly housewives prefers watching during mid day after completing their daily chores or household stuffs whereas most of the male respondents likes to watch TV a evening time after returning from Office. Tabular and graphical presentation is presented below.

Table 4.10 Time of the day people watching TV the most

Status	Gender				G. Total in %
	Male		female		
	Total	In %	Total	In %	
7am -10am	10	18.87	2	4.26	12
10am- 4pm	8	15.09	25	53.19	33
4pm- 7pm	5	9.44	9	19.15	14
7pm onwards	30	56.56	11	23.40	41
Total	53	100	47	100	100

The table above clearly shows that majority of the respondent prefers watching TV in the evening i.e. 7 pm onwards. Out of total respondents 41% said that they watch TV at evening because it is the most favorable time after their daily household stuffs and to relax on their free time. Out of total male respondents, 56.56% watches after 7pm. This shows that if the advertiser have to add the mail products, then hey have to telecast it on evening time. These are the respondents who go to the office at the day time and are free during evening. But among total male respondents there are also some who prefers watching during day time. These are the people who owes shops and other occupation rather than going to office. Usually the people who go tot office tend to be trendier and are standard as per their job position. So the advertiser should focus on these criteria and place the ad accordingly.

Again in case of female respondents majority of the respondents prefers watching TV in the day time when they are free from their daily stuffs. As they have more of the works to be done in the morning and evening time like cooking and sending their child to the schools etc. the only spare time they have is the day time. So, female oriented products should be advertised mostly during day time. Other than housewives, a female respondent who goes to office prefers watching TV in the evening. The graphical presentation is given below.

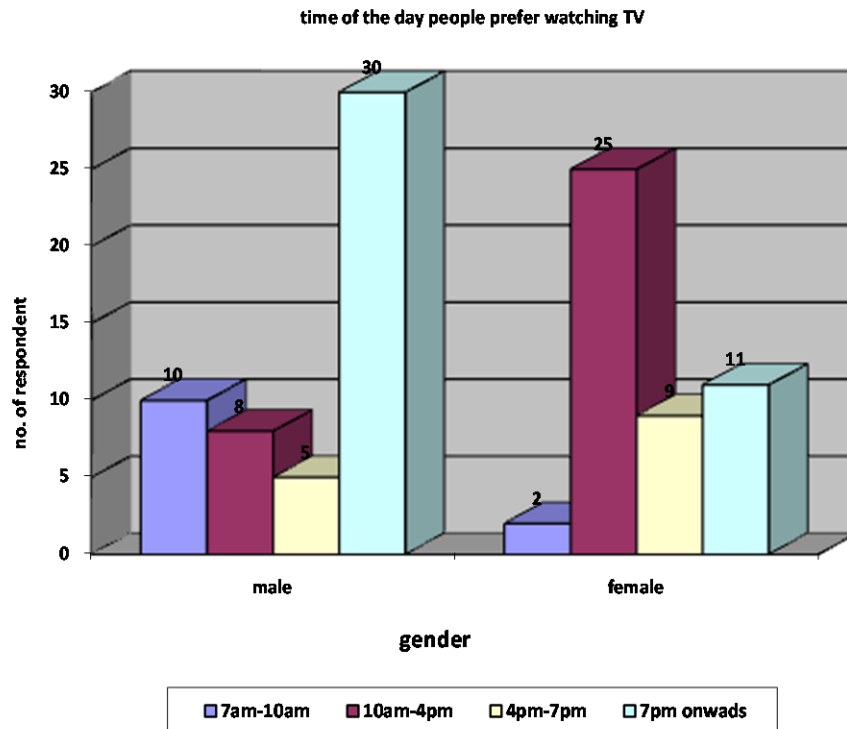


Fig: 4.10 Time of the day people watching TV the most

4.11 ADVERTISEMENTS AS AN AGENT TO UPGRADE INFORMATION

Table 4.11: Advertisement as an agent to upgrade information

Status	Gender				Total
	Male		female		
	Total	In %	Total	In %	
Yes	33	62.26	30	63.83	63
No	8	15.10	6	12.77	14
May be	12	22.64	11	23.40	23
total	53	100	47	100	100

It is also presented in the diagram below.

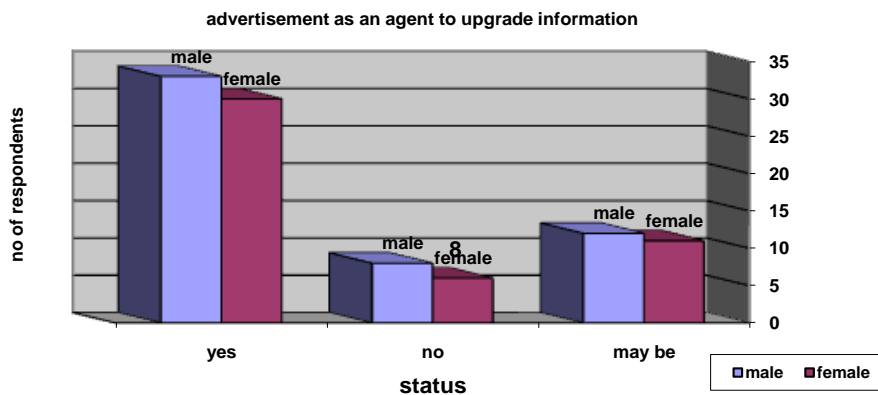


Fig 4.11: Advertisement as an agent to upgrade information

The chart and the diagram above show that most of the respondents think that the advertisement broadcasted mainly on TV helps to upgrade the information about the upcoming products in the market. Consumers would have no idea of the

product if the products are advertised through media. However, if the products are advertised through other media rather than TV, still people would have little knowledge. Since TV media have the broader coverage, advertisement placed in TV would be more informative.

Out of total respondents 62.26% of male population thinks that advertisement in TV helps people gain knowledge about the upcoming products in the market. on the other hand almost equal % of female respondents i.e. 63.83 % of female respondent thinks that TV advertisement is the only medium to know about the upcoming brand and its uses in the daily life. 15 % of male respondents and 12.77% of female respondents thinks that there are other medium to upgrade the information about the products rather than TV advertisements. Still, most of them prefer TV advertisement rather than other medium.

4.12 TYPE OF ADVERTISEMENT MOST PREFERRED

Table4.12 Type of advertisement most preferred

Status	Gender				Total
	Male		Female		
	Total	In %	Total	In %	
Comedy	8	9.43	29	61.71	34
Adventurous	18	33.96	7	14.89	25
Hot/ sensual	24	45.29	3	6.38	27
Any but informative	6	11.32	8	17.02	14
total	53	100	47	100	100

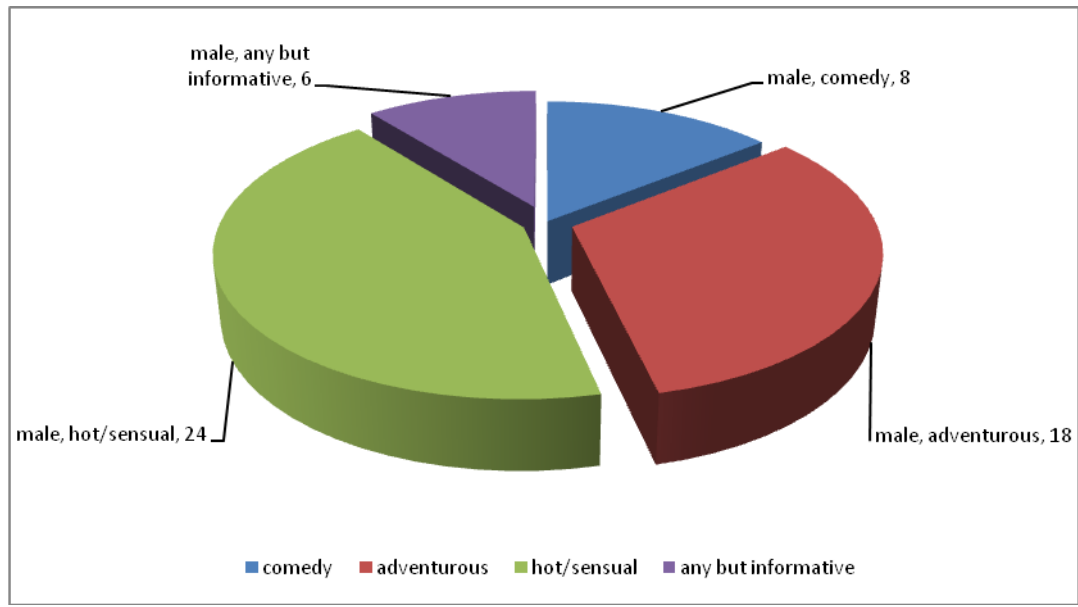


Fig: 4.12: Type of advertisement most preferred

Advertisement is also viewed if it is interesting and is liked by the consumers. If the advertiser wants the customer to view its advertisement and accept its products then they have to make advertisement according to consumers' choice. From the survey among 100 people, 34 respondents said that comedy ads are attractive and they prefer watching comedy ads, among them, 5 were male and 29 were female. This shows that more of female respondents like watching comedy ads so, if the products are of female category then it are better if the ad line is of comedy. Similarly, 45.29% of the male respondents feel that if the ad is hot and sensual more people watch it and the message could be delivered widely. Other 18 respondents out of 53 male respondents feel that adventurous ads are more preferred whereas 7 female respondents out of 47 respondents feels that adventurous ad can deliver message more appropriately.

4.13 MAJOR FINDINGS

- Most of the people i.e. 98% have their own TV set in their home and access to cable network.
- Among the total sample, about 81% have access to cable television justifying the popularity of the cable network in the country.
- There are 54% of people who live in nuclear family and 42% in joint family.
- The education background of the sample seems impressive with 32% of respondent being at least bachelor level pass considering the overall education level of the country.
- Most of the people, i.e. 56% are working as full time irrespective of their age group.
- Almost 29% of the sample reflects an income level of 5,000 to 14,900 representing a significant spending power along with access to television.
- Overwhelming population is Hindu and it is true, Nepal being the only Hindu state.
- Most people are interested in watching News and then come serials. In the serial liking, women viewers are more in percentage then men.

- As per the research, the most favorite program are respectively news (84%), Serial/ Dramas including comedy serials (53%), Comedy Shows (46%), movies (44%), sports (39%) and Talk Shows (29%).
- The most preferred program by both genders is news.
- Serial and dramas are preferred by females while majority of male do not prefer watching them.
- In context of foreign channel, star plus and Sony has captured the market and then come other news and sports channel.
- In context of Nepali channel, Nepal Television is the biggest player with 89% of viewer ship and then comes Kantipur (74%) and Image Metro (48%).
- In Nepalese program, the most watched program among all is Nepal Television News.
- Program-wise also, NTV has highest rating but other channel are gradually capturing the market and gaining the market share of NTV.

CHAPTER-IV

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 SUMMARY

For many years in Nepal the political absurdity played the great role on the Nepalese economy which directly affects the media is now going to be restrained. So it is the golden opportunity for the development of any media of Nepal to make it recognizable in the whole world. Also there are the certain helps to be given by the government like as making ease on providing television channels and making strict rules and laws and timely observing the media house as the guardian of media house.

Another risk is still there in the future of the Nepali television history as in the past the Shangri-La television was closed the other new channel may also close, hence the primary research should be done by every media house which should be observed by the government. Hence it is the responsibility of government to control the flood of television as of the radio from the early stage. There is also the need of understanding among the TV companies to not snatch away each other's existing human resource, especially the technical staff for running the companies fluently. Government should force all the cable operators to provide to their customers all the channels broadcast from Nepal. The government should tie all the media houses by the constitution of Nepal, so the media would realize its responsibilities for the Nation contribution.

After the establishment of Democracy in the country, the real growth in terms of industry and business has been seen. This growth not only helped in the overall nation development but also uplifted the living standard of the people. More and more brands came into existence in terms of products and services and consumers became literate in terms of consumers right to choose. No longer were the traditional methods of sell what you produce was applicable. Organization and business now needed to find different ways of both attracting and convincing the buyer to buy their companies product and services. In this process of identifying ways to increase their market share, promotion started to become the most evident tool. With this aspect, residing in the horizon many media as well as advertisement agencies started popping up in the market. This pop-up in the promotion industry exerted more pressure to companies and organizations. With this in context, the promotion through print media rose to its maximum. More and more organization opted for advertisement in the print media. With only one Nepali channel in the country that is also too expensive, the organization and business had no option but to rely on print media.

However, this was to hold for too long finally Channel Nepal commercially started its operation as one of the first private sector channel to be broadcasted to Nepal and abroad. This trend then followed with various other private owned channels operating in the country. As more and more channels were establishing in the country the promotion in the visual media considerably started to become competitive. With the Maoist insurgency (Which started after a few years of democracy) in one side business were reluctant to advertise in the visual media but on the other side with increasing pressure form dipping sales and growth, organization had no option than to rely on promotion to sell their products and services. Nevertheless, the question was how to relay the promotion message effectively to prospective customers, and the answers were through Television.

As soon as the business started to realize this, more and more organization started to invest considerably in the Visual Advertisement industry. With a few option to choose from and variety of message to convey business and agencies (Advertisement) started evaluating their priorities and bombarded the visual media with various promotional message for the consumers to see and listen to.

To conclude we can say that future of television in Nepal is good and it is running in right track. It can play a big role in nation development and communication field. It is also expected from the television industry to expand its reach in the years to come such that mass reach through television actually becomes possible. Also in the years ahead as soon as organization are able to go abroad for advertisement, there is a high chance that a major chunk of advertisement revenue will go abroad, hence to counter this television channels should start focusing on their weakness and build upon their strength as soon as possible. Anyway, much is expected from both the television and business including advertising agencies in the years to come.

5.2 CONCLUSION

The survey conducted was to identify the Television viewing habits of the Nepalese consumers and identify portrayal traits in terms of their viewing habits such that organization and advertisement agencies could effectively and efficiently plan their media approach for the promotion of their products and services in the television. As the effectiveness of TV advertisement heavily depends upon the viewer ship, organizations and agencies need to be careful while showing advertisement. For example if an advertisement for Beer is only broadcasted early in the morning when people are in a mood for holy things than it is sure that people might not prefer the beer to much. This may be due to the advertisement being broadcasted against the culture (Drinking alcohol in many homes is almost a sin in our country, that too advertise it in early morning is sure to call for its end) or may be because of the low level of target viewers in the morning hours. Hence identifying preferred time slots for the target audience is of utmost importance to the organization and advertising agencies. Now to understand and identify the preferred time slot of promoting the products and services, it is unarguably achieved through the television viewing habits of consumers which bears a direct relationship with when and how to promote products and services through audio visual media i.e. through television channels. With this view the research conducted revealed that;

5.3 RECOMMENDATIONS

5.3.1 RECOMMENDATIONS TO CHANNEL BROADCASTERS

Since news is the most popular among the masses, the frequency of news broadcasting should be increased to capture the market. It can be a good strategy to open a news channel itself, like Avenues Channel and its growing popularity in news. With this the channel broadcasters:-

- Can increase their revenue from advertisement considerably.
- Live broadcasting should be telecasted as often as possible; this not only depicts the strength of the channel but also helps in increasing the market share of the channel. This can be a strategic competitive advantage to the channel.
- Channels (TV Channels) should focus on identifying target group before designing any programs and shows to be broadcasted. Further, a division should be established in these TV channel companies which would look after the advertisement linked with the target market based on the programs formulated.
- In addition, channels should place more focus on when, how and where should the programs be broadcasted rather than broadcasting them merely on their convenient. It seems these channels considerably lack knowledge regarding which programs people like to watch and at what time.

- Most of advertising expert who introduce the marketing model believe that a single campaign cannot move a product through all four stages at a single time. That's why advertising campaign requires time and careful planning. The advertiser must be aware of stages that his product has generally reached and in which stage they were weak.
- It was also found that respondent believe in advertising but some respondents don't believe in advertising and not variation between the respondents who believe and who don't believe in advertising. The size of the promise is the soul of the advertisements. Bigger the promise, the keener his interest and his desire. Advertising can do an effective selling job unless what it says is believed.
- Most of advertisers used sales promotion, celebrity endorsement and consumer testimonials to motive them to purchase their product. But we found that celebrity endorsement and consumer offer doesn't motive them to purchase the product. However, consumer testimonials slightly motive them to buy the product.
- Advertising is not only the promotional tool. It was found in international market that in low involvement product advertising as well as sales promotional can be used as the effective promotional tool. So, blend of advertising and sales promotion can be used in noodles market to promote product.
- Brand recall, Ad recall, Ad Liking, Ad seen and ad heard are different factors. So copywriters should always try to get these objectives clearly.

- More variety of programs should be launched and innovation and originality should be the key success factor.
- Detail program list should be available so viewer can plan the time and watch the program intended.
- More awareness of program should be generated through promotion strategy.
- Should have a well-equipped and strong R&D unit for continuous research and monitoring of viewer's preference and choices.
- Should target global market, especially the Nepalese living abroad.

5.3.2 RECOMMENDATIONS TO ADVERTISING AGENCIES AND ORGANIZATIONS

- Still the best time to capture more audience is un-doubted the News broadcast time, hence if the target market for a products and services falls under age group of 30 and above then, advertising between news broadcast times seems to yield more effect.
- In addition, organizations and advertising agencies should use the live telecast program as one of their time slots for promoting their products and services depending upon the shows being broadcasted and their target audience.

- Organization and advertising agencies should target programs like Disha Niradesh, Kantipur News, Kantipur Countdown, Jire Khursani, Tito Satya and the like which seems to be gaining more and more audience day by day.
- Through the research, it has been found that foreign channels being broadcasted through cable network has been gaining mass viewer ship in comparison to National channels. Hence, organizations and advertising agencies should tie up with media abroad if they are to achieve highest level of effectiveness from their advertisement campaign through television.
- For organizations and advertising agencies seeking to promote grocery items, toiletries items and other such items generally purchased by housewives or female of the family, the best time slots for these kinds of advertisement is between the serials. Also since Hindi serials are gaining more and more popularity amongst the female crowd, it might be a good idea to go with the international advertisement campaign.
- The research has also identified that till date Nepal television and Kantipur Television captures the majority of market in comparison to other Nepalese channels. Hence, for mass reach promoting products and services through these channels seems a better option. However other private channels are also appearing to be a better prospect for advertisement.

BIBLIOGRAPHY

- Badgett Tom, Palmer, Michael & Janker, Niels, *Foremost Historical Developments*, Thomas Learning, U.K, 1998.
- Belch, George E. & Belch, Michael A., *Advertising and Promotion*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2002
- Coen, Robert J, *Insider's Report: Robert Coen Presentation on Advertising Expenditure*, Universal McCann Mc Cann Erickson Worldwide, New York, December 1999.
- Converse, Jean M., & Krippendorff, Klaus, *Recording Broadcasting and preserving*, Sage publications, 1992.
- Cooper, Robert R., *Advertisement and Creativity*, Irwin McGraw-Hill, Boston, 2002.
- Bhatia, Tej K. 2000. *Advertising in Rural India: Language, Marketing Communication, and Consumerism*. Institute for the Study of Languages and Cultures of Asia and Africa. Tokyo University of Foreign Studies. Tokyo Press: Japan. [ISBN 4-87297-782-3](#)
- Cook, Guy (2001 2nd edition) *"The Discourse of Advertising"*, London: Routledge, [ISBN 0-415-23455-7](#)
- Alexander, Ralph S., *Marketing Definitions*, American Marketing Association, Chicago, 1956
- Groth, David & Mcbee, Jim, *Cabling: The Complete Guide to Networking Wiring*, SUBEX, 2000.
- His Majesty's Government, National Planning Commission Secretariat, Central Bureau of Statistics, *Statistical Pocket Book*, Nepal, 2004.
- Kumar, Binaya, *Role of advertising in brand loyalty*, Masters Degree Thesis submitted to MBS for faculty of management, T.U., Kirtipur, Kathmandu, 2001.

- Meurs, Lex Van, “Zapp! A study on switching Behaviour of Advertising”, Journal of Advertising Research January/February, United States, 1998.
- Ray, Micheal L., Advertising and communication Management, Prentice Hall, Englewood Cliffs New Jersey, 1982.
- Rosen, Michael G., Promotion Management, Irwin McGraw-Hill Publishing Company Limited, New York, 2002.
- Sherlekar, S.A., Moder Marketing, Himalayan publishing house, Delhi India, 1996.
- Shrestha, Shyam K., Marketing strategy and Management, Asmita Books Publishers & Distributors, Kathmandu, 2005.

WEBSITES

- <http://www.fcc.gov/>
- <http://www.essayland.com/>
- <http://www.tvhistory.tv/>
- www.verisign.com
- www.wavemag.com.np
- www.tns.mi.com/news/01082007
- www.Tutor2u.net
- www.alladvertisingagencies.com
- www.docstoc.com
- www.Advertising.about.com

THESIS

Aryal, B.R. (2004): Consumer's Impact through Electronic Media Advertising: A Case of Nepal., Thesis for PhD, submitted to Faculty of Commerce, Nagpur University.

Newpane, Ram Prasad (1996): Television Advertising and Its Effect on consumer Behavior”, English Dissertation, submitted to the faculty of management, T.U.

Pandey, Jyoti (2002): A Comparative Study on Television Advertisement with special reference to NTV, A Thesis Submitted to Shanker Dev Campus, Faculty of Management.

Pandey, Prakash Raj (1980): A Study of Advertising in Nepal, A Case Study: An unpublished Master’s Degree Thesis, Tribhuvan University.

Thapa, Nabaraj (2003): Role of Television Advertising and its Impact on Consumer Behavior, a Thesis submitted to Central Department of Management, Faculty of Management T.U.

UNPUBLISHED MASTER DEGREE THESIS

- Gaurav Maskey, T.U, 2006 “ *Effectiveness of Audio Visual Advertisement*”
- Sunita Tuladhar, T.U, 2005 “*Relevance of Television in Advertising Effectiveness.*”
- Santosh Puri, P.U, 2006, “*Effectiveness of Advertisement through Television*”
- Banchana Ghimire, P.U 2004, “ *Market Segmentation in Media Planning*”

APPENDIX

QUESTIONNAIRE CONCERNING T.V VIEWING HABITS

Dear Respondent,

I am collecting data related with television viewing habits and channel preference amongst the general public for the project work in partial fulfillment of the requirements for the degree of MBS. It would be of great value for me, should you help in this project work by filling up the following questionnaire.

1. Do you have a T.V. set at home?

- Yes
- No

2. Do you have a subscription to any cable network?

- Yes
- No

3. If yes, Please specify:

4. Please rank the following program category as per your preference (in decreasing order of preferences, 1 for the most preferred, 2 for the second most preferred and so on, assigning 5 for the least preferred)

- News
- Serials/dramas
- Comedy shows
- Movies
- Talk shows
- Music video
- Educational shows
- Social affairs
- Current affairs
- Horror/thriller
- Documentary
- Religious shows
- Cartoons
- Quiz shows
- Cookery shows
- Sports

5. How many hours per day do you spend watching T.V. on weekends?

- 1 hour or lesser
- 2 to 5 hours
- More than 5 hours
- Can't say

6. The reason for watching television for you is to...

- Relax
- Get entertainment
- Gain knowledge
- Other (please specify)

7. Nepali channels being available to you amongst the following.

- Nepal T.V
- Kantipur T.V
- Channel Nepal
- Ad avenues
- Image metro
- NTV metro
- Nepal 1
- Sagarmatha

8. List out 5 most preferred Nepali Channels

- Channel 1:
- Channel 2:
- Channel 3:
- Channel 4:
- Channel 5:

9. In which language do you prefer to watch your program?

- Nepali
- English
- Newari
- Any other, please specify.....

10. Should Nepali channels broadcast foreign programs like Hindi/ English movies, serials, and so on?

- Should broadcast
- Should not broadcast
- Don't know

11. Which/ what time of the day do you watch TV?

- 7am -10am
- 12pm-02pm
- 02pm-06pm
- 08pm-10pm

12. Does the advertisement broadcasted on the television helps to upgrade the information about the upcoming brands/products?

- Yes
- No
- May be

13. What kind of ad do you basically prefer?

- Comedy
- Adventurous
- Hot/sensual
- Any but informative

14. Please provide us the following information (Respondents' demographic profile)

a) Age group

- Under 18
- 18 – 25
- 26 – 35
- 36 – 45
- 46/above

b) Profession

- Full time worker
- Part time worker
- Unemployed
- Staying home full time
- student

c) Qualification

- Illiterate
- Just literate
- Primary level
- Intermediate level
- Bachelor level
- Masters level

d) Religion

- Hindu
- Buddhist
- Christian
- others

e) Net income

- Below 5000
- 5000-14999
- 15000-24999
- 25000-34999
- 45000/above
- Can't say

Name..... (Optional)