

**TELEVISION ADVERTISING AND IT'S  
IMPACT ON THE BUYING BEHAVIOUR  
OF THE CONSUMER**

**(WITH REFERENCE TO VATIKA SYMPHOO)**

**A Thesis**

**Submitted By**

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**Submitted to**

Office of the Dean

Faculty of Management

Tribhuvan University

In partial fulfillment of the Requirements for Degree of  
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# **RECOMMENDATION**

This is certify that the thesis

**Submitted by:**

Bimala Devi Niroula

**Entitled:**

**TELEVISION ADVERTISING AND ITS IMPACT ON THE  
BUYING BEHAVIOUR OF THE CONSUMER.  
(WITH REFERENCE TO VATIKA SHAMPOO)**

has been prepared as approved by this department in the prescribed format of  
the faculty of management. This Thesis is forwarded for examination.

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Dr. Narayan Krishna Pradhan    Prof. Dr. Kamal Deep Dhakal    Asso. Prof. Prakash Singh Pradhan  
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# **VIVA-VOCE SHEET**

We have conducted the Viva-voce examination of the thesis

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( WITH REFERENCE TO VATIKA SHAMPOO )**

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

## **Viva-Voce Committee**

Head, Research Department : .....

Member (Thesis supervisor) : .....

Member (External Expert) : .....

# DECLARATION

I here by declare that the outcome of this thesis entitled **Television "Advertising and Its Impact on the Buying Behaviour of the Consumer (With Reference To Vatika Shampoo)"** has been submitted to Office of Dean, Faculty of Management, Tribhuvan University, is my creative work done in the form of partial fulfillment of requirement for the Master Degree in Business Studies (MBS) under supervision **Dr. Narayan Krishna Pradhan**, Shankar Dev Campus, Putalisadak, Kathmandu.

Thank You,

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Thank You,

**Bimala Devi Niroula**

## ABBREVIATIONS

A.M	:Amplitude Modulation.
ADV	: Advertise.
AMA	:American Marketing Association.
B.C.	:Before Christ.
B.S	:Bikram Sambat.
B/W	:Black and White.
CBS	:Central Burro of Statistics.
ETC	:Extra.
F.M	:Frequency Modulation.
i.e.	:That is
M.B.S.	:Master of Business Studies.
N.G.O.	:Non-governmental Organization.
N.T.V.	:Nepal Television.
No.	:Number
NTRC	:Nepal Television Rate Card
P.V.T- L.T.D	:Private Limited.
PSA	:Public Service Ads.
R.C.	:Red Cross
R.N.	:Radio Nepal.
Rs.	:Rupees.
S.L.C.	:School Leaving Certificate
T.B.S.	:Television Broadcasting Service.
T.U	:Tribhuvan University.
T.V.	:Television
VCRS	:Video Cassette Recording System

# Table of Contents

<b>RECOMMENDATION</b>	
<b>VIVA-VICE SHEET</b>	
<b>DECLARATION</b>	
<b>ACKNOWLEDGEMENT</b>	
<b>ABBREVIATION</b>	
<b>TABLE OF CONTENTS</b>	
<b>LIST OF TABLES</b>	
<b>LIST OF FIGURES</b>	

<b>CHAPTER</b>	<b>Page no.</b>
<b>1. INTRODUCTION</b>	<b>1</b>
1.1 Background of the study	1
1.2 Focus of the study	3
1.3 Statement of the problems	4
1.4 Objectives of the study	5
1.5 Relevance of the study	6
1.6 Limitation of the study	6
1.7 Organization of the study	7
<b>CHAPTER II</b>	
<b>REVIEW OF LITERATURE</b>	
2.1 Conceptual frame work	9
2.1.1 History of Advertising	9
2.1.2 Specific reasons for Advertising	15
2.1.3 Types of Advertising	17
2.1.4 Methods of Advertising	18
2.1.4.1. Print Media of Advertising	20
2.1.4.2. Radio Advertising	23
2.1.4.3. Television Advertising	25
2.1.5 .Advertising as a part of marketing activities	29
2.1.6. Advertising and personal selling	30

2.1.7 Advertising and sales promotion	31
2.1.8 Advertising and publicity	33
2.2 Review of major past studies	34
<b>CHAPTER III</b>	
<b>RESEARCH METHODOLOGY</b>	<b>38</b>
3.1 Research design	38
3.2 Population and sources of data	38
3.3 Data collection technique	39
3.4 Analysis technique	39
3.5 Statistical tools	39
3.6 Data processing and tabulation	40
<b>CHAPTER IV</b>	
<b>PRESENTATION AND ANALYSIS OF DATA</b>	<b>43</b>
4.1 Introduction	43
4.2 Age-wise consumer's preference on T.V. advertisement	44
4.3 Literacy – wise consumers' preference on T.V. advertisement	46
4.4 Preference of advertisements according to gender (sex)	48
4.5 Consumer's Television watching habits	50
4.6 Age-wise consumer's reaction to the Television Advertisements	51
4.7 Educational-wise reaction to the T.V. Advertisement	53
4.8 Gender-wise reaction to the T.V. Advertisement	55
4.9 Effect of Advertisement on consumer's purchasing decisions	56
4.10 Consumer's preferences to the product	58
4.11 Consumer's preferences to the means of advertisement.	59
4.12 Impact of repeated advertisement to attract the consumers' attention.	61
4.13 Consumers response to the adequacy of advertisement.	61
4.14 Consumers preference to the product having same price & quality.	62
4.15 Impact of advertisement on consumer.	63
4.16 Role of advertisements to make the purchase decision.	64
4.17 Effectiveness of the advertisement of cosmetic product.	65
4.18 Effectiveness of the advertisement of Vatika Shampoo.	65
4.19 Factors Influence to buy the product (Vatika Shampoo).	66

4.20 Major findings of the study.	67
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## **CHAPTER V**

<b>SUMMARY, CONCLUSION AND RECOMMENDATIONS</b>	<b>72</b>
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5.1 Summary	72
-------------	----

5.2 Conclusion	73
----------------	----

5.3 Recommendations	74
---------------------	----

## **BIBLIOGRAPHY**

## **APPENDIX**

## LIST OF TABLES

3.1 Gender-wise sample collection.	41
3.2 Educational-wise sample collection.	41
3.3 Age-wise sample collection.	42
4.1 Age-wise consumer's preference on T.V. Advertisement.	44
4.2 Literacy-wise consumer's preference on T.V. advertisement.	46
4.3 Preference of advertisements according to gender (sex).	48
4.4 Consumer's television watching habits.	50
4.5 Age-wise consumer's reaction to the television advertisement.	52
4.6 Educational-wise reaction to the T.V. advertisement.	54
4.7 Gender-wise reaction to the T.V. advertisement.	55
4.8 Effect of advertisement on consumer's purchasing decisions.	57
4.9 Consumer preferences to the product.	58
4.10 Consumer preferences to the means of advertisement.	60
4.11 Impact of repeated advertisement to attract the consumer's attention.	61
4.12 Consumer's response to the adequacy of advertisement.	62
4.13 Consumer's preference to the product having same price and quality.	63
4.14 Impact of advertisement on customers.	63
4.15 Role of advertisements to make the purchase decision.	64
4.16 Effectiveness of the advertisement of cosmetic product.	65
4.17 Effectiveness of the advertisement of Vatika Shampoo.	65
4.18 Factors influence to buy the product (Vatika Shampoo)	66

## LIST OF FIGURE

4.1 Age-wise consumer's preference on T.V. Advertisement.	45
4.2 Literacy-wise consumer's preference on T.V. advertisement.	47
4.3 Preference of advertisements according to gender (male).	49
4.4 Preference of advertisements according to gender (female)	49
4.5 Consumer's television watching habits.	51
4.6 Age-wise consumer's reaction to the television advertisement.	53
4.7 Educational-wise reaction to the T.V. advertisement.	55
4.8 Gender-wise reaction to the T.V. advertisement.	56
4.9 Effect of advertisement on consumer's purchasing decision	57
4.10 Consumers' Preference to the product	59
4.11 Consumer preferences to the means of advertisement.	60

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## Appendix – 1

### Questionnaire

#### **Impact of Television Advertisement on Consumer Behavior for Cosmetic Product. With reference to " Vatika Shampoo"**

Dear Respondent,

I am doing research on "Impact of Television Advertisement on Consumer Behaviour in Cosmetic Product." with reference to Vatic Shampoo in Partial Fulfillment of the Requirement of the degree of Masters of Business Studies (M.B.S).Your sincere and unbiased co-operation will be highly appreciated and is invaluable. The information that you provide will be kept confidential and secrete and be solely used for only this research purpose.

#### **Respondent's Profile**

Name:.....

Address:.....

Occupation:.....

Ages: .....

1. In which education group you belong to?

- a) Below S.L.C.
- b) S.L.C.
- c) Graduate
- d) Above Graduate
- e) Un Educated

1. Do you watch television?

- a. Yes
- b. No

2. Do you have habit to write the television advertisement ?

- a. Yes
- b. No

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

- a. Maspl
- b. Good wording
- c. simple
- d. all of the above

5. How do you read the television advertisement?

- a. Change the channel
  - b. To know the advertisement
  - c. Curious on advertising than the product
  - d. Indifference forwards the advertisement
6. Which product do you buy?
- a. Frequently advertised
  - b. Not advertised
7. Does repetition of an advertisement draw you attention?
- a. Yes
  - b. No
8. Have you been consumer's advertisement?
- a. Yes
  - b. No
9. If yes, have you seen advertisement of Vitika Shampoo?
- a. Yes
  - b. No
10. What factors influence you to buy the product?
- a. Quality/ brand
  - b. Price
  - c. Scheme
  - d. Advertisement
  - e. Others.
11. Does the advertisement benefits you?
- a. Yes
  - b. No
  - c. cannot say
12. If an advertisement interests you what do you do?
- a. I look for more information.
  - b. What I received it enough.
13. If there are same kinds of products in the market in terms of quality and the price, which one would you, buy?
- a. Advertised
  - b. Not advertise
14. Have you bought any product after getting information from advertisement?
- a. Yes
  - b. No
  - c. cannot say
15. Which advertisement do you prefer?
- a. Newspaper
  - b. Magazine
  - c. Television
  - d. Radio
  - e. Pamphlets