

**IMPACT OF ADVERTISING
ON
DDC PRODUCT**

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Bhairahawa Multiple Campus

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ABBREVIATION

AAAN	=	Advertising Agencies Association of Nepal
AAN	=	Advertising agencies of Nepal
AD	=	After Death
AMA	=	American Marketing Association
BS	=	Bikram Sambat
DDC	=	Dairy Development Corporation
GDP	=	Gross Domestic Products
KW	=	Kilo watt
US	=	United States
MT	=	Metric Ton
S.L.C.	=	School Leaving Certificate
SW	=	Short Wave
TV	=	Television
WWW	=	World Wide Web

CHAPTER-I

INTRODUCTION

1.1 Background

Nepal is one of the smallest and least developed countries of the world. It is the landlocked country situated between large countries China and India. Nepal is situated between 26°22' to 30° 27' northern latitude and 80°4' to 88° 12' eastern longitude. The country has occupied 147181 square kilometers of land, which constitutes 0.03% area of the world and 0.3% area of Asia continent. National census 2058 has reported the total population to be 2,31,51,423. Majority of population here is agriculture dependent but the country is gradually shifting its economy from agricultural to industrial sector due to those, industrial activities are gradually increasing in the country. As a result, number of different types of industries has significantly increased in the recent years. With the increase types of industries has significantly increased in the recent years. With the increment of industries competition among them has also increased significantly. This has resulted marketing to become more and important science. It is the only tool to sell the product they produce and remain competitive in the market.

To generate marketing is selling through advertising which means selling and advertising are the strongest parts of marketing for them. Marketing helps an organization to find out what their customer want. It also helps to decide what products are to be made; the decision is carried on after a long research in the market.

Today's marketing environment is characterized by globalization, technological changes and strong competition, successful marketers are those who deliver what customer are willing to purchase as well as according to their ability to purchase. For this reason marketers to conduct many researches to study consumer decisions.

The present era is the era of science and Technology due to the development of science and technology it has brought dramatic change in all sectors of social life. It is the age of computer, in the same way it is the age of advertisement. In Nepalese context it is rightly said "Bolneko pitho bikchha, nabolneko chamal pani bikdaina". In this way we all understand the role and importance of advertisement in present.

To promote business and achieve desirable economic achievement every business organization adopts different kinds of tools of advertisement. Marketers continue to spend large amounts of money on advertising because it is one of the most important and visible marketing tools. Advertising is one of the ways of promoting product, services and ideas in various ways. Advertising influence consumers' attitude and purchase behavior in a variety of systematic manner. Advertising is essential to manufacturers, wholesalers and even to the retailers and it assists to excel the sales of products and services. The degree of effectiveness of advertising is determined by the satisfaction of consumers.

Tellis and Weiss (1995:5), Advertising is generally thought to have a current period influence on sales, called the current effect, and a long-term influence beyond the current period, called the long- term or carryover effect.

Stanton (1967:7), The advertising influence to the consumer buying behavior which is the study of how individuals make decisions to spend their available resources like time, money and efforts etc. Advertising consists of activities involved in presenting to a group of a non-personal, oral or visual, openly sponsored message called as advertisement is disseminated through one or more media and is paid for by identified sponsor.

A study of consumer behavior is very essential and psychological, Sociological cultural and anthropological factors of the society should be studied before designing the message for advertising. It is necessary to know who the target customers are and consumers like, children, adult, men, women educated, uneducated etc. So, the effective advertising can be made, if not, there will be only waste of money and time.

Schiffman and Kanuk (2000:26), The term, consumer behavior refers to the behavior of that consumers who displays in searching, using, evaluating and disposing of products and services that he/she expect will satisfy his/her needs.

Every rational buyer has some reasons behind their every purchase, reasons which induce them to buy certain product. A producer should have knowledge of buying motives of consumer before manufacturing their products. Buying motives is the thoughts, feelings, emotions and instincts that arises a desire in the buyer to buy a product.

“Advertising is any paid form of a non personal presentation and promotion of ideas, goods and services by identified sponsor. Advertising helps small business or large, one person must tell people who they are, what they sell and where they are located.”

Testing the effectiveness of advertising is a big business of million dollars. It provides feedback to the advertisers. It gives track to advertisers for future 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.

This study has focused communication effect as well as sales effect. Present study has used model to know whether the advertisement of DDC is effective or not and includes its important area like motive message, media and market. These factors were measured through recall test, association test, brand awareness test advertisement awareness test and sales test. At last it has used retailers' perspective toward advertisement. Reason behind the using of retailer is to find out the share known as retail audit method moreover to aware readers' mind into important of retailing in low involvement product and in pull strategy. The findings from structure questionnaire will be very crucial because they reflect the person's selective interest and perception which will be very important for advertising agency, media houses and other advertising associates.

History of Dairy Development in Nepal

The production of yak cheese had been started in Langtang in 1952, but formally the dairy development activities in Nepal has been started in Tusal, a village of Kavre district in 1954 on experiment basis with a small scale milk processing under the department of agriculture in the year 1956. As the initiative of dairy development board the central dairy plant was established and had started milk collection at the rate of 500. It is in processing and marketing department of modern dairy industries day by day. Dairy Development Corporation was established in 1969. It has been difficult for DDC to fulfill the increasing demand of people. Hence, private dairies have been started in 1980. The study of dairy sector in Nepal has been as presented as follows.

Table 1.1
Status of Dairy Sector in Nepal

Livestock sector contribution	15% in GDP
Dairy Sector contribution	2/3 of livestock sectors
Growth of milk product	30% in last 10years
Annual milk Production	1.2 million Mt. (3227mt/dal)
Total milk Market in Nepal	16% of the total production

(Source record of DDC 2007/8)

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 and 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 half of all advertising for established products is not effective and no other industry has failure high advertising 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 of because if an agency of 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 is 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 of 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 advertises don't give track to

make effective advertisement then activities will be just like throwing dart in the dark. The huge money spend on advertising could have been saved only if the advertisement had been using through advertising effectiveness test.

In Nepalese context, there is no practice of testing advertising effectiveness. But people appreciate the power of advertisement and realizing 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 turn of Rs. 2,378 million and about 50% of it goes to outdoor media [such Answer: - hoarding boards/nearly 32 percent to the press and 18 percent to the electronic media (such Answer: -radio and TV)]. It was claimed that Nepalese DDC each production company spend huge of money annually is advertising and consumer Scheme. Due to flourishing business of DDC and succeeding in spreading wings to all over the country, DDC companies are spending huge money on consumer scheme and advertising. So, it is really desirably to test advertising they are doing is really paying.

So, it is really necessary for Nepalese DDC Companies and other manufacturing Companies to conduct advertising effectiveness research other market research continuously for developing and refining creative in response to a changing market environment.

The study mainly has sought the answer of the following research questions:

1. What are the strengths of the advertising for the buying habits of dairy products?
2. What are the directions of the advertising for the buying habits of dairy products?
3. How can be suggested on the basis of major finding of the study?
4. How can be focused on dairy product to improve production and marketing system?
5. How can be evaluated advertisement effectiveness of media on the buying behavior of household consumers with respect to dairy product?
6. Is the advertising of DDC effective or not?
7. Is the advertising of DDC valuable or not?
8. How can be recommended on the basis of major finding of the study?

1.3 Objectives of the Study

1. To identify to strength and direction of the advertising for the buying habits of dairy products.
2. To evaluate the effectiveness of advertisement media on the buying behavior of household consumers with respect to diary product.

3. To measure the advertisement effectiveness of DDC.
4. To suggest and recommendation on the basis of major finding of the study.

1.4 Signification of the Study

Advertising effectiveness is an important issue. Advertising effectiveness test help to make important decision regarding advertising programmed is obtained or not. It points out the saturation of advertising beyond which it is not profitable to spend on. Testing enables manager to keeping touch with the latest trend in advertising. It is the way to track advertisement. If advertiser doesn't give track to make effective advertisement then their activities will be just like throwing dark. Thus, it is very important but till very critical.

This research will arise two important issues communication effect and sales effect. In fact, other studies in this area do not evaluate both; focus just on sales effect or on communication effect. If research is conducted only on communication effect or on sales effect, then there will be gaps in measurement of true advertising effectiveness. It is first important issue as it focuses both on sales effect as well as communication effect.

Review of relevant literature will give knowledge about the advertising effectiveness its area, model and testing method of advertising effectiveness for reader. Outcome from structure questionnaire to test communication effect through consumer's view point and sales effect test through retailer's perspective will be very crucial as researcher herself asks the respondent to respond freely with his/ her thoughts and feelings about the advertisement. 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 the advertising directly or indirectly, will be benefited.

1.5 Limitation of Study

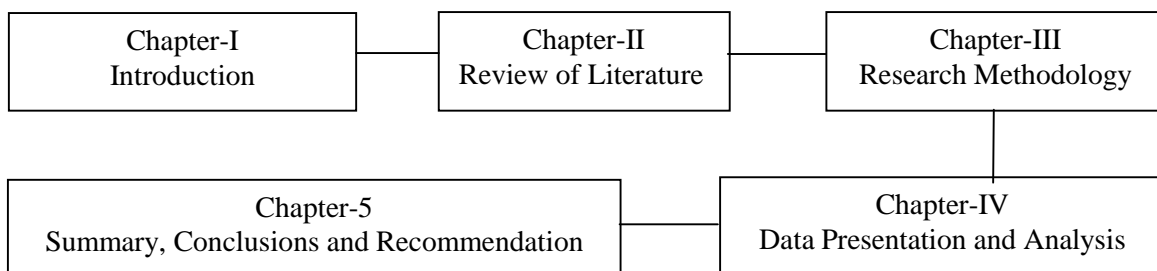
1. This study covers only Butwal and Bhairahawa (Siddhartha Nagar) municipalities of Lumbini Zone.
2. The study focuses on dairy products like milk, ghee, cheese, ice cream and paneer.
3. The study is based on the data available from the self-administered questionnaire method.
4. Only Nepalese advertisement media are considered.

1.6 Organization of the Study

This thesis consists of five chapters. In this first chapter we have provided insight, to what this thesis is about and also what the purposes and research for the thesis are. In chapter two, overview of previous chapter three describes the methodology that has been used throughout this thesis. In chapter four the collection data from research and findings will be presented. Finally, in chapter five the summary, finding and conclusion, bibliography and annex will be incorporated at the end of study.

Figure1.1

Organization of the Study



Chapter One: Introduction mainly contains the background of advertising effectiveness of dairy development corporation products, History of dairy development in Nepal, Statement of the problems, Objectives of the (research question), significance of the study, and limitation of the Study.

Chapter Two: Review of Literature that include topic related different books articles, periodicals, preview thesis report, newspaper, office manual report, various published of related organization. This chapter is related to theoretical analysis and brief review of related and pertinent literature available.

Chapter Three: “Research methodology” deals with the nature and population and sampling source of data. This chapter with statistical and mathematical to be used to be tabulated and analyze the received from different primary source will be received.

Chapter Four: “Data Presentation and Analysis” contains presentation and analysis of data, effectiveness of Dairy product on advertising media and major finding

Chapter Five: “Summary, Conclusion and Recommendation of the Study”, the bibliography and annex will be incorporated of the study.

CHAPTER- II

REVIEW OF LITERATURE

There are many studies conducted for agriculture system development but still marketing problem encounter by processors and consumers are untouched. Therefore, this study is focused on advertising effectiveness of Dairy Development Corporation of Nepal and Dairy product roles played by different agencies prospects and different policies formulated for the promotion and production material and advertising for Literature Review Thesis, dissertation journals articles studies report newspaper and related books etc. will be analyzed. The review of literature is analyzed as theoretical framework and review of related studies.

For This research purpose, the review of literature has been categorized into groups:

1. Conceptual review
2. Review of related studies.

2.1 Theoretical Concept of Advertising

The role of marketing has been growing in the recent years in core concept marketing start with human needs, wants and demands. Needs describe human's basic requirements and wants are specific satisfaction of needs. Demands are wants backed by an ability and willingness to buy products so, marketing is concerned with demand stimulating and fulfilling activities aimed at satisfying the needs of customers through the exchanges relationship to achieves organizational objectives with social responsibility in a dynamic environment marketing has no universal definition.

According to prof. Philip Kotler, Marketing is a social managerial process by which individual and groups obtain what they need and want through creating, Offering and exchanging products of value with others.

Considering the most accepted Kotler's definitions of marketing as the performance of all business actives involved in the flow of goods and services from the point of initial production until they are in the hands of the ultimate consumer, some economic conflicts may arise in marketing system. In effect, consumers need the highest produce value at the lowest possible price consumers wants the highest possible return of their products while middleman seek to earn the greatest profit. A good marketing system has to reconcile all these points.

Bovee & William (1986:29), Management usually divides the various functions of business in to three broad areas: production, finance and Marketing among these area marketing is one of 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 matching a company’s capabilities with customer want.

Thus, Marketing refers to all business actives aimed at (1) findings 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 customer’s hands. In its simplest terms, Marketing is the process companies use to satisfy their customer’s needs and make a profits.

American marketing Association (1999:47), 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 mention like pricing, promotion and distribution. Among these are many activities mention like pricing, promotion and distribution. Among these promotion is one of the important activities. Promotion is the communication with firm’s audiences to achieve certain goals. Or in other word 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 it’s product and its brand names differ from country to country. A business’ total marketing communication program is called a promotional mix and consists of blend of advertising, personal selling, sales promotion, publicity and public relation tools. They are:

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

2.2 Conceptual Review

The word Advertising is originated from a Latin word Adventure, which means, to turn to or drawing the attention. The dictionary meaning of advertising is to give public notice or to announce publicly. Advertising is a means of communication intended to promote the product, service or to influence the public.

Advertising has a more important positioning in the United States than anywhere else. Great Britain is the second, and non-English speaking nations are poor in the field of advertising. The knowledge of psychology and art printing were not developed. Hence, in old days advertising was more passive and extremely limited in its scope. The earliest forms were signboard and writing on the wall of prominent buildings. Shouting loudly the price and description of the article to be sold was the only method of attracting public attentions

Coller's Encyclopedia (1957), The effect of the world type of advertising was not so active and dynamic as it is today. With the publication of newspaper and development of the modern technique of printing, a new era dawned for advertising; this became more colorful and attractive now. The popularity of this art was delayed till education made progress and the reading habit had made sufficient progress. The means of communications had to be developed before advertising over a wide area could become possible. Modern advertising is a product of industrial revolution of the nineteenth century. Before transportation and communications were developed, means of public expression were limited. But the desire to broadcast ideas was always there, although yearly attempts to influence the action of his fellows go back to the beginning of the recorded history. The industrial revolution had secured a tremendous change in marketing, manufacturing of printing machines made possible the selection of suitable of suitable type to render effective appearance to advertisement.

Koirala (1991:42), Advertising creates awareness in the market place and may be repeated several times to acquaint and remind the target market. Thus advertising is designed to create an image of, or to carry a sales message about a product or service to the consumer, while sales promotion is an activity and used to generate and immediate sales of the product or service. Advertising that induces a change in sales or perception of product is a milestone for brand

Boyd, Westfall and Stasch (2002), In other hands, consumer behavior is a function of a complex process. So, it is difficult to say that advertising is only one variable that influences the behavior of consumer. Advertising objectives can also be classified as per their objective in terms of informing, persuading or reminding. Example of information type objective includes making prospective consumer aware of a new product, announcing a new price, and explaining how a product works. Persuading objectives includes attempting to build brand preference and loyalty and changing a consumer's attitude about particular brand characteristics. Objectives having to do with reminding include communications telling consumers where and when to buy the product.

There is no rule of thumb or set formula for solving this selection problem. Each advertising situation presents its own unique set of circumstances. Each of medium has its own character and each specific medium, in turn, differs from the next. There is no single 'best' medium for all advertising situations. Each competitor selling the same product to nearly the same markets use different media strategies.

2.3 DDC Business in Nepal

DDC Annual Report (2064), In the past decade Nepal has recorded one of the highest urbanization growth rates among the south Asian countries. This has led to major changes in the society, customer, economic status, awareness and virtually all aspect of the unprecedented in the nation's history. The changes in the eating habits of Nepalese people and the continued progress towards a cosmopolitan's society are unprecedented. In terms of foods items, the traditional rice, cereals, vegetables and non-vegetarian dishes have developed and advanced by incorporating several new dishes from all around the world. It has been apparent for some year that increasing time pressure on consumer has been the main force behind a shift away from traditional meal time. The decline of formal lunchtime eating in creating new markets segments and strong growth in the snack food market. The snack market is enjoying strong growth due to arrange of new products that are positioned exploit this changing lifestyle. The most common and readily accepted snacks by all people in Nepal has been seasoned instant DDC. The ease of cooking and availability of various flavors in instant DDC has further hastened the acceptance process. As the instant DDC are pre cooked by frying in edible oil, the ease of carrying and eating is phenomenal. Consumers are taking DDC while engaged in other activities, such as office work, playing computer games or communicating snacks (DDC).

Due to popularity of DDC among Nepalese people, market of DDC is increasingly growing and competition among them. Market of DDC is flourishing day by day in Nepalese market. In 2001, Space time daily reported that "Annual consumptions of DDC in Nepal have crossed Rs 1.25billion". From a humble investment of Rs 5,000.00 nearly 3 decades back, the DDC industry has drawn millions of Rupee of investment the years (Ibid). Annual production of DDC in Nepal has been about 3.8million cartoons (one cartoon consists of 30 packets of readymade DDC). Over the last five years, annual growth rate of DDC industry has been up to 20% (The National Newsmagazine, Oct 04, 2001) Rabindra Man Shrestha, chief executive officer of HSNPL declare that the annual sales of DDC in Nepal is one crore forty lakhs cartoon and he further claim that the without consumer scheme Nepalese DDC can't be sold in market and without it, the market will fall by 50%. Similarly, Department of food Technology and Quality Control, Ministry of Agriculture and Co-operative (DFTQC), HMGN stated that DDC, though comparatively expensive, are widely consumed snack, especially popular among school children. Chaudhary group advertise that ice cream brand of instant DDC produce in Nepal are now available also Bangkok and Hong Kong, though the packaging of the product available abroad will look different from that available in domestic market. It is from Bangkok itself that the brand originally came to Nepal under a technical collaboration and franchise agreement between Chaudhary group and Thai preserved food factory company Ltd. of Thailand which developed the brand. Each unit would be spread over an area 5-6 acres and production capacity of 10,000Millions Tons. It's truly states as Nepalese corporate houses are spreading their wings to neighboring countries. There is no doubt that the secrets behind DDC companies' success are huge spending in advertising and consumer schemes. Consumer schemes and the expenditure in advertisement are the factors now that determine the sales volume of a particular brand.

DDC Annual report (2065), Basically, DDC marketing companies are shifting their emphasis on pull instead of push. The pull strategy selling is one that requires high spending on advertising and consumer promotion to build up consumer demand for a product. Marketers are emphasis more on consumer schemes, media advertisement etc. In present condition without pull strategy nobody survives and grows in market.

Dairy Development corporation Lumbini Dairy Distribution project's introduction.

Project started	2046 Bhadra
Total staff of organization	56

Number of wage	13
Female staff	9
Milk freezing centre	6
Dairy production organization	71
Indirect employment	450
Number of beneficial family	7500
Daily Milk Collection	15000 liters only in Kapilvastu and Nawalparasi
Dairy Selling number of both	53
Number of Dealer	7
Milk purifying capacity	2000litres

Sources: DDC Lumbini Project's Report, DDC Lumbini Dairy distribution project

Table -2.1

Butwal Based Distribution Name List

S.N.	Particulars
1	Base Camp
2	Shivanagar
3	Rajmarg, Chauraha
4	Buddhapath, Kalikanagar
5	Milanchowk
6	Hospital Line
7	Paschimanchal finance
8	Amarpath
9	Traffic Chowk
10	Hat Bazaar
11	Goal Park
12	Chidia Khola
13	Laxminagar
14	Hillpark

Source DDC Lumbini Project's Report

Table 2.2
DDC Lumbini Dairy Distribution Project, Bhairahawa

S.N.	Particular
1	Sri Radhika Puri, Padsari
2	Sri Tek Raj Pandey, Krishi Faram
3	Sri Shrestha Store, Anchalpur
4	Sri Aryal Trade Centre, Bermelitole
5	Sri Laxmi kirana Pasal, Buddha Chowk
6	Sri Rambha Khadhya Store, Putali Bajar
7	Sri Om Ganesh Kirana Pasal, Putali Bajar
8	Sri Shrestha kirana, pasal, Anchalpur
9	Sri Hemlal Kharel, Narayanthan
10	Sri Ramji Kirana pashal, Shiva Path
11	Sri kali Bhakta Upreti, Bidrohi Chok
12	Sri Kalika Store, Aawa Road
13	Sri Dambar Bahadur khatri, Nayaroad
14	Sri Gurung kirana pasal, Santinagar
15	Sri chandra prasad pandey, devkota Chok
16	Sri Sesh Narayan Bhandari, Bank Road
17	Sri New Gautam Kirana pasal, Galamandi
18	Sri Neha Misthan Bhandar, Galamdi
19	Sri Bishnu Gautam, Hatbajar
20	Sri Bishal Diya Store, ranjana path
21	Sri Narmati Kirana pasal, Mahamaya Path
22	Sri Pradip Pandey, Barmeli Tole
23	Sri Dhanapati pandey, New Baspark
24	Sri Suman gurung, Eye Hospital
25	Sri Taranath Kunwar, Eye hospital
26	Sri Mayadevi pradhan, Sunauli
27	Sri Dipak cold /store, Sunauli
28	Sri Nani Maya Ojha, Ranjana path
29	Sri Karma Bahadur rana, krishi farm
30	Sri Maya Lama , Medical college

Sources: DDC Lumbini Project's Report

Dairy Development Corporation

Present Schemes

1) Kathmandu milk Supply Scheme	BID, Kathmandu, Nepal
2) Biratnagar Milk Supply Scheme	Kanchanwari, Biratnagar, Nepal
3) Hetauda Milk Supply Scheme	HID, Hetauda Nepal
4) Lumbini Milk Supply Scheme	BID, Nepal
5) Mid western Milk supply Scheme	Kohalpur, Nepal
6) Milk Product production & supply Scheme	Lainchour, Kathmandu, Nepal

Sources : Central office, Lainchour, Kathmandu, Nepal

The dairy rehabilitation and extension project agreed between the government of Nepal and the Government of Denmark has been completed during the period (1988-1992) at KMSS Balaju is inaugurated on 24th may 1992. Dairy Development Corporation established under corporation Act 2021 BS. DDC-a fully state owned corporation, initiated for the economic advancement of the poor farming communities, has flourished into a nationwide movement with an annual collection over 60 million liters of milk producers through 970 milk cooperative spread out in 29 district. With the state-of-art infrastructure comprising of fully modern dairy plants, 11 cheese manufacturing units, 43 milk chilling plants and highly qualified dairy specialist. DDC is a precious asset in the economic development of our nation. At DDC, we are uncompromising about a strict adherence to quality of milk & milk products, hygiene and sanitation of the plants. We pledge to uphold the grand tradition set by our predecessors and to endorse the trust and faith placed in us by our valued customers.

Sources: Central office, Lainchour, Kathmandu, Nepal

2.4 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, 1954:7). The industrial Revolution led to the expansion of mass manufactured goods in Europe and America, making markets larger and larger. Extended domestic national markets and international markets replaced localized 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 advertisement of the radio and television were equally significant in the growth of newspaper and magazines, the advertisement of radio and television and access to the World Wide Web (WWW) in the 1990s. The Internet has been 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.

Annual Report of AAAN (2065), The Nepali proverb “Bolneko Pitho Bikchha Nabolneko chamal Pani Bikdaina” Mool B (2003) points out that Nepalese Society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product cannot be sold if the marketer fails to inform about it. It shows that advertising has been deep-rooted in our culture and was present 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 public announcers went through the streets announcing the opening and closure of gambling period during the Laxmi Puja and on the other occasions. They used instrument name Jhayali Khatri TB (2033) 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 1957B.S. At first, it is used to be called the Gorkhapatra only. It was not until much later that paper began to advertise about commodities in Nepal. The history of Radio Broadcasting in Nepal is from Magh, 2007 B.S. At first, the radio broadcast was made from the premises of the Raghupati jute mills at Biratnagar on 2007 B.S., Chaitra 20 (April 2, 1952) a broadcasting station was established in Singh Durbar School Ghar under the name of Nepal Radio. One half-hour daily program of Hindi record songs and advertisement was broadcasting from the beginning during the afternoon transmission and advertisement were handles through commercial department. The History of television broadcasting in Nepal starts from Posh, 2014BS in the name Nepal Television (NTV) and starts to telecast the programme in 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 ‘Advertiser’s 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 Baisakh 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.

This 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. The department of Industry as well as the domestic & Industry department provide such permission.

His Majesty's Government has implemented the policy relating to advertisement issued guidelines for 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 one-window advertisement policy of the government should definitely bring about positive changes in the media sector and help make genuine media organization more sustainable.

Given its high importance, the newly brought about one-window policy needs to be strictly implemented and monitored. *The Rising Nepal September 28, 2005*

2.5 Objective of Advertising

Advertising represents an important means by which organization communicate with their customers, both current and potential. According to the Benxin. (1993:28) the specific objective of an advertising campaign may adopt many forms, e.g. (Sandage, CH 1996:39)

-) Create success of a new product or brand
-) Inform customers of 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 buyer's response to the organization and its feeling so as to achieve profitable sales in the long run.

2.6 Advertising Business in Nepal

Pandey (1980), Advertising agencies are independent organization of creative and business people who specialize in the development and preparation of advertising plans; advertisement and other promotional tools on behalf of clients. To accomplish their task, agencies provide a wide range of services to their clients. These include research, planning creative services, print and broadcast production, coordination of media and suppliers, account management and accounting services.

Advertising Agencies Association of Nepal was established 1990 with a view to protect and promote the rights and welfare of the advertising agencies in Nepal. As the apex body of advertising agencies, it has been playing a very vital role in the advertising sector. Today there are many advertising agencies associated with AAAN.

Objectives

-) To protect and promote the right and welfare of advertising agencies.
-) To play the role as a coordinator between the all registered advertising agencies, advertisers, HMG policy makers as well as the consumers
-) To facilitate its members
-) To provide effective and standard quality service.
-) To build professionalism in the advertising sector.

AAAN Report (2064), the advertising sector of the country is going ground despite many obstacles. With the rise in globalization and liberation and media growth this sector is in increasing phase. Vice president of AAAN wrote in news that even in the face of prolonged economic recession.

2.7 There is various media option available to the advertiser. The advertising media can be ground in to the four broad categories.

2.7.1 in door advertising media: people can sit in the house and read newspaper, see television and listen to the radio. He doesn't go outside the home to get the message. These media are called indoor media. The forms of indoor advertising are as follows

-) Newspaper
-) Television
-) Journal
-) Magazines
-) Radio
-) Video
-) Cinema or Film

2.7.2 Outdoor advertising media; Outdoors advertising refers to the transmission of product-related messages through posters, hoardings billboards and the like. It is the oldest medium of advertising and is still popular in spite of the emergence of many new media. The forms of outdoor advertising are as follows:

-) Posters
-) Electric Displays (Neon Signs)
-) Hoarding Board (Bill Board)
-) Flex Board
-) Transit or transport Advertising
-) Handbills
-) Sky Writing

2.7.3 Direct advertising media: Direct mail advertising refers to the transmission of product-related messages through sales letters, folders, pamphlets, booklets, catalogues and the like. The advertiser prepares the list of potential costumers (known as mailing list) and sends information to them at regular intervals of time or as and when desired. This list is revised from time to time to make it up to date. The forms of direct advertising are as follows:

-) Leaflets
-) Sales letters or postcards
-) Folders

-) Booklets
-) Catalogue
-) Brochures

2.7.4 Display advertising media: Display is arranging something for view. It is a systematic arrangement of samples of saleable products to catch the imagination and notice of people. Display demonstrates directly about the product or products by presenting rather than telling and selling points indirectly. It is a more promotional medium than advertising. The forms of display advertising are as follows:

-) Pop advertising
-) Wall display
-) Windows displays
-) Showroom
-) Counter displays
-) Exhibitions and fairs

There are various media options available to the advertiser. Media selection is concerned with selection of the most efficient and cost effective advertising media. Media research helps the advertisers to identify the various media available in a target market, their coverage, circulation, cost and impact. The advertising media can be grouped into two broad categories according to its nature of information flow. The Advertising media also can be classified as electronic and non-electronic. The forms of electronic and non-electronic advertising media can be shown as follows:

Table 2.3
Types of Advertising Media

Electronic advertising media:	Non-electronic advertising media:
<ul style="list-style-type: none">) Television) Radio/F.M) Film) E-mail and Internet 	<ul style="list-style-type: none">) Newspaper) Posters) hoardings) Traveling Display) Exhibition and trade fairs

Out of the above-mentioned different forms of media, as per our study purposes, we focus only the following media types.

2.8 Television Advertisement

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.

Bovee & Arens (1986:57), Television has exhibited a power that goes beyond impact and prestige. The entire nation has been emotionally stirred by TV screenings of Olympic games, space travel, associations, 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 gives this medium a potential for advertising unlike any other.

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 official record (2056), 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.

Table 2.4
Nepal Television Broadcasting System (PAL B, CCIR standard)

S.No	Transmitting	Channel	Vision	Audio Carrier	Remark Frequency Carrier
1	Phulchowki	5	175.25MHz	180.75MHz	Mother Station
2	Jaleswor	11	217.25 MHz	222.75 MHz	Receive Phulchowki
3	Namje(Bhedetar)	5+ (offset)	175.25 MHz	180.75MHz	Receive Jaleswor
4	Murti Danda(Illam)	12	224.25MHz	229.75MHz	Receive Namje
5	Daunne	12	224.25 MHz	229.75MHz	receive phulchowki
6	Sarangkot	7	189.25MHz	194.75MHz	receive Phulchowki
7	Tansen(Palpa)	5	175.25MHz	180.75MHz	receive Sarangkot
8	Chamere Danda(Nepalgunj)	5	175.25MHz	180.75MHz	Not connected to National Net of Phulchowki
9	Heatauda	4	67.75MHz	62.25MHz	receive Phulchowki
10	Butwal	7	189.25MHz	194.75MHz	receive Daune

11	Kakani(Nuwakot)	11			receive Phulchowki
Table 2.3 : NTV Broadcasting system					
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 23countries of Asia.

2.9 F.M./Radio

Radio Nepal was established on 1st April, 1951. Initially the transmission covered duration of 4 hours and 30 minutes through a 250watt SW transmitter. Over the year, Radio Nepal has strengthened its institutional capacity considerably and diversified itself in terms on short wave, medium wave and FM frequencies. Regular broadcaster covers duration 16 hours every day which includes 2 hours of regional broadcasts. 09: 30 to 11:00 in the morning and from 18:00 to 22:00 in the evening.

Radio Nepal is the cheapest and quickest means of mass communication in Nepal. In a mountainous country like Nepal, radio broadcasting has provided to be a very effective medium for disseminating information, educating people and entertaining the masses. Radio Nepal recognizes that its primary obligation is to serve its listeners. It has been providing various programs aimed at creating mass awareness in its attempts to reflect the views of all section of the society. The people in the hilly areas and many of the remote village have little or no access neither to motor able roads nor to any communication and entertainment facilities. Illiteracy being a common feature among the people, little use is made of the newspaper which has very limited and delay circulation. Therefore, radio has been the most suitable means of disseminating information and providing entertainment.

In consonance with the policy of foreign ahead in tune with the changing broadcasting scenario, Radio Nepal launched on the first FM channel airs programmers on 100 MHz on the FM band through a 1KW transmitter installed at Khumaltar. Lalitpur. A state of the art studio with stereo facilities has been established at Sigh Durbar with sufficient facilities to broadcast programmers live. Radio Nepal has been leasing out its airtime to private parties to

broadcast programs on its FM channel by permitting the private operator to use their own staffs. This programmer's have proved as very popular among the urban youth Kathmandu.

2.10 Newspaper

Sontakki (1996), the newspaper has become an integral part of the life of almost every community. It is really hard to imagine life without newspaper in this situation. The Newspaper is a mass media that is read by almost everybody and everywhere. Newspaper is a major community serving medium today for both news and advertising newspaper is one that gives news views, ideas, interpretations, opinions, comments and explanations regarding the social, economic, political, educational, moral, cultural, ecological, methodological development and the like.

The newspapers are classified in terms of coverage, frequency and language. Here, coverage means geographical and subject coverage. On the basis of area a newspaper can be national, regional and local.

The first Newspaper, in the modern sense, is said to have appeared in the Netherlands in the year 1529 A.D. Archer's weekly news first published in May 23, 1622 is however, regarded as the earliest genius newspaper. "History of Nepalese newspaper is undoubtedly a recent a recent phenomenon. Unlike the United States, magazines entered the field of journalism was Motiram Bhatta Nepali poet, who edited and published the first Nepali monthly " Gorkha-Bharat-Jeevani" printed at Banaras in the year of 1886, A monthly Sudha Sagar was printed and published in that press in 1898. The same Pashupati press printed the first paper Gorkhapatra during the premiership of Dev Shamsheer Jung Bhadur Rana in 1901.

In 1962 A.D. The Gorkhapatra was set up to run the paper on commercial basis with public participation.

Table 2.5
Media Characteristics

Media	Advantage	Disadvantage
TV	<ul style="list-style-type: none">) Mass Coverage) High reach) Impact of Sight, Sound and motion 	<ul style="list-style-type: none">) Low Selectivity) Short message lift) High Absolute costs) High production costs

	<ul style="list-style-type: none">) High prestige) Low cost per exposure) Attention getting) Favorable Image 	<ul style="list-style-type: none">) Clutter
Radio	<ul style="list-style-type: none">) Local coverage) Low Cost) High Frequency) Flexible) Low production costs) Well-Segmented Audiences 	<ul style="list-style-type: none">) Audio only) Clutter) Low Attention getting) Fleeting message
Newspapers	<ul style="list-style-type: none">) High coverage, low cost) Short lead-time for placing ads.) Ads can be placed in interest sections) Timely) Reader control exposure can be used for coupons. 	<ul style="list-style-type: none">) Short life) Clutter) Low attention getting capabilities) Poor reproduction quality) Selective reader exposure

Source: Aryal 2004

2.11 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 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

Bovee & Arens (1986:12), 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. It involves presenting the message to the potential customers. "Through, advertising the cost of reaching a thousand people is a target audience is usually for less than the cost of reaching one prospect through personal selling".

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 policy. Democracy gives choices to the people, and the media informs and educate the people to make the right choices. Only informed people can make good decisions. Thus, the media's role is vital in strengthening democracy 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 functions, 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, communicating 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 well as competition, growing marketing expenses, Product failures, liberalization, globalization, emergence of new electronic media have give an impetus to advertising activity.

Education Function

People get knowledge about the product that is 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 for all. It helps in reducing accidents and waste of natural resources and contributes a better understanding and appreciation".

Economic Function

By making people aware of production, 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

2.11.1 Importance of Advertising

Testing advertising effectiveness is very tough task. However, most advertisers test the advertising effectiveness. Because it ensures that their advertising money is spending wisely. Generally, advertisers use different testing method because of following respond.

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

2.11.2 Advertising and Consumer

The most important factors for success of business are customer. Without them a business can't exist. To capture the customer the firm must find out what customer want 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 pattern in the social environment. Consumers are the king in business. The success or failure of any business owes to firm's marketing strategies, consumer's response to the stimuli generated by company through advertising.

2.12 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".

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 includes mass communication materials (literature catalogues, display, 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 dealers 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)

William A. Robinson (1990:43), if product is unacceptable to consumer's 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 to buy a product over a long period to time promote a consumer who motivates consumers to buy product over a long period to time. 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 DDC 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 started building up on brand, they have started spending money on consumer schemes, media advertisement 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.

2.13 Truth and Advertising

Chunawalla & Sethia (2005:19), one more common belief is that advertising is done by the sellers with a view to hooking buyers. This is based on a misconception. Advertising is a specification of buyers. It give active buyers more control over the market instead of making them passive acceptors of rejecters of the advertising message issued by the seller. Thomas Jefferson the American president eloquently said. "Advertisement curtains the only truth to be relied on in a newspaper."

Sontakki (1989:26), "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 decade".

There is a view that advertising increases the cost of goods sold to the consumer. We hear some criticizing advertising as wasteful. Advertising may encourage 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. Finally, advertising can endanger competition. Big advertisers can monopolize the market.

It has been blamed for exaggerating the benefits of problem and services advertised and concealing their limitations and drawback .Advertisers are concerned only about gaining extra brand loyalty with to increasing their share of the marketing his present market share or gaining an extra share of it .

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

In summing up, we may point out that advertising cannot be said to be an economic waste, however; it gains and usefulness vary widely. The gains of advertising are much more than 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 from one product to another, and depends on the market situation, competition and the economic economy.

2.14 Advertising Program

Kotler (1981), Advertising is most important components of Advertising program which 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 makes an effective advertisement. They should proceed to make the five major decisions in developing an advertising program known as the five Ms.

Mission: what are the advertising objectives?

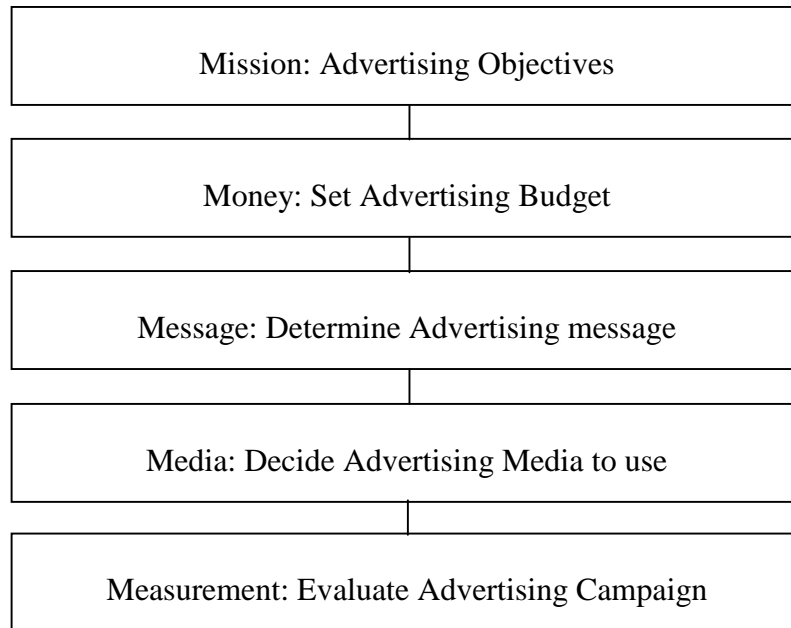
Money: How much can be spent?

Message: What message should be sent?

Media: What media should be used?

Measurement: How should the results is evaluated?

Figure 2.1
Steps of Advertising program



Source: Kotler (1981)

Mission: Advertising Objective

Sontakki (1996), An advertising objective is a specific communication task to be achieved with a specific target audience during a specified period of time. Advertising Objectives falls into three main categories:

- a) To inform:-e.g. tell customer about a new product
- b) To persuade:-e.g. encourage customers to switch to different brands
- 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 part of the advertising campaign will work best brand which have relatively little effect?

Message: Determine the key advertising message

Spending lot 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 are exposed to the advertising message?
- c) Media impact: - Pandey P.R. (1980), Where, if the target customer see 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.
- d) Measurement: - Evaluate the advertising Campaign.

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

- a) The communication effects: - is the intended message being communication 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 measures.

(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 dealing. "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.

2.15 Advertising Effectiveness

Koirala (1991), the managerial responsibility in the area of advertising doesn't come to the end with the execution of an advertising program. 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 animal at relating the advertising results to the established standards advertising performance. It helps to measure the worth of the specific elements of advertising.

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

Mohan (1989), In fact effectiveness advertising must achieve all pre-determined objectives which boost sales at profit. The ultimate test of effectiveness of 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. The evaluation of an advertising campaign should focus on two key areas.

- a) The communication effects: - is the intended message being communicated effectively to the intended audience?
- b) 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 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 system" for company to promote a product. Besides releasing the advertisement they handle the creating and strategizing aspects too and guide company how to get good results.

The Crity Award's held in past year (2004) was the excellent 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 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 advertisement from the reader's point of view, not yours.
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/vo161/advertising.com)

2.16 Retailing

Retailing can be defined as all the business activities that are concerned with selling goods and services directly to the ultimate consumer. Retailing is based on a simple principles; the transaction. A transaction is an exchange or least things of value that satisfies the needs or wants of both parties. In retailing, the customers changes dollars for goods and services; the retailer exchanges goods and services for dollars. They depend on retail on customers for services at the right time, location, price and quality.

Retailers are constantly changing the customers in the communities their serve are constantly changing. Age, income, occupation, lifestyle, attitudes, timely to be aware of changes in the market place; at times, a retailer must be at the forefront leading these changes. (Ibid)

Retailing is a major part of total distribution system: it is the link in the china of extract in manufacturing and marketing activities that lead to ultimate consumption. Manufactures will continue to use these specialists as long as they remain the most efficient system for reaching the ultimate consumer. On the opposite end of chain consumers will continue to use retailer only as those retails efficiently and effectively satisfied their needs and wants. (Ibid)

They store goods adequately, make know availability of new or special price offering of goods in customer use and inform consumers about the characteristics of product, they adding to consumer knowledge and ability to make somewhat more in telling choice between alternatives. They arouse interest, stimulate enthusiasm, process transaction, so that possession can transferred to those will consume, process transactions, so that possession can be transferred to those will consume goods.

"Retailers attempts to use their power to increase sales promotion spending by manufactures. In 1995 study by Mc Kinesy & Company on packaged goods sales forces, the authors conclude that retailers are being forced to push back on manufactures in order to maintain their own narrow margins"

Retail participation in promotion programs, found that financial incentives were more important to retailers than other factors such as corporate or personal relationship in encouraging participation in sales promotion.

2.17 Related Study of Advertisement effectiveness from International journal

Promotion is usually replaced by the term marketing communication that also describes one of key areas of marketing. Furthermore, 'marketing communication is the conversation between a brand and its audience and it is the collective term for all the communication function used on marketing a product or services" (Ibid) Keller (2001) further defines marketing communication as the mean by which the firm attempts to inform, persuade, incite, and remind consumers- directly or indirectly- about the brands they sell Further more as can be interpreted in all definitions. Communication a message is a heart activity in marketing communication.

“Advertising is related to and begins with a base of creating awareness and strengthening a company’s position or image”. It is advertising that makes the company know. The second is to create favorable climate for salesperson. In instances, customer will order directly from the advertising, so the final purpose of advertising is to generate sales (Ibis). In addition, "non-personnel paid announcement by an identified sponsor to reach large audience, create brand awareness, help position brands and build brand image."

Advertising has great influences on our lives. Today's advertisement also inform and guide many of the important decisions we make, not just the care we drive but important decisions we take entrepreneurial risks, choose to live style, plan ahead for retirement or denote to charity. The way in which advertisement or plan ahead for retirement or denote to charity. Advertisements are affectively and shaping our attitudes, Lifestyle and culture (Berger, 2001). More than \$400 billion a year is spent on advertising worldwide; beyond than \$400 billion a year is spent on advertising worldwide: beyond that the economic impact of advertising touches just about every consumer-product industry, from car to candy bars (Ibid). Davis (2000) claims that people in general are exposed to 6,000 advertising touches just about every consumer-product industry, from care to candy bars (Ibid). Davis (2000) claims that Davis (2000) claims that people in general are exposed to 6000 advertisements an average day and 25000 new products in a given year. Noise distractions and distortions during marketing communication process may prevent transmission to some of the target audience. Survey conducted by Roper Starch world found that only 19% of viewers stated they watched television during a program (Clow & Back, 2002). It has stated that nobody ever tunes in a television show to watch the advertisements. But this is not said people do not watch advertising. Several decades of experience, along with the great deal of testing have proved that advertising can build positive images, affect attitudes and make sales (Evanz, 1999) Evans further states that the key to the success of any advertisement is relevance.

The effectiveness of advertising is one of many factors that affect the success of a product or service. Great advertising alone cannot ensure that a brand will be successful in the marketplace, but without effective advertising, there little to help potential consumers find the brand and understand its benefits and values.

Effective advertising contributes to both building and sustaining Brand Health. Brand Health reflects the strength of the relationship between the brand and individuals. This relationship is a dynamic one, expanding and diminishing in response to marketplace factors, competitors activities and, of course, brand communication programs. A healthy brand is one that has already generated strong positive linkages with its users. Healthy brands survive and thrive in the long term (Journal of marketing). It states the following benefit.

-) Confirm that the ad enhances consumers' brand perception and ensure that the right brand values are being communicated;
-) Identify whether the ad will be effective in reaching the target market;

) Provide clearly identifiable directions to ensure a superior ad is developed.

There is no formula of success in the arms of sound strategy. Without the sound strategy, the chances of advertising success are more likely to yield effective advertising than creative brilliance and flashes of creative genius. Great advertising involves from trial and error, tinkering and tweaking (Thomas J.W. & decision analyst Inc.1994) Pre testing each commercial is a laboratory experiment, an opportunity to learn how to make the next commercial even better (Ibid). Research further suggest that once you have chosen a testing system, stick with it so that you (the agency that, the creative, the brand managers, and the researchers) all learn how use and how to interpret the test results. “Sticking with and learning a testing system is more important than which system you select. No testing system is perfect. No testing system can be used blindly. A large dose of intelligent human judgment must always be incorporated to evaluate process. Testing at the rough stage can help you refine the creative before spending the big dollars on production. The more rough execution you evaluate, the greater probability the winning execution will be effective.

There is not any exact definition of advertising effectiveness. It depends on the field and area of the person. Many researchers are of the opinion that effectiveness refers to whether the cost of advertising is returned back to the form of current or potential sales revenues, thus focusing on sales. However, several academics claim that additional variables serve as channels or barriers between message and purchase, and therefore, others that must consider the role of competitors and that share of market and market voice ratio (SOM/SOV) determine the effectiveness of advertising communication activities. SOV (share of voice) is defined as the brand's advertising expenditure as a percentage of the total product category expenditure. SOM (share of market) is defined as the brand's sales unit as a percentage of the total product category sales.

Advertising has one ultimate desired effect though- to contribute to company profits. However, profit can be very broadly defined. It can be measured in monetary profits. However, profit can be very broadly. It can be measured in monetary terms, such as an increased net profit or a higher stock price, but it can also be measured in human terms such as less automobile accidents after an anti-drink-and-drive campaign.

There are generally three fundamental ways for a company to make profits ; by increasing selling price, by lowering associated with increasing sales volume, it can influence by

increasing sales volume, increasing the consumer's willingness to pay or reducing costs associated with the product may be regarded as effective advertising.

Evaluating advertising effectiveness based solely on the three fundamental ways to make profits could sometimes be not only difficult but also misleading, depending on when you perform the assessment. To facilitate the practice of evaluation and to enable the consideration of other relevant factors a different view and a different working definition of advertising effectiveness and outcome (see table 2 below) outcome are more tangible and easy to observe and measure. Examples of measures are product trial (purchase) or market share variation. These effects are closely related to the previous definition of advertising effectiveness as a marketing act directly contributing to company profits. Processes, on the other hand, are measures of mental activities that occur in between exposure and consumer behavior.

Advertising effectiveness is regarded as changes in intermediate variable related to the profits of the advertiser. These changes can occur in the short term or in the long term and their impacts on profits can be positive or negative. The view is also taken that advertising effectiveness is not dichotomous, but continuous, i.e. that there degrees of advertising effectiveness. (Ibid)

Table 2.6
Advertising effect/ Intermediate variable

Effects	Type	Key Measures
Processes	Cognitive	Recall, Recognition
	Affective	Warmth, liking, attitude
	Co native	Persuasion, Purchase Intention
Outcomes	Brand choice	Trial, switching, repurchase
	Purchase intensity	Timing, frequency, quantity
	Market	Market share
	Accounting	Unit sales, revenues, profits

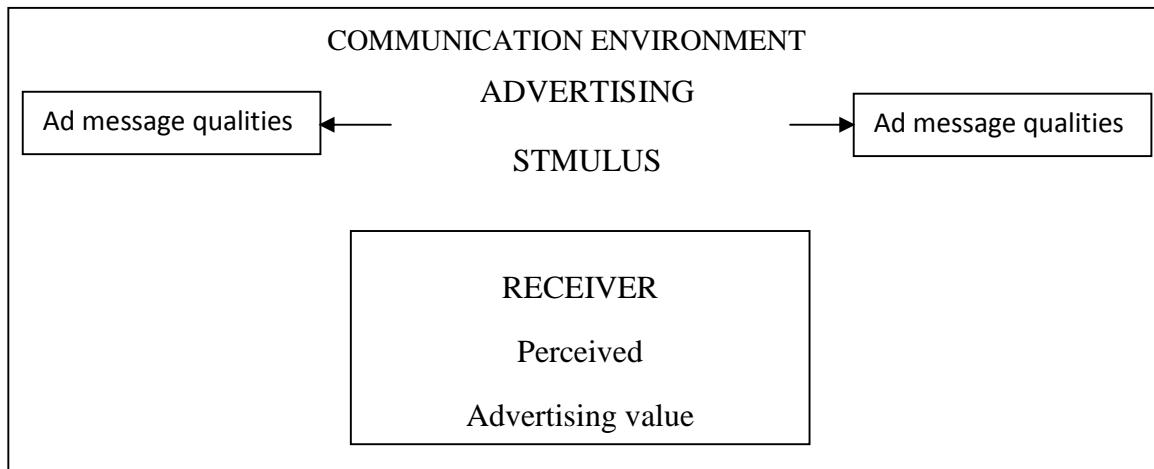
Different researcher has taken intermediate variables for estimating advertising effectiveness and which can be link with profit.

Advertising effectiveness can be derived from different mediators. It has been most common in advertising research to examine the effectiveness of advertising by means of the attitude concept. Many researchers have found that attitude towards the ad as well as advertisement awareness, Brand Attitude and purchase Intention. Copy test result from 860 magazine readers in geographically dispersed markers around the country showed respondents' general attitude and dispersed markers around the country showed respondents' general attitudes (Mehta & Purvis, 1995) Attitude is defined as “an individual internal evaluation of an object” Fishbein’s attitude theory proposes that an attitude towards any object is a function of individuals beliefs about the object and the evaluative aspect of those beliefs. He further suggests that belief is viewed as determinants of attitude and in turn, attitude triggers behavioral intentions (Fishbein, 1967).Attitude towards the ad can be defined as a “Predisposition to respond in a favorable or unfavorable manner to particular advertising stimulus during a particular exposure occasion” (Lutz, 1985). Referring to Brown and Stayman (1992), one of the most common sets of relationships is that attitude toward the ad tends to have a strong direct impact on attitudes towards the brand, which in turn tends to have a strong positive effect on purchase intention. Results also show that the more positive an individual's reaction to the TV program in which the commercial is run, the more positive the impact on the advertising hierarchy-of-effects.

Thus, the more favorable the individual is the context in which the advertising is processed, the more it helps improve the key variable that are of concern to advertisers. Since attitude has been shown to have an impact on advertising effects, research has been done on which the value creating factors are.

To understand what makes advertising valuable, the benefits and costs that the consumer experiences from the advertising stimulus and the communication environment must be derived.

Figure no. 2.2
Determinants of advertising value



Wells (1997), The advertising stimulus comprises the ad message and the medium both of which have an impact on the advertising response process. The advertising response process starts with advertising exposure, which catches the receiver's attention and leads to processing.

If the message is made clear, and if it relates to real consumer need it will work. It does not have to be expressively produced, it doesn't have to be clear, but it does have to be relevant because if it relates to immediate consumer need, people will watch and respond. While nobody turned in just to watch it, it interests them, it involved them and it worked (Evanz, 1999), Rowely suggest the message consistency between different campaigns must be taken under consideration in order to provide a consistent image through all its separate campaigns. In order to achieve a consistent message the content; what to say, the structure; how to say it logically and symbolically is significant .In addition, the format and sources; that should say it and who should act as the spokesperson, are all the major important and salient to the receiver so that offers something to think about.

2.18 Review of Related studies in Nepal

2.18. 1 Upadhyaya's study:

Upadhaya's (1981) in his study entitled Radio advertising and its impact on purchasing act in consumer goods “the major finding of this study.

) Both consumer and advertisers recognize the need of advertising (especially) radio media) in the present context of Kathmandu market.

-) For promotion product advertising is only main method used by the producer.
-) Of all the Advertising Medias available in Nepal, Radio advertising ranked top in the list.
-) Most of the advertiser fixed advertising budget on the basis of last year budget. They have not considered about percentage of total sales volume
-) Effectiveness of advertising can only be seen in between two weeks to four weeks. Advertising media available in Nepal cinema is cheapest

2.18.2 Baral's study

Laxman prasad Baral (1996) in the title of this thesis "The comparative study on the communication effects of advertising and brand preferences." The main findings of that study was instant DDC are popular in Kathmandu valley. Most of the consumers consumes the Ice Cream DDC. Consumers give more preference to the quality and less preference to the brands

2.18.3 Giri's study:

Giri (2001) in this study with entitle "The communication effect of advertising and brand preference of instant noodles." The major finding of this thesis, radio is the most leading media to create awareness in customer about advertised product. Educated people are aware of brand because of advertisement but uneducated were found unaffected by advertisement. Newspaper advertisement also influences people to buy instant noodles.

2.18.4 Thakur's study:

Thakur (2001) The title of this study "The role of advertising in brand loyalty with reference to soft drink the major finding of that study most of consumer like entertaining advertisement. Advertisement has a great contribution for purchase Effective advertising in time as the best tool for brand loyalty. Most of the consumers have given first preference to the test of the product.

2.18.5 Pandey's study

Jyoti Pandey (2002), in his study is "Television advertisement" with special reference to Nepal television major finding of that study was large percentage of viewers watches 1-4 hours television daily. This indicates that television is an effective medium of advertisement.

2.18.6 Thapa's study

Nabaraj Thapa's (2003) in his study with entitled role of television advertising and major finding of his research were considered the gender (sex) both male and female prefers watch good words advertisement equally. Mostly children prefer musical and entertaining advertisement young age and old 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 is not like that what people prefer and many people think that the price of advertised product will be higher than the price of most advertised product. It was also found that advertisement help to recall brand or product name while buying.

2.18.7 Pun's study (2006)

He conducted a study on consumer attitude toward LG television and tried to examine the direction and intensity of attitude toward the product. Mr. Pun concluded that there are moderately positive attitudes of consumer's towards the LG television. Out of the different models of LG televisions, consumer mostly liked flatiron 21, model supported with stereo sound music systems.

2.18.8 Bhushal's study

He analyzed the impact of television advertisement and its impact on the buying in consumer behavior with reference to Vatika Shampoo. Thus he concluded that the television advertisement seems to be the most popular means of media in study area which play crucial role to enhance the market of the goods manufacture and that really promotes more in Vatika shampoo.

2.18.9 Thapamagar's study (2009)

She analyzed of coffee marketing situation in Lumbini Zone, Nepal in form and processing level with primary data's and she states that demand of Nepalese coffee market is emerging day by day in national and international level. So forming processing and Government are

recommended to give more emphasis in advertising technology and tools in local as well as international level.

2.19 Review of policies related to dairy development in five years National Plans: Seventh plan

Five year's National plan was initiated by 1956, now is the state of eleventh periodic plan. In other, previous plan were only focused on expansion area of dairy product, so jumped into seventh periodic plan. In this plan milk production program are given.

-) As compared of the base year total milk production of 842,455 metric ton, Increase of 137,480 metric ton will be brought about in the plan period.
-) Under this program production of like per animal i. e. 775 per buffalo per year. 400 liter per cow year will be increased to 840 liter per buffalo and 487 liter per cow. Thus per capita availability of 42 liter will be raised to 44 liter.
-) Production services will be provided according to its priority by classifying the programs into top, medium, primary and low quality on the basis of the improved livestock roads, market and other infrastructure and feasible production for implementation the production program as referred above.
-) According to the priority accorded to the program annual milk production of 271,203 metric tons will be raised to 360,701 metric tons from the areas where top category programs will be implemented. Annual milk production of 196,626 metric tons will be raised to 251,731 metric tons in the areas where medium category programs will be implemented. Annual milk production of 209,512 metric tons will be increase to 231,014 metric tons in the areas where primary category programs will be implemented. In the areas where livestock population is decreasing though the production is low, base year milk production of 27,634 metric tons will go down to 17,009 even though productivity is maintained at the same level.
-) Marketing will be carried out in the following manner through the medium of milk collection and processing encouraging the milk production.

Establishment of milk collection center: Around the urban areas where transport facilities exist by improving the collection process base year estimated milk collection of 11,059 metric tons will increase to 47,331 metric tons by the end of the plan. Purification process at Biratnagar Centre will be strengthened for providing collecting services at Jhapa, Morang, Sunsari, Saptari, Siraha and Hetauda center for providing collecting services at Dhanusha

Mahottari, Sarlahi Rautahat, Bara, Parsa, Makawanpur and Sindhuli. Similarly, Kathmandu center will provide to Chitwan gorkha, Dhading, Kathmandu, Bhaktapur, Lalitpur, Nuwakot, Kavre, Sindhupalchok and Pokhara center will provide to Tanahun, Kaski, Syangia and palpa milk purification process will be developed at Butwal and Nepalgunj. Butwal will provide to Rupandehi, Nawalparasi and Kapilvastu and Nepalgunj to Dang, Banke, Bardia and Surkhet.

Eight periodic plans:

Following programs were formulated to achieve the goal.

-) In keeping with the objective to development program of the production of milk has been taken as major programs.
-) Keeping with the objective generating income, employment opportunities, private sector, commercial enterprise are expected to increase the production level of the base year.
-) Transport facilities will be brought under the national milk grid system in order to provide necessary market to the milk and milk product of those areas.
-) The cooperative, private dairies and government under taking will be involved to the greatest possible extent to make the grid system effective.
-) The programs of the Dairy Development Corporation will be expanded on the basis of cost effectiveness involved in commercial activities.
-) The dairy development board will be mobilized as an agency that will make policy recommendation to dairy development program in the national level on the formulation, implementation, monitoring.
-) The level of milk collection through six milk supply schemes under the dairy development corporation will be raised to 44.9 million liters by the final years of the plan. Similarly, by the end of the plan the production and supply level of the processed milk will be increased to 52.350 million liters and production level of cheese and butter will be raised up to 268 and 1021 metric ton respectively. Thus compared to the base year figure there will be an increase of 27.3 million liters in the production of processed milk, 586 m.t. in butter within the plan period.
-) For the supply of skimmed milk powder, a factory of a daily production capacity of 3.5 m.t. will be established at Biratnagar within the plan period. Furthermore, a feasibility study will be conducted on the establishment of a similar factory in the mid-western region.

-) Processed milk will be produced and distributed at Butwal and Kohalpur by establishing new milk processing plans.

Ninth Plan Policy:

Objective of the tenth plan is mobilization of agricultural and rural credit in an integrated manner to help rise in gross domestic product by increasing the agricultural productivity.

Policy-oriented programs:

-) Improvement increasing livestock like milk, milk powder, cheese, khawa (dried milk) and packed.
-) Development of private veterinary services in the commercial areas.
-) Mobilizing the National dairy development board to provide strategic recommendation to HMG for planning, implementation, monitoring and the evaluation in the area of dairy development there by increasing the participation of private sector and making arrangements for livestock products marketing.
-) Demand of milk and milk product in city market; commercial cattle and buffaloes will be raised.
-) Encouraged to establish dairy Industry in such area from this, there will be flow of income from the urban to rural there by supporting employment and income growth.
-) Employment opportunities will be created by launching program like milk production, milk collection and improved fodder production commercially.
-) By studying and monitoring the custom duty prevailing in the neighboring countries such as sales, tax, subsidy, quality standard, etc timely improved as needed by the country will be made on the duty imposed on raw materials used for live stock production and live stock products and live stock products with a view to create suitable environment for export according to the strategy of the world trade organization (WTO)
-) National Dairy Development Board will be mobilization actively to formulate timely and appropriate policy and to advise HMG for their implementation. Such policies will be based on the aspects like milk production, collection, dairy industry development, export feasibility, investment capability and privatization to support for achieving the economic growth rate as targeted by APP.

Tenth Plan

Objective of the tenth plan is mobilization of agricultural and rural credit in an integrated manner to help rise in gross domestic product by increasing the agricultural productivity. Commercialization of dairy product in agriculture and market development of export promotion:

1. Provide the new technical skills services, veterinary services, credit facilities and marketing facilities.
2. Small milk processing plan stabilizes and milk holiday problem reduce.
3. To attain self reliance by increasing the product milk production
4. Solve the road and network agriculture loan.
5. Increasing employment and income opportunity for the farmers,

Interim plan (3years) 064/65-066/67

Interim 3 years plan has developed some of policies about agricultural based programs.

Objective of the interim 3 years plan is to focus on the agricultural and rural area by increasing the all agricultural productivity.

Appropriate milk policy will be formulated and implemented to address the problem of the milk holiday. Likewise milk power factory will established forming a partnership of the governments to the private sector and co-operative based on the detailed feasibility study, providing the qualitative goods according to the demand of the market by high ratio.

CHAPTER-III

RESEARCH METHODOLOGY

Introduction

Marketing research is the systematic and objective search for an analysis of information relevant to the identification and solution of any problem in the field of marketing. Research methodology is systematic and organized effort to inquire about a specific problem that needs an answer. The process of gathering, recording analyzing and interpreting data with purpose of finding solution to the problem is called research. Methodology is a systematic rules and procedure upon with reason is based. Research methodology assists to formulate the way to get the predetermined objective logically and systematically that makes our study reliable and valid. Research methodology is a format or a set of methods that is to be followed as guiding principles in a scientific study.

In this study, the research methodology includes:

-) Research design
-) Population and sampling
-) Source of data
-) Data collection procedure
-) Analytical tools for data processing

3.1 Research Design

Research design is plan, structure, procedure and specification of the methods for acquiring the information needed. It deals with that information is to be collected from which sources by what procedures? If research design is good, it ensures that the information obtained is relevant to the research question and collection by objective.

Hench descriptive research design has been used for this study between media on TV, FM/Radio and Newspaper of advertising and impact of dairy product.

3.2 Population and Sampling

To find out advertisement effectiveness of dairy products, consumers are the target group on the basis of the listed household. 50 household consumers are selected on the basis of randomly, 60 household consumer are listed in Kalika Nagar in Butwal, among them 25 consumers are taken randomly. Some samples are taken from Bhairahawa. The total population of two different selected areas is 625. From this selection consumer information is collected on the basis of questionnaires.

Study Area

The main reason for selecting the area 'the places are familiar with the researcher and information' can be collected easily. The sample has been taken by using convenient sampling method. This study research work is based on primary data.

The taken sample has been classified on the basis of (without child family and with child family) there were all together 50 household family in a sample. There were altogether four categories considered for our purpose. Mainly this research only covers Butwal Municipality and Siddharthanagar Municipality (Bhairahawa) Rupandehi district of Lumbini Zone as representatively.

Table 3.1
Sample size of population

Type of sample	Area of sample	Selected sample number
With children family	Bhairahawa and Butwal	33
Without children family	Bhairahawa and Butwal	17
Total		50

Table no. 3.2
Select sample of Media and Dairy product of Household Consumer

S. No.	Media of Advertising	
1	Television, FM/Radio and Newspaper	Milk
2	Television, FM/Radio and Newspaper	Ghee
3	Television, FM/Radio and Newspaper	Cheese
4	Television, FM/Radio and Newspaper	Ice-cream
5	Television, FM/Radio and Newspaper	Paneer

3.3 Sources of Data

Data may be obtained from the primary source. Primary data are collected directly from respondent through the methods of observation, interviewing and questionnaire survey and some household family collects those primary data.

The case study based on primary data that are collected by field survey from Butwal and Bhairahawa and there is no hard and fast rule to use data so as per the need of this case study research work.

3.4 Analytical Tools

3.4.1 Graphic Presentation

In order to accomplish the objectives of this case study research work, various graph or diagram including bar diagram, pie-chart and histogram have been used. The result of analysis has been properly tabulated, compared analyzed and systematically presented.

3.4.2 Multiple bar- Diagrams and graphs

Diagrams and Graphs are visual aids which give a bird's eye view of a set of numerical data which show the information in a way that enables us to make comparison between two or more sets of data. Diagrams are in different types. Among them, multi diagram is used in this study to present data as compared.

3.4.3 Pie-Diagram

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

3.5 Models of econometric (statistical and Mathematical) Tools

There are so many tools used to get the result of the research work. Normally average percentage, correlation and regression analysis and test are used for the analysis of data collected from the field. Among these analytical models or tools, this case study type of research work uses correlation and regression. SPSS and EXCEL software are used for the results of correlation coefficient and regression analysis.

3.5.1 Percentage

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

3.5.2 Simple Arithmetic Mean

It is the sum of the values of all elements in the sample and divided by the number of elements in the sample.

$$\text{Mean } \bar{X} = \frac{\text{Sum of Total Values}}{\text{Number of Values}}$$

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

3.5.3 Correlation

Correlation means relation between two variables or more than two variables. Correlation analysis is primarily concerned with measuring the direction and strength of linear relationship among the variables. Measurement of the strength of relationship between the two quantitative variables and it is usually carried out by simple correlation coefficient, denoted by r . Correlation analysis is useful in exploratory data analysis. More specifically, they provide some guidelines for selecting independent variables in multiple regression analysis. Relation between or among the variables may be positive and negative, linear and non-linear and it can be classified as simple, multiple and partial.

One of the widely used mathematical methods of calculating the correlation coefficient between two variables is Karl Pearson's correlation coefficient. It is also known as Pearson's correlation coefficient and it is denoted by r or simply 'r' is defined by:

$$r = \frac{\text{Cov}(X, Y)}{\sqrt{\sigma_x^2 \sigma_y^2}}$$

Where,

$$\text{Cov} = \frac{1}{n} \sum (X - \bar{X})(Y - \bar{Y})$$

\bar{X}, \bar{Y} Being the arithmetic average of X series and Y series respectively. The formula can be put in the following forms.

$$r_{XY} = \frac{\sum xy}{\sqrt{\sum x^2} \sqrt{\sum y^2}}$$

Where,

$$\sum x = \sum X - N\bar{X}$$

$$\sum y = \sum Y - N\bar{Y}$$

3.5.4 Regression Model

For the decades, researchers have used econometric models to estimate the effects of advertising to have firms set advertising budgets (Tellis and Weiss, 1995), correlation coefficient measures the degree of relationship between two variable where as the regression analysis is used to estimate the likely value of one variables from the non-value of the other variable that is in regression analysis, we establish a kind of average irreversible functional relationship between the two variable. The cause and effect relationship is clearly indicated through regression analysis than by correlation. In other words, regression analysis is mathematical measure of the average relationship between two or more variables in terms of original units of data. There are two types of variables in the regression analysis dependent variable and independent variable, the variable whose value is influenced or is to be predicted is called dependent variable whereas the variable which influences the value or is used for prediction is called independent variable.

All of our measures of advertising were based on the questionnaire and respond of respondent about TV, FM/Radio and Newspaper. Following regression models were developed for the study of impact on dairy product of total advertising, TV, FM/Radio and Newspapers.

$$1. T_{DP} = \beta_0 + \beta_1 X_A + \beta_2 X_{F/R} + \beta_3 X_N \quad (1)$$

$$2. T_M = \beta_0 + \beta_1 X_A + \beta_2 X_{F/R} + \beta_3 X_N \quad (2)$$

$$3. T_G = \beta_0 + \beta_1 X_A + \beta_2 X_{F/R} + \beta_3 X_N \quad (3)$$

$$4. T_{Ch} = \beta_0 + \beta_1 X_A + \beta_2 X_{F/R} + \beta_3 X_N \quad (4)$$

$$5. T_{ice} = \beta_0 + \beta_1 X_A + \beta_2 X_{F/R} + \beta_3 X_N \quad (5)$$

$$6. T_p = \beta_0 + \beta_1 X_A + \beta_2 X_{F/R} + \beta_3 X_N \quad (6)$$

Where,

$$T_{DP} = \text{Total expenditure on dairy product}$$

- r = constant
- S = Co-efficient or slop
- X_A = Impact of total advertising
- T_G = Total expenditure on ghee
- T_{ch} = Total expenditure on cheese
- T_{ice} = Total expenditure on ice-cream
- T_M = Total expenditure on milk
- $X_{|T}$ = Impact of Television
- $X_{|N}$ = Impact of Newspaper
- $X_{|F/R}$ = Impact of FM/Radio
- $X_{|DP}$ = $T_M, T_G, T_{ch}, T_{ice}$ and T_P are the dependent variable
- $X_{|T}, X_{|F/R}$ and $X_{|N}$ are the independent variable

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

This chapter includes the presentation and analysis of data. Data which have been collected from questionnaires are tabulated and analyzed according to stated objected objectives. Being this study research work total 26 question were field with children 33 respondents and 17 respondents without children sampled people. The main aim to do this is to know the impact of selected advertising media on buying behavior of with children and without children for the sake of dairy product.

The advertising business in Nepal is flourishing day by day which passes through an appropriate media like Television, Radio and Newspaper. Communication is integral part of modern marketing without which communication is unimaginable in these days. Advertising media relays the message of different products in the easy touch of common people. This analysis covers Butwal and Siddharthanagar municipality (Bhairahawa). The sampled population of the study where 50 respondents belonging to different size of family which comprises of 33 with children and 17 without children.

4.1 Table and graphic presentation

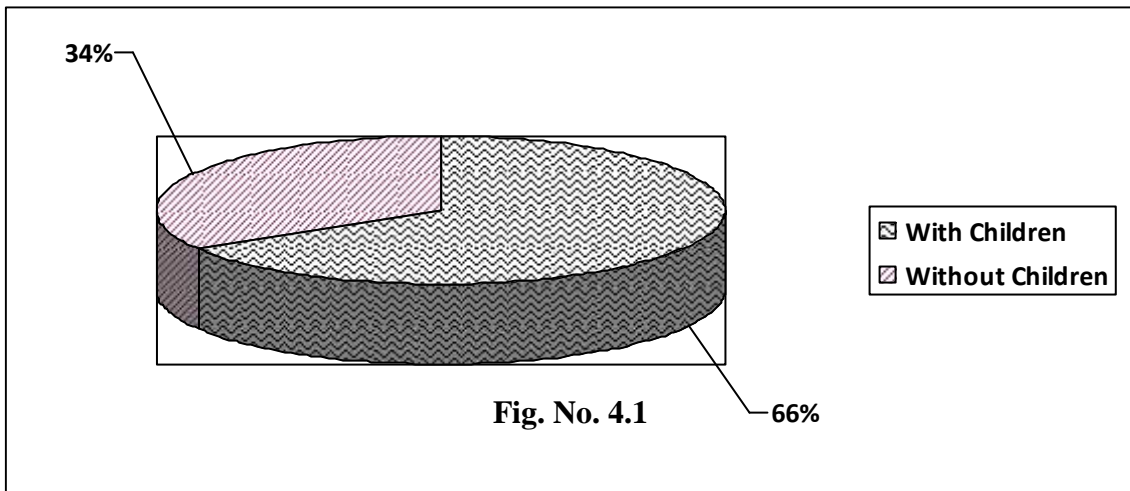
4.1.1 Types of consumer

The sampled population of the study were 50 respondents from Butwal and Siddharthanagar municipality (Bhairahawa) belonging to different size family which were 33 with children and 17 without children

Table 4.1
Types of consumer

Particular	Frequency	Percent
With Children	33	66
Without Children	17	34
Total	50	100

Types of Consumer



The above table and pie-chart shows our sample respondents. 33 respondents were with children and 17 respondents were without children.

4.1.2 Consumer's opinions about media

Different aged respondents expressed different opinions about the watching advertising media. Both, with children family and without children family response positive towards watching television, F.M/Radio. Most of the respondents response 'yes' but some other response 'No'. Most of respondents are not reading Newspaper. The response of all selected sampled people toward the watching advertising media has been summarized with following table.

Table 4.2
Family size and watching media

Particulars	Watching T.V.		Listening F.M/Radio		Reading Newspaper	
	Yes	No	Yes	No	Yes	No
With children	30	3	21	12	14	19
Without children	15	2	11	6	9	8
Total	45	5	32	18	23	27

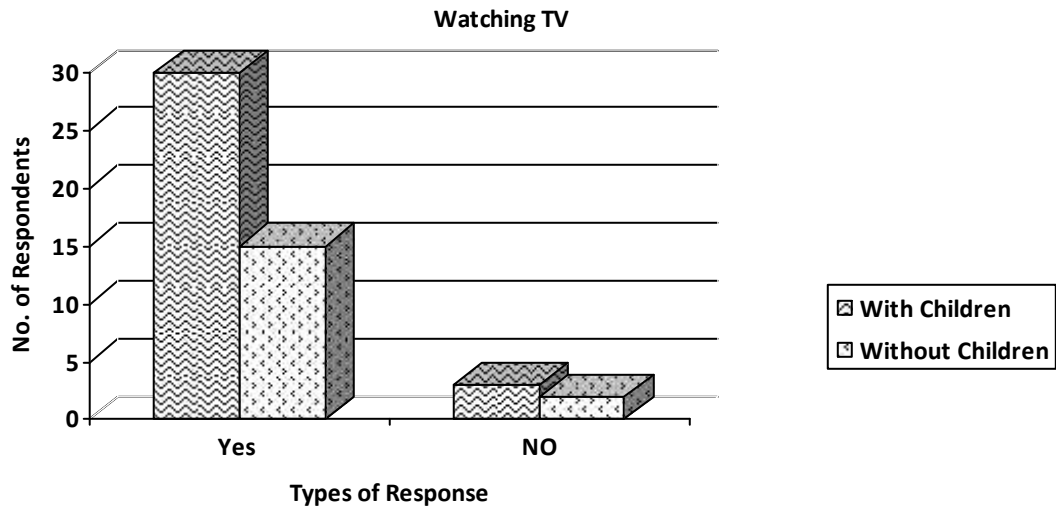


Fig.

No. 4.2

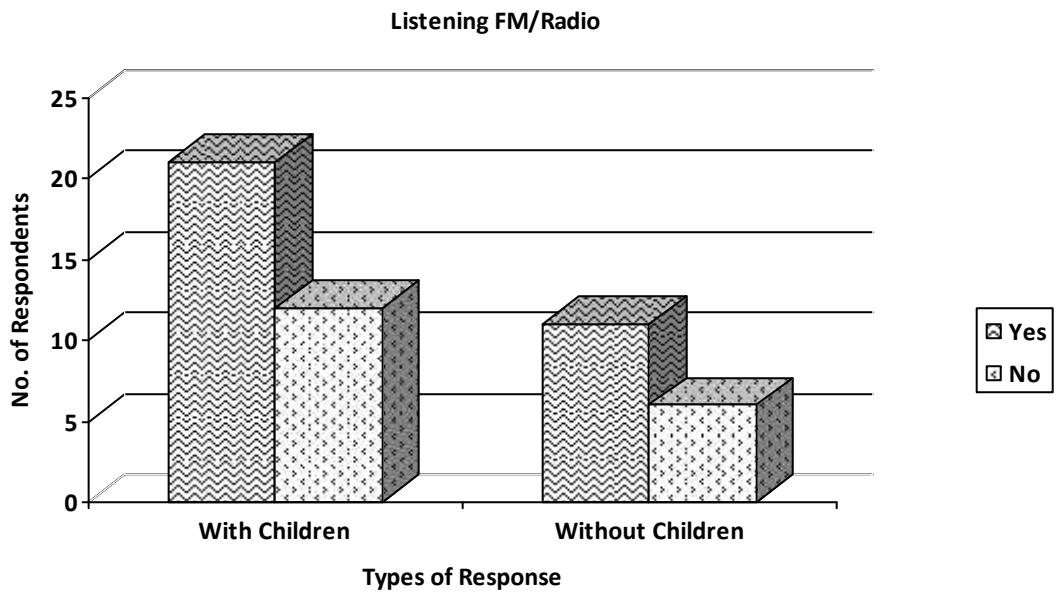


Fig. No. 4.3

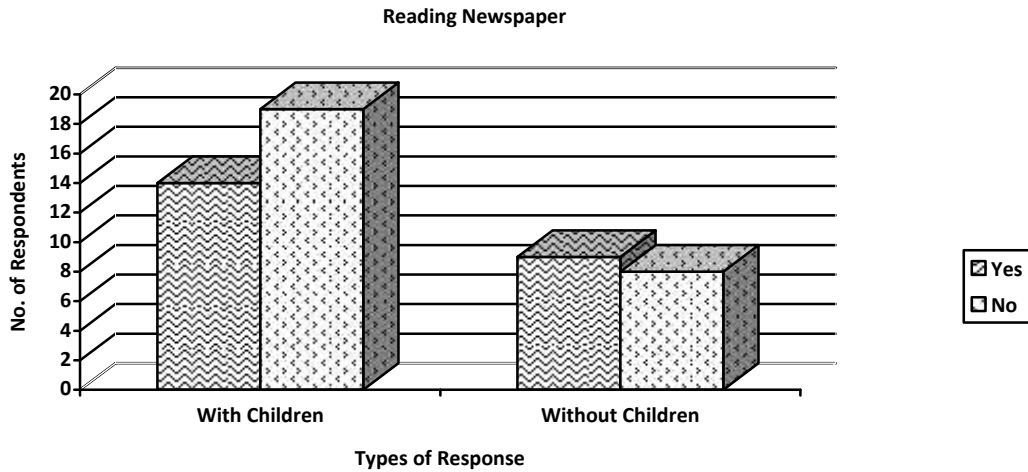


Fig.

No. 4.4

The above table and chart 4.2 shows that respondents are 50. In the case of watching TV 60% respondent with children and 30% without children spend their time for watching TV.

In the case of listening FM/Radio 42% respondent with children and 18% respondent without children 9 (Consumer) spend their time for reading Newspaper.

In this comparative study watching TV has their time for reading Newspaper. In this comparative study watching TV has higher position than FM/Radio and Newspaper has lowest position.

Table no. 4.3

Calculation of mean and Standard Deviation

Types of Advertisement	With Children		Without Children	
	(x)	$d^2 X(xZ\bar{x})^2$	(x)	$d^2 X(xZ\bar{x})^2$
Watching TV	30	69.29	15	11.09
Listening FM/Radio	21	0.4489	11	0.449
Reading Newspaper	14	58.83	9	7.129
Total	65	128.67	35	18.67

Calculation of Mean

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

For with Children

$$\bar{X} = \frac{65}{3} = 21.67$$

For without Children

$$\bar{X} = \frac{35}{3} = 11.67$$

Calculation of Standard Deviation,

$$s = \sqrt{\frac{\sum d^2}{N}}$$

For with Children,

$$s = \sqrt{\frac{128.67}{3}} = 6.55$$

For Without Children,

$$s = \sqrt{\frac{18.67}{3}} = 2.50$$

Give above table, the calculated means values with children and without children are 21.67 and 11.67. So that with children on the watching TV 30 and without children on the watching TV 15, these values are greater than average mean.

4.1.3 Total time spent on media by selected consumer

Time spends on watching T.V. listening F.M./Radio and reading Newspaper of the consumer provide important information toward the implication of advertising media. The time spend on different media by the selected household consumer has been summarized below.

Table 4.4
Time Spent on Advertisement

Particular	Time spend watching T.V.				Time spend on listening FM/Radio				Time spend on reading Newspaper	
	Below 1 hour	1 to 2 hour	2 to 3 hour	Above 3 hour	Below 1 hour	1 to 2 hour	2 to 3 hour	Above 3 hour	Below 1 hour	1 to 2 hour
With Children	16	10	6	1	19	14	0	0	27	6
Without Children	10	7	0	0	12	13	1	1	17	0
Total	26	17	6	1	31	27	1	1	44	6

Time spend on watching TV

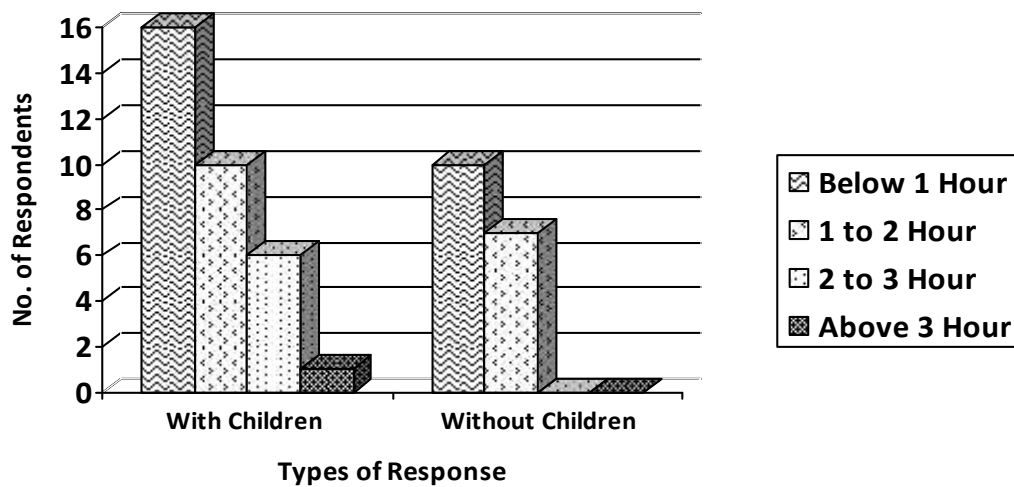


Fig. No. 4.5

Above the table and chart 4.4 shows that total respondent are 50 among the 32% consumer with children spend their time below one hour for watching TV and 20% consumer without children spend their time below one hour for watching TV. 20% consumer with children spends their time below one hour for watching TV. 14% consumer with children spend their time one to two hour for watching TV and 14% consumer 12% consumer with children spend their time two to three hours for .

watching TV and no one consumer without children spend their time two to three hours for watching TV and only 2% consumer with children spend their time above three hour for watching TV and no more consumer without children spend their time above three hour for watching TV.

In the case of listening FM/Radio 38% consumer with children spend their time below one hour for listening FM/Radio and 25% consumer without children spend their time below one hour for listening FM/Radio. Similarly 28% consumer with children spends their time one to two hours for listening FM/Radio and 26% consumer without children spend their one to two hours for listening FM/Radio. Nobody consumer with children spend their time two to three and three above and 2% of consumer without children spend their time two to three and three above.

In the case of reading Newspaper 54% consumer with children spend their time below one hour for reading Newspaper and 34% consumer without children spend their time below one hour for reading Newspaper and 12% consumer with children spend their time one to two hours for reading Newspaper.

In this comparative study reading Newspaper below one hour has the higher position rather than watching TV and Newspaper.

Table No. 4.5
Calculation of Mean and Standard Deviation

Types of Advertisement	With Children		Without Children	
	(x)	$d^2 \sum (x - \bar{x})^2$	(x)	$d^2 \sum (x - \bar{x})^2$
Time spent on TV	16	21.81	10	9
Time spent on FM/Radio	19	2.79	12	1
Time spent on Newspaper	17	40.06	17	16
Total	62	64.67	39	26

Calculation of Mean.

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

For with children

$$\bar{X} = \frac{62}{3} = 20.67$$

For without children

$$\bar{X} = \frac{39}{3} = 13$$

Calculation of Standard Deviation

$$s^2 = \frac{d^2}{N}$$

For with children.

$$s^2 = \frac{64.67}{3} = 21.56$$

For without children.

$$s^2 = \frac{26}{3} = 8.67$$

From the above calculated mean the value of with children is 20.67 and without children is 13. So the time spent on Newspaper is greater than average mean.

Table No. 4.6
Calculation Mean and Standard Deviation

Types of Advertisement	With Children		Without Children	
	(x)	$d^2 \times (x - \bar{X})^2$	(x)	$d^2 \times (x - \bar{X})^2$
Advertisement time spent on TV	10	0	7	13.45
Advertisement time spent on FM/Radio	14	16	3	0.1111
Advertisement time spent on Newspaper	6	16	0	11.1
Total	30	32	10	24.67

Calculation of Mean.

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

For with children

$$\bar{X} = \frac{30}{3} = 10$$

For without children

$$\bar{X} = \frac{10}{3} = 3.3333$$

Calculation of Standard Deviation

$$s^2 = \frac{\sum d^2}{N}$$

For with children.

$$s^2 = \frac{32}{3} = 10.67$$

For without children.

$$s^2 = \frac{24.67}{3} = 8.22$$

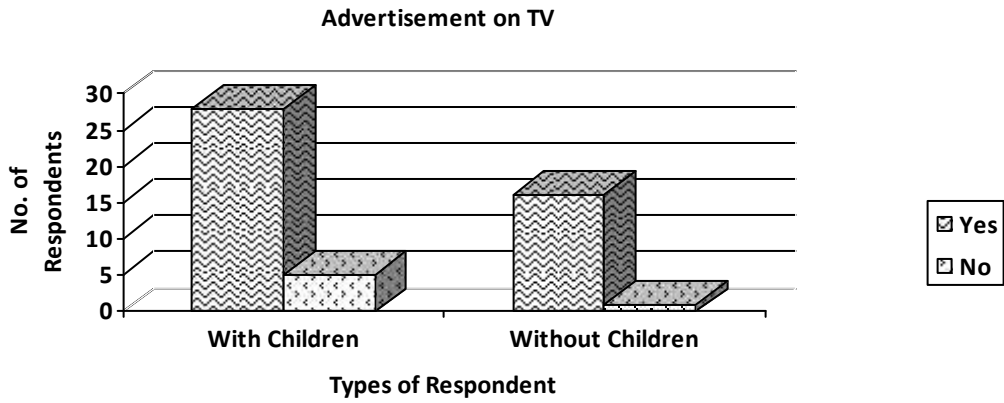
4.1.4. Consumer's response toward advertising on media

It is not necessary that the people who watch TV, listen FM/Radio and read Newspaper were compulsorily attention toward advertisement on media has been presented in table 4.7.

Table 4.7

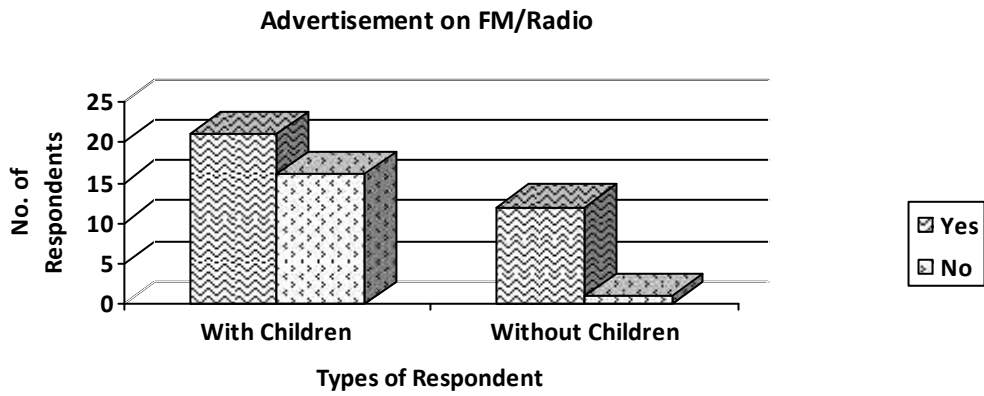
Family size and advertisement on media

Types of Advertisement	Advertisement on TV		Advertisement on FM/Radio		Advertisement on Newspaper	
	Yes	No	Yes	No	Yes	No
With children	28	5	21	12	18	15
Without children	16	1	16	1	11	6
Total	44	6	37	13	29	21



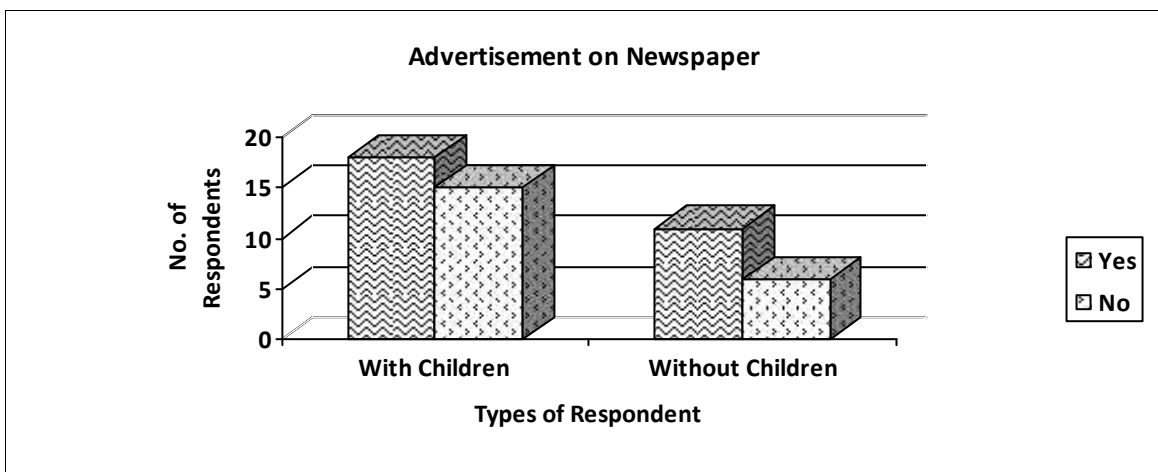
Fi

g. No. 4.6



Fig

. No. 4.7



Fig

. No. 4.8

The above table and chart 4.7 shows that total respondents are 50 among them 56% consumer with child watch advertisement on T.V. and 32% consumer without child watch

advertisement on T.V. 10% with children and 2% without children do not watch advertisement on T.V. in the case of listening FM/Radio 42% consumer with child listening advertisement on FM/Radio and 32% consumer without children listen advertisement on FM/Radio. 24% with children and 2% without children do not listen FM/Radio. Similarly 36% consumer with children and 22% consumer without children spend their time reading Newspaper for advertisement and 30% consumer with children and 12% without children do not spend their time reading Newspaper.

Table No. 4.8
Calculation of Mean and Standard Deviation

Types of Advertisement	With Children		Without Children	
	(x)	$d^2 \sum (x - \bar{x})^2$	(x)	$d^2 \sum (x - \bar{x})^2$
Advertisement on TV	28	82.1489	16	2.7889
Advertisement on FM/Radio	21	1.7689	16	2.7889
Advertisement on Newspaper	18	18.7489	11	11.0889
Total	67	52.6667	43	16.6667

Calculation of Mean.

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

For with children

$$\bar{X} = \frac{67}{3} = 22.33$$

For without children

$$\bar{X} = \frac{43}{3} = 14.33$$

Calculation of Standard Deviation

$$s^2 = \frac{\sum d^2}{N}$$

For with children.

$$t^2 \times \sqrt{\frac{52.6667}{3}} \times 4.189$$

For without children.

$$t^2 \times \sqrt{\frac{16.6667}{3}} \times 2.357$$

From this calculated value, mean of with children and without children are 22.33 and 14.33. So advertisement on the TV is greater than of the mean value (i.e. 28>22.33) and (16>14.33) these are preferable.

4.1.5. The types of advertisement

The type of advertisement plays important role for influencing the buying behavior of household consumer. The following table 4.1.5 has been presented with children and without children consumer of advertisement responses.

Table 4.9
Family size and type of advertisement

Particular	Advertisement Type				Total
	Humor, jokes and cartoon	Popular artist	Comparison of the Product	Other	
With Children	12	16	4	1	33
Without Children	5	7	5	0	17
Total	17	23	9	1	50

With Children

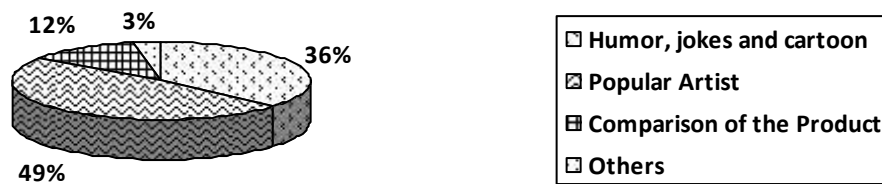


Fig. No. 4.9

The above table and chart 4.9 shows that total respondents are 50. Among them, 24% consumer with children and 10% consumer without children found. They prefer humor, jokes and cartoon type of advertisement. 32% with children and 14% without children prefer popular artist relating advertisement. 8% with children and 10% without children preferred comparing with other products. Only 2% with children liked other products.

Table no. 4.10
Calculation of Mean and standard Deviation

Types of Advertising	With Children		Without Children	
	(x)	$d^2 \sum (x - \bar{x})^2$	(x)	$d^2 \sum (x - \bar{x})^2$
Humor, Jokes & Cartoon	12	14.0625	5	0.5625
Popular Artist	16	60.00625	7	7.5625
Comparison of the Product	4	18.0625	5	0.5625
Other	1	52.5625	0	-
Total	33	44.69375	17	8.6875

Calculation of Mean

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

For with children

$$\bar{X} = \frac{33}{4} = 8.25$$

For without children

$$\bar{X} = \frac{17}{4} = 4.25$$

Calculation of Standard Deviation

$$\sigma = \sqrt{\frac{\sum d^2}{N}}$$

For with children.

$$\sigma = \sqrt{\frac{144.69375}{4}} = 6.014$$

For without children.

$$\sigma = \sqrt{\frac{8.6875}{4}} = 1.474$$

From above calculation we got 8.25 mean of with children consumer. From this we can say that no. of consumer of humor, jokes and cartoon and popular artist using advertisement types

and greater than average (mean) i.e. (12 & 16 > 8.25) so these are preferable for advertisement. Similarly we got 4.25 mean of without children consumer. From this we can say that no. of consumer of humor jokes and cartoon and popular artist and comparison of the product type's advertisement are greater than average. (5, 75>4.25) so these are preferable for advertisement.

4.1.6. Time spend and advertisement on media

The time spend by household consumer on the advertisement of media provide important clue for making decisions about relevancy of advertisement. The following table 4.1.6. Has been presented with time spend on advertisement on media.

Table 4.11

Time spend and advertisement on media

Time spend on advertisement	Advertisement on TV		Advertisement on FM/Radio		Advertisement on Newspaper	
	Yes	No	Yes	No	Yes	No
Below 1 hour	23	3	23	3	12	14
1 to 2 hours	15	2	12	5	13	4
2 to 3 hours	5	1	1	5	3	3
More than 3 hours	1	0	1	0	1	0
Total	44	6	37	13	29	21

The table and chart 4.11 show that most of respondent spend their time less that 1 hour every day for the advertisement and they respond positively towards advertisement on T.V., FM/Radio and Newspaper.

Among then 46% consumer spend below 1 hour watching advertisement on TV, 30% watch 1 to 2 hour, 10% watch 2 to 3 hour and only 2% respondents spend more than 3 hour watching advertisement on TV and consumers do not watch advertisement on TV.

46% consumer spend below 1 hour listening advertisement on FM/Radio, 24% watch 1 to 2 hour, 22% respondents spend 2 to 3 and more than 3 hours listening advertisement on FM/Radio and 26% consumer do not listen advertisement on FM/Radio.

Similarly 24%, 26%, 6% and 2% consumers spend their time reading advertisement on Newspaper below 1 hour, 1 to 2 hour, 2 to 3 hour and more than 3 hour respectively and 42% consumer do not read advertisement on Newspaper.

4.1.7. Expenditure on DDC products.

How much money do they spend on DDC product? In this question different kinds of dairy products are separately analyzed. About milk respondents are categorized in two parts like with children and without children, and expenditure amount also categorized in 4 parts like below **Rs. 1000**, **Rs.1000 to Rs.2000**, **Rs.2000 to Rs.3000**, more than **Rs.3000** yearly. In the same way other dairy products are categorized accordingly has been summarized with following table.

Table 4.12
Expenditure on milk (yearly)

Particular	No. of respondent	Below 1000 (Rs.)	1000 to 2000 (Rs.)	2000 to 3000 (Rs.)	3000 (Rs.) and above
With children	33	3	6	8	16
Without children	17	2	6	4	5
Total	50	5	12	12	21

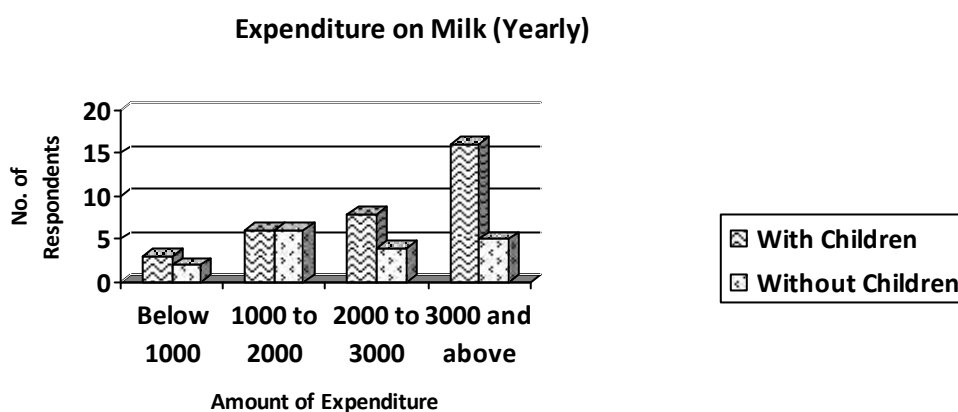


Fig.

No. 4.10

The above table 4.12 shows that total respondents are 50. In the case of the expenditure detail about milk 48% respondent with children spent more than 3000 above. 24% respondent with children spent 2000 to 3000 rupees, 18% respondents with children spent 1000 to 2000 rupees and 9% respondents with children spent below 1000 rupees. Similarly 29% respondent without children spent above 3000 rupees, 23% respondents without children spent 2000 to 3000 rupees. 35% respondent without children spent 1000 to 2000 rupees and 11% respondent without child spent below 1000 rupees. In comparative study with children has been spent than without children and higher class families were used than other middle class and lower class.

Expenditure on Ghee, consumers provide important information spend on money on the Ghee by the selected household consumer has been summarized as below.

Table 4.13
Expenditure on Ghee (yearly)

Particular	No. of respondent	Below 1000 (Rs.)	1000 to 2000 (Rs.)	2000 to 3000 (Rs.)	3000 (Rs.) and above
With children	33	3	5	10	15
Without children	17	1	3	6	7
Total	50	4	8	16	22

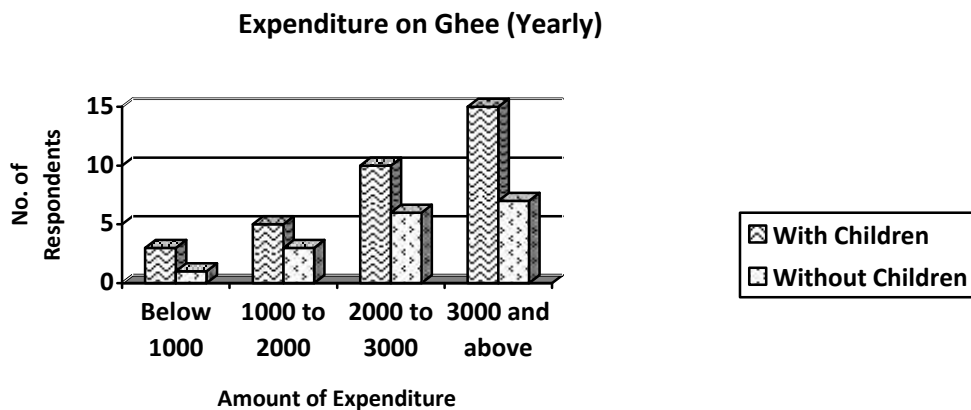


Fig. No. 4.11

The above table 4.13 shows that total respondents are 50. In the case of expenditure details about Ghee 45% respondent with children spend more than 3000 rupees. 30% respondent with children spend Rs. 2000 to 3000 rupees, 15% respondent with children spend Rs. 1000 to 2000 rupees and 9% respondent with children spend below 1000 rupees.

Similarly 41% respondent without children spends above 3000 rupees, 35% respondent without children spend 2000 to 3000 rupees, 17% respondent without children spend below 1000.

Table 4.14
Expenditure on cheese

Particular	No. of respondent	Below 1000 (Rs.)	1000 to 2000 (Rs.)	2000 to 3000 (Rs.)	3000 (Rs.) and above
With children	33	20	5	5	3
Without children	17	7	2	7	1
Total	50	27	7	12	4

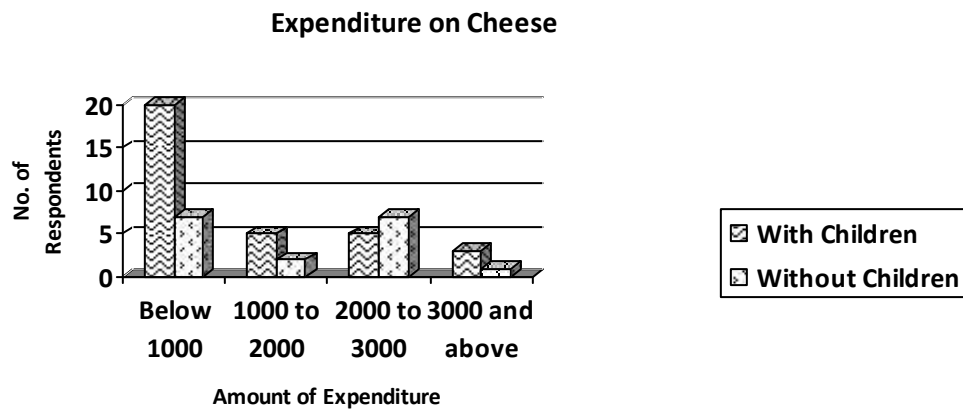


Fig. No. 4.12

The above table 4.14. Shows that the total respondents are 50. In this case about on the cheese 60% respondent with children spend below 1000 rupees. Similarly 15% respondent with children spend 1000 to 2000 rupees, also 15% spend 2000 to 3000 rupees and 9% respondents with children spend more than 3000 rupees.

In the same case 41% respondent with children spend below 1000 rupees and 2000 to 3000 rupees and 11% respondent without child spend 1000 to 2000 rupees and 5% respondent without children spends above 3000 rupees.

Table no. 4.15
Expenditure on Ice-cream

Particular	No. of respondent	Below 1000 (Rs.)	1000 to 2000 (Rs.)	2000 to 3000 (Rs.)	3000 (Rs.) and above
With children	33	18	10	3	2
Without children	17	10	5	1	1
Total	50	28	15	4	3

Expenditure on Ice-Cream

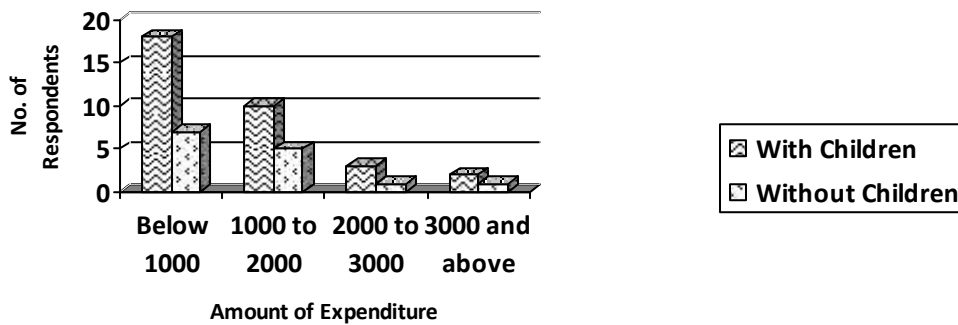


Fig. No. 4.13

This above table 4.15 shows that the total respondents are 50. In this case about on the cheese 54% respondent with children spend below 1000 rupees. 30% respondents with children spend 1000 to 2000 rupees. Similarly 9% and 6% respondent with children spend 2000 to 3000 rupees and 3000 rupees above and 58% respondents without children spent 1000 rupees, 29% respondents without children spend 1000 to 2000 rupees and 5%, 2000 to 3000 rupees and 5% more than 3000 rupees.

Table No. 4.16
Expenditure on Paneer

Particular	No. of respondent	Below 1000 (Rs.)	1000 to 2000 (Rs.)	2000 to 3000 (Rs.)	3000 (Rs.) and above
With children	33	15	10	5	5
Without children	17	3	4	5	5
Total	50	18	14	10	10

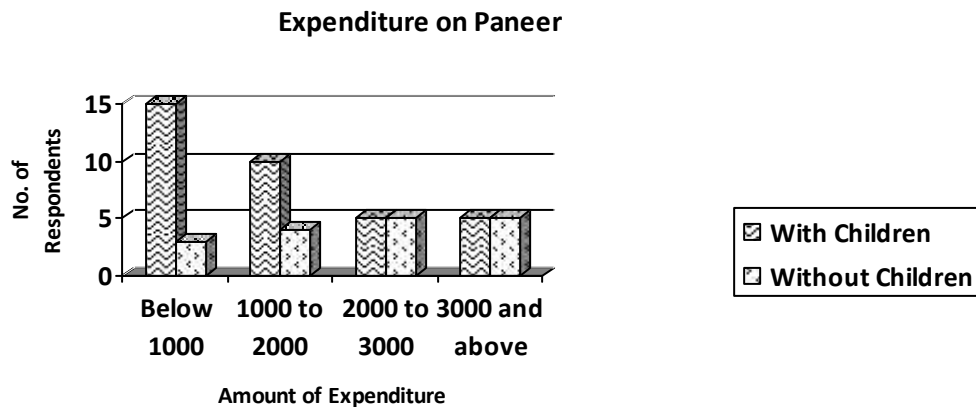


Fig. No. 4.14

The above table 4.16 shows that the expenditure details about Paneer 45% of the respondents with children spend below 1000 rupees. 30% of the respondents with children spend 1000 to 2000 rupees. 15% of the respondents with children spend 2000 to 3000 rupees and 15% of the respondent spent above 3000 rupees. Similarly 29% of the respondent without children spends above 3000 rupees, 29% also spend 2000 to 3000 rupees and 23% of the respondent without children spends 1000 to 2000 rupees and 17% of the respondent without children spends Rs. below 1000 rupees. We found that analysis more money spends without children respondent than with children.

4.2. Simple correlation coefficient

As per our state objectives, to see the strength and direction of advertising media for the buying habits of dairy product of consumer, following result have been found as a result of simple correlation.

4.2.1. Correlation between dairy product and effect of overall advertisement

Table 4.17

Correlation between dairy products

Dairy Product	Effect of Advertisement	
	r	p-value
	0.283	0.046

Table 4.17 shows that, there is low degree of positive correlation coefficient between dairy products and watching overall advertisement media.

4.2.2. Correlation between spend on dairy product and advertisement on media.

Table 4.18

Correlation between spend on dairy product and advertisement on media

Spend on selected dairy product	Effect of TV		Effect of FM/Radio		Effect of Newspaper	
	r	p-value	r	p-value	r	p-value
Milk	0.207	0.149	-0.007	-0.961	-0.006	0.965
Ghee	0.293	0.039	0.096	0.507	0.085	0.559
Cheese	0.290	0.041	0.268	0.060	0.411	0.003
Ice-cream	0.223	0.120	0.310	0.028	0.033	0.821
Paneer	0.225	0.116	0.027	0.853	0.492	0.000

The table 4.18 shows that there is low degree of positive correlation between spend on milk and advertisement TV. Likewise there is low degree of negative correlation between spend on milk and advertisement on FM/Radio and Newspaper.

Above result shows that there is low degree of positive correlation between spend on Ghee and advertisement on TV. FM/Radio and Newspaper.

Above result shows that there is low degree of positive correlation between spend on Ice-cream and advertisement on TV, FM/Radio and Newspaper.

Above result shows that there is low degree of positive correlation between spend on Paneer and advertisement on TV, FM/Radio and Newspaper.

For the test of overall significant of advertising media on spend on dairy products following hypothesis.

-) Null hypothesis (H_{0a}): The relationship between spends on dairy product and overall advertisement is insignificant.
-) Alternative hypothesis (H_{1a}): The relationship between spends on dairy product and overall advertisement is significant.

Here Null hypothesis is accepted because most of the p value is greater than 5% level of significance. So the relationship between spend on dairy product and overall advertisement is insignificant there is no strong strength between spend on dairy product and advertisement on media because result either positive or negative were lies between low degree and moderate only mostly, there is negative direction between spend on dairy product and advertisement on media.

4.3. Regression Model Obtain following Results.

To satisfy the first objective following second hypothesis has been stated in the introduction chapter as.

-) Null hypothesis (H_{0a}): There is no significant impact expressed by household consumer due to overall media (i.e., T.V., F.M./Radio and Newspaper)
-) Alternative hypothesis (H_{1a}): There is significant due to overall media (i.e. T.V., F.M/Radio and Newspaper).

After running first regression model we obtain following results.

$$T_{DP} = Xr + \Gamma S_1 X_A \dots \dots \dots (1)$$

$$14.025 + 0.220 X_A$$

$$t = (7.851) \quad (2.048)$$

$$F = 4.194 \quad \text{p-value} = 0.046$$

$$R^2 = 0.080 \text{ i.e. } 8\% \quad R = 0.283 \quad N = 50$$

Interpretation

Here, the first regression findings that Null hypothesis is reject because the p-value of F test is less than 5% level of significance i.e. (0.046<0.05). It means there is significant impact expressed by household consumer due to media (i.e. TV, FM/Radio and Newspaper)

After running second regression model we obtain following results.

$$T_m \text{ Xr } \Gamma S_1 X_T \Gamma S_2 X_{F/R} \Gamma S_3 X_N \dots \dots \dots (ii)$$
$$= 2.875 + 0.000X_T + 0.002X_{F/R} - 0.012X_N$$
$$t = (9.051) \quad (0.045) \quad (0.154) \quad (-0.776)$$
$$F = 0.213 \quad \quad \quad P\text{-value} = 0.887$$
$$R^2 = 0.014 \quad R = 0.117 \quad N = 50$$

Interpretation

The finding of second regression evaluation shows that the buying behavior of household consumer of milk are not positively affect with application of different advertisement media because the p-value of F Test is greater than 5% level of significance (i.e. 0.887>0.05). It means there is no significant impact on the buying behavior of household consumer with respect milk when advertisement shows on TV, FM/Radio and Newspaper.

After running third regression model we obtain following results.

$$T_G \text{ Xr } \Gamma S_1 X_T \Gamma S_2 X_{F/R} \Gamma S_3 X_N \dots \dots \dots (ii)$$
$$= 2.319 - 0.003 X_T + 0.00 X_{F/R} - 0.011X_N$$
$$t = (7.094) \quad (-0.298) \quad (0.025) \quad (-0.742)$$
$$F = 0.277 \quad \quad \quad P\text{-value} = 0.841$$
$$R^2 = 0.018 \quad R = 0.133 \quad N = 50$$

Interpretation

The finding of third regression equation shows that the buying behavior of household consumer on Ghee item is negative affected with the application of different advertising media

Here Null hypothesis is accept because p-value of F test is more than 5% level of significance (i.e. 0.841>0.05). It means there is no significant impact of the buying behavior of household consumer with respect to Ghee items when advertisement shown on TV, F.M/Radio and Newspaper.

After running fifth regression model we obtain following results.

$$T_{ch} = \beta_0 + \beta_1 X_T + \beta_2 X_{F/R} + \beta_3 X_N \dots \dots \dots (iv)$$

$$3.357 - 0.021X_T - 0.019X_{F/R} - 0.26X_N$$

$$t = (11.217) \quad (-2.471) \quad (1.670) \quad (-1.893)$$

$$F = 5.505 \quad P\text{-value} = 0.003$$

$$R^2 = 0.264 \quad R = 0.514 \quad N = 50$$

Interpretation

The finding of fourth regression equation shows that the buying behavior of household consumer or Ice-cream items is positively affected with the application of different advertisement media like TV but negative of FM/Radio and Newspaper.

Here Null hypothesis is accepted because the p-value of F test is greater than 5% level of significance (i.e. 0.003>0.05). It means there is no significant impact on the buying behavior of household consumer with respect to Ice-cream when advertisement shown on T.V, FM/Radio and Newspaper.

After running sixth regression model we obtain following results.

$$T_{ice} = \beta_0 + \beta_1 X_T + \beta_2 X_{F/R} + \beta_3 X_N \dots \dots \dots (v)$$

$$= 2.554 + 0.004X_T + 0.010 X_{F/R} - 0.024 X_N$$

$$t = (8.046) \quad (0.437) \quad (-0.847) \quad (-1.630)$$

$$F = 1.253 \quad P\text{-value} = 0.302$$

$$R^2 = 0.076 \quad R = 0.275 \quad N = 50$$

Interpretation

The finding of fourth regression equation shows that the buying behavior of household consumer or Ice-cream items is positively affected with the application of different advertisement media like TV but negative of FM/Radio and Newspaper.

Here Null hypothesis is accepted because the p-value of F test is greater than 5% level of significance (i.e. 0.302>0.05). It means there is no significant impact on the buying behavior of household consumer with respect to Ice-cream when advertisement shown on T.V, FM/Radio and Newspaper.

After running sixth regression model we obtain following results.

$$T_p X_r \Gamma S_1 X_T \Gamma S_2 X_{F/R} \Gamma S_3 X_N \dots \dots \dots (vi)$$

$$2.488 + 0.000X_T + 0.003 X_{F/R} - 0.013 X_N$$

$$t = (8.586) \quad (0.034) \quad (-0.235) \quad (-0.944)$$

$$F = 0.367 \quad P\text{-value} = 0.777$$

$$R^2 = 0.023 \quad R = 0.153 \quad N = 50$$

Interpretation

The finding of six model regression equation shows that i.e. buying behavior of household consumers on Paneer item negative affected with the application of different advertisement media like T.V./FM/Radio and Newspaper.

Here, Null hypothesis is accepted because the p-value of F Test is greater than 5% level of significance (i.e. 0.777>0.05). It means there is no significant impact on the buying behavior of household consumer with respect to Paneer when advertisement shown on TV, FM/Radio and Newspaper in major findings and the results of this study research work have been summarized as follows:

4.4. Major Findings

1. Most of the people interested in watching TV rather than listening FM/Radio and Newspaper Table 4.1 it means the producer and marketing manager should focus on TV rather than FM/Radio and Newspaper for the advertisement of dairy product like milk, Ghee, cheese, Ice-cream and Paneer.
2. Both with children and without children consumer spend their time for watching TV, listening FM/Radio and reading Newspaper is less than one hour (Table 4.1.3.). It means very short, interesting highly effective advertisement campaign about dairy product should be focused on T.V. and F.M/Radio rather than Newspapers.
3. There is mix response about the watching advertisement on T.V. and listening advertisement on F.M/Radio from the respondents but reading advertisement on Newspaper is only positively respondent. (Table 4.1.4)
4. Most of the consumers 23 would like to prefer popular artist 17 consumer would prefer humor, jokes and cartoon 9 consumer comprise with products and one consumer would prefer the others (Table -4.1.5) it means a while preparing advertisement campaign about

dairy products the first priority should be given to humor, popular artist, jokes and cartoon types of advertisement.

5. The buying decision of with children and without children consumers is not mainly by the case of advertisement on media. In other words their buying decision about dairy product is based on self decision.
6. There is positive correlation coefficient between overall dairy products and overall advertisement media because calculate p-values indicate that the relationship between advertisement and spend on dairy product significance. (Table - 4.2.2.)
7. With the context to effectiveness of advertisement of dairy product all respondents (100%) are familiar with the advertisement of dairy product which indicated that the advertisement is very effective to introduce the product to consumer.
8. With the context to the effectiveness of advertisement of milk 48% respondent with children spend more than 3 thousand rupees. Consumers were very aware about quality of milk and health of their child. It was due to the advertisement.
9. Consumers consume ghee mainly in the time of festival and cold seasons. And consumers with children trusted about the quality of DDC brand.
10. Cheese, Ice cream and Paneer are also introducing to the market gradually. Among these 3 items, Ice cream and Paneer mainly used any special occasion like marriage, birthday party.
11. Consumers nowadays are very conscious about their health they are trusted to DDC brand and in the process of conversation. It is found advertisement give information to them. So advertisement is effective.
12. There is low degree of positive correlation coefficient between spend on milk and watching TV. Similarly there is low degree of negative correlation coefficient between spend on milk and listening advertisement on FM/Radio and Newspaper.

13. There is low degree positive correlation coefficient between spend on Ghee and watching TV. Similarly there is low degree correlation coefficient between spend on Ghee and listening FM/Radio and reading Newspapers.
14. There is low degree of positive correlation coefficient between spend on chees and watching T.V. listening FM/Radio and reading Newspaper.
15. There is low degree positive correlation coefficient between spend on Ice cream and watching T.V, listening FM/Radio and reading Newspaper.
16. There is low degree positive correlation coefficient between spend on Paneer and watching T.V. listening FM/Radio and reading Newspaper. (Table 4.2.2) It means, the overall advertisement should not targeted with children and without children household consumers because calculate p-value indicate that the relationship between advertisement and spend on dairy products insignificant at 5% level of significance.
17. Finding the first regression model shows that there is impact on the effectiveness of overall adverting media towards spent on dairy product because the effectiveness is significant at 5% level of significance.
18. The result of stated second regression model indicates that the buying behavior of household consumer on milk is not influenced positively by the advertisement media and the effectiveness of media is insignificant at 5% level of significance.
19. The result of stated third regression model indicate that the buying behavior of household consume on Ghee is not positively influenced by the advertisement media and the significance.
20. The results of stated fourth regression model shows that the buying behavior of household consumers on cheese is positively affected with the advertisement media like T.V. FM/Radio and Newspaper.
21. The result of stated fifth regression model shows that the buying behavior of household consumer on Ice-cream items is positive affected with the advertisement media like F.M/Radio but negatively affected by T.V. and the Newspaper the overall effectiveness of media is insignificant at 5% level of significance.

22. The result of stated sixth regression model shows that the buying behavior of household consumer on Pander item is negative affected with the application of different media like T.V., F.M./Radio and Newspaper and the effectiveness of media is insignificant at 5% level of significance.
23. With respect to the impact of advertisement on different consumers out the total respondent most of the respondents that advertisement could leave impact upon then about the product. It proves that advertisement has played important role to leave positive impact towards the majority of people.
24. With context to the effectiveness of advertisement of dairy product, all respondents (100%) are familiar with the advertisement of dairy product which indicated that the advertisement is very much effective to introduce the product to the customer.

CHAPTER – V

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Nepalese economy is gradually shifting from agriculture based to industrial based. Now a day, our country is adopting world wise accepted open marking system. As result international goods product, techniques, service are also introducing to the Nepalese culture. It is possible only due to the advance communicational system, telephone, e-mail, Internet, television, Newspapers. Communication system narrowed the world in many ways. To familiarize, provide information benefit quality and many advantages every modern organization adopting different kind of advertisement, Advertisement in modern because an essential part of modern business.

Many kind of organizations have spending large amount of money for advertisement. But they do not test or know about the effectiveness of advertisement. But it is very important to test it whether it is effective or not.

Advertising is being one of the best ways of promoting products, services and ideas. Advertising is used to inform, persuade and remind about the product and services. It influences the consumer's attitudes and buying behavior.

This study has been conducted with the aim of examine the impact of advertisement of dairy product (milk, ghee, cheese, ice-cream and paneer and its effectiveness on buying behavior of household consumer and their perception throughout the advertisement.

The main purpose of this study is to test advertisement effectiveness of DDC products. This study is conducted from Butwal and Siddharthanagar municipality (Bhairahawa) Rupandehi district of Lumbini Zone. Sample size of 50 consumers, there are 33 respondents with children and 17 respondents without children consume.

First chapter (introduction) provided general introduction about DDC product market, concept of advertising and advertisement effectiveness, statement of the problem, objective of the study was (1) to identify the strength and directions of the advertising media for the buying habits of dairy product (2) evaluate the effectiveness of advertisement media on the

buying behavior of household consumers with respect to dairy product significance of the study and limitation of the study was presented finally outline of this thesis was set.

Second chapter (Review of Literature) includes review on the concerned topics, which are mostly based on books on and earliest studies related to research problem through different sources. In this study has focused on different topics as in the meaning, function and objective and advertising program and general information about concept of advertising effectiveness and national plan of government etc.

In this study we found that there is no single 'best' medium for all advertising situations each media decision must be made in light of particular requirements of a particular situation. Each competitor selling the same product nearly the same markets use different media strategies.

Third chapter was related to the research design, nature and sours of data population and simple, data collection procedure. Data processing techniques and various tools and Technique, what type of sources are used for the data collection. How these data are processed to fulfill the research problem of the study on what basis analysis is made and the statistical tools used.

The chapter four various statistical and mathematical tools used to present and analysis the finding of the study.

To identify the strength and direction of the advertising of the buying habit of dairy product, we found that the advertising of dairy product was effective as most of he consumer were agree with the statement.

Most of the consumers response that the TV is the best media for the advertisement. The finding shows that 95% of respondents responded that message use in DDC product advertising were effective and under stand able. So there is no doubt that the message used in DDC advertising is effective.

5.2 Conclusion

So far our study is concerned about DDC products and advertising effectiveness. It can be concluded that majority of the consumers have habits of watching TV, listening FM/Radio

and reading Newspaper and the media are popular for communication and are used for advertisement. Most of the people interested musical programs than other programs.

In the case of the dairy products the 98% consumers view are positive correlation between overall dairy product milk, ghee, cheese, ice-cream and paneer and overall media (television, FM/Radio and Newspaper). The buying decisions of the consumers are not mainly by the case of advertisement on media in other words their buying decision about dairy product is based on self-decision.

In the relation to effectiveness of advertisement of milk 77% respondent spend more than 3 thousand rupees per year. Consumers were very aware about quality of milk and health of their child and their family. It was due to the advertisement. Consumers are trusted about the quality of DDC brand then other brand. Consumer consumes ghee, cheese and paneer mainly in the time of festival and cold season ice-cream mainly user summer season, they used the quality of DDC brand.

Consumers now days are very conscious about their health they are trusted to DDC brand and in the process of conversation. It is found advertisement gave information to them. So advertisement is effective. In the response to our study DDC is also adopting different kinds of advertisement in relation to promote, business aware about its quality and products, but could not be effective as desirable.

Our study is limited in urban areas here advertisement through TV proved as a popular and strongest means of advertisement, peoples spend their time listening FM/Radio has the middle position and Newspaper has the lowest position. Their 3 major means of communication has equally available in this area.

5.3 Recommendation

- 1) Not all of the peoples have the equally access to the media, persons out of the reach of the media are neglected by advertiser.
- 2) There is not adequate polices developed by the government relating to DDC. So I recommend developing proper policies to develop Dairy Sector.
- 3) Not only for sales, for the well productivity of milk, modern technological training, seeds development, veterinary facilities should be developed and upgraded.
- 4) There is necessary to provide loan minimum interest rate at least five years.

- 5) NGO, INGO and GO should be focus dairy product to improve production and marketing system.
- 6) Promotional campaigns like trade fairs, e-marketing seminar must be help improve the dairy product.
- 7) Creating interest and around desire are two parts of something, raising desire to buy the product is very important aspect of advertising. It enhances the conviction of consumer toward the product so communication strategy should be made such a way that creates desires towards the DDC.
- 8) In overall DDC advertising were effective. But when try to test one separate advertisement of DDC. It was not effective. So it was recommended to DDC Company that sales as well as communication effectiveness should focus.
- 9) Most of respondents like advertising with humor and popular artists. It is better to include while presentation of advertisement.
- 10) Through this study we found consumer replied that they bought their product due to taste and quality.
- 11) DDC companies are investing huge money on sales promoting, they know that advertising is a long term strategic weapon its total effects must be evaluated in the context of yeas, not weeks or month.
- 12) Advertising cannot complete with sales promotion and direct marketing activities in generating short-term sales effects. But in the long-term the cumulative force of good advertising can achieve results, which cannot be equaled by sales promotion.
- 13) There is no doubt that the DDC are part of Nepalese life. Most of DDC company spread wings to neighbors country and there is hyper competition in DDC market but still it was estimated that only 50% capacity of DDC are being used by DDC company. So there are still opportunities for big DDC companies as well to expand their business in DDC market but business with new idea and creativity should put at top of mind.
- 14) Most of manufacturing companies of low involvement product including DDC companies are using pull strategy. So to survive and grow and get to a level where they target to be, then they have to consider more on building up on brand, consumer schemes and media advertisement.
- 15) They should focus more on managing advertising program. Well plan advertising program enhance advertising effectiveness.

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Department of Management TU

World wide web.

1. www.Emerald.com
2. www.google.com
3. www.nepalnews.com

APPENDIX I

Questionnaire Model

Dear Respondent,

I am a student of MBS of B.M.C.-2009 batch going to prepare a Thesis on above topic. Please kindly and honestly answer these questions in the given format. Your information will be used only for the purpose of research for thesis only and it will be kept confidential.

1. Personal :

Q.1.1 Name :-

Q.1.2 Marital status :

- I. Married []
- II. Unmarried []

Q.1.3 Do you have child?

- I. Yes []
- II. No []

Q.1.4 How many children do you have?

- I. One []
- II. Two or more []

Q.1.5 Out of allocated expenditure budget how much you spend on the following?

(answer on percentage basis)

- I. Dairy product (Milk, Ghee, Cheese, Ice-cream and paneer) []
- II. Entertainment []
- III. Others []

Q.1.6 Are you interested to watching T.V?

- I. Yes []
- II. No []

Q.1.7 Are you interested to listening F.M./ Radio?

- I. Yes []
- II. No []

Q.1.8 Are you interested to reading Newspaper?

- I. Yes []

II. No []

Q.1.9 Which media do you prefer mostly for advertising?

I. T.V []

II. F.M./ Radio []

III. Newspaper []

IV. Others []

Q.2.0 How much time do you spend on watching T.V. daily?

I. Below 1 hour []

II. 1 to hours []

III. 2 to 3 hours []

IV. More than 3 hours []

Q.2.1 How much time do you spend on listening F.M/Radio?

I. Below 1 hour []

II. 1 to hours []

III. 2 to 3 hours []

IV. More than 3 hours []

Q.2.2 How much time do you spend on reading Newspaper?

I. Below 1 hour []

II. 1 to hours []

III. 2 to 3 hours []

IV. More than 3 hours []

Q.2.3 Do you see advertisement on T.V?

I. Yes []

II. No []

Q.2.4 Do you listen advertisement on F.M/Radio?

I. Yes []

II. No []

Q.2.5 Do you see advertisement on Newspaper?

I. Yes []

II. No []

Q.2.6 While watching the favorable program, do you continue your channel whenever advertisement occurs?

I. Yes []

II. No []

Q.2.7 What type of advertisement presentation makes you interesting?

I. Humor, jokes and cartoon []

II. Popular Artist played in advertisement []

III. Comparison of the product []

IV. Others []

Q.2.8 Which media influences you to buy dairy products (i.e. Milk, Ghee, Cheese, Ice-cream and paneer)?

I. T.V. []

II. F.M/Radio []

III. Newspaper []

IV. Others []

Q.2.9 How much do you spend on milk on yearly basis?

I. Below 1000 []

II. 1000 to 2000 []

III. 2000 to 3000 []

IV. 3000 and above []

Q.3.0 How much do you spend on Ghee on yearly basis?

I. Below 500 []

II. 500 to 1000 []

III. 1000 to 1500 []

IV. 15 and above []

Q.3.1 How much do you spend on cheese on yearly basis?

I. Below 500 []

II. 500 to 1000 []

III. 1000 to 1500 []

IV. 15 and above []

Q.3.2 How much do you spend on Ice-cream on yearly basis?

I. Below 1000 []

II. 1000 to 2000 []

III. 2000 to 3000 []

IV. 3000 and above []

Q.3.3 How much do you spend on paneer on yearly basis?

- I. Below 1000 []
- II. 1000 to 2000 []
- III. 2000 to 3000 []
- IV. 3000 and above []

Q.3.4 Segregate on percentage for the following :

Item	Score
I. Effect of advertisement	
II. Effect of family discussion	
III. Effect of Reference by friends and others	
IV. Self discretion	
Total	100%

Q.3.5 Which media do you prefer accordingly:

Item	Score
I. Effect of T.V.	
II. Effect of F.M/Radio	
III. Effect of Newspaper	
IV. Others	
Total	100%

Q.3.6 Out of monthly expenditure budget, how much would you allocate to following items (percentage basis)?

Item	Score
I. Milk	
II. Ghee	
III. Cheese	
IV. Ice-Cream	
V. Paneer	
VI. Other	
Total	100%

THE END