

IMPACT OF TV ADVERTISING ON BUYING BEHAVIOUR
(A Case Study of Real Juice, Dabur Nepal)

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RECOMMENDATION

This is to certify that the thesis

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Entitled

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has been prepared as approved by this Department in the prescribed format of

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VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis presented by

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and found the thesis to be the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment

for

Master's Degree in Business Studies (M.B.S.)

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DECLARATION

I hereby, declare that the work reported in this thesis entitled **“Impact of TV Advertising on Buying Behaviour: A Case Study of Real Juice, Dabur Nepal”** submitted to Central Department of Management, University Campus, T.U., Kirtipur is my original piece of work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business studies under the supervision and guidance of Associate Professor Dr. Bhoj Raj Aryal, Central Department of Management.

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ABBREVIATIONS

AAAN	=	Advertising Agencies Association of Nepal
AAN	=	Advertising Agencies of Nepal
AD	=	After Death
AMA	=	American Marketing Association
BS	=	Bikram Sambat
CDP	=	Central Department
DDC	=	Dairy Development corporation
DN	=	Dabur Nepal Private Limited
F.M.	=	Frequency Modulation
i.e.	=	That is
MBS	=	Master of Business Studies
MHz	=	Mega Hertz
No.	=	Number
NTV	=	Nepal Television
PFNDAI	=	Protein Foods and Nutrition Development of Nepal
S.L.C.	=	School Leaving Certificate
TU	=	Trivhuvan University
TV	=	Television

CHAPTER –I

INTRODUCTION

1.1 Background of the study

Nepal is one of the smallest and least developed countries of the world. it is the landlocked between large countries china and India. the country has occupied 1,47,181 square kilometer of land, which constitutes 0.03% area of world and 0.3% area of Asia. National census 2068 has reported the total population 26621000 with 1.4 growth rate. Majority of population here is agriculture to industrial sector due to their industrial activities is gradually increasing in the country. As a result number of different types of industries compaction 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.

Now a day's marketing is characterized by globalization , technological changes and strong competition , successful marketers are there who deliver what customer are willing to purchase as well as according to the their ability to purchase. For this reason marketers to conduct many researches to study consumer decision.

Advertising is the main form of mass selling. To generate marketing is selling advertising which means selling and advertising are strong part of marketing for them. Marketing helps and organization to find out what their customer wants. It also helps to decides what products are to be made; the decision is carried on after a day research in the market. Advertising is any paid form of non personal presentation, ideas, goods or services by an identified sponsor. It includes the use of traditional media like newspaper, radio, and television, signs of direct mail as well as the internet.

The present era of science and technology due to the development of science and technology it has brought dramatic change in all sector of social life. It is the age of computer, in same way it is the age of advertising. 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 amount 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 consumer's attitude and purchase behavior in a variety of systematic manner. Advertising is 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 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 decision 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 advertisements 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 their expect will satisfy their 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, feeling, emotions and instincts that arises a desire in the buyer to buy a product.

"Advertising is any paid from of a non personal presentation and promotion of ideas, good 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 rupees. It provides feedback to the advertisers. It give track to advertisers for future effectiveness of advertising is one of many factors that affect the success of product or services and help in building and sustaining brand health. Infect 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 effect 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 Dabur Nepal Real Juice is effective or not and includes its important area like motive message 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 retailer's

perspective toward advertisement. Reason behind the using the retailer is to find out the share known as retail audit method moreover to aware reader's mind into important of retailing in law 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 house and other advertising associates.

History of Soft Drink Product in Nepal

In the time of Late Rana they were spending luxurious life. They used to drink natural seasonal particular fruit juice like lemon juice, sugarcane juice, honey etc. Sometimes they used to drink soda. In their time soda was the one of the modern soft drink product. After 2007 B.S. people feeling freedom by the way of democracy, there was introduced different types of food and beverage products by the way of modern marketing. In 1973(2035 B.S.) coca-cola was first introduced into Nepal. When it was imported from India. But local production would only begins in 1979, with the establishment of Bottlers Nepal Limited (BNL).Bottlers Nepal Limited introduced the soft drink beverage market with their particular product i.e. coca-cola, fanta and sprite, in 2042 B.S. Similarly Varun Beverage Nepal P. Ltd. Introduced the beverage product in Nepalese market with their particular product Pepsi, Mirianda, 7'up, Due etc. Today in Nepalese market there is similar soft drink beverage products introduced by different producer i.e. Real Juice by Dabur Nepal since 1992, Fruity by K.L.Dugard, Rio and Appy by Chaudhary Group and other fruity juices and soft drink product which is imported by various business form i.e. Red Bull, Star Bull, natural can juice and other types of can juice.

1.2 Focus of the study

The advertisement influence to the consumer buying which is the study of how individual make decision to spend their available resource like them, 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 advertising is disseminated through one or more media and is paid for by identified sponsor.

Television has grown faster than any other advertising medium in history. From its beginning after revelatory 2046 it has emerged as the medium that attracts the largest volume of national advertising. Television advertisement has become a vital part in advertising world. The visual media has been the best medium of advertisements. Moreover, today the number of television channel has been increasing and become an indispensable. The means and types of television advertisement can be presented in the form of slice of life, lifestyle, fantasy, mind or image musical personality symbol, technical expertise scientific evidence, testimonial evidence etc. Different people prefer different types of television advertisements. The selection of the target market of the product nature plays a significant implicit on choosing the media. The boundaries within which, the product are intended to be sold sets limitation on choice of media. Different people show different attitudes towards the same message direct, telecast and published. In Nepal many advertiser fails to give due importance in this regard. This leads to the failure of advertisement in generating the positive response in from consumers. Thus, the understanding of the importance in this regard. This leads to the failure of advertisement in generating the positive response from consumer. Thus, the understanding of the impact of any media on consumer behavior is extremely important for any advertiser. In Nepal, business hours can generate many ideas, in the field of marketing area through this type of survey. In addition, the survey like this will be very helpful for the advertiser for the success of the television advertisement in overall, in a developing country like Nepal, this type of study is very crucial and mostly essential. The major focus lies on product Real Juice. One of the favorite consumer products which produce by Dabur Nepal pvt. Ltd. The product being equally popular in Nepal and India.

1.3 Statement of the problem

Advertising has been one of the important parts of our life . Every day people are exposed to be 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 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 there customer respond to certain advertising and not to other.

Advertising is one of the important tools where most of the companies to persuade target buyers to buy their products or services. There are many special and specific reasons for advertising. The main factor to announce a new product or service or an idea to expand the market to:

1. New buyers
2. Announce a modification
3. Announce a price change
4. Announce a new pack
5. Make a special offer etc

The important of advertising gains its popularity in many companies to introduce in target markets. The role of advertising shift the products demand curve upward. The success or failure of product is determined by the success or failure of advertisement. Among various types of media, television enjoys the dominant position. Advertisement can reach to various consumers at a time through television. In todays the popularity of television is increasing day by day. It is very

useful for the advertiser to know the popularity of the television among the different people. Hence the main objective of this thesis is to provide useful information regarding the effectiveness of television advertising to different group of people particularly in the city areas.

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

1. What is the strength of the advertising for the buying habits of beverage products?
2. What is the impact of this advertisement in on general people?
3. What are the directions of the advertising for the buying habits of beverage products?
4. How can be suggested on the basis of major finding of the study?
5. How can be focused on daily product to improve production and marketing system?
6. How can be evaluated advertisement effectiveness of media on the buying behavior of consumers with respect beverage products?
7. Is the advertising of Dabur Nepal Pvt. Ltd effective or not?
8. How can be recommended on the basis of major finding of the study?

1.4 Object of the study

The main objective of this study is the impact of TV Advertising on Buying Behavior, a case study of Real Juice, Dabur Nepal. However, the specific objectives are as follows-

1. To identify the strength and direction of the advertising for the buying habits of beverage soft drink products of Dabur Nepal, Real Juice.
2. To evaluate the effectiveness of T.V. advertisement on the buying behavior of consumers with respect to beverage soft drink products of Dabur Nepal, Real Juice.

3. To measure the advertisement effectiveness of Dabur Nepal Pvt. Ltd.

1.5 Significant of the study

Advertising has proved to be effective i.e. less costly source of information than other sources. In today's modern business world, the need of advertising is indispensable. Every stage of product life cycle needs advertising, volume of which may be low and high depending upon the nature and stages.

This study will provide insight with reference to the mode of T.V. advertising and buying behavior of customer. The outcome of the study would be more useful to the marketing practitioners to upgrade their existing skill and knowledge on advertising and buying behavior. The study will contribute to the advertising agencies as well with reference to way of advertising so that they can apply suitable mode of advertising and effective means of advertising so that they can apply suitable mode of advertising in real life of situation. The study will further provide some ideas and policy issues to the policy maker to formulate right advertising policy. The study aims further contribute in delivering ideas with regard to different perspective research ideas. This will contribute to the readers and study in enhancing their knowledge with reference to advertising and consumer buying behavior.

1.6 limitation of the study

This study will confine on TV advertising and consumer buying behavior. Hence, the study will not examine other mode of advertising and other behavior of consumer than the buying behavior. Primary data generated through this study has explored the impact of TV advertising on buying behavior of consumer associated with Real juice. The study has following limitations.

1. This study will cover only Kathmandu of Bagmati zone .

2. This study will focus on Beverage product only real juice of Dabur Nepal Pvt. Ltd.
3. The study is based on the data available from the self administrated questionnaire method.
4. Only Nepalese advertisements media are considered

1.7 Organization of the study

This thesis consists of five chapters. Each devoted to some aspect of the study of impact of television Advertisement to the buying behavior of the consumer. The details of each chapter are as follows:

Chapter one: Background of the study

Chapter two: Review of the study

Chapter three: Research methodology

Chapter four: Data presentation and analysis

Chapter five: summery, conclusion and Recommendation

Chapter 1: Introduction mainly contains the background of advertising effectiveness of Beverage products, History of soft drink product in Nepal, focus of study, statement of the problem, objectives of the study, significant of the study, limitation of the study organization of the study

Chapter 2: Review of literature that include topic related different books articles , periodicals , about product , related to theoretical analysis and brief review of related pertinent literature available . This chapter also previews thesis report, newspaper, and office manual report, various published of related organization.

Chapter 3: 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 analyzed the Received from different primary source will be received.

Chapter 4: Data presentation and Analysis contains presentation and analysis of data, effectiveness of juice product on advertising media and major finding.

Chapter 5: Chapter five is the concluding part of the study which contains summary of the study, conclusion and recommendations for further improvements.

Finally bibliography and appendices have also been incorporated.

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 TV advertising effectiveness on consumer buying behavior of soft drink product a case study of Dabur Nepal Real Juice. Beverage products roles played by different agencies prospect and different policies formulated for the promotion and production material and advertising for literature Review thesis, dissertation journals article 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 propose, 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 the demand stimulating and fulfilling activities aimed at satisfying the needs or customer through the exchanges relationship to achieve organizational objectives with social responsibility in 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 definition of marketing as the performance of all business activities 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, consumer need the highest produce value at the lowest possible price consumer wants the highest possible return of their product while middleman seek to earn the greatest profit.

In the past time in Nepal, during Rana Regime, town criers walked through the streets announcing the opening and closer of gambling periods during the laxmi Pooja and other occasions. This form of advertising was called 'Jhyali pitne' in nepali 'Jhyali' means a certain type of an instrument which produces music and 'Pitne' means 'to beat'. This is so called because the town crier beat the 'Jhyali' while making announcement or information the public. The town criers were forerunners of the modern announcer who delivers radio and television commercials.

In other display, usually an eye-catching sign painted on the wall of a building was one of the known methods of advertising. Archeologists have found evidence of advertising dating back to the 3000s B.C. among the Babylonians. Many such signs were uncovered by archeologists, notably in the ruins of ancient Rome and Pompeii. An outdoor advertising excavated in Rome offers property for rent and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town.

In Nepalese product market there are various beverage products are available for consumer. These product are manufactured by various national and international

manufactures and out of them Real Juice is one of the most favorite juice products which is produced in market by Dabur Nepal Pvt. Ltd . Which is multinational manufacturer owner of Dabour Nepal pvt ltd. However there is no previous research report available. Thus research has attempted to prepare and present this report to fulfill the requirements of such reports.

American marketing Association (1999:47) Marketing is the process of planning and executing the conception; pricing, promotion and distribution of ideas of goods and services to create exchange that satisfy individual and organizational objectives.

Bovee and William (1986; 29) Management usually divides the various function 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 segment marketing about understanding their needs values, beliefs, behavior and aspiration, its matching company's capabilities with costumers want.

Thus marketing refers to all business activities aimed at

1. Findings out who costumer is and what they want
2. Developing product to satisfy that customer need and desires.
3. Getting these product into the customer hands. In its simplest term marketing is the process companies use to satisfy their customer's needs and make a profit.

There 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 audience to achieve certain goals. 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 its products 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, sale promotion, publicity and public relation tools. They are:

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

2.2conceptual 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, services or to influence the public.

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

The means of communication had to be developed before advertising over a wide area could become possible. Modern advertising is a product of individual

revolution of the nineteenth century. Before transportation and communication 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 record history. The industrial revolution had secured a tremendous change in marketing, manufacturing of printing machines made possible the selection 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 acquire and remind the target market . Thus advertising is designed to create an image of or to carry a sales message about a products or services to the consumer, while sales promotion is an activity and used to generate and immediate sales product or services. Advertising that induces a change in sales or perception of products is a milestone for brand.

Bayd, 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 influence the behavior of consumer. Advertising objectives can also be classified as per their objective in term in forming, 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 objective includes attempting to build brand performance and legality and changing a consumer's attitude about particular brand characteristics. Objectives having to do with reminding include communication telling consumer where and when to buy the products.

Advertising is a persuasive communication tools. It is paid from non personal presentation and promotion of ideas, goods or services by an identified sponsor media like, television Radio Magazine Newspaper internet etc are commonly used

in advertising. Now a day's TV advertising is getting popular. It establishes brand loyalty expands the existing markets and increases sales volume.

According to prof. Philip Katler – Advertising is paid from of non – personal presentation and promotion of ideas, goods or services by an identified sponsor.

According to Masnon and Rath – Advertising is a salesmanship without a personal salesman

According to American marketing association, Advertising is any paid from of non- personal presentation of ideas, goods or services by an identified sponsor

In conclusion advertising is a verbal and or visual non-personal message an identified sponsor, delivery through one or more and pigment by the sponsor, to the medium carrying the message. It is a most popular component of promotion mix .It is creative salesmanship without personal salesman.

The main features of advertising are mass communication persuasive, effective method of promotion paid communication Non- personal presentation , provides education , message and objective.

2.3 Dabur real juice Business in Nepal

Dabur Nepal private limited (D.N) was established in 1989. It is a joint venture company with India limited and date of incorporation it was successfully running from April 1992. Dabur Nepal (DN) manufactures at least 20types of products like healthcare, food and beverage cosmetic product drugs, intermediate ayurvedic, honey etc. The corporate office is located in Tinkune Koteshwor Kathmandu and its factory is located Rampur, Tikiani, Bara district Nepal. All of them the Beverage product real juice is introduce in Nepalese market by Dabur Nepal pvt. Ltd. It is the most favorite beverage product in Nepal and also India.

There are 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 consumption habit of Nepalese people and continued progress towards a cosmopolitan's society are unprecedented. In terms of juice item the traditional Beverage have developed and advanced by incorporating several new Beverage item from all around the world. The Beverage market is enjoying strong growth due to arrange of new products that is positioned exploited this changing lifestyle. The most common and readily accepted juice by all people in Nepal has been reasoned instant Dabur real juice. Consumer are talking Dabur Nepal Real juice while engaged in other activities such as office work, playing game, traveling by bus or other , reading or working etc.

About 'Real' juice

Real fruit power has been the preferred choice of consumer when it comes to packed fruit beverage and this is what makes real fruit power the no.1 brand in fruit beverage category in India being awarded 'India's most Trusted Brand' status for six years in a row in juice category .

Today, real fruit power has a range of 14 exciting variants from the exotic India mango , Guava and litchi to international favorites like pomegranate , tomato, cranberry , peach plum apricot, and grape and the classic orange , pineapple apple and mixed fruit . This large range caters to different needs, occasion and taste buds

Made from best quality fruit Real fruit power has added preservatives, hence offers not just great test but also FRUIT POWER the power to stay ahead .Real ingredients' are endorsed by PFNDAI (protein foods and nutrients development association of India)

The Real philosophy

At real we believe that fruits can be fun, colorful juicy, delicious and exciting .Our ongoing endeavor is to bring goodness and HEALTH to your home, without compromising of the HAPPY so with real you can be sure that HEALTHY IS HAPPY

Being Real

So what if fruit are seasonal in nature and not available in the market around the year. Real fruit power range is ready at hand across the years with the same wholesome goodness. Gulping from a pack of real fruit power with its high Real fruit content is like having the fruit itself .Real fruit beverage contains 100% fruit goodness and No PRESERVATIVES !.We at real pick the best fruit from around the world. Because fruits are perishable in nature we dehydrate them into concentrates or pulps and transport them using a cold chain. In our world class factories, our beverage go through the world renowned Aseptic processing, a process that was named as the most significant innovation within food science during the 1990s.

2.4 Historical development of modern Advertising

Looking at the history of advertising is a good way to gain a fresh perspective of 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 manufacture goods in Europe and America, making markets large and larger. Extended domestic national market and international markets replaced localized markets. This development altered the relationship between the market and the user of the mechanism of mass production. And it is advertising which has proved this vehicle of communication.

Other factor such as the growth of newspaper and magazine, the advertising 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 instruction and profession.

Annual report of AAAN 2065 The Nepali proverb “bolneko pitho bikcha naboleko chammal 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 prevent long back certainly advertising in these days was done other forms of communication , news spread by rumors . Government used to public announcer to communicate information and orders. Even in the late Rana period public announcers went through the street announcing the opening and closer of gambling period during th laxmi pooja and on the other occasion. They used instrument name hayali khatri TB 2033 for announcements and these activities popularly known as jhayali pitne Moreover they used cymatia’s, 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 advertisement still was used simply as a means to provide some in 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 Gorakhpatra only. It was not until much later that paper began to advertise about commodities in Nepal. The history of radio broadcast was made from the premises of the Ragupati jutemills at Biratnagar on 2007 B s At first the radio broadcast was made from the premises of the Ragupati jute mills at Biratnagar in 2007 BS Chaitra 20 (April 2 1952) a broadcasting station was established in SinghaDurbar school Ghar under the name of Nepal radio. One half – hour daily programmed of hindi record songs and advertisement was broadcasting from the beginning during the

afternoon transmission and advertisement where handles through commercial department. The history of television broadcasting in Nepal starts to telecast the program me in 2041 BS while the commercial telecasting only in 2044BS.

Advertising can be professional in Nepal. This concept was first emerged by laxman upadhaya in 2017 BS and his agency name was Advertiser is the first advertising agency in Nepal history. The history of advertising agencies in Nepal was started after establishing advertising agency in 2017 BS. At that 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 advertisement agencies association of Nepal (AAAN) was established AAAN is the association of advertisement professional , which covers 90% of the advertisements published or released in different media.

This history of advertisement 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 Nepal government. For any Nepalese who applies for advertising agency with a Nepalese citizen and a scheme paper, the government could give a formal permission. The department of Industry as well as the domestic and Industry department provided such permission.

The government has implemented the policy of government advertisement issued guidelines for distribution of government advertisements based on one window policy .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 trying about positive changes in the media sector and helps make genuine media organization more

sustainable. Given its high importance, the newly brought about one- window policy needs to be strictly implemented and monitored.

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 the specific objective of an advertising campaign may adopt many forms, e.g. (Sandage, CH 1996:39)

- a. Create success of a new product or brand
- b. Inform customers of features and benefit of the product or brand
- c. Create the desired perception of the product or brand
- d. Create preference for the product or brand
- e. Persuade customer 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 it's of feeling so as to achieve profitable in the long run.

2.6 Media option

There is various media option available to the advertiser. The advertising media can be ground into the four brand categories.

2.6.1 Indoor advertising media

People can sit in the house and read newspaper, see television and listen to the radio. They do not go outside the home to get the message. These media called are indoor media. The forms of indoor advertising are as follows

- | | | | |
|--------------|---------------|------------|-------------|
| a. Newspaper | b. Television | c. Journal | d. Magazine |
| e. Radio | f. Video | g. Cinema | h. Internet |

2.6.2 Outdoor advertising media

Outdoor advertising refers to the transmission of product-related message through poster, hoardings, billboard 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:

- a. Posters
- b. Electric Displays
- c. Hoarding Board
- d. Flex Board
- e. Transit or transport
- f. Handbills
- g. Sky Writing

2.6.3 Direct advertising media

Direct mail advertising refers to the transmission of product – related message through sales, letters folder, pamphlets booklet catalogues and the like. The advertiser prepare the list of potential customer and sends information to them at regular intervals of time or and when desired. This list is revised are from time to time to make it up to date. The forms of direct advertising are as follows.

- a. leaflets
- b. sales letters or postcards
- c. folders
- d. Booklets
- e. catalogue
- f. Brochures

2.6.4 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 product by presenting rather telling and selling point indirectly. It is a more promotional medium than advertising

The forms of display advertising are as follows;

- a. Pop advertising
- b. Showroom
- c. Wall display
- c. Counter display
- d. Window display
- e .Exhibition and fairs

There are various media options available to advertiser. Media selection is concerned with election of the most efficient and cost effective advertising media. Media research helps the advertiser 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 advertising media can be shown as follows;

Types of advertising media

Electronic advertising media	Non electronic advertising media
Television	Newspaper
Radio	Poster
Film	Hoardings
Email and internet	Traveling display
Mobile	Exhibition and trade fairs

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

2.7 Television advertisement

Television has grown faster than any other advertising medium in history. From its beginning after world war2, it has emerged as the medium that attracts the largest of national advertising.

Bovee and Arens (1986; 57) Television has exhibited a power that goes beyond impact and prestige. The entire nation has been emotionally stirred by TV screening of Olympic Games, space travel, association, wars and political scandal. The New York Times has said to television, Its impacts on leisure, profit, reading and cultural is unparalleled since advent of the auto. The real relationship between the television and sale of an advertiser 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.

Television is one of the most powerful media in today's world .It is the latest medium of mass communication and is now extensively used for advertisement. Television as a medium of communication uses a scientific synchronization of sound, light, motion, colour etc. Because of these vibrant characteristics of television, television is gaining popularity day by day.

Nepal 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' program 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 on the country to begin TV transmission services of all establishment of services 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 NTV has an average of 16 minutes 30 second of advertising per day transmission. And now NTV has an average of 27 minutes of advertising per day.

Table 2.7

Nepal Television Broadcasting system (PALB, CCIR Standard)

S.No.	Transmitting	Channel	Vision	Audio Carrier	Remark Frequency Carrier
1	Phulchowki	5	172.25MHz	180.75MHz	Mother Station
2	Jaleswor	11	217.25MHz	222.75MHz	Receive Phulchowki
3	Namje(Bhedetar)	5+ (offset)	175.25MHz	180.75MHz	Receive Jalesor
4	Murti Dana(Ilam)	12	224.25MHz	229.75MHz	Receive Namje
5	Daunne	12	224.25MHz	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	Nationl net of fulchowki
9	Hetauda	4	67.75MHz	62.25MHz	receive phulchowki
10	Butwal	7	189.25MHz	194.75MHz	receive Daunne
11	Kakani(Nuwakot)	11	217.25MHz	222.75MHz	receive fulchowki

Source Mass media Democratization

NTV has used the satellite technology on 2058 (July 4 2001) to transmit its programme national wide and also abroad. Now NTV covers more than 23 countries of Asia

TV media characteristics

Advantage	Disadvantages
Mass coverage	Low selectivity
High reach	Short message list
Impact of sight, sound and motion	High absolute cost
High prestige	High production cost
Low cost per exposure	Clutter
Attention getting	
Favorable image	

2.8 Role of advertising in modern Business world

Advertising is primarily a means by which seller communicate to prospective buyers the worth of their goods and services. It is basic tool of making for stimulating demand and for influencing the level and character of the demand. Generally advertising has to perform different function, categories as marketing communication, and education function as well as economic and social functions. Some of them the marketing function is describe in brief as follows which most important function is.

Marketing function

Marketing function is most of the important function than other different function. In general there will be many positive or negative marketing significant in the market so the marketing activities are repeated changes in the market so the marketing activities are repeated changes in short time. In this situation the marketing function is necessary to provide the positive information for consumer

by advertising. Sometimes ago there was a negative marketing significant about real juice Nepal market. In this situation the Dabur Nepal pvt. Ltd spend a huge of money in their advertisement for repartition their consumer.

Brovee and Arens (1986;12) marketing is all about connecting with people , marketing concept believe that the company will prosper through understanding their needs , values , beliefs , behavior and aspiration , for this market used different marketing strategy . Among these strategies which enable company to get profit. It involves presenting the message to the potential customer,"through advertising the cost of reaching a thousand people is a target audience is usually for less than the coat of reaching one prospect through personal selling".

Social function

Advertising is one of the major forces that helped improve the standard of 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 media. This facilities freedom of press. Advertising invests a new product with confidence about its function, quality price and availability. Advertising promises a quality. So advertising promises a quality, and forces manufacture to live up the promised quality. So advertisements 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, communication some message to the target group. At early age, outdoor sign 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 that is available to them, and they learn how can better their lives through advertising. Advertising as an educator, speeds the adoption of the new and untried and in doing so, accelerates technological advances in industry and hasten the realization of the for all. It helps in reducing accidents and waste of natural resource 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 competitions to enter market places. 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 function of advertising are following:

-) To identify products and differentiate them from others
-) To communicate information about the products, its features location of sales

-) 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.

2.8.1 Importance of advertising

To testing advertising effectiveness is very tough task. However, most advertiser test the advertising money is spending wisely. Generally, advertiser use different testing method because of following respond

-) sales response
-) To compare the result with goals
-) coat benefit of advertising
-) communication responses
-) comparing two market
-) justification of investment

2.8.2 Advertising and consumer

The most important factor 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. Exception 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 of the 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.

2.9 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 customer 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 towards influencing the end consumer , where as sales promotion includes those firms of mass communication directed toward informing and influencing the channel of distribution . Salesmen, distributors, dealers. In other company’s “sales promotion” includes mass communication materials (literature catalogues, display, film which are used by the channels of distribution (salesmen, retailer, as selling aids.) Hence, a piece of product literature mailed directly to consumer is advertising; literature distributed by the salesman or dealers is sales promotion. Still another (and perhaps the most traditional) distinction between advertising and sales is that advertising consists of time space and preparatory cost in commissionable media. All other mass commercial communication are regard 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 offer sales drivers, and contest, 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 experience declining sales, promotion won’t turn it around promotion can’t create and image for a brand. And a single promotion won’t motive consumer to buy a products over a long period to

time. Promotion can only offer consumer to buy a products to buy a products over a long period to time promote a consumer to buy a products over a long period to time promote a consumer who motives consumer to buy products over a long period to time . Promote a consumer who knows nothing about products to try it and to buy it again. Promotion can make current users buy more of a brand or larger sizes. Despite this problem, many manufacturing especially we can see in Dabur Nepal Real Juice market of Nepal has been 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 set to a predetermine level you have to consider more on the pull strategy. That is what has been happening.

2.10 Advertising as a constituent of marketing activities

Marketing consists of activities that facilitate exchanges such as selling, buying , product , production branding , pricing packing , advertising , sales promotion etc. For an exchange to happen, four conditions must be satisfied.

Advertising is one of the important components of modern marketing. There are product, place, promotion and price in the marketing mix which we called four ps some of them promotion mix consider the advertising. In Nepalese contest sometimes there is negative significant about the product in market in market. In this situation the marketing activates falls down and create the complex problem in market. The producer tries to convince to the people by many way like advertising, seminar press meeting etc. Two year ago there was the same problem facing by Real juice. They spend a million rupees in advertising, press meeting, seminar to reduce the market with top level higher of the society. At present marketing activities of real juice is running satisfy by the way of advertising

Marketing is a social and managerial process by which individuals and groups obtain what they need and want creating offering and exchanging products of value other (Alderson, 1957) .

Lastly, there must be communication between the two or more parties.

The common characteristics of all marketing activities are that they are performed to achieve the common goal of increasing the sales of product, services or an idea. The marketing activities are distinguished from each other on the basis of the method; they use to accomplish this common goal. For example, sales promotion uses the short term incentives to encourage trial or purchase of product service whereas direct marketing uses telephone mail and other non personal contact tools to communicate with specific customers and prospects. Personal selling uses the method of face to face interaction with one or more prospective purchasers to facilitate the sales of products or services whereas public relation and publicity uses a variety of programs in order to promote the company's image or its individual products. In contrast to all this advertising uses various mass communication non- personal media like television, radio, newspaper etc. To present and promote the ideas, goods or services to the target market.

2.11 Truth and advertising

Chunawalla and Sethai (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 gives active buyers more control over the market instead of making them passive acceptors or rejecters of the advertising message issued by the seller. Thomas Jefferson the American president eloquently said "Advertisements curtails the only truth to be relied on a newspaper".

Sontakki (1989: 26), Truth is vital to the sound economic health of advertisement. The effectiveness of advertisements is false or wisely designed to fool them. No advertiser can fool all the customer 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 effects 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 advertiser can monopolize the market.

It has been blamed for exaggerating the benefits of products and services and concealing their limitations and drawbacks. Advertisers are concerned only about gaining extra brand loyalty with increasing their share of the market. This presents 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 developments and improvements in quality and it offers freedom of choice to consumers from among the many available in order to satisfy their wants and needs.

In summing up, we may point out that advertising cannot be said to be an economic waste, however, its gains and its 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 economy.

2.12 Advertising program

Kotler (1981), Advertising is most important components of advertising program which is part of a sound marketing plan. A well – planned advertising is continuous and has a cumulative effect. So, it should include in corporate planning. Advertising campaign is the creation and execution of series advertisements to communicate with a particular target audience. All the managerial should give times and efforts for planning and execution of advertising program as idea and proper planning make an effective advertisements. 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?

Measurements: How should the results is evaluated?

Media: What media should be used?

Step of Advertising program

Mission : Advertising Objective
Money : Set Advertising Budget
Message : Determine Advertising Message
Media : Decided Advertising Media to use
Measurement: Evaluate Advertising Campaign

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 Objective falls into three main categories:

a) To inform: e.g. tells customer about a new product

- b) To persuade: e.g. Encourage customer to switch different brands
- c) To remind: reminds 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 budget 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 characteristics.

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

Media: Decided 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.

1. Reach:- what proportion of the target customer will be exposed to the advertising ?

2. Frequency: - how many times will the target customer are exposed to the advertising message?
3. Media impact: - Pandey P.R. (1980) , Where if the target customer see the message will if have most impact . Another key decision in relation to advertising media related to the timing of the campaign. Some product is particularly suited to seasonal campaign on television (e.g. Christmas hampers) where as for other products. A regular advertising campaign throughout year in media such as newspapers and specialist magazines is more appropriate.
4. 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 more difficult measure.

(Ref: tutor2u.com)

Among these five programs, 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 advertisements and campaigns” (Ibid). All major advertising campaign will be evaluated by research.

2.13 Advertising Effectiveness

Koirala (1991), the managerial responsibility in the area of advertising does not 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 program. Testing or evaluation of advertising result to the established standards advertising performance. It helps to measure the worth of the specific elements of advertising.

Whipple (1990), Advertising means different thing to the groups responsible for its different effects. To the writer or artists , effective advertising obviously consists of in the degree 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 effect: 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 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 advertisements 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 prism Advertising .According to him , immaturity is a result of most business house not using the advertising agency system” for a company to promote a product . Besides realizing the advertisement they handle the creating and strategizing aspect too and guide company how to get good result. The Crity Awards’ 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 decision 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 professional to handle your advertising.
6. Save copies of all of your ads, press release, and printed collateral.
7. Write your advertisement from the reader's point 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

2.14 Review of Related studies of Nepal

Upadhyaya's study

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

A .Both consumer and advertiser recognize the need of advertising in the present context of Kathmandu market.

B .For promotion product advertising is only main method used by the producer.

C .Of all the Advertising Medias available in Nepal, Radio advertising ranked top in the list.

d. Most of the advertiser fixer advertiser budget on the basis of last year budget. They have not considered about percentage of total sales volume.

E .Effectiveness of advertising can only be seen in between two weeks to four weeks. Advertising media available in Nepal Cinema is the cheapest.

Thakur's study:

Thakur's (2001) the title of this study "The role of advertising in brand loyalty with reference to soft drink the major findings 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 consumer has given first preference to the test of the product.

Panday's study

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

Bhusal'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 can 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.

Paudel's Study

She analyzed the impact of TV advertisement and buying behavior of the consumer, majority of the people preferred the product which was frequently advertise rather than not advertise product though they are same nature's product but most of the purchase the product due to their necessity not due to the influence of advertisement. Likewise the advertisement of cosmetic product like vatika shampoo was very much effective to make the customers familiar about the product but majority of them are influenced from its quality product not from the advertisement. It can be concluded finally that TV advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured and that really promotes more in business sectors.

Subedi(2004)has submitted research on the topic "**Television Advertising and its impact on Consumable Goods**". In his research he has tried to point about

some advantage and effect of advertizing to the public in Nepalese market. In his study,Mr. Subedi has pointed out following findings

a.It is the most powerful media for advertising it easily accessible in house hold goods.

b. Many of the respondents said that the TV advertizing is one of the easy ways of publicity which helps publicity goods on visual basis customer interesting to buy that type of goods.

c. TV directly impact on consumable goods and they are ready to buy goods.

d. If consumable goods not show in TV consumer not ready to buy it.

CHAPTER III

RESEARCH METHODOLOGY

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 the purpose of finding a solution to the problem is called research. Methodology is a systematic rule and procedure upon which research is based. Research methodology assists in formulating 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 are 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

The current research has been heavily based on the primary data and information. This study is based on the survey method. In this study, collected data are analyzed through descriptive as well as analytical research tools and techniques.

3.2 Population and sampling

To find out advertisement effectiveness on the buying behavior of the consumer of soft drink beverage products, consumers are the target group on the basis of the

listed areas Kalanki, Balaju, Ratnapark and Kalimati. Data used in this study were primary 240 questionnaires were formulated and submitted to the respondent and filled by different age groups from different areas. All questionnaires were filled with the respondent selecting 120 males and 120 females which were the main source of primary data.

3.2 Source of Data: Data may be obtained from the primary source. Primary data are collected directly from respondent through the method of observation, interviewing and question arise survey and some questionnaires collected those primary data.

The case study based on primary data that are collected by field survey from Kathmandu Valley 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

In order to accomplish the objectives of the study various graphs, diagram, including pie chart, have been applied for the purpose of analysis. The result of analysis has been properly tabulated, compared, analyzed and interpreted.

3.5 Statistical tools used in the study

The statistical tool used to implicit the comparative result i.e. pie- chart, graphs and multiple Bar- diagram and percentage.

3.5.1 Pie chart

A pie chart has been widely used and 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 in of angle that total of 360 degree for one set of data.

3.5.2 Graphs and multiple Bar – diagram

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

3.5.3 Percentage

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

3.6 Data tabulation and proceeding

Simple listing method is used for the tabulation of data and different responses made by them are presented on percentage basis as well. The consistency of answer provided by the respondents was checked and tabulated according to age, gender, and education status. Different sets of tables have been prepared for every important questionnaire. The sample data collected covering the various backgrounds are presented in the table below.

The situation of gender wise data collection is presented in table

Table 3.1
Gender wise sample collection

Particular	Sample size	Percentage%
Male	120	50
Female	120	50
total	240	100

Similarly, the data collected from covering the various educational backgrounds is presented in table 2:

Table 3.2
Educational wise sample collection

Particular	Sample size	Percentage%
Below S.L.C	48	20
S.L.C	48	20
Graduate	48	20
Above Graduate	48	20
Uneducated	48	20
Total	240	100

Like wise, the situation of age sample collection from various age groups are presented in Table 3

Table 3.3
Age-wise sample collection

Particular	Simple size	Percentage%
Below 15	48	20
16-25	48	20
26-35	48	20
36-45	48	20
Above 45	48	20
Total	240	100

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

4.1 Analytical Framework: An Introduction

The current study is based on primary data analysis. The primary data were used to analysis the people awareness, benefits and their expectation from Television Advertisement. Collected data have been analyzed as in percentage, simple average etc. The purpose of the analysis is to obtain the objectives of the study.

The sample population of the study were 240 respondents belonging to different age group , which comprises of 120 males and 120 females . The major objective of this part is to analyze the view of different people regarding television advertisement .The views of people have been analyzed as follows:

4.2 Age based consumer's preference on TV advertisement

The table below shows the age level and their advertisement preference. The sample size of total people is 240 and it is divided into five groups of 48 respondents in each group. The detail situation of response has been presented in table below:

Table 4.1

Age –based consumer’s preference of TV advertisement

Age group	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Below 15	48	32	66.67	8	16.67	4	8.33	4	8.33
16-25	48	24	50	16	33.33	0	0	8	16.67
26-35	48	16	33.33	24	50	0	0	8	16.67
36-45	48	12	25	32	66.67	2	4.16	2	4.16
Above 45	48	24	50	18	37.5	0	0	6	12.5
Total	240	108	45	98	40.83	6	2.5	28	11.67

Source: Field survey – August 2012

The reaction of the people those fall in age group of 16-25 like this : 50% of people like in the musical 33.33 % of people like the good wording , Whereas no one like simple advertisement of this age group and 16.67 % of people like all types of advertisement. Under the age group between 26-35 , 50% of the people preferred advertisement having good wording , 33.33% of the people preferred the advertisement having good wording , 33.33% preferred musical and under the 36-45 , 66.67% of the people preferred the advertisement of having good wording as same as the group of 33-45 followed by the people who like the musical 25% and 4.16 % of people are those who like all the types of advertisement under the age group 45 years like the musical advertisement (50%) mostly felled by good wording (37.5%) , all types advertisements (12.5%) and simple advertisements is 0% . It has been identified that 66.67% of people i.e. Below 25 years preferred good wording , 8.33% of people are found to prefer simple advertisement and 8.33% of people are found to prefer all the advertisement i.e. musical good wording and simple .

This can be shown on multiple bars diagram as below

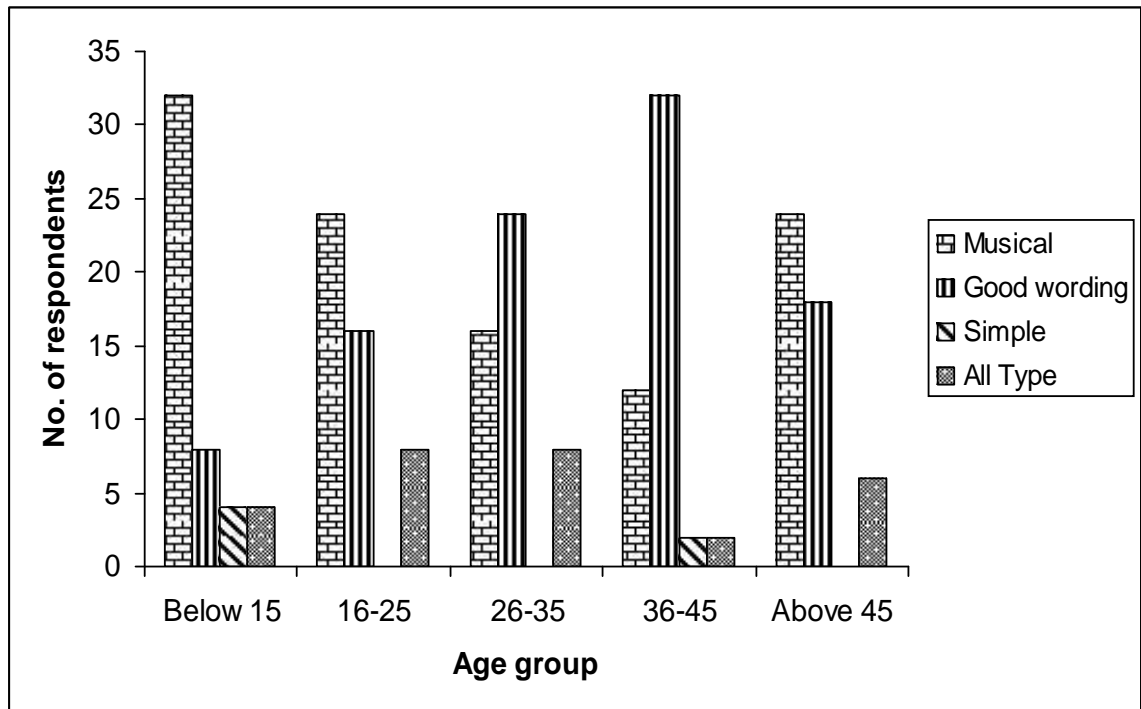


Figure no. 4.1

4.3 Level of education and consumer's preference on TV advertisement

The situation of consumer's preference on the basis of level of education of consumer is presented in table 4.2

Table 4.2

Level of education and consumers preferences on TV advertisement

Particular	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Below SLC	48	32	66.67	8	16.67	4	8.33	4	8.33
SLC	48	24	50	12	25	6	12.5	6	12.5
Graduate	48	20	41.67	24	50	0	0	4	8.33
Above Graduated	48	16	33.33	30	62.5	0	0	2	4.17
Uneducated	48	24	50	12	25	6	12.5	6	12.5
Total	240	116	48.33	86	35.83	16	6.67	22	9.17

Source: field survey-August 2012

The above table shows that lower educated respondents preferred to musical advertisements. Regarding musical advertisement, 66.67% of people preferred below S.I.C and 16.67% of the people preferred good wording and 8.33% of people like the simple as well as all types of advertisements. In the sample size of 48 persons in SLC level, 50% of people like musical advertisements and 25% of people like good wording and 12.5% of people like simple advertisement and 6.25% of people like all of the above advertisements .

In graduates group of people give the first priority in good wording like 50% , 41.67% of people preferred the musical advertisement and 8.33 % of people preferred the all types of advertisement . The above graduate people liked good wording n 62.5% of the total person, 33.33 % of people preferred musical advertisements and 4.17% of people preferred all types of advertisement. The people who are uneducated show their attitude to musical advertisements by 50% of them. Then 25% of the people liked good wording, 12 .5% of people like

simple advertisements and as well as types of advertisements. The above table shows that above graduate people focus on good wording advertisement and uneducated people and below SLC is focused on musical advertisement. To understand the above information easily and quickly it has been presented with the help of multiple bar diagram.

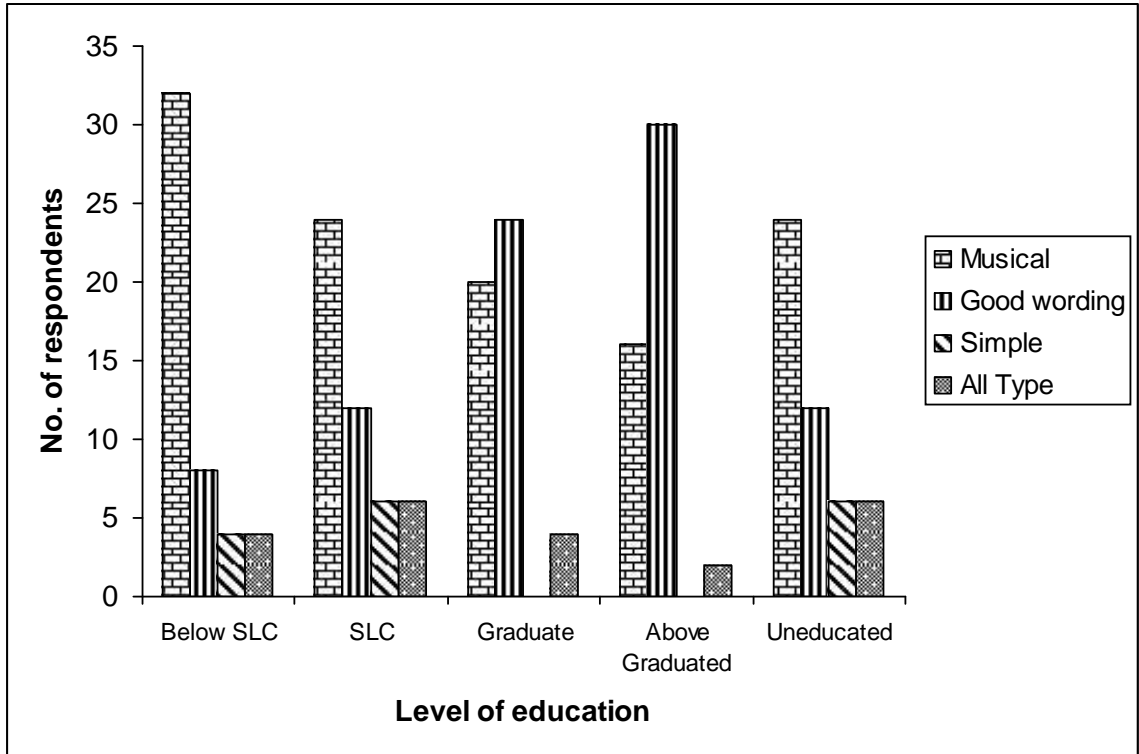


Figure no. 4.2

4.4 Gender –wise preference on advertisements

The situation of preference of consumer on television advertisement according to the gender or sex is presented in table below:

Table 4.3

Gender –wise preference on advertisement

Particular	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Male	120	60	50	44	36.67	10	8.33	6	5
Female	120	70	58.33	36	30	4	3.33	10	8.33
Total	240	130	54.17	80	33.33	14	5.83	16	6.67

Source: Field survey – August 2012

The above table shows preference of advertisement according to general. Out of 120 male, 50% respond are found to like the musical advertisement, 36.67% of respond prefer good wording, 8.33% of respond prefer simple advertisement and 5% respond like all types of advertisement. Regarding female respondent, 58.33% of respondent like the musical advertisement, 30% of respondent like the good wording, 3.33% of respondent like simple and 8.33% of respondent like all the type of advertisement. From the analysis, it can be concluded that female consumers seem to be more priority to musical advertisement. Then the good wording advertisement than the male. All together, they prefer the musical advertisement than the good wording advertisement. For more clarity, the above information is presented with the help of pie chart.

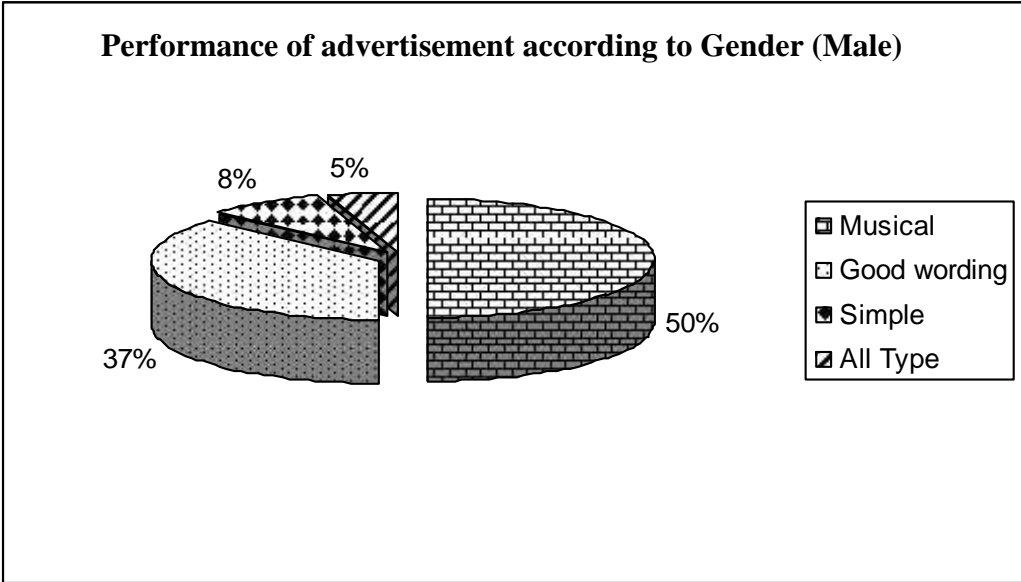


FIG NO 4.3

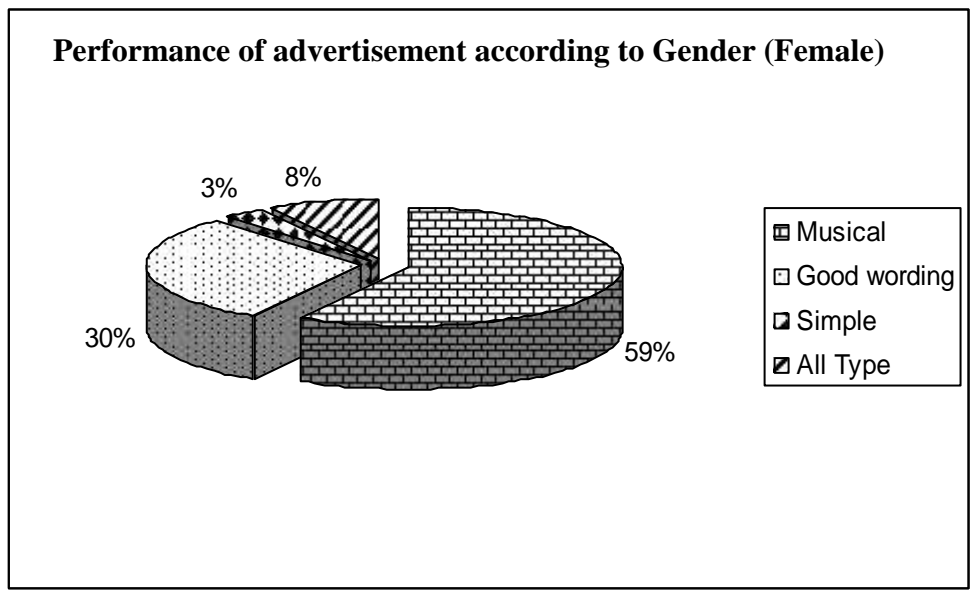


Fig no 4.4

4.5 Television watching habits of consumer

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

Table 4.4
Television watching habits of consumer

Particular	Sample size	Watching	%	Not watching	%
Male	120	80	66.67	40	33.33
Female	120	96	80	24	20
Total	240	176	73.33	64	26.67

Source: Field survey -August 2012

The above table presents that the habit of people watching television living in city. Out of total sample population, 73.33% of people are found to have the habit of watching television. to analyze the figure of male and female 66.67% male and 80% female, the percentage of woman watching televisions seems to be higher by 40%. Likewise, 20% female are found not to have the habit of watching television whereas male percentage is only 33%. The above statistics is presented below through the multiple bar diagram.

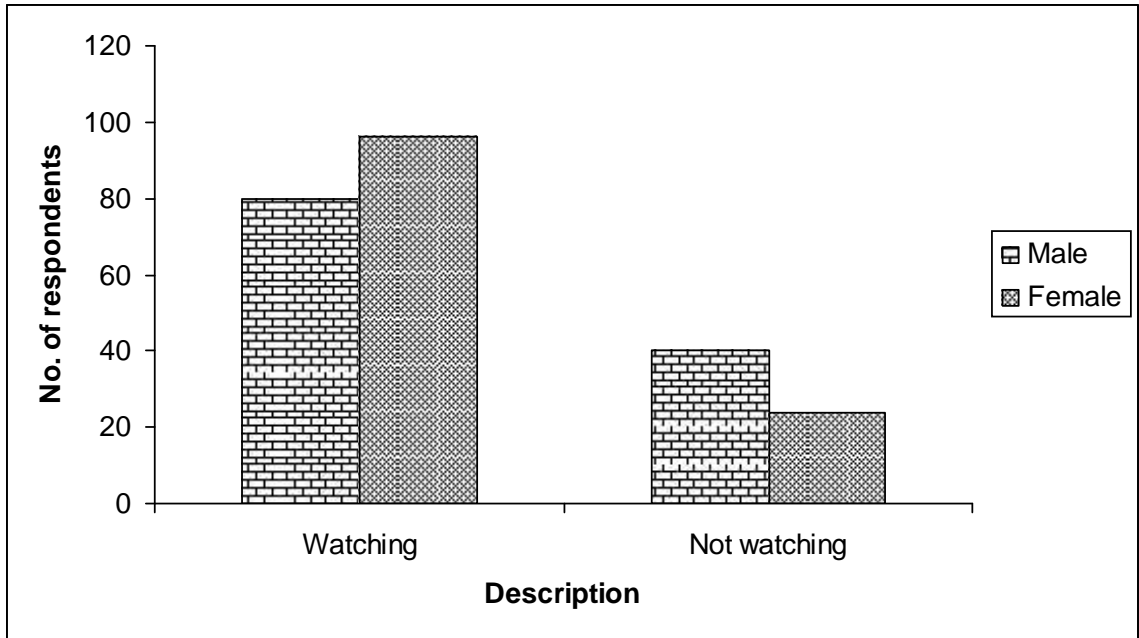


Figure:4.5

4.6 Age based consumer’s reaction to the television advertisements

The people of different age groups react to the television advertisements differently like some of them tries to know what advertise mean, some of them may be curious about advertisements whereas some of them just watches the advertisement. The situation of consumer reaction according to their age group is presented in table 5.

Table 4.5

Age base consumers reaction to the television advertisements

Particular	Sample size	Try to know	%	Curious	%	Just Watching	%`
Below 15	48	12	25	6	12.5	30	62.5
16-25	48	24	50	8	16.67	16	33.33
26-35	48	28	58.33	4	8.33	16	33.33
36-45	48	20	41.67	0	0	28	58.33
Above 45	48	18	37.5	2	12.5	24	50
Total	240	102	42.5	24	10	114	47.5

Source: Field Survey-August 2012

The above statistics shows that the total sample population belongs to different age group have not same opinion to the advertisement. the results regarding the consumer opinion advertisement indicated that 25% respondent belonging to the first age group (i.e. below 15) replied that they wanted just to know the literal meaning of the advertisement, 12.5% respondent replied that they were really curious about the advertisement, whereas 62% respondents were found to be passive television audience.

Likewise, among the respondent belonging to the second age group (i.e. 16-25), 50% respondent were found to be conscious only with the meaning of the advertisement, 16.67% were found to be highly inquisitive to the advertisement, while 33.33% were found to be mere audience. To analyze the third age group, i.e. 26-35, 58.33% respondent were exciting about the advertisement and only 33.33% respondent were only audience. in the fourth age group (i.e. 36-45), 41.67% respondents were found to be conscious about the meaning of advertisement and no people were found to be highly interested to the advertisement, while 58.33 % respondent were found to be only dull audience. To see the last age group above 45, 37.5% were conscious with the simple meaning of advertisement and 12.5% were inquisitive to the advertisement whereas 50% respondent were found to be mere audience

Thus, from the above data, almost 43% respondent were found to be only conscious about to what the advertisement and only 10% were highly interested to the advertisement while 47.5% were found to be dull audience. this is presented in below with the help of multiple bar diagrams.

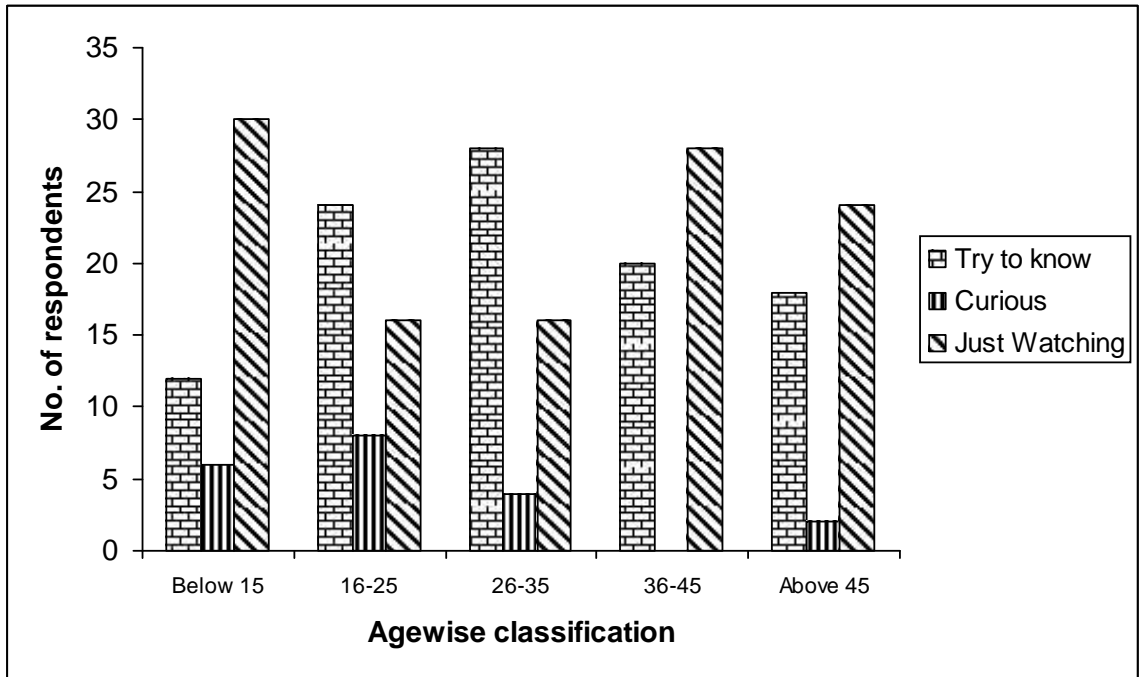


Figure no. 4.6

4.7 Label of education and reaction to the TV advertisement

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

Table 4.6

Level of Education and reaction to the TV advertisement

Particular	Sample Size	Try to Know	%	Curious	%	Just Watching	%
Below SLC	48	12	25	4	8.33	32	67.67
SLC	48	16	33.33	8	16.67	24	50
Graduate	48	24	50	6	12.5	18	37.5
Above Graduated	48	30	62.5	6	12.5	12	25
Uneducated	48	26	54.17	6	12.5	16	33.33
Total	240	108	45	30	12.5	102	22.5

Source: Field Survey-August 2012

Above data indicates the reaction of respondents in term of their educational status. 25% of respondents having the qualification below SLC. opined that they wanted to know only the meaning of advertisement and only 8.33% of the respondent were found to be highly interested to the advertisement whereas 66.67% of the respondent were seem to be mere audience.

In the second group having educational degree above slc, 33.33% respondent's tries to know what advertisement meant, 16.67% were curious to the advertisement while 50% were only audience. the third group having graduate degrees, 50% respondent viewed that they were only conscious to the meaning of advertisement, 12.5 % were inquisitive to the advertisement whereas 37.5% were found to be only audience. in the fourth age group (i.e. having qualification above graduate degree) , 62.5% respondent were found to be aware of meaning 12.5% were exciting to the advertisement while 25% were found to be the inactive audience. to see the ignorant respondent 54.17% respondent wanted to know what advertisement meant 12%b respondents were highly interested whereas 33.33% were dull audience

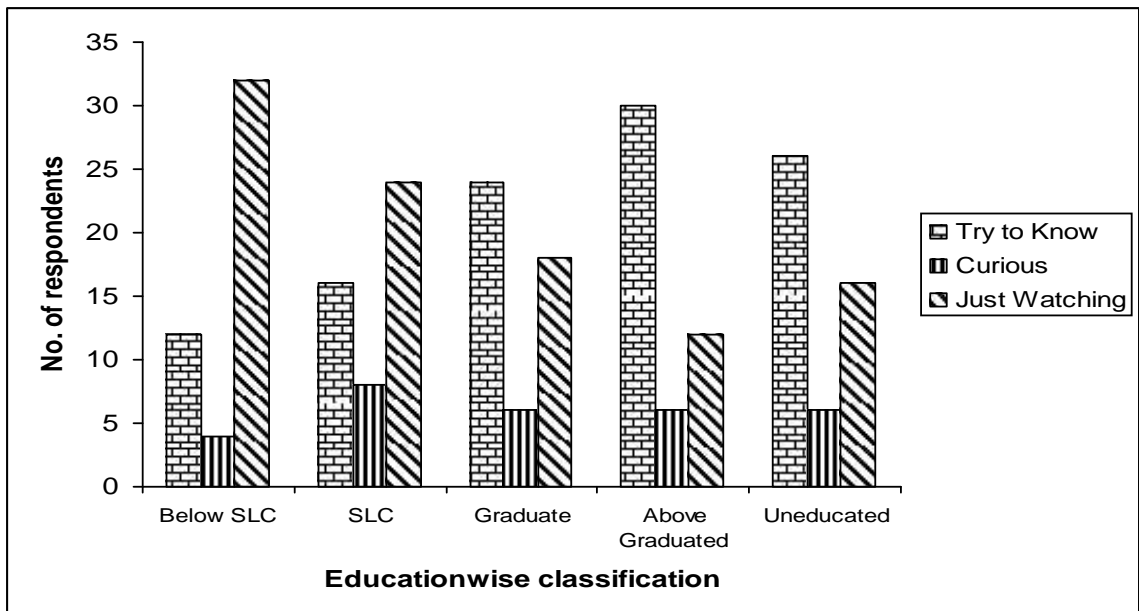


Figure no. 4.7

From the above statistics, the majority of the fourth respondents is found to be particular on the meaning of advertisement. The second and third groups were found to be highly curious about the advertisement whereas the first group was found to be dull audience.

4.8 Gender based reaction to the TV advertisement

The situation of gender based reaction to the television reaction is presented in the table below.

Table-4.7

Particular	Sample Size	Try to Know	%	Curious	%	Just Watching	%
Male	120	80	66.67	10	8.33	30	25
Female	120	90	75	6	5	24	20
Total	240	170	70.83	16	6.67	54	22.5

Source: Field Survey-August 2012

The above figure or data shows the gender wise reaction of the advertisement. out of total 120 male population, almost 67% of the respondents viewed that they were particular only to the meaning, 8.33% were curious to the advertisement and 25% were found to be mere audience. To see the female population, 75% were respondent were found to be concerned with the meaning of advertisement. only 5% were curious to the advertisement whereas 20% respondent were found to be mere audience.

From the above data, it can be concluded that female population seems to be more concerned with the meaning of advertisement. Whereas majority of male

population is found to be interested to the advertisement. This can be presented with the help of multiple bar diagram as given below.

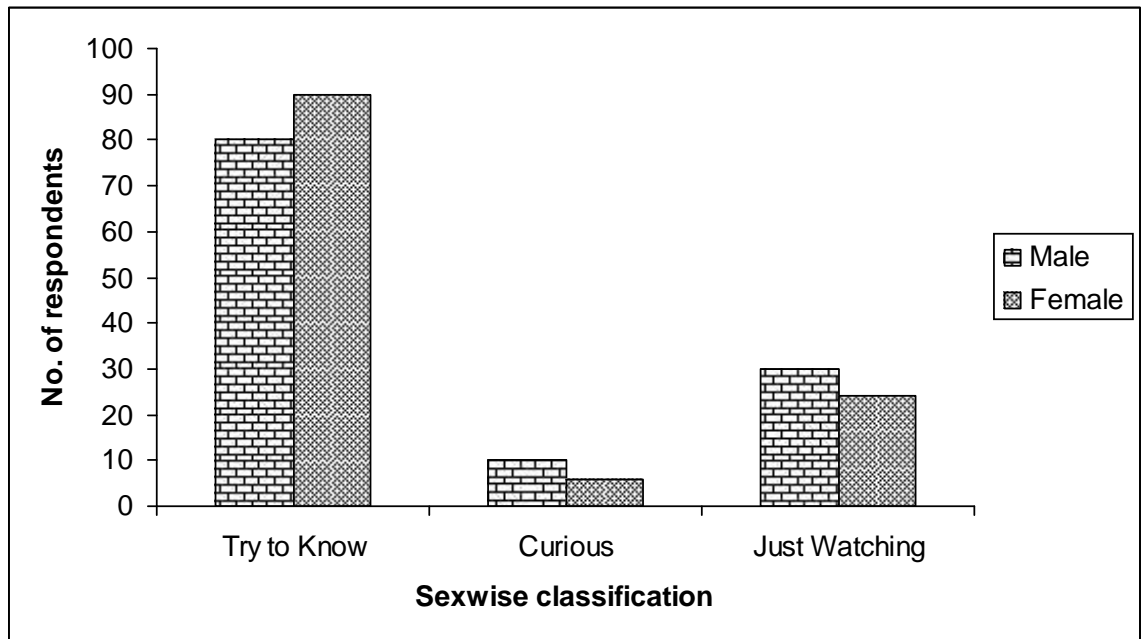


Figure no. 4.8

4.9 Consumers purchasing decision and effect of advertisement

The consumers goods buying decision is depends upon various various factor like advertisement them to buy that product by introducing that product or that product was needed for them etc. the result of consumers reaction in this regard is presented in table below.

Table 4.8

Consumers purchasing decision and effect of advertisement

Particular	No. of Respondent	%
Advertisement induced to buy	20	8.33
Needs	120	50
Both of them	100	41.67
Total	240	100

Source: Field Survey-August 2012

The above table shows that out of total respondents, 8.33% respondents were found to be the customers of the products because they were influenced by the advertisement, 50% responded that they became customer of the product because of their need not due to the effect of the advertisement whereas 41.67% customers were found to support both of the reasons. Thus, from this above result, it Can be concluded that majority of the respondents used the particular product to fulfill their needs.

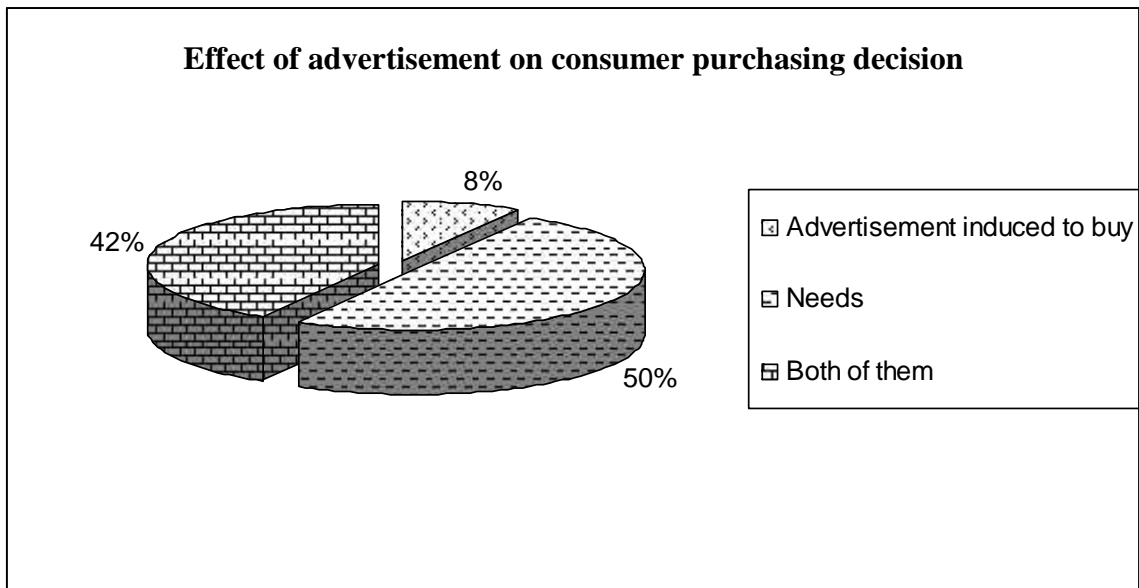


Figure no. 4.9

4.10 products –wise consumer’s preference

consumer prefers different product by considering various factors ,advertisement is also one of the important factors which affect the consumer preferences of the particular products that results of consumer preferences to the various type of product is presented in table below

Table 4.9

Product-wise consumer preferences

Particular	No. of respondents	Percent
Products frequently advertised	180	75
Product not advertised	60	25
Total	240	100

Source: Field Survey-August 2012

The above figure shows clearly and briefly the number of consumer preferences to the products. Out of the total to40 respondents 75% respondents that they prefer the frequently advertise product whereas 25% respondents opined that they prefer to buy the product that is not advertised. From the above analysis it can be concluded that majority of the consumer give the priority or preference to the frequently advertise product.

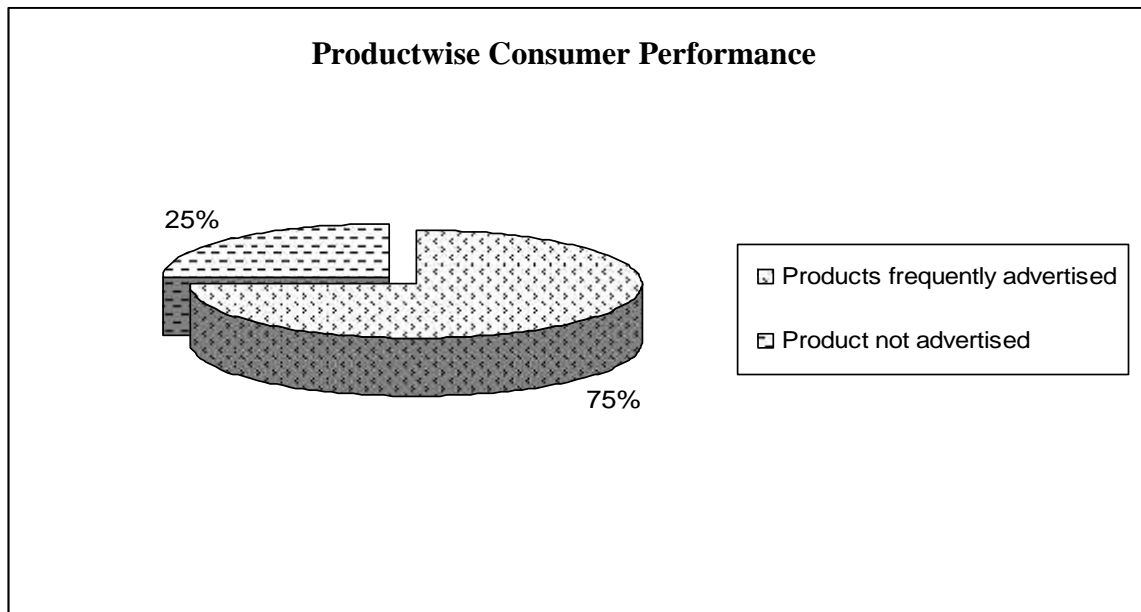


Figure 4.10

4.11 Means of advertisement and consumer's preference

Consumer prefers different types of means advertisement according to their needs, interests and priority. There are various types of means of advertisement available in the market like newspaper, magazine, television, radio, pamphlets etc. The situation of consumer's preference to the various mans of advertisement is presented in the table below

Table 4.10
Means of advertisement and consumer's preferences

Particular	No. of respondents	%
Newspaper	30	12.50
Magazines	10	4.16
TV	180	75.00
Radio	16	6.67
Pamphlets and posters	4	1.67
Total	240	100

Source: Field Survey-August 2012

The above statistics presents the number of respondents preferring the means of advertisement .Out of total 240 respondents,, majority of respondents , 75% responded that they prefer the television whereas rest of the respondents opined that they prefer Newspaper , Magazine , Radio and pamphlets and poster by 12.5%/ 4.16%, 6.67%, 1.67%respectively .

From the above analysis it can be concluded that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.

Consumer Performance to the Means of Advertisement

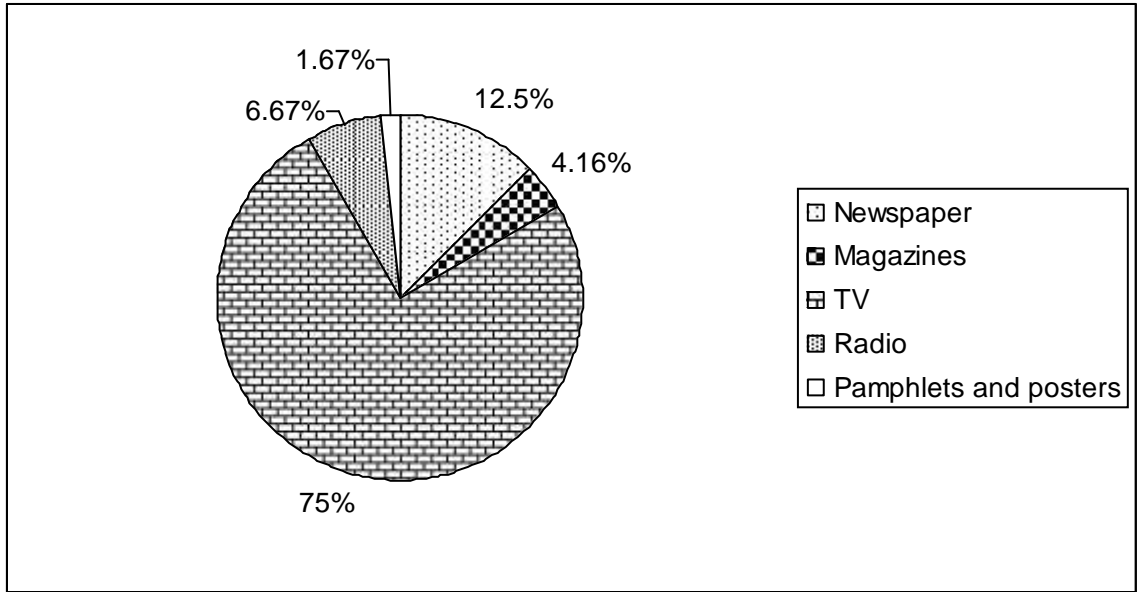


Figure no. 4.11

4.12 Repeated advertisement and consumers’ attention

The repeated advertisement of various products through various means of advertisement sometimes attracts the customers’ attention whereas sometimes that fails to attract. The impact of the repeated advertisement to attract the consumers ‘attention is presented in table below.

Table 4.11

Repeated advertisement and consumer attention

Particular	No. of respondents	%
Attract consumer attention	160	66.67
Don’t attract consumer attention	80	33.33
Total	240	100

Source: Field Survey-August 2012

The above figure shows the number of consumers being attracted by repeated advertisement in the media (ie. through television). Among the total 240 respondents , most of the respondents , 66.67% (i.e. 160 out of 240) were found to be attracted by the advertisements broadcast in the television whereas 33.33% respondents (80 out of 240) were seemed to have no effect of the advertisement . It shows that most of the advertisement. It shows that most of the advertisements are proved to be fruitful to lure the consumers.

4.13 Adequacy of advertisements and consumers response

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

Table 4.12

Adequacy of advertisements and consumers response

Particular	No. of respondents	Percentage
Seek for additional information	200	83.33
Adequate information	40	16.67
Total	240	100

Source: Field Survey-August 2012

The above table shows in brief the consumer’s reaction to the adequacy of the advertisements Among the total 240 respondents , 83.33 % respondents wanted some more information to be added in the advertisements whereas for 16.67%responded that the content of the advertisements were adequate i.e. they are fully satisfy with information received from the advertisements of particular products .

Therefore, from the above analysis it can be concluded that majority of consumers seem willing to additional information in the advertisement so that the advertisements would be adequate to accomplish the demand of the costumers.

4.14 Consistent Price and quality of products and consumers preference

Consumers may give different preference to the products having same price and quality due the effect of advertisement. The results of the consumer’s preferences towards such products due the impact of advertisement can be presented as follows:

Table 4.13

Consistent price and quality of products and consumers preference

Particular	No. of respondents	Percent
Advertised product	204	85
Not advertised product	36	15
Total	240	100

Source: Field Survey-August 2012

The above table shows the preference of consumers to the products having same price and quality out of the total 240 respondents 85% respondents gives preference to the advertise products whereas 15% respondents gives preference to non advertise products . It proves that advertise products have good preference from the consumers.

4.15 Influence of advertisements on costumers

Some advertisements create positive influence among the consumers regarding the advertise products while sometimes it may fail for this. The result of survey on this regard is presented in the table below.

Table no 4.14

Influence of advertisement on customers

Particular	No. of respondents	Percent
Positive Impact	170	70.83
No Impact	70	29.17
Total	240	100

Source: Field Survey-August 2012

The above table shows the impact of advertisements on different customers. Among the total respondents 70.83% respondents responded that advertisements could have good impact upon them about the advertised products whereas 29.17% respondents opined that advertisements could not leave any impact upon them. It proves that advertisement has played important role to leave positive impact towards the majority of people.

4.16 Purchase decision and Role of advertisements

Sometimes advertisements play important role to introduce the products and influence for purchase whereas sometimes it may fail for this purpose. The results survey in this regard is presented in table below:

Table no 4.15

Purchase decision and Role of advertisements

Particular	No. of respondents	Percent
Indifferent	160	66.67
Purchase	45	18.75
Do Not Purchase	35	14.58
Total	240	100

Source: Field Survey-August 2012

The above table (4.15) shows the role of advertisements to attract the consumers. From the analysis it can be found that, out of total 240 respondents , 66.67% respondents could not say whether they decide to buy the products or not after they saw the advertisements broadcast in the television and only a few percent of people i.e. 18.75% opined that they will purchase the products after they saw the advertisement in the television . However, 14.58% respondents opinioned that they will not purchase. It proves that advertisements helped to the majority of customer to recall the brands name to a greater extent but the purchase decision is not only fully depending upon the advertisements.

4.17 Beverage product and effectiveness of the advertisement

The advertisement of the different Beverage soft drink product sometimes reaches to the target group while sometimes it may fails. The result of the effectiveness of the advertisement of Beverage products presented in the table below:

Table 4.16

Beverage products and effectiveness of the advertisement

Particular	No. of respondents	Percent
Seen	240	100
Not Seen	0	0
Total	240	100

Source: Field Survey-August 2012

Above Table shows the effectiveness of advertisement of Beverage soft drink products. From the analysis of table it can be concluded that 100 percent of the respondents are familiar with the advertisement with the advertisement of Beverage soft drink which indicated that advertisement is very effective to introduce the product to the customer.

4.18 Real juice advertisement and its effectiveness

Different customer takes advertisement of Beverage products like Real juice. The result of the advertisement of Real juice is presented in table below:

Table 4.17

Real Juice Advertisement and its effectiveness

Particular	No. of respondents	Percent
Seen	240	100
Not Seen	0	0
Total	240	100

Source: Field Survey-August 2012

The above table shows that out of the total respondents all respondents opined that they saw the advertisement of Real Juice and they are familiar with this product

which also indicates that the advertisement of Real Juice is very much effective to familiarize the product to the various consumers.

4.19 Factors influence to buy the product (Real Juice)

Many factors influences to the customers to buy the Beverage product like Real Juice. The results of the factors that affect the customers to purchase the Real Juice are presented in table below:

Table 4.18

Factor influence to buy the products (Real Juice)

Particular	No. of respondents	Percent
Quality	120	50
Price	50	20.83
Scheme	20	8.33
Advertisement	50	20.33
Total	240	100

Source: Field Survey-August 2012

The above table shows the factor which influence customer to buy the products. From the table, majority of the respondents 50%, respondents that they are influenced by the quality of Real juice to purchase these products whereas 20.83% are influenced by price, 8.335% are influenced from the skim attached in the products and rest 20.83% are influenced to buy from the advertisement of the particular products.

4.20 Major findings of the study

Following points indicates the major findings of the study:

1. In the context to the education –wise preference to the advertisements indicates that most of the lower educated respondents preferred to musical advertisement , 66.67% of people of below SLC prefer such programs while in case of respondents having S.L.C. level majority of them 50% like musical advertisement . Similarly, in case of graduate group they give first priority in good wording like (50%) and it is followed by 42.67% of musical advertisement .Likewise, majority of above graduate people like good wording (62.5%) and it is followed by 33.33% respondents who prefer musical advertisement and the most of the people who are uneducated show their attitude to musical advertisement 50%.
2. In relation to the television watching habits, majority of the respondents (80%) found to have the habit of watching television. From the comparison of male and female respondents, the percentage of women respondents for watching television seems to be higher than male respondents.
3. In case of the preference of advertisement according to gender majority of the (50%) male respondents found they like the musical advertisement and it is followed by 36.67% respondents who prefer good wording. Regarding female respondents, 58.33% of respondents who like the good wording. From the analysis it can be conclude that the female consumes seems to give more priority to musical advertisements than the good wording advertisement than the male. Altogether, they preferred the musical advertisements than the good wording advertisements.
4. Majority of the respondents (66.67%) below age level of 15years preferred musical advertisement mostly and it is followed by 16.67% of good

wording whereas 8.33% of respondents prefer simple advertisement and as well as the advertisement i.e. musical, good wording and simple. The reaction of the people those fall in age group of 16-25 shows that majority of the respondents 50% like in the musical programs, 33.33% of people like the good wording whereas no one like all simple advertisement of this age group and 16.67% of people like all types respondents . In the context of age group between 26-35, majority of the respondents 50% prefers advertisements having good wording and it is followed by 33.33% respondents of musical programs. In case of the age group of 36-45 majorities of the respondents 66.67% prefers the advertisement having good wording it is followed by the respondents like the musicals programs of 25% while in relation to the age group above 45 years majority of them like the musical advertisements 50% and it is followed by good wording (37%).

5. The result regarding the consumers opinion on advertisement indicated that majority of the age group below 15 (62%) found to be a passive television audience i.e. they just watch the television . likewise , among the respondents belonging to the second age group of 16-25 years half of respondents (50%) are conscious with the meaning of advertisement . In case of third age group i.e. 26-35 years majority of respondents (58.33%) were excited about the advertisement and in case of fourth age group of 36-45 years 58.33% respondents found to be watching television and majority of the respondents are not highly interested to the advertisement. Similarly in case of the simple meaning of advertisement whereas majority 50% respondents are found to be mere audience.
6. In subject to the gender –wise reaction of advertisement most of the male (66.67%) respondents viewed that they were particular only to the meaning and in case of female population majority (75%) of the respondents were

found to be concerned with meaning of advertisement . From the above data , it can be concluded that female respondents seems to be more concerned with the meaning of advertisement whereas majority of male population is found to be interested to the advertisement.

7. In relation to the reaction of the respondents in term of their educational status the majority of the respondents (66.67%) having the qualification below are seemed to be mere audience. In the second group having educational degree above S.L.C only 33.33% respondents tries to know what advertisement meant while majority of them (50%) were only audience. The third group having graduate degree majority of the respondents 50% found that they are conscious to the meaning of advertisement. Similarly, in the fourth age group i.e. having qualification above graduate degree majority of (62.5%) respondents were found to be aware about the meaning and in case of advertisement meant. From the analysis it can be concluded that the majority of the fourth respondents group is found to be particular on the meaning of advertisement and the second and third groups were found to be highly curious about the advertisement whereas the first group was found to be dull audience.
8. In relation to the effect of advertisement on consumer's purchase decision majority (50%) respondents opined that they became customer of the products because of their need not due to the effect of advertisement whereas 42.67% customer were found to support both of the reasons. Thus, from this result it found that majority of the respondents used the particular product to fulfill their needs.
9. In context to the consumers preference to the advertise product or not advertise product majority of the respondents 75% responded that they prefer the frequently advertise products than not advertise products.

10. In relation to the consumers preference to the means of advertisement majority of respondents 75% responded that they prefer the television and rest of the respondents prefer Newspaper , Magazine, Radio , cinema , Pamphlets and Poster . From the above analysis it is found that television advertisement seems to be most popular means or media which plays crucial role to enhance the market of the goods manufactured.
11. In subject to the impact of repeated advertisement to attract the consumer's attention most of the respondents, 66.67% were found to be attracted by the advertisement broadcast in the Television. It shows that most of the advertisements are proved to be fruitful to lure the consumers.
12. In a relation to the consumer response to the adequacy of the advertisement, majority 83.33% respondents want some more information to be added in the advertisement are not sufficient to influence the consumer and they are willing to add additional information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.
13. In subject to the preference of consumer to the products having same price and quality, most of the respondent (85%) gives preference to the advertise products as compare to none advertise product though they are similar in nature. It proves that advertise products have good preference from the consumers.
14. With respect to the impact of advertisement on different customers out of the total respondents most of the respondents 70.83% responded that advertisement could leave good impact upon them about the product. It proves that advertisement has played important role to leave positive impact towards the majority of people.

15. With respect to the role of advertisement to attract the consumer, majority of the respondents 66.67% opined that advertisement helped to the customer to recall the brands name to a greater extent but the purchase decision is not fully depends upon the advertisement.
16. With context to the effectiveness of advertisement of Beverage soft drink all respondents (100%) are familiar the advertisement of Beverage product which indicated that the advertisement is very much effective to introduce the product to the consumer.
17. In relation to effectiveness to the advertisement of Real juice out of the total respondents all respondents (100%) opined that they saw the advertisement of Real juice and they are familiar with this products which indicates that the advertisement of Real juice is very much effective to familiar the product to the various consumer.
18. In relation to the factor which influence customer to buy the product majority of the (50%) respondents that they are influenced by the quality of Real juice to make the purchase decision of the products.
19. In relation to the factor which influence consumer to buy products majority of the respondents 40% respondents that they are influenced by the good packing like can juice of real to the make the purchase decision of the products.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

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 marketing system. As a 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 behaviour.

This study has been conducted with the aim of examine the impact of advertisement of beverage product (soft drink) and its effectiveness on buying behaviour of consumer and their perception throughout the advertisement.

The main purpose of this study is to test advertisement effectiveness of soft drink product: real juice. This study is conducted from Kathmandu valley of Bagmati

zone. Sample size of 240 consumers, there are 120 respondents with male and 120 respondents are female.

First chapter (introduction) provided general introduction about beverage products of Dabur Nepal real juice and concept of advertising and advertisement effectiveness, statement of the problem, objective of the study was (i) to identify the strength and directions of the advertising media for the buying habits of soft drink beverage products (ii) to evaluate the effectiveness of advertisement media on the buying behaviour of consumers with respect to Dabur Nepal Real juice product significance of the study and limitations 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.

In this study we found that there is single 'sole' medium for all advertising is TV advertising 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 sources of data population and sample, data collection procedure. Data processing techniques and various tools and techniques, 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 soft drink product, we found that the advertising of soft drink product Dabur Nepal real juice was effective as most of the 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 100% of respondents responded that message use in soft drinks real juice product advertising were effective and understandable. So there is no doubt that the message used in Dabur Nepal Real Juice advertising is effective.

5.2 Conclusion

So far out study is concerned about soft drink product of Dabur Nepal Real juice products and advertising effectiveness. It can be concluded that majority of the consumers have habits of watching television. Communication and are used for advertisement, most of the people interested musical advertising programs than other programs.

Majority of the people prefers the products which were frequently advertise rather than not advertise products though they are same nature's products but most of them purchase the products due to their necessity not due to the influence of advertisement. Likewise, the advertisement of Beverage products like Real juice was very much effective to make the customers familiar about the products but majority of them are influenced from its quality products than from the advertisement. It can concluded finally that television advertisement seems to be most popular means or media which plays crucial role to enhance the market of the goods manufactured and that really promotes more in business sectors.

5.3 Suggestion

Based on the analysis and the findings of the study, following suggestion has been forwarded.

1. The study reveals that majority of the respondents have television watching habits and it is more popular with women and child consumers. So, the advertiser and producer need to provide preference to the television advertisement by addressing more to their need and preferences.
2. The analysis exhibits that the information included in advertisement are not sufficient and majority of the respondents are willing to get the additional information. Thus, advertise manufactures and producer needs to include sufficient information so that consumer can be satisfied regarding the matters.
3. The study indicates that most of the consumers prefer advertise product rather than not advertise products and it is also indicates advertisement draw the attention of the consumer. Hence, all manufacture should advertise their to expand the market share.
4. The study explored that majority of respondents of different age groups and various educational backgrounds prefer musical programs rather than other programs .So , the producer as well as advertiser either makes their advertisement in musical form or broadcast the advertisement in musical program .
5. The study identified that the Real juice is more popular products than other juice products. But, the firm should try to maintain this strength strategy in future too.
6. Majority of the respondents stated that the quality of the Real juice was comparatively lower than other juice products. So, the producer of Real juice should remove this weakness and the price of the products should be comparatively as other competitive product.

7. Through this study we found consumer replied that they bought their product due to taste and quality.
8. Dabur Nepal Real Juice 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 years, not weeks or month.
9. They should focus more on managing advertising program. Well plan advertising program enhance advertising effectiveness.
10. The study identified that the real juice is as real can juice so that consumer want to strong packing to manage equal quality.

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APPENDIX 1

Questionnaire

Impact of TV advertisement on buying behavior for beverage product soft drink with reference to Real Juice, Dabur Nepal.

Dear Respondents

I am a student of MBS of CDM Kirtipur going to prepare a thesis on above topic. Please kindly and honestly answer this question in the given format. Your information will be used only for the purpose of the research for thesis only and it will be kept confidential.

Respondent Profile:

Name.....

Address.....

Occupation:

Age:

Gender:

Education:

1. Are you interested to watching advertisement?

- a. Yes b. No

2. If yes which made of advertised would you most like?

- a. Newspaper b .Magazines c.TV d .Radio e .Other

3. What kind of advertisement do you prefer on the TV advertisement?
- a. Musical b. Good Wording c. Simple d. All Type
4. Which product do you buy?
- a. Frequently Advertised b. Not Advertised
5. What the TV advertisement is effective than other media?
- a. Yes .b .No c. cannot Say
- 6 .Does repetition of an advertisement draw your attention?
- A .Yes b .No
7. Have you seen advertisement of beverage product soft drink|?
- a. Yes b. NO
8. If yes have you seen advertisement of Dabur Real Juice?
- a. Yes b .No
9. If yes why the company during advertisement?
- a. Introduce the product b. Increase the salse volume
- c positive communication d. cannot say
10. What factors influence you to buy the product?
- a. Quality b. price c. believes d. Advertisement
11. Have you bought any product after getting information from advertisement?
- a. Yes b. No c. cannot say

12 .If there are same kind of product in the market in terms of quality and price which one would you buy?

- A .Advertised
- b. Not Advertised

13. If advertise products which factors influence you purchasing decision?

- a. Advertisements
- b. Need
- c. Both of them
- d. Quality

14. Does the advertisement benefits you?

- a. Yes
- B .No
- C. Cannot Say

15. What factor should include in product while buying?

- A .Quality
- b. Packaging
- c. If any

16. What is your reaction when advertising comes from the TV?

- a. Try to know
- b. curious
- c. Just Watching

17. Why do you watch TV?

- A. seek for additional information
- b. getting adequate information

18. Do you buy or drink the Real Juice?

- a. Yes
- b .No

19. If no what factors influence you to do not use or buy the product?

- a. Quality
- b. Price
- c. Truth
- d. Other

20 .Do you have any suggestion for TV advertising?

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