

**ELECTRONIC MEDIA AND NON-ELECTRONIC  
MEDIA & ITS EFFECTIVENESS ON CONSUMER  
BEHAVIOUR THROUGH ADVERTISING**



**A THESIS**

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## RECOMMENDATION

This is to certify that the thesis:

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**Entitled**

Electronic Media and non electronic

media and its effectiveness on behavior through advertising

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

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Electronic and non electronic media and its effectiveness on behavior through advertising and found the thesis to be original work of the student and written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the requirement for Master Degree in Business Studies (M.B.S)

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## DECLARATION

I hereby declare that the work reported in this thesis entitled "Electronic and non electronic media and Its Effectiveness on behavior through advertising " submitted to Office of the Dean, Faculty of Management Tribhuvan University, is my original work done in the form of partial fulfillment of the requirements for the Master of Business Studies under the supervision of Mr. Arjun Prasad Shrestha, Lecturer, Patan Multiple Campus, T.U .

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Needles to say, to error is human and I am no exception, so I apologize for any errors committed in his work.

Krishan Bahadur Hamal

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## ABBREVIATIONS

CBS	Central Bureau of Statistics
BS	Bikram Sambat
GDP	Gross domestic product
Ltd	Limited
Pvt	Private
i.e	That is
WWW	World Wide Wave
FM	Frequency Modulator
AD	Anno Domini
E-mail	Electronic Mail
WTO	World Trade Organization
NTV	Nepal Television
TV	Television
US	United States
Rs.	Rupees
Govt.	Government
SLC	School Leaving Certificate
DF	Degree of Frequency
Ho	Null Hypothesis
H1	Alternative hypothesis
NLL	Nepal Leaver Limited
KDN	Kantipur Daily Newspaper
LTD	Limited
MBS	Master of Business Studies
TU	Tribhuvan University

# CHAPTER ONE

## Introduction

### 1.1 Background

Nepal, a sovereign Independent Kingdom, lies between 80 degree 12' east longitude and 26 degree 22' and 30 degree 27' north latitude. It is bounded on the north by the Tibet Autonomous Region of the People's Republic of China; on the east by Sikkim and West Bengal of the Indian Union on the south by Indian States of Bihar and Uttar Pradesh and on the west by Uttar Pradesh of Indian Union. The length of the Kingdom is 885 kilometers east-west and its breath varies from 145 to 241 kilometers north-south. Climatically, it lies in the temperate zone with the added advantage of altitude. Topographically, the country is divided into three distinct regions from north to south: the mountains, the hills and the flat plains known as the Terai. The mountainous area includes the renowned Himalaya, including the World's Highest Peak, the Mt. Everest (8,848-m). National Census Report 2068 released by the Central Bureau of Statistics (CBS), has put the current population of the country at 26,494,504.( National Census Report 2068 B.S (2012)

Nepal is among the least developed countries of the world despite tremendous natural endowments, economic and development activities in the country. The inability of Nepal to make sustainable and proper use of the available resources is the reason for the poverty. Nepal ranks as one of the world's poorest countries with a per capita gross national product of Nepalese \$220 a year and GDP growth rate at produces price is 5.9 percent. (Second country cooperation framework for Nepal 2006-2007). Agriculture GDP is estimated to grow at a slightly lower rate of 3.4 percent compared to a growth of 3.9 percent last year. Government statistics say 38 percent of population is below the poverty line but non – governmental estimates

say 50 percent poverty. The high poverty made Nepal's complicated to initiate proper development measures.

As in the perspective that Nepal became the member of WTO it has to compete with international product globally. To cope with this challenges Nepali producer have to protect their local market first. For this, advertisement plays the vital role. Advertisement is Bridge the gap between producer and consumer.

## **1.2 Meaning of Advertising**

Advertising is nothing but a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service. The message which is presented or disseminated is called advertisement. In the present day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business.

Advertisement has been defined differently by different persons. A few definitions are being reproduced below:

According to Wood, Advertising is causing to know to remember, to do. According to Wheeler, Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy. According to Richard Buskirk, Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor. According to William J. Stanton, Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor.

The above definitions clearly reveal the nature of advertisement. This is a powerful element of the promotion mix. Essentially advertising means spreading of

information about the characteristics of the product to the prospective customers with a view to sell the product or increase the sale volume. Advertising is one of the most common tools companies use to direct persuasive communications to target buyers and public. Advertisements can be defined as Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor. (Malcolm McDonald-313)

In order to achieve its marketing objectives the company has to communicate with existing and potential customers. It can do this directly, face to face, generally using a sales force or call centers or indirectly using advertising promotional electronic media and point of sale, displays. The choice of communication mix should be determined on the basis of what is going to be most cost-effective in terms of achieving the objectives, i.e. whatever gets the best results per given cost.

Organizations handle their advertising in different ways. In small companies advertising is handled by someone in the sales or marketing department, who works with an advertising agency. A large company will often set up its own advertising department, whose manager reports to the vice president of marketing. The job of advertising department is to develop the total budget; help develop advertising strategy approve advertisement and campaigns; and handle direct mail advertising, dealer displays, and other forms of advertising. Most companies use an outside advertising agency and to select and purchase media.

In developing an advertising program, marketing managers most always start, by identifying the target market and buyers motives. Then they can proceed to make the five major decisions in developing an advertising program, known as five Ms<sup>2</sup>.

Mission: What are the advertising objectives?

Money: How much can be spent?

Message: what message should be sent?

Media: What media should be used?

Measurement: How should the results is evaluated?

### **1.3 Objectives of Advertising**

There are many possible advertising objectives;

- To convey information
- To alter perception
- To alter attitudes
- To create desire
- To establish connections
- To direct actions
- To remind
- To provide assurance
- To give reasons for buying
- To demonstrate
- To generate enquiries

## **1.4 History of Advertising**

The history of advertising takes us into dim past many centuries ago. Advertising by word of mouth is probably the earliest form of advertising and we many assume that it began as soon as one man desired to barter with another. Historical documents and archaeological researches have confirmed the existence of advertising in the ancient times. The knowledge of psychology and art of printing were not developed. Hence in old days, advertising was very limited in its scope. The earliest form were signboards and writing on the wall of prominent building. Shouting loudly the price and description of the article to be prominent buildings. Shouting loudly the price and description of the article to be sold was the only method of attracting people. The effect of the old type of advertising was not so active and dynamic as it is today. With the publication of newspapers and development of the modern technique of printing, a new era dawned for advertising which now became more colorful and attractive. The popularity of this art was delayed till education made progress and the reading habit had made sufficient progress.

Though advertising, in its present form, is the product of the current century, as a business force it is not a new tool. It has longest history making us back to the history of mankind and human civilization. Though we fail to answer the question as to the exact age of advertising, it can be said that advertising began the moment the man discovered the art of communication. Historical document and archaeological researches have confirmed the existence of advertising in the ancient times. Advertising th4e “Word” or oral skills were developed well before reading and writing did. Advertising was given the commercial status the day entered into the process of exchange.

During the 16<sup>th</sup> century, the newspaper was the largest among the print, media and these newspapers were in the form of news letters. The first news letter was started

in 1622 in England. Later half on the 16<sup>th</sup> century witnessed newspapers in the form of news books and by the middle of the 17<sup>th</sup> century there were special advertising periodicals. By 1675, newspapers published excellent newspapers undertaking advertising on a regular basis.

The age old principle of “caveat emptor” ruled the transactions and the advertising was thought to be was untruthful and false. That is why, the people did not believe totally in the advertisement message given. Buyers were cautious and diligent in buying the goods so advertised. The 19<sup>th</sup> century was marked by a new trend of grand advertising, Magazines both weekly and monthly started catching the imaginations of the people by the populating the brands. This is the period that welcomed windows and counter displays, exhibitions and trade fairs.

Newspaper and magazines were the major advertising media up to the First World War. In the period of great depression of 1930s, there was a slump in the business field after the great depression. Different types of advertising came into use. Scientific lines and widespread communication were used for developing advertising. The most typical development was thought cinema slides and electric signs. Increasing attention and interest in this direction gave rise to a class of advertising experts and specialists in the technique to advise businessmen in respect of their advertising programs. The progress was accelerated by modernization of the newspapers with enormous circulation, often by political and social consciousness growing among the people. Every opportunity was used for advertising purpose. The 20<sup>th</sup> Century was marked with the advent of two fascinating media of communication namely, the radio and the television. Americans have the credit of having radio first. It dominated from 1922-1947 and from 1948 onwards, television became popular. Radio advertising has edge over print publicity because it is capable of reaching the millions of illiterate people as it “*voice*” advertising. Television has been powerful mean of advertising since 1950s

and has grown in importance with its colorful effect and is going to rule for few more decades to come. Besides this is major indoor colorful media, the outdoor advertising has its own developments such as traveling displays and sandwich man.

Nowadays many products begin as advertising. The advertising industry has culminated as a very powerful mass media of communication.

### **1.5 Development of Advertising in Nepal**

There are no records of any kind that tell us about the origin and history of Nepali advertisements. The earliest form of advertising may thus be taken as the trumpet blowing tradition of kings and maharajas to disperse royal messages. The advent of Mass Communication in Nepal can be said to have been through such official proclamations, which were usually accompanied by the use of musical instruments like drums or trumpets. The age-old oral tradition of promotion by vendors selling their wares in the market can also be taken as another early form of advertising.

Nepalese society has known advertising and its usefulness to the business. They knew that even a superior product can not be sold if the advertiser fails to speak about it. In the early stage, the needs and wants were very limited and the product was also very limited.

The history of development of advertising in Nepal starts from early Malla period. With the passage of time, consumption habit changed and society entered into the Malla period between 936-1825 B.S. At this period people came to know about the product to the people. The king at that period was very liberal. King was interested to understand the needs, wants, desires, plan and pleasure of the people. The announcer proclaimed about the product to the people. They also demonstrate the product at cultural show, festivals and Jatras etc. Even during the Rana period, public announcer went through the streets announcing the opening and closing of gambling period during the Laxmi Pooja and other occasions.

With the passage of time things have changed. Nepali newspaper and magazines featured advertisement. On 20th Chaitra 2007 B.S., Radio Nepal broadcasted daily three hours commercial programmes. Even walking on the roads one frequently sees hoardings at different places. Even in the short span of time, advertising have developed remarkable.

The first newspaper of the country was published on Jestha 1958 B. S. Prior to this, only verbal advertising prevailed. At present many different dailies, weeklies, fortnightlies, monthlies and other periodicals have given significant contribution to the present marketing environments. Similarly advertising activities developed effectively with the established of commercial service of Radio Nepal, Private FMs as well as all television channels which are broad from Nepal (Kantipur TV, Image Channel, NTV2 Metro, NTV, Channel Nepal)

## **1.6 Focus of the Study**

As being a member of WTO, Nepali products has to competed with other foreign products globally, which are higher technological and cheaper in cost then Nepali products. In this situation, Nepali product has to capture its own local market first for that advertisement plays the vital role.

This study is focused on Advertising through electronic Media and Non – Electronic media and its impact on consumer buying behavior. Television advertising directly reaches the ear and eyes of the viewers. Hence this medium of advertising is considered as the most effective. Most of the advertisers use this medium these days. Television advertising combines the merits of both radio and cinema. People can see and hear the advertisement message in their home. It is also more effective than radio advertisement even for deaf people and illiterate. Television advertising is the fastest means of communication. It is also equally effective for those who can not read papers.

## **1.7 Significance of the Study**

Information is economic goods and is subject to laws of supply and demand as are other economic goods. Advertising as proved to be more efficient (less costly) sources of information than other sources.

Needs of advertising in modern business word is indispensable. Advertising is needed in very stage of product lifecycle but volume of it may below and high depending on the nature and stages.

Advertising creates a demand for the goods and makes it possible for the introduction of mass production, installation of up-to-date machinery and consequent reduction of cost of the article. Advertising is beneficial not only to the producer and retailer but also to the costumer. Increasing demand caused by advertising makes possible the installation of latest plants introduction of technological improvement. This result not only improves quality of the product but in the reduction of cost per unit. Mass production needs mass selling, the advertising makes this possible. Advertising also protects the producer against unfair competition because the public learn to recognize the brand and name of the manufacturers. Lastly, through advertising manufacturers can create a demand for theirs product and maintain it through out year and there by reducing the seasonal slumps in their business.

Advertising is needed to retailers to for the retailer it quickens the turnover, as well as avoids danger of remaining dead stock, and can result in proportionate reduction of overhead expenses. Another point is, he need not afraid of fluctuation in prices. It stabilizes the price and thus, voids losses to the retailer through changes in the price. In the same way it provides to benefits to the buyers. The manufacturer is completed to maintain the quality of the goods advertised. Money spends on it being an investment the manufacturer naturally expects return on such investment. This

interest will be forthcoming as long as the manufacturers maintains the quality and their by the reputation of goods so advertised. As soon as the quality of the articles drops, the sale of the article will also decline. Well advertised goods are generally better quality thus justifying advertising although it cannot be denied that certain forms may consider that advertising expenses will be wasted in the long run.

Through the effort of advertising public come to know about various articles previously unknown to them. In this way it educates the public and enables them to select the most suitable articles by comparing and making their selection from various article of different manufacturers do brought to their notice. It arouses the curiosity of the public and interest in the article advertised. After the interest is aroused advertising also makes people acquired, and seek further information about the articles advertised. Apart from this, firstly sound and visual knowledge of socio-cultural background of the consumers is essential. Secondly, it involves cost and every cost needs return and lastly, the effect is directly related with the need for evaluation of the present stages and effectiveness of television advertising patterns in Kathmandu.

## **1.8 Research Questions**

This study tries to find out following research questions.

1. What is the impact of advertising on sales?
2. How does it evaluate the impact of electronic and non-electronic media on consumer buying behavior?
3. Which are appropriate media preferred by consumer among electronic and non- electronic media?

## 1.9 Statement of Problems

We know that even a superior product cannot be sold, if the advertiser fails to speak about it. The history of development of advertisement in Nepal starts from early Malla period. But till now the development of advertising in Nepal is not satisfactory.

As being a member of WTO, Nepali products has to compete with other foreign products world wide. To cope this challenge advertisement plays the vital role. Nepal television, which is the first television channel of the Nepal started its service regularly from 14th Poush 2042 BS. But still it can't provide its relay transmission in all part of the kingdom. The marketing managers have lack of knowledge about consumer behavior and advertisement technique. They are trying to sell their products in market by offering different types of attractive prizes, unfairly. Especially the Noodle and Soap industry are adopting these types of poor strategist.

Most of the companies have not their own advertisement agency, they use an outside advertising agency. While developing an advertising program, marketing managers never tries to start by identifying the target market and buying motives. We found they are not conscious about five major decisions regarding, developing an advertisement program (mission, money, message, media, and measurement). Besides these political instability and Maoist problem are also the major barriers to development of advertisement. In this context the present study attempts at evaluating effectiveness. Electronic Media and Non – Electronic media and its impact on consumer buying behavior through Advertising.

## **1.10 Objectives of the Study**

To identify the effective media among electronic and non- electronic is the main objective of this study and it also assists the consumer's preference and media habit. More specifically, this study has focused the following objectives.

1. To analyze the impact of advertising on sales.
2. To evaluate the impact of electronic and non –electronic media on consumer buying behavior.
3. To indicate out appropriate media preferred by consumer among electronic and non-electronic media.
4. To analyze advertising of close-up toothpaste through Nepal television and Kantipur National daily newspaper.

## **1.11 Limitations of the Study**

As this is the study for the partial fulfillment for the degree of Masters of Business Studies some of the limitations faced at the time of preparing this study are listed below;

1. Due to the usual problem associated with limited availability of the recent data, limitation of time factor and the difficulties surrounding the clear determination of direction, despite the attempt to be methodologically rigorous the results must be treated with a fair degree of caution.
2. Primary data has been collected from Nepalgunj Municipality, Gulariya Municipality.
3. Fifteen percent of annual sales revenue has been assumed as an advertising cost of close-up toothpaste.
4. As this study is based only the information collected from field survey. Its finding may not be generalized.
5. Not responding questionnaire has been avoided.
6. This study has focused the period of 2008 to 2012

## 1.12 Research Hypothesis

This research has set the following null and assumed hypotheses.

H0: There is no significance difference between the views expressed by the respondents relating the source used for information.

H1: There is significance difference between the views expressed by the respondents relating the source used for information.

H0: There is no difference between the views expressed by consumers to use different electronic media.

H1: There is difference between the views expressed by consumers to use different electronic media.

H0: There is no Significance difference between the views expressed by consumers to use different non- electronic media.

H1: There is Significance difference between the views expressed by consumers to use different non- electronic media.

H0: There is no Significance difference between the views expressed towards electronic media regarding the source of information.

H1: There is Significance difference between the views expressed towards electronic media regarding the source of information.

H0: There is no Significance difference between the views expressed Towards Non -electronic media regarding the source of information.

H1: There is Significance difference between the views expressed Towards Non -electronic media regarding the source of information.

H0: There is no Significance difference between consumers behaviour when advertisement of Close up toothpaste appear in T.V.

H1: There is Significance difference between consumers behaviour when advertisement of Close up toothpaste appear in T.V.

H0: There is no Significance difference between consumers behaviour when advertisement of Close up toothpaste appear in Kantipur National Daily.

H1: There is Significance difference between consumers behaviour when advertisement of Close up toothpaste appear in Kantipur National Daily .

H0: There is no Significance relationship between advertising cost and sales revenue.

H1: There is Significance relationship between advertising cost and sales revenue.

### 1.13 **Organization of the Study**

The whole study is divided into five chapters. First chapter is the introductory chapter. It consists: General Background and Meaning of Advertising, Objectives of Advertising, History of Advertising , statement of the problem, Objectives, Focus of the study, significant of the study ,Need of the study and Limitations and organization for the study and methodology being used.

Second chapter deals with review of literature with concept of some terminologies used in the analysis part of the study. The second part of the chapter consists of review of books, previous study, research papers and review of unpublished thesis of various research students.

Third chapter is concerned with the research methodology used in this study. It consists of: Introduction, Research design, Sources of data, Population and data, Method of analysis.

Fourth chapter of this study is the presentation of analysis and interpretation of data which includes consumer's opinion about close up toothpaste. Fifth chapter is associated with the main findings, recommendation and suggestions. The bibliography and appendices are also included besides the above chapters. Further, thesis includes reference books, magazines, newspapers; previous dissertations are shown under bibliography.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

The purpose of literature review is to find out what research studies have already been conducted in one's chosen field of study, and what remains to be done. It provides framers work from which hypothesis can be development for testing In this study, the review of the literature has been categorized as follows.

#### 2.1 Conceptual Framework

##### 2.1.1 Advertisement defined:

The communication is a vast field. It is not within our scope to discuss the entire aspects related to the communication. Today people talk a great deal about globalization. In fact, the world is really getting global in the sense that produced in some part of the global easily reach our hand. There are lots and of product available in our market but still they remain unnoticed or we seldom pay attention to it. The communication (advertisement), in fact, brings those products into our notice. The media that are effective and efficient are enough to impart effect on us. The impact, telling us that they are there to serve our purpose.

According to the Philip Kotler (2003), Advertising is define as any paid from of non personal presentation and promotion of ideas, goods, or services by an identify sponsor. According to Mc-Cann Erickson (2000) , Inc; The advertising agency that develop world famous product Coca-Cola's international campaigns says advertising is Truth well told Albert Lasker, who is called the father of modern advertising, said that advertising is salesmanship in print. That may be well. But he gave that definition long befor the invention of radio and television and at a time. When nature and scope of advertising were considerably different from what they are now.

Today, most of us have strong concepts of what advertising is, and we also tend to have very strong opinions and prejudices about it.

Advertising today may be defined as a communication process, a marketing process, an economic relations process, or an information and persuasion process, depending on the point of the view. For the purpose of our study, the following definition of the word advertisement becomes most effective. Advertisement is the non personal communication of information usually paid for and usually persuasive in nature about products, service, or ideas by identified sponsors through the various media.

Advertisement is directed to groups of people, and therefore, it is non personal in its nature. The group may be teenagers, who enjoy rock music, females who use contraceptives or a sports person who loves watching sport event. A company sponsors advertise in order to convince people the way that its product would benefit them. However, some advertisement, such as legal announcement, social marketing are intended merely to inform not to persuade.

### **2.1.2 Consumer Behavior**

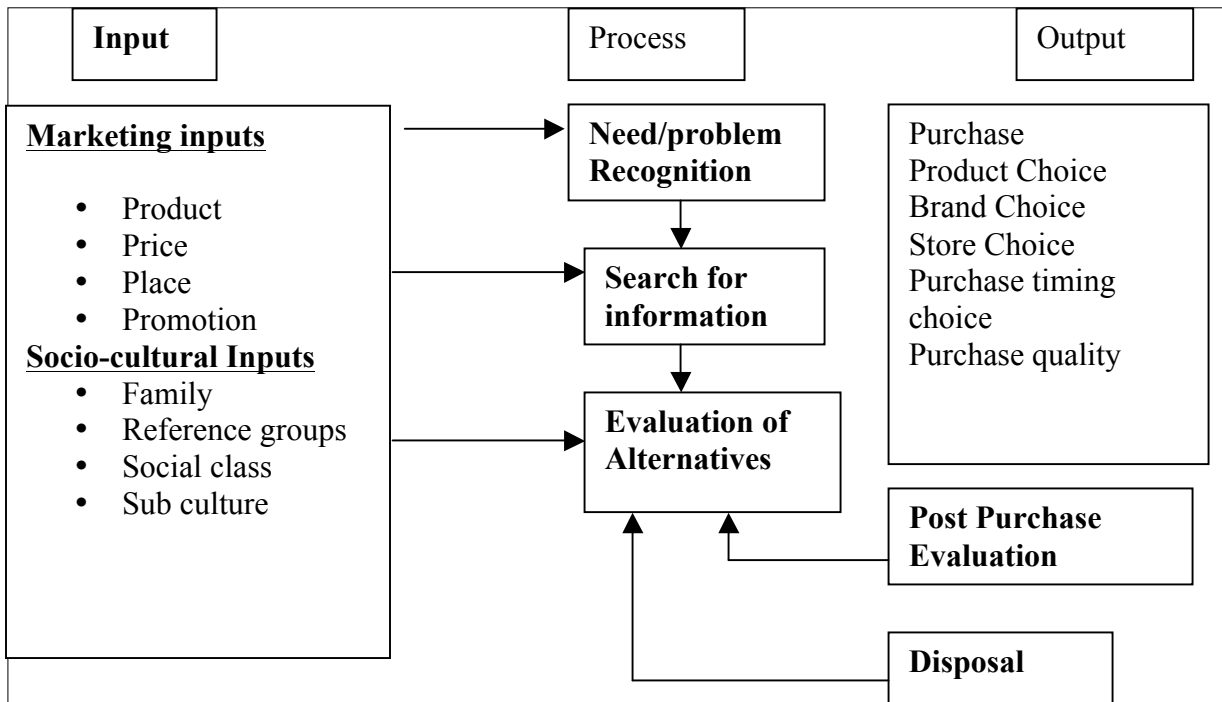
The field of buyer behavior analyzes how individual, groups and organization buy products to satisfy their needs and desires. Buying behavior is the decision process and acts of people involved in buying and using products. Consumer behavior refers to the buying behavior of ultimate consumers, those people who purchase products for personal or household use. Consumer behavior is the subset of human behavior focusing on the consumption role. Organizational buying behavior refers to buying by business organizations, social institutions and government.

According to the Leon G. Schiffman and Leslie L kanuk ( 1996) The term consumer behavior refers to the behavior that consumers display in searching for purchasing, using, evaluating, and disposing of products and services that they expect will

satisfy their needs (Leon G. Schiffman and Leslie L. Kanuk consumer behavior, Prentice Hall India 5th edition p.7)

According to J.C. Mowen Consumer behavior is the study of the decision making units and processes involved in acquiring, consuming and disposing of goods, services, experiences and ideas. (J.C. Mowen, (1998) Consumer Behavior, Maxwell Macmillan International (2nd ed P.5)

Consumer behavior can also be perceived as an input –output system as presented in the following diagram.



Source: Consumer Behavior Model Adapted from Schiffman and Kanuk, op.cit. p.56

### 2.1.3 Consumer Buying Process

Consumer faces several buying decisions every day. Some buying decisions are simpler than others. For instance, there is a marked difference in the purchase decision made by a consumer while buying toilet soap, a shirt, a car or a house. The complexity of the buying process is affected by whether the product to be bought is

of high involvement or low involvement. According to Bennett, Peter D (1988) Organization behavior refers to the purchase behavior is the decision making process which a buying group established the need for goods and services and identify, evaluates and chose among alternative brand and suppliers.

### **In high-involvement purchase**

The consumer is prepared to invest more time, resources and efforts. In this situation, the consumer lacks full information about the product, the amount of money involved is large, the product has high social importance and the product is perceived to give long-run benefits. Normally, the purchase of a car or a house is high-involvement.

### **In low involvement purchase**

The consumer does not exert much time resources and efforts. In this situation, the consumer is comfortable with the amount of information he has about the product, the importance and it gives short-term benefits, for example, the purchase of toilet soap normally is low involvement. A consumer has to pass through six stages to complete the buying process. These stages are need or problem recognition, search, evaluation, purchase, post-purchase evaluation, and product disposition.

## **2.1.4 Objective of Advertising**

Advertising should have clearly stated objectives. They can be written as followingly.

**Information** - Advertising disseminates information to target audience. The information can be about the product's brand, uses, features, advantage, benefits, price and availability etc. the aim is to create brand awareness and acceptance. It also informs buyers about product positioning.

**Persuasion** - Advertising persuades target customers to make the purchase decision in favor of the advertised brand. The aim is to stimulate product demand, build brand preference, and encourage trial purchase and brand switching. Competition can be counteracted. Demand can be stabilized.

**Reminder** - Some advertisements are built just to remind the buyer about the organization and its products. Consumer's memory about a brand or company decays very rapidly and they have to be constantly reminded about the product and the company. Most of the display advertisements serve the purpose of reminding.

**Reinforcement** -Advertising reduces customer anxiety at the post purchase stage through reassurance. Repeated reinforcement leads to brand loyalty and reordering.

**Image building** -Image enhancement advertising campaigns create goodwill about the organization in the perception of customers. This adds value to the products.

**Encourage purchase**- The ultimate objective of advertising is to encourage potential consumers to undertake purchase behavior. Many advertisements for products and services invite consumers to undertake immediate action by using a telephone or visiting the store.

**Support other marketing tools** - with great acceptance of objectives, advertising supports some other communication tools of marketing they are;

- Sales promotion is generally accomplished by advertising to provide information to the customer.
- Advertising informs prospective customers about the company and its products. This adds the personal selling function.

There are so many objectives of advertising, which depend upon the policy of the company. Generally, in the past, the purpose of advertising was to inform the prospective consumer about goods and services produced by the company. Now days, advertising not only concern with the information flow but also motivate, persuade to target consumer in the specific market.

Every day of product life cycle needs advertising but volume of it may be low or high depending upon the nature and stages. Advertising creates demand for the goods and makes it possible for the introduction of mass production. It helps to install up to date machinery and result better consequence of cost the articles. Advertising is beneficial not only to the producer and retailer but also to the consumer.

Mass production needs mass selling It makes possible by improvement and installation of latest plants as well as advertising through effective media but difficult to say that the effective media vehicle. Purpose of advertising can be listed as below:

1. It helps retailers in multiplying sales
2. It assists to increase the demand of the product.
3. It conveys message to the prospective consumers
4. It makes the public conscious.

Advertising is important to retailer, for the retailer, its quickness the turnover, as well as reduces degree of remaining dead stock and result in proportionate reduction of overhead expenses. It informs the fluctuated price of the product. So the retailer can avoid the losses by the price change.

Similarly, it provides benefits to the buyers. The manufacturers are compelled to maintain the quality of the goods advertised. Money that is spent on advertising is a kind of investment and manufacturer wants to return from the consumer so that he has to fix the quality of the product advertised on the media and then the consumer gets the qualitative goods and services.

Likewise, by the advertising, public know about the various goods and services previously unknown to them. So it educates the public and enables them to select the most suitable goods and services by comparing goods and services lunched by the curios manufacturers. It creates curiosity and interest of people, after the interest is aroused, advertising also makes people acquire after and seek further information about goods and services advertised. So, we can say that advertising is such thing which makes networks among various parties as consumers, public, manufacturers, and retailer and so on.

In other hand, consumer behavior is a function of a complex process of marketing. So, it is difficult to say that advertising is only one variable that influences the behavior of consumer. The objectives of advertising can also be classified as per their objective in terms of informing, persuading or reminding. The example of informational types of objective includes;

1. Consumer aware of a new product,
2. Announcing a new price,
3. Explaining how a product works.

Persuading objectives include attempting to build brand preference and loyalty and changing a consumer's attitude about particular brand characteristics. Objective includes communications telling consumers where and when to buy the product.

### **2.1.5 Role of advertising**

Advertising can be explained in terms of the four roles it plays in business and in society – marketing, communication, economic, and societal.

**The marketing role** - Marketing is the process a business uses to satisfy consumer need and want through goods and services. The particular consumer at whom the company directs its marketing efforts constitute the target market. The tool available to marketing includes product, price, and the means used to deliver the product or place, and promotion which are also known as marketing communication. Marketing communication consists of several related communication techniques including advertising, sales promotion, public relation, and personal selling. The role of advertising within marketing is to carry persuasive message to actual and potential customer.

**The communication role** - Advertising is a form of mass communication. It transmits different types of marketing information to match buyers and sellers in the marketplace. Advertising both informs and transforms the product by creating an image that goes beyond straightforward facts.

**The economic role** - There are two points of view about how advertising affects an economy. In the first, advertising is so persuasive that it decreases the likelihood that a consumer will switch to an alternative product, regardless of the price charged. Second, advertising as a vehicle for helping consumers which assess value, through price as well as other elements such as quality, location, and reputation.

**The societal role** - Advertising has a number of societal roles. It informs us about new and improved products and helps us to compare products and features and make informed consumer decision.

## 2.1.6 Steps in Developing Advertising Program

There are different factors to be considered before choosing any particular media to place advertisement of the product. Advertising programs are developed either in-house or by outside agencies. The following decisions are needed in developing advertising programs.

1. Identify the target audience:
2. Objective selection:
3. Decide advertising budget:
4. choose the message:
5. Select the media:
6. Evaluate on of impact:

- Identify the target audience: Every product has its target groups. Some groups are rich, some are poor, some have little knowledge, some are well informed, some lack choices and some decide thoughtfully. Thus, the most important factor in choosing the media is identifying the target group. Every human being relies on some media or source of information. Identifying the target audience of any particular media is the first important task in the hands of advertisers.
- Objective selection: The objective of advertising should be clearly stated. It should be informative, persuasive, reminding, and reinforcing.
- Decide advertising budget: The budget sets the limitation for advertising. The budget is generally associated with percent of sales of the product. Competitors spending or costing of various task needed to achieve objectives.

- Choosing the message: The advertising message should be carefully created, evaluated, selected and executed. The selection should consider cost, coverage, frequency, impact, type and timing of various media.
- Evaluation of impact: This is done in order to assess of advertising effectiveness. The indicators can be communication effect and sales effect. Market research is needed to find the impact.

#### Steps in developing Advertising Program

Identifying target audience	Setting Advertisement objectives	Deciding advertisement Budget	Choosing message	Select Media	Evaluate impact
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*Source: Ghirire, 2000 dissertation.*

### 2.1.7 Types of Advertising

Different theorist has categorized advertisement in different ways. They have categorized advertisement into nine types as below. (Wells, Burnett, & Moriarty, Advertising Principles and Practice, Tata McGraw Hill Publishing, (6th edition) 2004.)

**Brand advertisement:** - the most visible type of advertisement is national consumer, or brand advertisement. Brand advertising focuses on the development of a long term brand identity and image.

**Retail or local advertisement:** - advertising focuses on retailer or manufacturer that sell their merchandise in a restricted area is called retail advertisement. The message announces facts about product that are available in nearby store.

**Political advertisement:** - Politicians use advertising to persuade people to vote for them or their ideas. Political advertising tends to focus more on image than on issues that voters concentrate on the emotional part of the message or candidate.

**Directory advertising:** - Another type of advertising is called directory advertising because people refer to it to find out how to buy a product or service. The best known form of directory advertising is yellow page.

**Direct response advertisement:** - Direct response advertising can use any advertising medium, including direct mail, but message is different from that of national and retail advertising in that it tries to stimulate a sale directly. The consumer can respond telephone or mail, and the product is delivered directly to the consumer by mail or some other carrier.

**Institutional advertising:** - Institutional advertising is also called corporate advertising. These messages focus on establishing a corporate identity or winning the public over to the organization's point of view. Many of the tobacco companies are running ads that focus on the positive things they are now doing.

**Business to business advertisement:** - Business to business advertising includes only messages directed at retailers, wholesalers, and distributors and from industrial purchasers and professionals such as lawyer and physician to other business.

**Public service advertisement:** - Public service announcements communicate message on behalf of some good cause, such as stopping drunk driving or preventing child abuse. These advertisements are usually created by advertising professionals free of charge and the media often donate the space and time.

**Interactive advertisement:** - interactive advertising is delivered to individual consumers who have access to a computer and the internet. Advertisers use web pages, banner ads, and e-mail to deliver their message.

### **2.1.8 Advertising Media**

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

#### **(A) Electronic Media**

Television

Radio

Film

E-Mail

Internet

#### **(B) Non Electronic Media**

Newspapers

Posters/pamphlets

Hoarding Boards/Banner

Traveling Displays

Exhibition and trade fairs

Calendars

## **Television**

Television is one of the leading advertising media as well as popular for developed and developing countries. Most of the advertiser uses it as an advertising medium because it combines the merits of both radio and cinema, consumer can see and hear the advertisement message in their homes. It gives information to a large number of people through sound and visual pictures.

The private enterprise system governing US television and burgeoning of alternative channels first on pay T.V., then on cable television, and now satellite television, has led to fierce competition. Each station seeks larger audience so as to sell more commercials and charge higher prices for commercial time, this means showing the programs that attract the largest audience. Over a time US firms have become very adept in producing such mass audience pleasing programs. This is the comparative advantage in world market.

In sharp contrast to the United States, European television was at one time largely government controlled. Basically, Government ownership of stations means non-commercial television except for rare and restricted instances. West Germany, for example, television advertising was restricted to 40 minutes a day, in Switzerland 20 minutes a day. Deregulation of European television has changed competitive environment. The use of new technologies (satellite broadcasting, cable and pay TV) has increased the number of channels. For example, in Japan, after 1990, 24 hours satellite TV broadcasting will increase the number of channels available. Now there are more TV stations in Europe and Japan, and more air time to fill, there will

be a greater demand for TV programming. Also deregulated TV station and Channels will show more commercials, so there is a more advertising by firms seeking European market.

### **Short Glimpse of Nepal Television**

As provided the information from NTV Introduction Card, Nepal Television started itself as a project in January 1985 under sixth five year plan (1980-85).

It began its experimental transmission for Katmandu Valley in a very modest manner with VHF band. A 100 Watt transmission set up to cover Katmandu Valley during its experimental transmission; the regular transmission of two hours was commenced by end of 1985. But now, it has dramatically developed its transmission most over the country. Currently it covers around 41 percent of the country's geographic areas and 62 percent of the population. It is offering diversified programs from entertainment to informational news to current affairs catering all status of the society. It has also introduced second transmission called NTV Metro to Kathmandu Valley. It has also claimed itself that it would cover cent percent of the land area within two years. (NTV Introduction Card, 2003/2004).

### **Radio**

Radio is the cheapest and quickest means of mass communication in Nepal. It is the only one of widely available, high frequency and widely reaches media. Not only in a mountainous parts of Nepal. But also the urban area. Radio broadcasting has proved to be a very effective medium for disseminating information, educating people and entertaining the masses. Radio frequencies like AM and FM radio, has been providing various programs aimed at creating mass awareness in its attempts to reflect the views of all sections of the society. The people in the hilly areas and many of the remote villages have little or no access neither to motorable roads or

any communication and entertainment facilities. Illiterate being a common feature among the people, little use is made of the newspapers which has very limited and delayed circulation. Therefore, radio has been the most suitable means of disseminating information and providing entertainment.

After the change in its structure in 1984 AD as self sustaining broad, Radio Nepal has been more aware in marketing. It has been adopting the policy of selling commercial air-time to interested parties. Promotional advertisements in the form of jingles and other formats as well as sponsored programs are limited .But now a days, currently developed FM broadcaster are more success in the field in radio advertisement. Many more stations have been established in every urban area.

## **Film**

Film is a kind of medium in which advertising message can be included. Short and interesting story films are exhibited to emphasize the advertising message. Film is perhaps the revolutionary creation in the visual artistic expression. Since its birth little more than eighty and nineteen years ago this ever expanding medium had a profound influence in our societies, particularly in the field of communication. Within decades of its introducing, it reaches a maturity. Which has no parallel in the history of other art media? Today particularly for developing countries, this potential medium of mass communication has become a basic necessity.

This medium is considered as a best medium because looking after the 48 percent of literacy rate (Tenth plan, 059-64) films represent an effective advertising medium in reaching the message. Presentation of cinema starts in 2006-7 B.S. Prior to this English and India movie were presented in Singh Durbar at the premiership of Juddha Samsher. Within the four decades of time, advertising through cinema slides is more popular among the advertisers.

## **Email and Internet**

Email and internet is the modern technology which has become popular among the urban consumers. Here, email means electronic mail service that is sent from one computer user to another and displays on screen. Similarly internet means an international computer network with information accessible to the public via modern links. Usually, the email programs stores the message on the network until the user wants to read them. There are kinds of e-mail system, but they all provide the same basic services for sending and retrieving message, and attaching files to message. Usually, user can print email message, store them for further reference, or simply read message and delete them.

Internet is an extension of the network system to the entire world. It is an extension of the network around the world. These networks belong to government Agencies, University, libraries and big business. Having been connected to the internet, users can send electronic mail (message), share files and search a data base. A data base is a collection of related information. In order to be connected the internet, a user needs to be linked to local service provider and open an account with him. Some important Nepalese sites:

[www.Nepalnews.com](http://www.Nepalnews.com)

[www.southasia.com](http://www.southasia.com)

[www.eKantipur.com](http://www.eKantipur.com)

[www.ezone.com](http://www.ezone.com)

[www.nepalhotel.com](http://www.nepalhotel.com)

[www.inseconline.com](http://www.inseconline.com)

[www.marketing nepal.com](http://www.marketing nepal.com)

Now the world has become a small village due to the change of technology. People use internet so that it has made easy life and helped to the consumer to know about new as well as existing product more. Through the help of internet, consumers can see and read the information about products and services produced from any corner of the world and order may place to get the product in the home. It is the worldwide advertising so consumer does not need to meet the place where the needed products are available. Now a days, producer flow the information about products and services through the help of internet so that prospective consumers can see it. Now internet accessibility has been very near to consumer due to the competition of Nepal Telecom and other private company, they are lunching new scheme of mobile phone that helps to use internet without phone internet is impossible. So the internet advertising is better in coming future.

## **Non Electronic Advertising Media**

### **Newspaper**

The newspaper has become an integral part of the life of almost every community. It is really hard to imagine life without newspapers in this modern age. It has covered the places on office, school, campus, bank and departmental store. Nowadays newspapers have become an essential as a good cup of tea in the morning or even more important than tea to start the day. The newspaper is a mass medium that is read by almost everybody and everywhere. Newspaper is a major community serving medium today for both news and advertising.

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

1. The Kantipur daily
2. The Rising Nepal
3. The Republica
4. The Annapurna Post
5. The Himalayan Times
6. The kathmandu Post
7. Samachar Patra
8. Others

**Weakly papers**

1. Dristhi
2. Punarjagaran
3. Deshantar
4. Buddhabar
5. Naya patrika
6. Samay
7. Himal
8. Nepal

The first newspaper, in the modern sense, is said to have appeared in the Netherlands in the year 1529 AD. Archer's weekly news first published in May 23, 1622 is however, regarded as the earliest genius newspaper. Nepalese news paper is undoubtedly a recent phenomenon.

## **Kantipur National Daily News paper**

### **General Background**

Kantipur Daily newspaper is the Daily newspaper published by Kantipur publication (P) Ltd. in order to exhibit the actual picture of various news relating to national and International events as well as analytical views to the general people.

Kantipur Daily newspaper was published in B.S. 2049, Falgun 7 by Goyanka Publications in Shreya Printer's press. There were eight pages in the paper with pictures in the first and last page along with the coverage of different international and national events. The cartoon by Rajesh K.C., titled Gajab Chha Baa was placed in a corner of the first page. Since it was the first issue, there was a special editorial section entitled Bhawishya ko Swagatmma (roughly translated the welcome of future). The second page consisted of news of the valley, the third and fourth pages consisted of opinions, fifth page covered international events, sixth page covered market news and seventh page consisted of sporting events.

Now, Kantipur Daily newspaper has minimum twelve pages with four color pages and is printed in Kathmandu, Biratnagar and Narayanghat, Nepalgunj Simultaneously. It has a children supplement an eight page tabloid everyday Friday and the weekend of correspondent besides cartoon, illustration, design, computer and proof stations in their full strength. An authentic and detailed coverage of national and international events including trade and commerce as well as wide enhance coverage of sports are strength of Kantipurs.

## **Poster**

Poster means information about products and service painted in the different kinds of paper and posted in the wall so that prospective consumer can see and watch such message. Poster advertising assists to producer to manufacturers to inform or remain about goods and services. Poster advertising assists to the limited area corporately than other types of media. According to maturity and life cycle of products it uses the available media to reach the prospective consumers. Especially poster advertising is used in introduction phase of products and services, in general it is highly used by small scale organization. It is basically adopted to excel the scales of products and services immediately.

Posters are strategically placed in the retail outlets to draw buyer's attention and it is very effective in building consumer awareness of the product. But major problem associated with it is retailer's limitation to provide spaces for displays from manufacturers and they can exhibit a few in the limited spaces.

## **Hoarding Boards**

Basically, hoarding is a large board used for displaying advertisement. Small as well as large company used such type of advertisement. Small as well as large company uses such type of advertisement to attract the attention of prospective consumers by hanging hoarding in the public place. So that consumer can see it easily or quickly. Generally, this type of advertisement is used to convey the message of consumer goods such as noodles, shampoo, soap, horlicks, toothpaste, television, motorbike, and car and so on.

Now, hoarding board has become popular in Nepal. Especially large company like Surya Tobacco, Bottlers Nepal, Nepal Lever Nepal, Majestic auto limited (Hero motors) and Chaudhari group have been using hoarding board to advertise the

products and services. However, hoarding assists to excel the sales of products and services.

Besides its own significance the pressure from society has been raising to avoid unnecessary hoarding in the town. Nevertheless, it is extensively used during the introduction of a new product in the market.

### **Traveling Display**

Traveling display is also a kind of advertisement, which is used to draw attention of the consumer towards products, goods, ideas and services. Various programs are also organized to make the product popular among the people in such a way that consumer can understand about products and services easily.

In the context of Nepalese market, some small as well as large company uses this type of advertisement especially for consumer products. However, this type of advertisements is not so popular in our country although sometimes traveling display can be seen in the market as well as main Highway also.

### **Trade Fair and Exhibition**

In trade fair participation provides a very wide exposure to the product among potential orders. Trade fairs and expositions are organized at national and international levels as well. Manufactures participate in the trade fairs in order to expose their new products to very large number of visitors. Buyers are more positive and ready to purchase new products in trade fairs generally than in the normal market. Installations and accessory equipment are mostly introduced through special exhibition. Most of the new models of aircraft and cars are exposed in special exhibitions. In the context of Nepalese market, some higher-level trade fair and exhibitions are conducted in Birendra International Conference Hall, New Baneshor. Similarly, other fair and exhibitions programme are performed in

Bhrikutimandap and other places. Originally, this type of market was developed as a barter system hat bazaar in the past.

### **2.1.9 Advertising and Sales Promotion**

Advertising is usually addressed to a large of people but distinction can be made as follows: "Sales promotion is the temporary offer of a material reward to customers or sales prospects, whereas advertising is the communication of information" (Kenneth A. Longman, 1971:19). From this definition, it is appeared that advertising may be the well medium through which a sales promotion on after is made. The distinction is also bringing out an important fact about advertising. An advertisement by definition transmits a persuasive message, but the persuasive element is not necessarily the ads itself. When a sales promotion offered the subject of an advertisement the promotion is the persuasive element and advertisement is an information channel.

For most forms of sales promotion to our distinction can be used with little difficult free goods offer (one bottle of coke with one case purchase) display allowance (price reductions nose on retail movement during a specified time periods all are temporary and they all offer a store keeper a material reward likewise consumers) promotion involving samples, discount coupons, premiums, contest and sweepstakes all offers at least temporarily the prospect of reward.

### **2.1.10 Advertising and Salesmanship**

The basic distinction between advertising and salesmanship can be stated as follows; according to the Baker. M. J. (1998) Marketing Theory First Edition, Thomson Learning London. When a persuasive communication is directed towards a single individual it is an act of salesmanship. When it is directed towards a large group of individual it is called advertising. Advertisement are presented to a group of people

whom the advertiser does not know as individuals, whereas a salesman spends most of his time deciding which people he should see for individual approach.

### **2.1.11 Advertising and Publicity**

Publicity is an effort to make available certain information to the public. It is the sum total of those activities that are directed to the flows of information to the knowledge of public. Perhaps, the association of teachers of marketing and advertising in America once gives the best definition. According to its terminology, publicity is any form of non-personal presentation of goods, service or ideas to a group, such presentation may be sponsored only by the one responsible for it and it may or may not be paid for. In this sense, advertising is only a type of publicity. That is, the term Publicity is more comprehensive than the word advertising itself. Therefore, it can be said that all advertising is publicity but all publicity is not advertising.

According to Jha S.M (1998), Publicity is any communication about an organization its products or policies through the media that is not paid for by any organization. Both the words are similar in three respects. First, they deal with the conveying information regarding the goods or services or ideas. Secondly, both are attempts to present the information impersonally. Thirdly, both are the attempts to present the information impersonally. Fourthly, both being the components of mass communication, they use mass communication media as their grounds.

### **2.1.12 Methods of Measuring Advertising Effectiveness**

Advertising objectives should be set before measuring its effectiveness. Because effectiveness can be measured by comparing sales of the company before and after the advertisement launched in the target market within a specific period of time. Without advertising objectives the firm is likely to spend huge amount of money in the development and launching of advertisement campaigns, fail to realize good

results. However, advertising ultimately leads to increase the sales of the products and services Advertisement can be developed and lunched to meet any of the following objectives:

### **Brand Recognition and Acceptance**

The buyers target most the advertisements at achieving recognition and acceptance of the brand name. This is the basic objective of advertising. All marketing firms would like the potential buyers at least to recognize its products available in the market this objective of advertising does not call for consumer action resulting in sales.

### **Trial Purchase**

Many advertising campaigns during the introduction stage of the product life cycle are targeted at achieving the trial purchase of the product. Such advertising induce the general buyers to try the product at least once.

### **Influence at Sign of Buying Decision**

Some advertising is strategically placed in the retail outlets seek to influence the general buyers to buy the firm's brand if he/she has not made prior brand purchase decision.

### **Value Addition**

Some firms seek to add value to its product through an image enhancement exercise launched through special advertising campaigns. This is targeted to achieve higher price level for its products.

## **Aid in Personal Selling and Sale Promotion**

The salesman uses some advertisements to make door to door job more convenient by informing the potential buyers about the visit. Many markets advertise to inform the buyers about their sales promotion campaigns.

## **Remind**

Some advertisements are building just to remind the buyers about the firm and its products (K.D Koirala, 2002:78).

## **Evaluating Advertising Effectiveness**

Evaluating advertising effectiveness is not an easy task for the company. According to Jerome K McCarthy, Communication is the objective of advertising and sales the main objective, measurement of advertising results has to pinpoint the increase in sales that has accrued on account of advertising. Exact measurements become difficult because 'Sales' is the result of so many other factors in addition to advertising. Even when communication is the goal, measurement of effectiveness becomes difficult, it can be measured around audience's ability to recognize and recall the message.

In spite of the above limitations, firms resort to evaluation of advertising results. They try to assess how far the sales task and the communication task have accomplished by advertising.

## **Evaluating How far the communication Tasks Has Been Accomplished?**

The methods used for the evaluation are the same as those employed in copy testing. In this test the effectiveness of advertising is value in three phases, the first

is known as pre-test, second phase is known as tracing study and third phase is known as after post tests.

### **Evaluating How Far the Sales Tasks Has Been Accomplished?**

In this method, sales task is to correlate past sales to past advertising expenditure by using different statistical tools and techniques. This methods has some limitations especially in highly, fluctuating market conditions, wherein the 'past sales' is the result of several factors other than advertising.

Besides this past sales of historical data based method, market tests are also used to get an idea of the sales effect of a campaign, certain territories are kept as test markets and are exposed to different level of exposure to the campaign. The result in such test markets are computed to get an idea of the impact of the campaign on the sales in these markets.

#### **2.2.1 Media Planning and Analysis**

Although almost all the nations have almost the same kinds of media, there are a number of specific consideration, problems, and differences encountered from one nation to another. In advertising, advertiser must consider the availability, cost and coverage of the media. Local variations and lack of market data requires the study of the following factors before media planning.

**Cost:** Media prices are susceptible to negotiation in countries. Advertising agencies get discounts, which are often split with the client to bring down the cost of media. In case of Nepal, advertising agencies enjoy the discount of 15 percent for placing advertisement. Some countries even fix the advertising cost by bidding. But here in Nepal almost all their broadcasting stations have their own fixed rate cards. A company may book a spot, but higher paying-advertisers can bump already scheduled spots by paying less.

**Availability:** One of the contrasts of advertising is that some countries have too few advertising media and others have too many. In some countries, some advertising media are forbidden by government to advertise some advertising materials. In case of Nepal advertisement of cigarette and alcoholic products are banned in Electronic media. Such restriction is most prevalent in radio and television broadcasting. Non-availability of the proper media to advertise the product poses, great difficulty while preparing a media plan.

**Coverage:** Problem of coverage is another dilemma for advertisers. Two points are particularly important: One relates to the difficulty of reaching certain sectors of the population with advertising and the other to the lack of information on coverage. In many market places, a wide variety of media must be used to reach the markets. And also in some countries, large numbers of separate media have divided markets into uneconomical advertising segments. In case of Nepal, Radio Nepal is only such a broadcasting station, which has 90% gross reach and 70% effective reach. The television reaches to 45% of the population and Newspapers readers are only 12% of the total literate population.

**Lack of Market Data :** Verification of circulation or coverage figures is a difficult task. Even though many countries have organizations set up to conduct research regarding accurate circulation and audience data. The accurate data are not assured. In many countries, the newspaper circulation figures are "grossly exaggerated" (Media Madness, business China, July 11, 1994:7). Similarly, radio and television audiences are always difficult to measure, but at least in most countries, geographic coverage is known.

### **2.2.2 Media in Nepal**

In Nepal up to 1998/99 the newspapers registered by different development regions with Nepal Pres Council was 2604. Out of them, only 181 were regular newspaper.

The remaining 93% percent of the total newspapers are dormant. (Pradhan 2049:40). The total circulation is about one million. Central Development Region, mainly Kathmandu accounts for more than 50% of the total circulation. It is believed that 12% of the total literate population read newspapers. The government owned Kantipur is the oldest newspapers of 100 years old. It allocates 20 percent of the newspaper space for advertisement purpose. The Kantipur has the largest Daily circulation of about 90,000 copies. The private newspapers are growing in recent years. Rural areas have largely remained illiterate and therefore have remained non-served by the print media. Newspapers are widely used by Nepalese marketers for advertising.

Hording, posters and electrical display signs are getting popular not only to Kathmandu but also to the out of valley, now days. Consumer product manufactures also promote points of purchase displays from time to time. The uses of visual media by the marketers in Nepal are still underused.

Radio Nepal, started in the year 1951, had monopoly in audio media. It reaches to almost all parts of the country. It has 90% gross reach and 70% effective reach. With the changed policy of the government, various new FM stations have started their transmission. The most popular among the FM stations is Kantipur FM 96.1 belonging to the Kantipur publication. There are several FM stations inside the valley and some have started their services even outside the valley. Radio remains the most effective media for advertisement in Nepal.

Nepal Television, established in the year 2041 BS, has become a powerful audiovisual media for advertising. It reaches to 45% of the total population, mostly in urban areas. The commercials are usually shown between the programs. Total time may vary from one day to another. About 60% of the advertisements are nationally produced and 40% are produced in India (Pradhan, 2049:40)

## ADVERTISING SCENARIO IN NEPAL

Nowadays, there are more than 500 advertising agencies in Nepal. The government media approves about 50 of them. The advertising agencies enjoy 15% commission from the media for providing them advertisement. The advertising agencies collect advertisements from the individuals, organizations. Individuals or organizations are known as clients for these agencies. The placement of the advertisement as per the client's interests would be done by the agencies themselves. The spots, cost and the placement could be adjusted as desired by the client.

- ❖ **Legal Provisions:** Legal provision regarding advertisement has remained scattered in various act of law. Prior to advertising, a censorship is required for advertising in the government media. In the past, the tax laws were detrimental to advertising growth. At present, total expenditure on advertising is tax deductible if the value added tax has been paid. Legal provisions have been formulated in such a way that favors the government media.
- ❖ **Social Aspect Neglected:** In most of the Nepalese advertising the consumer or social Well-being is neglected. The major source of revenue in advertising comes from the advertisement of cigarette and liquor. The government banning the advertising of the cigarette and liquor in electronic media has relieved many consumers from getting deceived since February 1999. Moreover, the deceptive advertisement that cheats the consumers is not controlled properly. Bumper prizes are the example, which have cheated many people in many occasions.
- ❖ **Non-Branded Products Sales:** Many agricultural products in Nepal are sold unpacked and unbranded. Among many products, some are exact duplication of branded products. Most of the product in Nepal in either

imitations or duplication of Indian brands. This nature of the product in Nepal has definitely put constraints on the growth of advertisement.

- ❖ **Management Attitude:** Nepalese management's attitude towards the advertisement is not considered as very welcoming. They expect immediate sales through advertising. They prefer price cutting, high trade commission methods and aggressive personal selling to advertising. Public enterprise treats advertising as a public relations activity. All the factors of above, found in the Nepalese economy, would have substantial impact on advertising.

### 2.2.3 Review of Previous Studies

Various research worked have done by MBS students in different aspects of marketing sector. Such as advertisement, Product, Marketing, Sales promotion, and their conclusion are relevant to my studies. The related literatures which are similar to advertising have been reviewed.

Giri (2001) reported these communications Effect of Advertising and Brand Preference of Instant Noodles. The main objectives were to analyze the popular media of advertising, its strength and weakness. The major findings of the study were:

- Of all media available in Nepal, the radio has proved itself a leading one to create awareness in customers about the advertised product, especially edible goods like instant noodles. After that the film cine slide comes orderly. Most of the educated people of Kathmandu are aware of brand (The RaRa and the Maggi) of instant noodles because of their advertisements.
- Advertising qualities of instant noodles have made no change in brand preference. In case of the newspaper advertisement, the Rara has attracted

many of customers because of its style of photo presentation while the Maggi has attracted to its customers with the help of layout headlines.

Thakur, (2001) reported these with special reference to soft drink) had the main objectives is to analyze the effectiveness of advertising on brand loyalty of consumers product. The Major findings of the study were:

- Advertising is the main source of information about particular brand as well as sensitive subject in the country in the course of promotion. Most of the consumers like entertaining advertisement than other types of advertisement. It is found that advertisement has a great contribution for purchasing soft drink. Consumers' second reason of brand switching is advertising.
- The effective advertising in time is regarded as the best tool for brand loyalty. Most of the consumers have given first preference to the taste of the product while the quality of the product is considered as second important factor in the case of soft drink.

Shrestha (1997) has reported The Role of Advertising in brand choice and Product Positioning with soft drink which has the following objectives to analyze the effectiveness of advertising on brand of consumer product and to evaluate the role of advertising in product positioning from the consumer prospective. Major findings of the study were:

- Advertising has been established as an important promotional tool both in high involvement and low involvement goods. The importance of Advertising to consumer goods is comparatively weightier than industrial goods.
- Consumers get knowledge about products through different media of advertising. Advertising is considered as the primary source of information.

Television is the mostly favorite medium for advertisement and radio stands in second position. At the same time, F.M. Board casting is also becoming popular in the Kathmandu valley among young generation. The advertisement which presents the product as better quality and advertisement which is entertaining in style is liked. The major reasons of brand switching are the taste of the product.

Upadhyaya (1981) has reported the Radio advertising and its impact on purchasing act in consumer goods, the main objectives were set as to study the impact of radio advertising on customer purchase behavior and to study the availability and comparative cost of different forms of advertising in Nepal. His major findings of this study are as follows

- Both consumers and advertisers recognize the need of advertising (especially radio media) in the present context of Kathmandu market. For promotion of product advertising is only a main method used by the producer. Of all the advertising Medias available in Nepal, radio advertising is ranked at top in the list. Most of the advertiser's fixed advertising budget on the basis of last years budget. They have not considered about percentage of total sales volume.
- All respondents (advertisers) are in a common view that effect of advertising is that recognized. Effectiveness of advertising can only be seen in between two weeks to four weeks and advertising media available in Nepal cinema advertising is the cheapest. When analyzing the response of consumer effective forms of media are Radio, TV and cinema periodically ranked first, second and third respectively

Aryal (2000) reported the examination on female role portrayal in print advertising and has the following objectives are set as to identity the noticing behavior of

individuals on product categories been advertised portraying female models in print advertisement and to evaluate the individuals' reasons of notice in female featured print advertisements and likes/dislikes of overall expression of female models in print advertisements The Major finding were as the follows

- Female artists and ramp models under the age of 25 or below as female models being portrayed in print advertisements were liked by the individuals of the society. Couple role and traditional activities/career oriented activities played by female models in print advertisements were attentive for all levels of individuals in society. Single rate of female models was also being attentive to the young female individuals (below 25). Sex appeal activity was found to be attractive to the male individuals.
- Majority of male and female having age above 25 believed female portrayed print advertisements in nominal terms, but in case of individuals having age below 25, nothing can be stated because of their mixed reactions. There was low degree of impression of female portrayed print advertisements over the purchasing decision of male and female having age below 25 or the individuals having age above 25.

Ghimire (2000) has carried out Advertising through television: impact of consumer's behavior. His main objective was set to identity the present situation of TV advertising of NTV and to know what kind of advertising they prefer. The major finding of this study were

- Mostly children, young and old age people prefer musical advertisements where as others prefer good wording advertising. Considering sex, female consumer prefers musical advertisement rather than advertisements with good wording and vice-versa, while considering the education factor people below SLC and uneducated people prefer musical advertisement.

- Most of people gave first preference to advertisements from TV followed by newspaper, radio, magazine, cinema respectively and many people watch NTV advertisement. Repetition of advertisement attracts people's attention and people prefer to choose advertised product, if the price and quality of both products are same. Advertisements help to recall the brand or product name while buying.

Jha (2003) has reported these comparative studies on the Effectiveness of Promotional Tools on Sales. The main Objective of his study to find out what promotional tools are more acceptable by the Nepalese customers and to find out which promotional tools are best to attract the customers. The major findings from the study are as follows

- A person gets information or knows about bowling game from advertisement more than from their friends. People are aware of advertising as a promotional tool rather than other promotional tool and the people watch/listen/read advertisement to get information and entertainment. Price discount and cash price are two major sales promotions that attract the customer towards products or services.
- Sales promotion such as price discount, cash price. Sorts of promotion tool induce people to play bowling game most. Due to cash prize and price discount they are induce to play bowling game respectively.
- Shrestha (1998) has done a research on the marketing of cold drink in Narayangat. The main objective of the study are to find out the popular media of advertising for the cold drinks which can easily attract the potential consumers on each company's branded cold drink and to identify the best choice of consumers on cold drinks on the basis of selecting brands, advertising, habitual, testing and asking question and personal inspection. The major findings of the study are as follows

- NTV is the most popular media in the Narayanghat city, while the radio Nepal holds the second position and wall painting the third. The advertisement of the Coca-Cola of the NTV is much more attractive than that of the Pepsi-Cola.
- The advertisement about coca-cola is getting much more attractive with cinema house which are established as important parts of the Narayanghat city.

These are the major research works done by the different researchers relating to the advertising topic through central department of management, T.U. in marketing subject. Actually no research has been carried out so far in Nepal about Advertising through electronic and non-electronic media and its impact on consumer buying behavior to find out media effectiveness and impact of media on consumer buying behavior relating to the consumer goods i.e. Close - up toothpaste. This study, therefore, has been conducted mainly to find out effective media and its impact on consumer buying behavior especially the product of Nepal lever limited i.e. close - up toothpaste.

### **2.3 Concluding Remarks**

Basically fewer efforts have been made for conducting research with respect to advertising research (specially electronic and non-electronic media). Therefore, it is major issue that which media of advertising is effective among the electronic and non-electronic media to influence consumers' buying habits and how they perceive to the advertising media. Advertiser has to select two or more media to convey message about products and services in order to get merits of both electronic and non-electronic media. So this study will be fruitful to those interested persons, parties, scholars, identify businessmen and Government of academically as well as policy perspectives.

## **CHAPTER THREE**

### **Research methodology**

A research methodology is the plan of action that is carried out in a systematic manner and refers to the various sequential steps to be adopted by researcher in the study with certain objectives. Therefore, this chapter deals with the following aspects of methodology:-

1. Rationale of the selection of the study area
2. Research design
3. Nature and sources of data
4. The sampling method
5. Population and Sampling
6. Source of data
7. Data collection technique
8. Reliability and validity of data
9. Data processing and tabulation
10. Analytical tools

#### **3.1 Rationale of the Selection of the Study Area**

Nepalgunj has been selected for this research study because this is one of the major markets of Tooth Paste industries where large numbers of the population have been living there. There are diverse types of the people who have come from different

part of Nepal and other country also. In Nepalgunj, some people are male and female on the basis of sex, and some people are student and non student on the basis of occupation. So, if advertisement influence on consumer attitude of Nepalgunj market is evaluated, it can be easily guessed the behavior of people in other market as well.

### **3.2 Research Design**

Research design means an overall framework or plan for the collection and analysis of data. General objective of this research study is to examine and evaluate the customer behavior and attitude toward advertisement of Electronic and non Electronic media. Among the various types of research design, *descriptive and analytical* research design has been used in this research.

Descriptive research design has been selected because it merely present and describe facts, problems or opinions gathered during the field study in the organized form and also suggest ways to overcome the problem. Also in addition analytical research design is used to presenting facts, figures, and problems it analyzes the problems and investigate into reasons and recommend solutions for further improvement.

### **3.3 Nature and Sources of Data**

Research as a media can be interpreted as having a content of data and a process of methodology. Without data, methodology can not be employed for analysis and draw conclusion of the research. So this research is based on the primary and secondary data. This research is basically based more on primary data than on secondary data. Depending on the nature of data and information, following sources have been used by the researcher.

***Primary sources:*** - Among the various ways of collecting the data from primary sources questionnaire method have been used. A set of questionnaire have been

developed to fill up by male and female on the basis of sex, and student and non student on the basis of occupation.

*Secondary sources:* - in this research, some of the important information and data are collected from literature, relevant books, journals, bulletins, magazines, newspapers etc.

### **3.4 Source of Data**

Data may be obtained either from the primary sources a secondary source .Statistic data are classified as primary ad secondary data. Primary data is firs t hand or original in character. Generally, they are generated by field surveys. Primary data are collected directly from the respondent through the methods of observation, interviewing and questionnaire survey which are collected by some individual, research bodies and government. Data which are not originally collected rather obtained from published or unpublished sources are called secondary data. Sometime secondary data should use according time and resource limitation so normally, individual research work is based on both primary and secondary data but it depends on the research problem.

This study is based on primary data are collected by field survey from Nepalgunj Municipality of Banke and there is no hard and fast rule to use data so as per the need or research work. NTV rate card, NTV Introduction card, Kantipur introduction and rate card, few dissertation submitted to the institution of management , information from NEPAL LEVER LTD and others related information have been collected.

### **3.5 Data Collection Procedure**

In order to obtain the required data for the study, two sets of questionnaires have been prepared; one for the consumers and the next for the sampled company. The former questionnaire contained seven questions whereas the latter only term question.

Before the distribution of questionnaires, prior approach is made to the respondents and their approval is got by convincing them the purpose of the research. In the second attempt, the questionnaires are distributed and difficulties felt by the respondents relating to some quarries are overcome by clarifying the sense of the questions

In the third round the researcher has got the questionnaires filled. Expect these data; some other data are collected by visiting Radio Nepal, Kantipur Publication, Nepal Television, and other channels. And convincing the authorize about the purpose of research. These sources data are secondary in nature.

### **3.6 Data Processing**

After collection of the data, it is necessary to processing the data for the analysis. The collected data has to be ordered and carefully processed then only it helps to bring out the viable output using statistical tools.

Both the primary and secondary data have been collected according to need of the research. The information collected from field survey and Nepal Lever limited have been used to prepare tables, figures by sorting and grouping in accordance with their homogeneous nature, the statistical tools like chi-square test, correlation coefficient have been incorporated in the research to test the hypothesis set. Besides these tools, this thesis has adjusted the use of the mathematical tools like percentage.

Recommendations and suggestion have been added after the analysis and interpretation completed.

### **3.6.1 Sorting**

The dispensable data and irrelevant topics are removed. Sorting helps to data pertinent, consistent, and perfect for tabulating.

### **3.6.2 Coding**

In this thesis, there are use of different symbols, numbers, series and signs as coding which help to thesis easy to understand.

### **3.6.3 Classification**

The scatter data are managed which consistent and grouping the data for easy to understand. It makes possible to generalize and tabulation.

### **3.6.4 Tabulation:**

It elaborates and compares the relevant data and makes the relationship with each other. In this thesis, tables, charts, diagrams are used in the tabulation.

## **3.7 The Sampling Method**

The sampling method is the way the sample units are selected by considering the two costs involved in sampling analysis which are the cost of collecting data and the cost of incorrect inferences resulting from the data. There are two methods of selecting sample I.e. probability sampling and non probability sampling but here only probability sampling has been considered.

Probability sampling is the scientific method of selecting sample according to some laws of chance in which each unit in the population has some definite pre assigned probability of being selected in the sample. There are various methods of probability sampling but here, stratified and cluster sampling methods have been used.

Stratified random sampling is used in order to select sample from a heterogeneous population that represent the different section of the population such as male and female. Cluster random sampling is also suitable for this study because it is convenient way to divide the wide area into a small number of non overlapping areas and select the ultimate samples in this sample area or cluster.

### **3.8 Reliability and Validity of Data**

The researcher developed questionnaires in this research are consistent for all respondents. All the respondents are asked the same question so data collected in this research is reliable and researcher was himself presented while collecting data. In case of misunderstanding and misinterpretation of the data, respondents are asked to fill up their email address and phone number to verify the data rather than correcting researcher himself. So all the data collected and used in this research are valid.

### **3.9 Analytical Tool**

In course of analyzing and interpreting the data, various statistical tools have been used by the researcher to draw out the reliable conclusion. They are percentage analysis and hypothesis testing.

In percentage analysis, sampling statistics are used to test whether the observed difference between the two numbers is large enough to be considered statistically significant. Probably, the most common situation to which sampling statistics tests are applied to those where researcher have selected samples from two or more

groups and have observed different percentages on a question asked to two or more groups.

In hypothesis testing, it provides the researcher with a mathematical way of examining a classification table to see whether the arrangement of values within that table is unusual in some way. Chi-square test is the measurement of squared deviation between the observed and expected frequencies in categories or cell of table. It determines whether such deviation is due to sampling error or some interdependence or correlation among the frequencies. It is also a comparison of frequencies of two or more responding groups. When Chi square is equal to zero the observed and expected frequencies agree exactly. It is clear that the greater the value of chi square, the greater is the discrepancy between observed and expected frequencies.

## **CHAPTER FOUR**

### **PRESENTATION AND ANALYSIS OF DATA**

This study is basically based on analytical and descriptive approach so this study has tried to present accurate picture of the advertising effectiveness relating to the product of Nepal Lever Limited i.e. close - up toothpaste.

#### **4.1 Population and Sample**

The term Population for research means all the members of any well defined class of people, event or object. In this research, Population refers to the population lie in the specific area. Most of the consumers are living in plain and hill side of the Nepal use Close- up toothpaste and the research also. It is difficult to collect information from the entire consumer so that sample has been taken by using random sampling method. However, this study has taken the consumer of 15-54 years of age and its population. The respondents are different in terms of age, sex and occupation .Consumers who are living in Nepalgunj Municipality of Banke district and Gulariya municipality of Bardiya district permanently, have been chosen as the respondent of this study.

The research work is based on primary data. The collection of data is done on the basis of different factor found common in most of the samples of the population. Total sample are classified a basis of different characteristic of the consumers.

Sample is classified on the basis of sex (male and female). There are altogether 50 Percent male and 50 percent of female in a sample. The sample is further classified age wise into four different groups (15-24) age group, (25-34 age group, (35-44) age group (45-54) age group. The population is further classified on the basis of occupation. There were altogether four categories c considered for the purpose of this study.

**Table no 4.1**

**Sample distribution by age and occupation**

Occupation	Age Group								Total
	15-24		25-34		35-44		44-54		
	Male	Female	Male	Female	Male	Female	Male	Female	
Students	30	30							60
Housewives								60	60
Teacher			30	30					60
Businessman					60				60
<b>Total</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>60</b>			<b>60</b>	<b>240</b>

*Source: Field Survey*

**4.2 Consumers' Opinion about Close - up Toothpaste**

Different age group respondents expressed different opinions about the causes for what they use close - up toothpaste such as breathing fresh, strengthening teeth, shining teeth white, etc. Their responses have been shown in Table 4.2

**Table 4.2**

**Causes for using Close - up (According to Age)**

Age group	Causes								
	Sample	Fresh breath		Strong teeth		Shiny white		Combination of all	
		No	%	No	%	No	%		%
15-24	60	16	27	15	25	12	20	17	28
25-34	60	14	23	12	20	14	23	20	33
35-44	60	10	17	14	23	12	20	24	40
45-54	60	14	23	18	30	9	15	19	32
<b>Total Response</b>	<b>240</b>	<b>54</b>	<b>22</b>	<b>59</b>	<b>25</b>	<b>47</b>	<b>20</b>	<b>80</b>	<b>33</b>

Table 4.2 indicates the age level of respondents and cause for using Close - up. All the respondents have been categorized into four groups. Under 15-24 age group, 27 percent used Close - up toothpaste for fresh breathing, 25 percent for strong teeth and 20 percent for shining teeth white respectively. But in totality 28 percent use it for all these purposes.

Among 25-34 age group, 23 percent use Close - up for fresh breathing, 20 percent or strong teeth, 23 percent for shining teeth white respectively. But 33 percent use Close - up for all these purposes. Under 35-44 age group, 17 percent use it for breathing, 23 percent for strong teeth, and 20 percent for shining teeth white respectively. And in an aggregate 40 percent used Close - up toothpaste for all these purposes.

Similarly, among 45-54 age group, 23 percent use Close - up for fresh breathing, 30 percent for strong teeth and 15 percent for shining white teeth respectively. But 32 percent use it for all these purposes. Among the total responses (i.e. 240), 22 percent use Close - up for fresh breathing, 25 percent for strong teeth and 20 percent for shining teeth white respectively. And 32 percent consumer use Close - up due to its consolidated characteristics.

The respondent between ages 35-44 are dominant so far as the utilization of Close - up is concerned because these consumers might be educated and aware relating to the effectiveness of the product.

When opinions were collected on the basis of sex, the response appeared slightly variant (See Table 4.3)

**Table 4.3**

**Causes for using Close - up (According to sex)**

Gender	Causes								
	Sample	Fresh breath		Strong teeth		Shiny white		Combination of all	
		No	%	No	%	No	%	No	%
Male	120	25	21	34	28	21	18	40	33
Female	120	32	27	29	24	24	20	35	29
<b>Total Response</b>	<b>240</b>	<b>57</b>	<b>24</b>	<b>63</b>	<b>26</b>	<b>45</b>	<b>19</b>	<b>75</b>	<b>31</b>

*Source: Field Survey*

The table 4.3 shows that out of total male respondents, 21 percent use Close - up for fresh breathing. 28 percent for strong teeth and 18 percent for shining teeth white respectively. But 33 percent use it for all these purposes.

Similarly, among total female respondents 27 percent used Close - up for fresh breathing. 24 percent for strong teeth and 20 percent for shining teeth white respectively. But 29 percent use it for all these purposes.

Out of total respondents, male consumers are dominant in using Close - up because they might be conscious about their health. This study shows that the female consumers are not more aware than male. It might be the uses causes of lack of education.

When opinions were collected on the basis occupation, the responses appeared slightly different (Table 4.4)

**Table 4.4**  
**Causes for using Close - up (According to Occupation)**

Occupation groups	Responses								
	Sample	Fresh breath		Strong teeth		Shiny white		Combination of all	
		No	%	No	%	No	%	No	%
Student	60	17	28	15	25	11	18	17	28
Teacher	60	15	25	14	23	9	15	22	37
Farmer	60	10	17	20	33	12	20	18	30
Housewife	60	15	25	15	25	12	20	18	30
	240	57	24	64	27	44	18	75	31

*Source: Field Survey*

The table 4.4 shows that under student group. 28 percent use Close - up for fresh breathing. 25 percent for strong teeth and 18 percent for shining teeth white respectively. But 28 percent use Close - up toothpaste for all these purpose. Among teacher group, 25 percent use Close - up toothpaste for fresh breathing, 23 percent for strong teeth and 15 percent for shining teeth while respectively. But 37 percent use Close - up for all Purposes. Under farmer group, 17 percent use close - up for fresh breathing, 33 percent for strong teeth, 20 percent for shining teeth while and 30 percent use it for all these purposes.

Similarly, under the housewife group, 25 percent use Close - up toothpaste for fresh breathing, 25 percent for strong teeth and 20 percent for shining teeth while respectively. But 30 percent use Close - up for all these purposes.

Out of total consumers' 40 percent of teacher respondents use Close - up due to its combination features such as fresh breath, strong teeth and shiny whit etc. because they might be more aware than other group such as student, farmer and housewife.

To find out the sources used by consumers', (i.e. friends, family member, advertisement, salesman) the researcher got quite different responses. (Table 4.5)

**Table 4.5**  
**Sources used for Information (According to Age)**

Group	Responses								
	Sample	By friends		By family member		By advertisement		By Salesmen	
		No	%	No	%	No	%	No	%
15-24	60	14	23	6	10	34	57	6	10
25-34	60	12	20	10	17	26	43	12	20
35-44	60	10	17	16	25	26	45	8	13
45-54	60	8	15	18	30	19	30	15	25
<b>Total Responses</b>	<b>240</b>	<b>44</b>	<b>19</b>	<b>50</b>	<b>21</b>	<b>105</b>	<b>43</b>	<b>41</b>	<b>17</b>

*Source: Field Survey*

This table 4.5 depicts that among 15-24 age groups. 23 percent got the information about Close - up at the first time from their friends, 10 percent got the information from family member, 57 percent got the information from advertisement and 10 percent got the information about Close - up at the first time from salesmen respectively.

Under 25-34 age group, 20 percent got the information about Close - up at the time from friends, 17 percent got the information from family member, 43 percent got the information from advertisement and 20 percent got the information at the time about Close - up from the salesmen. Among 35-44 age group, 17 percent consumers got the information at the first time about Close - up from their friends, 27 percent got the information from family members, 43 percent got the information from advertisement and remaining 13 percent got the information about the Close - up at

the time from their salesman. Similarly, under 45-54 age group, 15 percent consumers got the information from their friends, 30 percent got the information from the family member 30 percent got the information advertisement and remaining 25 percent got the information about Close Up toothpaste at the first time from salesmen respectively. Likewise, among the total response, 19 percent consumers got the information from their friends, 21 percent got the information from the family member, and 17 percent got the information about Close - up at the first time from their salesmen respectively. But 43 percent got the information about Close - up toothpaste at the first time from the advertisement.

What the research reveals is that among the various sources, information advertisement has great role to flow the information about product. Under 15-24 age group 57 percent consumer expressed their views that they got information about products and services by advertisement. This age group dominant the others that might be the causes of new generation. When views were collected on the basis of gender, the responses appeared differently

**Table 4.6**

**Sources used for information (According to Gender)**

Gender	Sources								
	Sample	By friends		By family member		By advertisement		By Salesmen	
		No	%	No	%	No	%	No	%
Male	120	24	20	24	19	55	47	18	14
Female	120	20	17	26	22	50	42	23	19
<b>Total Responses</b>	<b>240</b>	<b>44</b>		<b>50</b>		<b>105</b>		<b>41</b>	

*Source: Field Survey*

The table 4.6 reflects that out of total male consumers, 20 percent got information about Close - up first time their friends, 19 percent got the information from the family member, 47 percent got the information from the advertisement and remaining 14 percent got the information at the first time about Close - up toothpaste from the salesman respectively. Under female consumers, 17 percent got the information from their friends, 22 percent got the information from family member, 42 from advertisement and 18 percent got the information at the first time about Close - up from the salesman. These above responses conclude that out of total male respondents 51 percent use advertisement as a source for getting the information about Close - up while under female respondents. Only 46 percent use advertisement, it might be the cause of greater involvement of male on buying goods then female.

Consumers' opinions were collected on the basis of occupation and the given responses appeared differently (Table 4.7)

**Table 4.7**

**Sources used for Information (According to Occupation)**

Occupation	Sources								
	Sample	By friends		By family member		By advertisement		By Salesmen	
		No	%	No	%	No	%	No	%
Student	60	14	23	9	15	30	50	7	12
Teacher	60	12	20	14	23	27	45	7	12
Business men	60	8	13	15	25	20	33	17	28
Housewife	60	10	17	12	20	28	47	10	17
<b>Total Responses</b>	<b>240</b>	<b>44</b>		<b>50</b>		<b>105</b>		<b>41</b>	

Source: Field Survey

The given table 4.7 indicates the occupation level of respondents and their behavior to know the first time about Close - up toothpaste. Under the student group, 23 percent got the information from friend, 15 percent got the information from their family member, 50 percent got the information from the advertisement and remaining 12 percent got the information at the first time from the salesman.

Among the teacher group, 20 percent got the information from friends, 23 percent got the information from family member and 12 percent got the information at the first time about Close - up from their salesmen respectively. But 45 percent got the information at the first time about Close - up toothpaste from the advertisement.

Under the farmer group, 13 percent got the information from their friends, 25 percent got the information from the family members and 28 percent got the information at the first time about Close - up from salesmen respectively, But 33 Percent got the information at the first time about Close - up from the advertisement.

Similarly, among the housewife group, 17 percent got the information at the first time about Close - up from friends, 20 percent got the information from family member and 17 percent got the information from salesmen respectively. But 47 percent got the information at the first time about Close - up from the advertisement.

The above responses reflect that out of total respondents students have been influenced by the advertisement of Close - up (i.e. 50 percent of total student). But the advertisement has not touch significantly to the farmer because only 33 percent of farmers are in favor of Close - up advertisement this might be the lack of understanding of advertisement.

To test the hypotheses regarding to sources used by consumers, following hypotheses has been set by researcher and tested.

### **Hypothesis -1**

H<sub>0</sub> : There is no significant difference between the views expressed by the respondents relating to the sources used for information.

H<sub>1</sub> : There is significant difference between the views expressed by the respondents relating to the sources used for information.

Here,

The tabulated value of  $\chi^2$  test for 3 D.F. at 5% level of significance is 7.81

Calculated value of  $\chi^2 = 45.72$

The above table shows that out of total respondents, 50 percent, 28 percent, 10 percent and 12 percent consumers use television, radio, email & internet and film respectively to get the information about Close - up toothpaste. Similarly, among non-electronic media 48 percent use Daily newspaper, 23 percent use poster, 19 percent use hoarding board and 9 percent use traveling display to get information about Close - up toothpaste.

These responses can also be presented in a pie-chart so that reader can know it easily.

### **Electronic Media**

#### **Hypothesis -2**

H<sub>0</sub> : There is no significant difference between the views expressed by consumers to use different electronic media.

H<sub>1</sub> : There is significant difference between the views expressed by consumers to use different electronic media.

Here,

The tabulated value of  $\chi^2$  test for 3 D.F. at 5% level of significance is 7.81

Calculated value of  $\chi^2 = 96.66$

**Decision:** The calculated value of  $\chi^2$  ( Appendix – II) is greater than tabulated value i.e.  $96.66 > 7.81$ , So, null hypothesis ( $H_0$ ) is rejected and it concludes that there is significant difference in the view of consumers to use different media that means television, radio, film, email and internet influence to the consumers differently.

### **Non – Electronic Media**

#### **Hypothesis 3**

$H_0$  : There is no significance difference between the views expressed by consumers to use different Non - electronic media.

$H_1$  : There is significant difference between the views expressed by consumers to use different non-electronic media.

Here,

The tabulated value of  $\chi^2$  test for 3 D.F. at 5% level of significance is 7.81

Calculated value of  $\chi^2 = 79.87$

**Decision:** Here, calculated value of  $\chi^2$  (Appendix-III) test is greater than tabulated value of 5% level of significant ( $79.87 > 7.81$ ). So null hypothesis ( $H_0$ ) is rejected and this can be concluded that there is significant difference in the tendency of consumers for using non-electronic media.

When views regarding to the exact message given by the advertisement were collected, the following responses have been found (Table 4.8)

**Table 4.8**

**Expectation of Messages that Consumer Needed**

	<b>Nos.</b>	<b>Percent</b>
Exact message	148	62
No extra message	92	38
Total	240	100

*Source: Field Survey*

To know the coverage of message that has expected by consumers, it was found that out of total consumes, 62 percent got the exact message from the advertisement while 38 percent did not get the exact message.

**Table 4.9**

**Media as the Information Source for Consumers**

Electronic media	No.	Percent	Non-electronic media	No.	Percent
Television	102	43	Daily Newspaper	64	27
Radio	76	32	Poster	65	28
Film	34	14	Hoarding Board	64	26
Email & Internet	28	11	Traveling Display	47	19
Total	240	100	Total	240	100

*Source: Field Survey*

Table 4.9 In case of electronic media, out of total respondents 43 percent got the full information of products and services from television, 32 percent from Radio and 14 percent from film respectively. But only 11 percent got the full information about products and services by the use of email & internet.

Similarly, among the non-electronic media, 27 percent got the full information of products and services from Daily newspaper, 28 percent from poster, 26 percent from hoarding board and 19 percent from traveling display respectively.

This study reveals that out of electronic media television and radio has vital role communicate exact message of products and services while daily Newspaper, poster and hoarding board have wide coverage to communicate exact message about products and service among non- electronic media.

### **Electronic Media**

To find out major source of information about product the researcher has set the following hypothesis and tested.

#### **Hypothesis 4**

$H_0$  : There is no significant difference between the views expressed to towards electronic media regarding the source of information.

$H_1$  : There is significant difference between the views expressed towards electronic media regarding the source of information

Here,

The tabulated value of  $\chi^2$  test for 3 D.F. at 5% level of significance is 7.81

Calculated value of  $\chi^2 = 61.98$

**Decision:** Since the calculated value of  $\chi^2$  (See Appendix-IV) is greater than tabulated value i.e.  $61.98 > 7.81$ . So null hypothesis ( $H_0$ ) is rejected. It concludes that consumers use different media, out of electronic media, to know information

about product. In other word, the media has hierarchical order of importance to flow the information of products and services.

### **Non-Electronic media**

#### **Hypothesis 5**

$H_0$  :There is no significant difference between the views expressed towards non-electronic media regarding the source of information.

$H_1$  :There is significant difference between the views expressed towards non-electronic media regarding the source of information.

Here,

The tabulated value of  $\chi^2$  test for 3 D.F. at 5% level of significance is 7.81

Calculated value of  $\chi^2 = 3.77$

**Decision:** Here, calculated value of  $\chi^2$  (See Appendix -V) is less than tabulated value i.e.  $3.77 < 7.81$ . So null hypothesis ( $H_0$ ) is accepted. It concludes that there is no significance different between non- electronic media to flow the information required by consumer or it means all media are equally importance to flow the information.

### **4.3 Consumers' Behavior when Advertisement of Close - up appears on Nepal Television.**

In order to find consumer behavior when they TV advertisement, the researcher got various responses (Table 4.10)

**Table 4.10**

**Consumers' Behavior when Advertisement about Close - up Appears on NTV  
(According to Age)**

Age group	Responses								
	Sample	Switch off the TV		Try to know what it wants to say		Curious about advertisement		Just watch to advertisement	
		No	%	No	%	No	%	No	%
15-24	60	9	15	13	22	21	35	17	28
25-34	60	8	13	18	30	19	32	15	25
35-44	60	10	17	17	28	19	32	14	23
45-54	60	12	20	21	35	15	25	12	20
<b>Total</b>	<b>240</b>	<b>39</b>	<b>16</b>	<b>69</b>	<b>29</b>	<b>74</b>	<b>31</b>	<b>58</b>	<b>24</b>

*Source: Field Survey*

The above table 4.10 indicates the consumers' behavior advertisement about Close - up appears on TV. Out of total (15-24) age respondents 35 percent were curious about advertisement, 28 percent just watched to advertisement, 22 percent tried to know what the advertisement wants to say, and remaining 15 percent switched off the television. Under (25-34) age group, 32 percent were curious about advertisement, 30 percent tried to know what the advertisement wants to say, 25 percent just watched the advertisement, and only 13 percent switched off the television.

Similarly, among the (35-44) age respondents, 32 percent were curious about advertisement, 28 percent tried to know what were the advertisements wants to say, 23 percent just watched to advertisement and remaining 17 percent did not like the advertisement and switched off the television when advertisement of Close - up appears on NTV.

Finally, under (45-54) age respondents, 35 percent tried to know what the advertisement wants to say, 25 percent were curious about advertisement, 20 percent switched off the television and 20 percent just watched to advertisement when the advertisement of Close - up appears on NTV. Similarly, among total responses, 16 percent consumers switched off the television, 29 percent tried to know what the advertisement wants to say and 31 percent consumers were curious when the advertisement of Close - up appears on NTV. But 24 percent consumers just watched the advertisement of Close - up on NTV. This above table 4.10 reveals that the advertisement of Close - up on NTV is effective because most of the consumers were curious about advertisement and among the various age groups, 15-24 age groups has been influenced by the advertisement. This might be happened due to attractive preparation of advertisement on NTV.

In order to fine out the responses of consumers' when they watch TV advertisement, the researcher got the responses slightly different on the basis of gender.

**Table 4.11**

**Consumers' Behavior when Advertisement about Close - up Appears on Nepal Television (According to Gender)**

Gender	Responses									
	Sample	Switch off the TV		Try to know what it wants to say		Curious about advertisement		Just watch to advertisement		
		No	%	No	%	No	%	No	%	
Male	120	19	16	35	29	38	32	28	23	
Female	60	22	18	33	28	34	28	31	26	
<b>Total Responses</b>	<b>240</b>	<b>39</b>		<b>69</b>		<b>74</b>		<b>58</b>		

Source: Field Survey

The above table 4.11 reflects the level of respondents and their behavior when advertisement about Close - up appears on NTV. Out of total male consumers, 32 percent were curious about advertisement 29 percent tried to know what the advertisement wants to say, 23 percent just watched to advertisement and remaining 16 percent switched off the television when advertisement about Close - up appears on Nepal Television.

Similarly, among female consumer 28 percent were to curious about advertisement, 28 percent tried to know what the advertisement wants to say, 26 percent just watched to advertisement but only 18 percent switched off the television when advertisement of Close - up appears on NTV. The above responses indicate is that out of male and female consumers, male are more curious than female to watch the advertisement of Close -up on NTV because it might be the causes of using female actress on an advertisement of close - up.

The researcher collected responses from the sample consumers according to occupation to know the consumers' behaviors with respect to Close - up advertisement, which have been in presented in Table 4.12.

**Table 4.12**

**Consumers' Behavior when Advertisement about Close - up Appears on Nepal  
Television (According to Occupation)**

Occupation	Responses								
	Sample	Switch off the TV		Try to know what it wants to say		Curious about advertisement		Just watch to advertisement	
		No	%	No	%	No	%	No	%
Student	60	9	15	11	18	27	45	13	23
Teacher	60	8	13	16	27	19	33	17	28
Business Men	60	11	18	19	32	15	23	13	22
Housewife	60	11	18	23	38	13	22	15	23
Total	240	39		69		74		58	

*Source: Field Report*

The above table 4.12 indicates the behaviors of different occupational consumers when advertisement about Close - up appears on NTV. Under student consumers 45 percent were curious about advertisement, 23 percent just watched advertisement, 18 percent tried to know what the advertisement wants to say and 15 percent switched off the television when advertisement about Close - up appears on NTV.

Similarly, another group was teacher, out of them, 33 percent were curious about advertisement, 28 percent just watched advertisement, 27 percent tried to know what it wants to say but remaining 13 percent switched off television when advertisement about Close - up appears on NTV.

Likewise, out of total farmer consumers, 32 percent tried to know what the advertisement wants to say, 23 percent were curious about advertisement, 22

percent just watched advertisement but 18 percent switched off the television when advertisement about Close - up appears on NTV.

Finally, among housewife consumers, 38 percent gave tried to know what the advertisement wants to say, 23 percent just watched advertisement, 22 percent were curious about advertisement but 18 percent switched off the television when advertisement of Close - up appears on NTV.

This study given ideas that out of four occupational group students are more curious than others. (i.e. 45% of total student respondents.)

### **Hypothesis 6**

$H_0$  :There is no significant difference between consumers' behaviour when advertisement of Close - up appears on NTV.

$H_A$  :There is significant difference between consumers' behaviour when advertisement of Close - up appears on NTV.

Here,

The tabulated value of  $\chi^2$  test for 3 D.F. at 5% level of significance is 7.81

Calculated value of  $\chi^2 = 12.02$

**Decision:** Since the calculated value of  $\chi^2$  is greater than tabulated value ( $12.02 > 7.81$ ) so null hypothesis ( $H_0$ ) is rejected. It concludes that there is difference between the consumers' behavior when advertisement appears on NTV.

The researcher collected informational according to age regarding to the consumers responses when advertisement of Close - up appears on NTV (Table 4.13)

**Table 4.13**

**Opinions of Consumers' about Advertisement That Appears on NTV  
(According to Age)**

Age group	Responses								
	Sample	Quite good		Attractive		So So		Boring	
		No	%	No	%	No	%	No	%
15-24	60	21	35	12	20	17	28	10	17
25-34	60	19	32	17	28	15	25	9	15
35-44	60	19	32	16	27	14	23	11	18
45-54	60	15	25	21	35	11	18	13	22
Total	240	74	31	66	28	57	24	43	17

*Source: Field Survey*

The above table 4.13 shows the consumers response when advertisement of Close - up appears on NTV. Out of total (15-24) age group, 35 percent consumers expressed their views that the advertisement of Close - up is quite good on NTV, 20 percent expressed attractive, and 28 percent expressed so respectively. But 17 percent expressed their views that the advertisement of Close - up on NTV is boring.

Under 25-34 age group, 32 percent consumers expressed their views that the advertisement of Close - up is quite good on NTV, 28 percent expressed attractive, and 25 percent expressed so respectively. But 15 percent expressed their views that the advertisement of Close - up in NTV is boring.

Among 35-44 age group, 32 percent expressed their views that the advertisement of Close - up is quite good on NTV, 27 percent expressed attractive and 23 percent expressed So respectively. But 18 percent consumers expressed their views that the advertisement of Close - up on NTV is boring.

Under 45-54 age group, 25 percent expressed their views that the advertisement of Close - up on NTV is quite good, 35 percent expressed and attractive and 18 percent expressed So respectively. But 22 percent expressed their views that the advertisement of Close - up on NTV is boring.

Similarly, among the total response, 31 percent expressed their views that the advertisement of Close - up on NTV is quite good, 28 percent expressed attractive, and 24 percent express so respectively. But 17 percent consumers expressed their views that the advertisement of Close - up on NTV is boring. What the above responses shows is that out of total responses most of the consumer are in favor of Close - up advertisement because it might be the causes of unique features of Close – up advertisement than other advertisements.

The researcher obtained the response relating to the consumers' behaviors towards the advertisement of Close - up on NTV according to gender in Table 4.14.

**Table 4.14**  
**Opinions of Consumers' about Advertisement That Appears on NTV**  
**(According to Sex)**

Gender	Responses								
	Sample	Quite good		Attractive		So So		Boring	
		No	%	No	%	No	%	No	%
Male	120	32	27	37	31	30	25	21	18
Female	120	40	33	31	26	29	29	20	17
Total	240	72		68		59		41	

*Source: Field Survey*

As per Table 4.14 total respondents have been divided into two groups i.e. male and female. Out of total male consumers, 27 percent expressed their views that the

advertisement of Close - up on NTV is quite good, 31 percent expressed attractive and 25 percent expressed neither attractive nor boring (i.e. so) and remaining 18 percent consumers expressed the views that the advertisement of Close - up on NTV is boring.

Similarly, out of total female respondents, 33 percent expressed their views that the advertisement of Close - up on NTV is quite good, 26 percent expressed attractive, 24 percent expressed neither attractive nor boring respectively. But only 17 percent expressed their views that the advertisement of Close - up on NTV is boring.

This study concludes that out of total male and female respondent there is not significant different behavior towards the Close - up advertisement on NTV.

When views were obtained on the basis of occupation the responses appeared slightly different. (Table 4.15

**Table 4.15**  
**Opinions of Consumers' about Advertisement That Appears on NTV**  
**(According to Occupation)**

Occupation	Responses								
	Sample	Quite good		Attractive		So So		Boring	
		No	%	No	%	No	%	No	%
Student	60	26	43	10	17	15	25	10	17
Teacher	60	29	33	16	26	17	28	8	15
Business men	60	15	23	20	33	13	22	12	19
Housewife	60	12	20	22	37	14	23	11	18
Total	240	72		68		59		41	

Source: Field Survey

As on Table 4.15, out of total student respondents 43 percent expressed their views that the advertisement of Close - up on NTV is quite good, 25 percent expressed So, 17 percent expressed attractive respectively. But 17 percent expressed their views that the advertisement of Close - up on NTV is boring.

Out of teacher respondents, 33 percent expressed their views that the advertisement of Close - up on NTV is quite good, 28 percent expressed So, 26 percent expressed attractive and remaining 15 percent expressed boring respectively.

Similarly, out of farmer respondents, 33 percent expressed their views that the advertisement of Close - up is attractive, 23 percent expressed quite good, 22 percent expressed so respectively. But remaining 19 percent expressed their views that the advertisement is boring.

Among housewife group, 37 percent expressed their views that the advertisement of Close - up on NTV is attractive, 23 percent expressed so, 20 percent expressed quite good and remaining 18 percent expressed boring when advertisement of Close - up appears on NTV.

This research depicts that student and teacher group of respondents are in favor of Close - up advertisement but the farmers and housewives are not in favor of the Close - up advertisement because it might be the lack of the awareness of health.

#### **4.4 Consumers' Behavior Resulted from Advertising in the Kantipur Daily Newspaper.**

To know the consumers' behavior when advertisement about Close - up in the Kantipur Daily Newspaper. Research collected information from the respondents and consumers' such views has been presented below according to age, occupation and gender.

To know the consumer behavior regarding the advertisement of Close - up, research collected the responses from the consumer according to age that have been show in Table 4.16

**Table 4.16**  
**Consumers' Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to Age)**

Age group	Responses								
	Sample	Ignore to advertisement		Turn off the Page		Try to know what it wants to say		Curious about advertisement	
		No	%	No	%	No	%	No	%
15-24	60	12	20	15	25	18	30	15	25
25-34	60	13	22	16	27	15	25	16	27
35-44	60	15	25	18	32	14	23	13	22
45-54	60	15	25	23	38	12	20	10	17
<b>Total</b>	<b>240</b>	<b>55</b>	<b>23</b>	<b>72</b>	<b>30</b>	<b>59</b>	<b>25</b>	<b>54</b>	<b>22</b>

*Source: Field Survey*

The above table 4.16 indicates the age level of consumer and their behaviour when they see advertisement of Close - up in Kantipur Daily. Among 15-24 age groups, 20 percent expressed their views that they ignore advertisement, 25 percent then off the page and 30 percent try to know what it wants to say respectively when they see advertisement of Close-up in Kantipur Daily. But 25 percent were curious about advertisement of Close - up.

Under 25-34 age group, 22 percent consumers expressed their views that they ignore advertisement, 27 percent turn off the page and 25 percent try to know what the advertisement wants to say respectively when they see the advertisement of Close - up in Kantipur Daily. But 27 percent were curious about the advertisement

of Close - up. Among 35-44 age, 25 percent consumers expressed their views that they ignore advertisement, 32 percent consumer turn of the page and 23 percent try to know about advertisement of Close - up respectively when they see it in Kantipur Daily. But 22 percent were curious about the advertisement of Close - up.

Under 45-54 age group, 25 percent consumers expressed their views that they ignore advertisement, 38 percent turn off the page and only 20 percent try to know about advertisement respectively when they see advertisement of Close - up in Kantipur Daily. But 17 percent consumers expressed their views that they are curious when they see advertisement of Close - up in Kantipur Daily.

Similarly, out of total responses taken from consumers, 23 percent expressed their views that they ignore advertisement, 30 percent turn off the page, 25 percent try to know about advertisement and remaining 22 percent were curious when they see the advertisement of Close - up in Kantipur Daily.

This research reveals that, out of various age group, 38 percent of 45-54 age group Consumer does not care the advertisement. But only 30 percent of 15-24 age group, 25 percent of 25-34 age group respondents is a little bit aware about the advertisement.

When opinions were collected on the basis of gender, the responses appeared slightly different Table 4.17

**Table 4.17**

**Consumers' Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to Sex)**

Gender	Responses								
	Sample	Ignore to advertisement		Turn off the page		Try to know what it wants to say		Curious about advertisement	
		No	%	No	%	No	%	No	%
Male	120	25	21	34	28	33	27	28	23
Female	120	30	25	38	32	26	21	26	22
Total	240	55		72		59		54	

*Source: Field Survey*

The given table 4.17 shows consumers' behavior according to sex when they see the advertisement of Close - up in the Kantipur Daily newspaper. Among male consumers, 21 percent expressed their views that they ignore the advertisement, 28 percent turn off the page, and 27 percent try to know what the advertisement wants to say respectively when they see the advertisement of Close - up in Kantipur Daily newspaper. But 22 percent expressed their views that they are curious about the advertisement of Close - up when they see it in Kantipur Daily.

Similarly, out of total female consumers, 25 percent expressed their views that they ignore the advertisement, 32 percent turn off the page and 21 percent try to know what advertisement wants to say respectively when they see the advertisement of Close - up. But only 22 percent expressed their views that they are curious when they see advertisement of Close - up in Kantipur Daily.

This study concludes, out of male and female respondent, female does not like the advertisement of Close - up on Kantipur Daily than male respondents because of the lack of educated female.

Researcher collected views of respondents on the basis of occupation of respondent to find out the behaviour of consumer resulted from advertisement in the Kantipur Daily newspaper (Table 4.18)

**Table 4.18**

**Consumers' Behaviour Resulted from Advertisement in the Kantipur Daily Newspaper (According to Occupation)**

Occupation	Responses								
	Sample	Ignore to advertisement		Turn off the page		Try to know what it wants to say		Curious about advertisement	
		No	%	No	%	No	%	No	%
Student	60	12	20	15	25	19	32	14	23
Teacher	60	11	18	17	28	15	25	17	28
Business Men	60	15	25	19	32	13	22	13	21
Housewife	60	17	28	21	35	12	20	10	17
<b>Total</b>	<b>240</b>	<b>55</b>		<b>72</b>		<b>59</b>		<b>54</b>	

*Source: Field Survey*

The given table 4.18 shows occupation level of respondents and their behaviour when they seen advertisement of Close - up in Kantipur Daily newspaper. Among students group, 20 percent expressed their views that they ignore advertisement, 25 percent turn off the page and 32 percent try to know about advertisement of Close - up respectively when they see it in Kantipur Daily. But 23 percent consumers expressed their views that they are curious when they see advertisement of Close - up in Kantipur Daily.

Under teacher group, 18 percent expressed their views that they ignore advertisement, 28 percent turn off the page and 25 percent try to know about advertisement respectively when they see it in Kantipur Daily newspaper. But 28 percent expressed their views that they are curious about the advertisement of Close - up.

Among farmer group, 25 percent expressed their views that they ignore advertisement of Close - up, 32 percent turn off the page and 22 percent try to know about advertisement respectively when they see it in Kantipur Daily. But 21 percent were curious about the advertisement of Close - up.

Similarly, among housewife group, 28 percent expressed their views that they ignore advertisement of Close - up, 35 percent turn off the page and 20 percent try to know about advertisement respectively when they see it in Kantipur Daily newspaper. But only 17 percent expressed their views that they are curious about the advertisement of Close - up.

This study concludes that students and teacher consumers try to know about Close - up advertisement while farmer and housewife consumers do not like the advertisement turn off the page when they see the advertisement of Close - up in Kantipur Daily newspaper.

### **Hypothesis 7**

$H_0$  : There is no significant difference between consumers' behavior when advertisement of Close - up see in the Kantipur Daily newspaper.

$H_A$  : There is significant difference between consumer's behavior when advertisement of Close - up sees in the Kantipur Daily newspaper.

Here,

The tabulated value of  $\chi^2$  test for 3 D.F. at 5% level of significance is 7.81

Calculated value of  $\chi^2 = 3.43$

**Decision:** Here the calculated value of  $\chi^2$  (Appendix - VII) is less than tabulated value i.e.  $3.43 < 7.81$ . So null hypothesis ( $H_0$ ) is accepted this concludes that there is similar behavior of consumer when advertisement sees in the Kantipur Daily newspaper.

The researcher collected the views to find out consumers' behavior on the basis of gender resulted from advertising in Kantipur Daily newspaper ( Table 4.19)

**Table 4.19**  
**Consumers' Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to Age)**

Age group	Responses								
	Sample	Quite good		Attractive		So So		Boring	
		No	%	No	%	No	%	No	%
15-24	60	15	25	18	30	13	22	14	23
25-34	60	15	27	14	23	17	28	14	23
35-44	60	12	20	15	23	16	27	17	28
45-54	60	9	15	11	18	21	35	19	32
<b>Total</b>	<b>240</b>	<b>51</b>	<b>22</b>	<b>56</b>	<b>23</b>	<b>67</b>	<b>28</b>	<b>64</b>	<b>27</b>

*Source: Field Survey*

The table 4.19 shows, Under 15-24 age group, 25 percent consumers expressed their views that the advertising of Close - up in Kantipur Daily is quite good, 30 percent expressed their views that the advertisement is attractive, 22 percent expressed their

views that the advertisement is neither good nor boar while 23 percent expressed their views that the advertisement of Close - up Published on Kantipur Daily is boring.

Among 25-34 age group, 27 percent consumers expressed their views that the advertisement of Close - up in Kantipur Daily, 23 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the advertisement is neither good nor basr. But 23 percent consumers expressed their views that the advertisement of Close - up Published in Kantipur Daily is boring.

Under 35-44 age group, 20 percent consumers expressed their views that the advertisement of Close - up in Kantipur is quit well, 23 percent expressed their views that the advertisement is attractive and 27 percent expressed their views that the advertisement is neither good nor boar. But 28 percent consumers expressed their views that the advertisement of close-up Published in Kantipur Daily is boring.

Among 45-54 age group, 15 percent consumer expressed their views that the advertisement of Close - up in Kantipur Daily is quite good, 18 percent expressed their views that the advertisement is attractive and 35 percent expressed their views that the advertisement is neither good not boar while 32 percent expressed their views that the advertisement of Close - up published on Kantipur Daily is boring.

Similarly, out of total response, 22 percent expressed their views that the advertisement of Close - up in Kantipur Daily newspaper is quite good, 23 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the advertisement is neither boring not good while 27 percent expressed their views that the advertisement of Close - up Published in Kantipur Daily is boring.

The researcher found that the advertisement of Close - up in Kantipur Daily Newspaper(K.D.N) is not supported by the respondent under the age above 33

while only 27 percent of 25-34 age group respondents expressed the views that the advertisement is quite good because it might be the causes of not making attractive advertisement of Close - up in KDN.

The researcher collected opinions from the respondent according to gender basis to find out the responses resulted from the advertisement of Close - up in KDN Table 4.20

**Table 4.20**  
**Consumers' Behavior Resulted fr Daily Newspaper (Sex Wise) on**  
**Advertisement in the Kantipur**

Gender	Responses								
	Sample	Quite good		Attractive		So So		Boring	
		No	%	No	%	No	%	No	%
Male	120	29	24	32	28	30	25	29	24
Female	120	25	21	27	22	35	29	33	28
<b>Total</b>	<b>240</b>	<b>54</b>		<b>59</b>		<b>65</b>		<b>62</b>	

*Source: Field Survey*

The above table shows male and female consumers and their views regarding the advertisement of Close - up which is published in Kantipur Daily newspaper. Among male consumers, 24 percent consumers expressed their views that the advertisement of Close - up which is published in Kantipur Daily is quite good, 28 percent expressed their views that the advertisement is attractive, and 25 percent expressed their views that the advertisement is neither attractive nor boring (i.e. So ) respectively. But 24 percent expressed their views that the advertised of Close - up published in Kantipur Daily is boring.

Similarly, under female consumers, 21 percent expressed their views that the advertisement of Close - up published in Kantipur Daily is quite good, 22 percent expressed their views that the advertisement is attractive and 29 percent expressed their views that the advertisement within neither attractive nor boring (i.e. So) respectively. But 28 percent expressed their views that the advertisement is boring.

This study reveals that out of total male and female respondent 24 percent of male respondent expressed their views that the advertisement of Close-up in KDN is quite good respectively. But only 19 percent expressed their vies that the advertisement of Close - up is quite good this means male are in support of Close - up advertisement than female.

When opinions were gathered on the basis of occupation, the responses appeared slightly variants (Table 4.21)

**Table 4.21**

**Consumers' Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to Occupation Wise)**

Occupation	Responses								
	Sample	Quite good		Attractive		So So		Boring	
		No	%	No	%	No	%	No	%
Student	60	14	23	19	32	12	20	15	25
Teacher	60	17	28	15	25	16	27	12	20
Farmer	60	13	22	13	22	18	30	16	27
Housewife	60	10	17	12	20	19	32	19	32
<b>Total</b>	<b>240</b>	<b>54</b>		<b>59</b>		<b>65</b>		<b>62</b>	

Source: Field Survey

Table 4.21 Shows that Out of total student, 23 percent expressed their views that the advertisement of Close - up which is published in Kantipur Daily is quite good, 32 percent expressed their views that the advertisement is attractive and 20 percent expressed their views that the advertisement is neither attractive nor boring (i.e. so) respectively. But 25 percent expressed their views that the advertisement of Close - up which is published in Kantipur is boring.

Among the teacher, 28 percent expressed their views that the advertisement of close - up which is published in Kantipur Daily is quite good, 25 percent expressed their views that the advertisement is attractive and 27 percent expressed their views that the advertisement is neither attractive nor boring (i.e. so) respectively. But 20 percent expressed their views that the advertisement of Close - up which is published in Kantipur Daily is boring.

Among the farmers, 22 percent expressed their views that the advertisement of Close - up which is published in Kantipur Daily is quite good, 22 percent expressed their views that the advertisement is attractive and 30 percent expressed their views that the advertisement is neither attractive nor boring (i.e. so) respectively. But 26 percent expressed their views that the advertisement of Close - up which is published in Kantipur Daily is boring.

Under housewife group, 17 percent expressed their views that the advertisement of Close - up which is published in Kantipur Daily is quite good, 20 percent expressed their views that the advertisement is attractive and 31 percent expressed their views that the advertisement is neither attractive nor boring (i.e. so) respectively. But 32 percent expressed their views that the advertisement of Close - up which is published in Kantipur Daily is boring.

This study concludes that out of total student consumer 32 percent forwarded their views that the advertisement is attractive, 28 percent out of teacher forwarded their

opinions that the advertisement is quite good. But most of the farmer and housewife did not like the Close - up advertisement in Kantipur Daily newspaper.

In the second stage of this study, the information collected from Nepal Lever Limited has been presented and analyzed in such ways that can assist to reach predetermined objectives of this study.

#### **4.5 Media used by Nepal Lever Limited**

To know the media availability for NLL to advertise Close - up toothpaste the researcher took an opinion survey. The obtained information has been shown in

**Table No 4.22.**

#### **Media used by Nepal Lever Limited**

Newspaper	Radio
Television	Cinema

*Source: Official Record of NEPAL LEVER LTD*

Among the various media vehicle available, the Nepal Lever Limited has preferred only some of them to advertise Close - up toothpaste such as Newspaper, Radio, Television, Cinema etc.

#### **4.6 Cost Structure of Advertisement to Advertise Close - up Toothpaste**

The researcher collected information relating the cost of Close - up of advertising for last six years, which have been presented in Table 4.23

**Table 4.23**

**Advertisement Cost Born by Nepal Lever Limited for Last Six Years**

Years	Cost (Rs.)	Diff. (Rs.)
2007	9015000	-
2008	11475000	2460000
2009	13155000	1680000
2010	13995000	840000
2011	14595000	600000
2012	15295000	700000

*Source: Sales Supervisor of Nepal lever Limited.*

Table 4.23 depicts the advertising cost and its differences within six years. In 2007, the advertising cost was Rs. 9015000 and in 2012 it came to be Rs. 1529500, which indicates the increasing trends in advertising cost but in the end period cost increasing trend is slower.

**4.7 Total Sales of Close - up for Recent Six Years**

Sales and advertising are related with each other. So to analyze the impact of advertising on sales, data have been presented for recent six years. Table 4.24

**Table 4.24**

**Total Sales of Nepal Lever Limited for Recent Six Years**

Years	Sales (Rs.)	Diff. (Rs.)	Percent	Years	Sales (Rs.)	Diff. (Rs.)	Percent
2007	6010000	-	-	2010	93300000	5600000	-
2008	76500000	16400000	-	2011	106800000	13500000	-
2009	87700000	11200000	-	2012	113300000	6500000	-

*Source: Nepal lever Limited, Annual Report (Niranjan Basnet, Staff of NIL)*

The above table 4.24 indicates the sales and the incremental sales of close-up for recent six years. In 2007, the sale was Rs. 6010000 and it came to Rs. 113300000 in 2012, which is in increasing trends but the trend is slower.

According to Table 25, the sale of close - up is favorable for four years (i.e. until 2010) but the sales of close-up in 2011 and 2012 decreased suddenly. The incremental sales have been shown by figure so that one can understand the trends of incremental sales easily. To identify the relationship between sales and cost of advertisement of Close - up, the researcher set the following hypotheses and tested.

**Hypothesis 8**

H<sub>0</sub> : There is no significant relationship between advertisement cost and sales revenue.

H<sub>1</sub> : There is significant relationship between advertising cost and sales revenue.

**Here,**

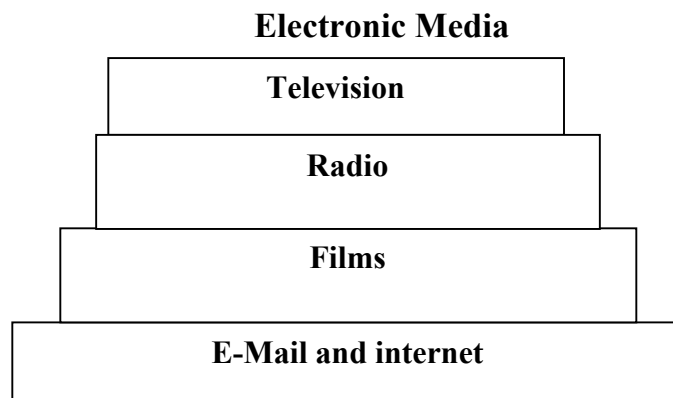
Calculation of Regression value of  $X=37$ ,  $Y=249$  similarly when  $X = 47$ ,  $Y = 316$ .

**Decision:** Here, the correlation equation has proved that the sale of Close - up has been fluctuated as compared to advertising cost so the null hypothesis is rejected. It concludes that there is the positive relationship between he sales and advertising cost (According to Appendix VIII and XII).

#### **4.8 Media Preference by Nepal Lever Limited**

The researcher collected information relating to the electric media from Nepal lever Limited to know the preference of media gives by NEPAL LEVER LTD to advertise Close - up toothpaste, the researcher conducted opinion survey and collected information have been shown in Figure 4.29

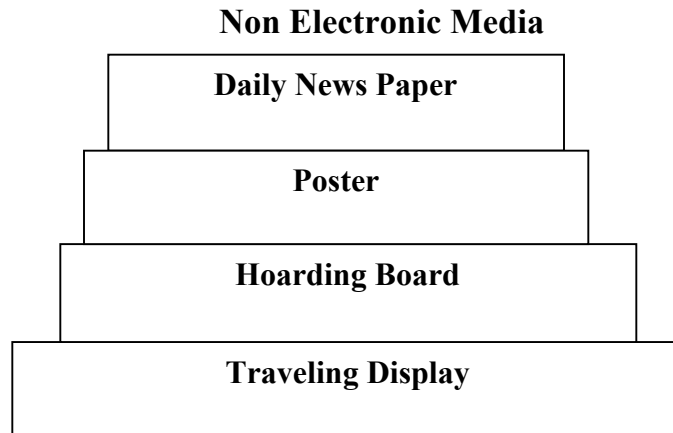
Electronic Media Ranked by Nepal Lever LTD



According to Figure 4.29, television got first preference to advertise the Close - up toothpaste: radio, direct email & internet, and film got second, third, fourth preference respectively to advertise the Close - up toothpaste.

The above figure concludes that NEPAL LEVER LTD mostly use television and radio media to advertise Close - up toothpaste.

To find out the priority given by NEPAL LEVER LTD to advertise Close - up toothpaste out of non-electronic media, the following hierarchical diagram has been given.



Nepal lever Limited gave first priority to daily newspaper to advertise close - up toothpaste. Similarly; Poster hording board, Traveling display got second, third and fourth priority.

This study concludes that Daily newspaper and poster has vital role to advertise Close - up toothpaste in case of non-electronic media.

#### **4.9 Television Channels used by Nepal Lever Limited**

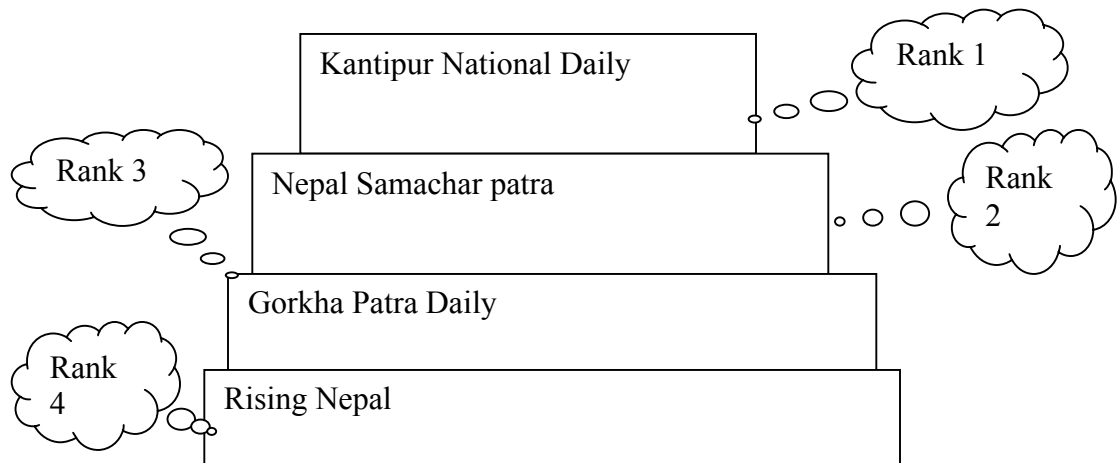
Under non-electronic media, there are various media vehicle and under non-electronic media there are also various media for the producer to advertise products and services. With respect to television and daily newspaper some questions were asked to know the media used by NEPAL LEVER LTD such, which television channel do you mostly use and why ? And what weight-age do you give to the following Daily newspaper for advertising purpose? Please ranks according to your preference.

In case of television channel, NEPAL LEVER LTD selected Nepal television and channel Nepal to advertise Close - up toothpaste. The reason of choosing NTV was its wide coverage of audience and TV watching habit targeting to urban consumers. Similarly, in case of channel Nepal, NEPAL LEVER LTD selected it targeting to urban consumers assuming that urban consumers had the habit of watching cable channel.

### **News papers used by Nepal Lever Ltd.**

Out of various daily newspapers, Nepal Lever Ltd had ranked for four alternative daily newspapers according to preference of advertising close - up toothpaste.

#### **Daily Newspapers ranked by Nepal Lever Ltd**



Kantipur Daily newspaper had been ranked at top level of hierarchy by Nepal Lever Ltd to advertise close - up toothpaste. Similarly, Smacharpatra daily newspaper, Kantipur newspaper and Rising Nepal daily newspaper had been ranked at second, third and fourth, level of hierarchy.

Kantipur daily newspaper and the samacharpatra have played vital role to persuade buyers of close - up toothpaste. But the Rising Nepal and the Kantipur Daily newspapers do not have considerable role.

#### 4.10 Major Findings

From the analysis and interpretation of the responses given by prospective consumer and Nepal Lever Limited, the following conclusions have been derived:

1. Most of the respondents use close - up for its feature of strengthening teeth along with all features ie. For fresh breath, strong teeth and shiny white. Among the various age groups, the respondents under 25-34 prefer close-up the most. On the basis of gender, it was found that females like close-up the most than males. Similarly, among the occupational group , the extensive use of close - up is by teachers (table no 4.2,4.3,4.4)
2. Our of 240 respondents, 43 percent (105) respondents use advertisement as sources of the information while 21 percent (50) respondents get information by the family members, Similarly, friends have also key role to flow the information(44 out of 240)(Table 4.5,4.6,4.7)
3. Out of 240 respondents, only 81 percent are in the habit of watching or listening or reading advertisement (Table 4.8)
4. Among the different electronic media like television, radio, film, email and internet, ant most popular medium for promoting sales is television favored by 50 percent. The second popular medium is radio with 28 percent of the third popular medium is email and internet with 12 percent. Similarly, among the non electronic media like daily newspaper, poster, hoarding boards and traveling display, the most popular medium for promoting sales is daily newspapers favored by 48 percent. The second popular medium is poster favored by 23 percent and the third popular medium is hoarding board with 19 percent (table 4.9)

5. Out of 240 respondents, only 62 percent (148) respondents agreed to get exact message about product and services by the advertisement. Television and radio have vital role to communicate exact message required by the consumer among the electronic media while daily newspaper, poster and hording board have wide coverage to communicate exact message about products and services among non electronic medial(Table 4.10, 4.11)
6. This study reveals that the advertisement of close - up on NTV is effective than other media because out of 240, 31 percent (74) were found curious about advertisement (table 4.12).
7. Male are more curious about advertisement than females (i.e 32 Percent out of male respondent) and out of occupation group, students are more curious about advertisement than other occupational group (i.e 27 percent) (Table 4.13, 4.14).
8. Out of total respondents, 31 percent (74) used to watch advertisement of close - up on NTV due to the quite good advertisement and 28 percent (66) respondents watched it due to the attractive advertisement and remaining respondents do not like the advertisement (table 4.15)
9. Among the 240 respondents interviewed, 30 percent (72) used to turn off the page and 25 percent (59) respondents tried to know about advertisement when they saw the advertisement of close - up in the Kantipur Daily Newspaper. Similarly only 54 respondents were curious and 23 percent (55) respondents ignored advertisement when they used to see the advertisement of close - up in the Kantipur daily newspaper.

10. The respondents who were under the age of 35 are a little bit aware about the advertisement while other do not care about it (table 4.16,4.17,4.18)
11. The advertisement of close - up is not so attractive and appealing in the Kantipur daily newspaper because of 240 respondents, only 24 percent (59) respondents expressed it as attractive and 54 respondents only quite good (table 4.19, 4.20,4.21)
12. Nepal Lever Limited has preferred newspaper, radio, television and cinema media to advertise products and services. Similarly according to table 24, advertising cost of close - up is in increasing trend but in diminishing way. a sale of close - up has been in fluctuating trend as compared to advertising cost (Table 4.23,4.24,)
13. Nepal Lever Ltd has given more preference to television and radio among electronic advertising media. Out of non electronic advertising media daily newspaper and posters are in the top level of hierarchy. In case of television advertising, NTV has been preferred to advertise close - up toothpastes, similarly, with respect to non electronic media (I.e. daily newspaper) Kantipur and Samarchapatra have got more preference to advertise close - up toothpaste.
14. Some commercials are more appreciated and others lesser appreciated by the consumers that appreciation indicates that all media are not effective to boost up sales of the product advertised.
15. Finally, this study concludes that out of electronic media Nepal television and Radio Nepal have been popular among consumers. Similarly, out of non electronic media Kantipur daily newspaper and Samacharpatra daily news paper are popular among consumers to get the information about products and services.

## CHAPTER FIVE

### Summary, conclusion and Recommendations

#### 5.1 Summary

Basically, this research aims to study about advertising through electronic and non electronic media. Television, radio, film and email & internet have been taken as the electronic media while daily newspaper, posters, hoarding boards and traveling displays have been taken as non electronic media. This study focuses on advertising of Close -up toothpaste through Nepal television and Kantipur daily newspaper to find out appropriate medial Moreover, this study has tried to know the effective medial among electronic and non electronic media in terms of consumer's preference.

Various tools, techniques and methods have been used systematically to achieve the objective of research. Percentage, chi-square test, correlation and regression analysis have been used. **Nepalgunj Municipality and Gulariya Municipality** has been chosen as a market segment of this study and to get the opinion of consumers, 150 respondents have been selected a sample of this research but only 120 respondents have given the responses required for this research and 120 respondents have been made 240 by multiplying by 2 . All the respondents have been divided into three groups' based on age, gender and occupation. Structured questionnaire method has been use to get the responses of consumer's .Secondary data has been collected form Nepal Lever Ltd, Kantipur publications Pvt Ltd and Nepal Television. The collected data have been analyzed and interpreted by preparing tables, figures and drawing trend lines.

## **5.2 Conclusion**

However, in this research, use of Close-up toothpaste, sources of information used by consumers, watching, listening and reading habits of consumer, electronic and non electronic media and its coverage of required information ranked by consumer, popular media in consumers mind and consumers behavior when advertisement about close - up appears on NTV, consumers behavior when advertisement of close - up in the Kantipur daily newspaper etc. have been studied and analyzed during the research works. Each and every aspect was dealt carefully and solutions for each have been reached as much as possible. on the other hand , different media used by Nepal Lever Ltd advertising cost ratio , sales of the company ,ranking for electronic and non electronic media, preference given for NTV and Kantipur Daily newspaper to advertise close - up toothpaste etc have also been studied and analyzed chronologically .

However, advertising is a component of promotion mix and it is widely used for brand recognition and acceptance, trial purchase, influence at the time of buying decision, value addition, and aid in personal selling and sales promotion, and reminding the buyers about firm and its products. Besides these things, products quality consumerisms have also been taken into consideration that is required for the survival of the company in the competitive market.

### 5.3 Recommendations

Although a lot of efforts have been made by Nepal Lever Limited to boost up its sales and constitute its image by serving in the competitive market, it seems lagging behind some attentions. Therefore, the following recommendations have been made:

1. It is difficult process to select only one media to advertise products and services because of the various target groups of customer's have different attitudes towards advertising media. Advertising media should be selected according to the target customers group. Different attitude towards advertising can be achieved through the marketing research.
2. Advertising as such for advertising is not enough to persuade consumers, rather , it should be well organized with consumers preferences, tastes, attitudes, price and quality of products . So, any marketers should focus on analyzing the consumer's preferences while the advertising campaign is made.
3. Nepal television and Radio Nepal are popular among the people due to its area coverage and easy availability. So Nepal Lever Ltd has to give continuity to advertise close - up through these two media. Basically, Nepal Television, especially in the village area, has become popular nowadays so more emphasis should be given to NTV.
4. Consumers get the information first from advertisement and second form family member so NEPAL LEVER LTD should place the advertisement in such a way that give more importance to head of family members.
5. Out of non-electronic media, daily newspaper has its own place among consumers. Similarly, most of the consumers also prefer poster advertising. So, Nepal Lever Ltd. has to publish advertisement of close - up on daily newspaper

and poster. It means more emphasize should be given both on daily newspaper and poster advertising.

6. As all consumers do not understand the exact information in the advertisement about product, advertisement should be made understandable, easy and quick. So, marketers should be sincere when advertisement is made through advertising research.
7. Basically, advertise of close - up through Nepal television is satisfactory. So company should maintain it for long time and it should be made in accordance with consumer preference. But the advertisement of close - up through Kantipur daily newspaper is not satisfactory so company should consider for making good advertisement in Kantipur daily newspaper because Kantipur daily newspaper is also popular among the people. Now, it has become as a good cup of tea.
8. Sales of the company (NL Ltd.) are fluctuating as compared to advertisement cost. Nevertheless, the company should consider other factors such as product price, quality, and other marketing strategies to excel the sales winning the competitive business game.

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- d) Email and internet [ ]
- e) Any other.....
- d)Traveling Display [ ]
- e) Any other .....

**5. If you watch Nepal television and advertisement appear about close up, what do you do?**

- a) Switch off the television. [ ]
- b) Try to know what it wants to say. [ ]
- c) Curious about advertisement. [ ]
- d) Just watch to advertisement. [ ]
- e) Any other.....

Please, mention your reasons of such behavior

- a) Quite Good [ ]
- c) So so [ ]
- e) Any other.....
- b)Attractive [ ]
- d)Baring [ ]

**6. If you read Kantipur National Daily Newspaper and see the advertisement of Close Up what do you do?**

- a) Ignore the advertisement [ ]
- b) Turn off the page [ ]
- c) Try to know what it wants to say [ ]
- d) Curious about advertisement [ ]
- e) Any other.....

Please, mention your reasons of such behavior.

- a) Quite Good [ ]
- b)Attractive [ ]
- c) So so [ ]
- d)Boring [ ]
- e) Any other.....

**7. How do you think Nepal leaver Limited should make advertisement both in Nepal Television and Kantipur daily Newspaper more appealing and effective?**

.....

.....

.....

**Thanks**

**Questionnaire:**

**"ELECTRONIC AND NON ELECTRONIC MEDIA AND ITS EFFECTIVENESS ON CONSUMER BEHAVIOUR THROUGH ADVERTISING".**

Dear Sir or Madame,

I am a student of Patan Multiple Campus Patan Dhoka, Lalitpur. I am writing a thesis entitled "ELECTRONIC AND NON ELECTRONIC MEDIA AND ITS EFFCTIVINESS ON CONSUMER BEHAVIOUR THROUGH ADVERTISING". I have taken your company's product close up as a sample so it is sure that my research work will not be completed without your kin co-operation. I would like to assure you that information obtained from your company would be used only for academic purpose in this thesis.

I therefore, request you to answer the following question and tick (√) where necessary.

<b>Name:</b>
<b>M/F:</b>
<b>Age:</b>
<b>Occupation:</b>
<b>Address:.....</b>

**1 What are the media used by the company to advertise close up toothpaste?**

.....  
.....  
.....

**2 How do you allocate advertising cost?**

- a) On the basis of sales ratio [ ]
- b) On the basis of yearly lum sum amount [ ]
- c) On the basis of production ratio [ ]
- d) On the basis of percentage of profit [ ]

**3 Please specify price changes of Close Up that occurred during the last ten years.**

<b>Base year (2002)</b>	<b>Weight</b>	<b>Price</b>
Price change year.....	.....	.....
Price change year.....	.....	.....
Price change year.....	.....	.....

**4 Please mention the causes of such changes.**

.....  
.....  
.....

**5 Did you get any reaction from consumers when prices were changed?**

- a) Yes [ ]
- b) No [ ]

If yes, what are these reactions?

.....  
.....  
.....

Kindly, help with sales data for recent six years.

<u>Years</u>	<u>Amounts (in Rs)</u>	<u>Years</u>	<u>Amount (in Rs)</u>
2007	.....	2010	.....
2008	.....	2011	.....
2009	.....	2012	.....

**6 Specially, which media do you choose to excel the sales of close up toothpaste? Please rank.**

(1 for most and 2 for second and so on)

**Electronic media**

- a) Television [ ]
- b) Radio [ ]
- c) Film [ ]
- d) Email and internet [ ]
- e) Any other..... [ ]

**Non electronic media**

- a) Daily newspaper [ ]
- b) Posters [ ]
- c) Hoarding boards [ ]
- d) Traveling Display [ ]
- e) Any other..... [ ]

**7. Which respect to television, which television channel do you mostly use and why?**

**TV channel**

**Reason**

.....  
.....  
.....  
.....  
.....

.....  
.....  
.....  
.....  
.....

**8. If you advertise close up through Nepal Television, How much amount does you spent within a year?**

.....  
.....  
.....

**9 What weighted do you give to the following daily newspaper for advertising purposes? Please rank according to your preference.**

(1 for most and 2 for second and so on).

- a) Kantipur National daily Newspaper [ ]
- b) Gorkha Patra National Daily Newspaper [ ]
- c) Rising Nepal National daily Newspaper [ ]
- d) Samachar Patra National daily Newspaper [ ]
- e) Any other..... [ ]

**10. If you advertise close up toothpaste by using Kantipur daily newspaper how much amount do you spent with in a year?**

.....  
.....  
.....

**11. If you advertise close up toothpaste by using Nepal Television how much amount do you spent with in a year?**

.....  
.....  
.....

Thanks