

**IMPACT OF ADVERTISING ON BRAND PREFERENCE OF  
PEPSODENT TOOTHPASTE IN BIRATNAGAR  
SUB-METROPOLITAN CITY**

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## RECOMMENDATION

This is to certify that the thesis

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**Impact of Advertising on Brand Preference of  
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## **DECLARATION**

I hereby declare that this thesis report entitled "Impact of Advertising on Brand Preference of Pepsodent Toothpaste in Biratnagar sub-Metropolitan city" Submitted to Janta Multiple campus Itahari, Sunsari, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Masters of Business Studies (M.B.S.) under the supervision of Rajan Bhattarai, Lecturer of Janta Multiple Campus, Itahari, Sunsari.

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## ACKNOWLEDGEMENT

Brand preference is a major indicator of the effectiveness of marketing strategies. The implementation of marketing strategies has become extremely important due to increasingly fierce competition. It has found that brand preference of fast moving consumer goods (FMCG) is determined by its attractiveness, market condition, customer's demographic characteristics and competition situation.

Advertising today emerged as one of the major promotional tool in imprinting the brand differentiation and eminence in the minds of consumer. For this reason, preference of brand heavily depends upon the effectiveness of advertising.

The worth of toothpaste business in Nepal is estimated one billion plus rupees every year so it is large and a growing business. Though it is the most important and common product large percentage of the people in the country don't use it. And it can be the opportunities for the toothpaste companies to make them aware about the use of their products through various moods of advertisement. Now more than the dozens of toothpaste brands are available in the Nepalese market and companies are investing heavily in the advertising for the promotion of their brands.

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## **Abbreviation**

AAN	: Advertising Agency of Nepal
AAAN	: Advertising Agency Association of Nepal
ABC	: Audit Bureau of Circulation
Ad	: Advertise
A.D.	: Anno Domini
Ads	: Advertisements
AFAN	: Asian Federation of Advertising Association
B.S.	: Bikram Sambat
BSMC	: Biratnagar Sub-Metropolitan City
D.F.	: Degree of Freedom
E.g.	: Example
etc.	: Etcetera
Fig.	: Figure
FMCG	: Fast moving consumer goods
FNCCI	: Federation of Nepalese Chambers of Commerce and Industry
FNJ	: Federation of Nepal Journalist
FM	: Frequency Modulation
HMG	: His Majesty's Government
i.e.	: That is
NAP	: National Advertising policy
No.	: Number

NTV	: Nepal Television
MBS	: Masters in Business Studies
%	: Percentage
Pvt. Ltd.	: Private Limited
SLC	: School Leaving Certificate
TV	: Television
UK	: United Kingdom
US	: United States
USA	: United States of America
Viz.	: Videlicet

## EXECUTIVE SUMMARY

The term brand preference has been used to denote the behavior the consumers' that they display in searching for, purchasing, using, evaluating and disposing of product.

The objectives of this study are as follows:

1. To analyze the impact of advertising on consumer awareness of toothpaste product.
2. To study the advertising impact on brand preference of consumers.
3. To examine the widely used media of advertising, in case of toothpaste.
4. To identify the reasons for consumer preference to advertising media.
5. To identify the impact of advertising media while making selection decision of toothpaste.

With the help of information received from sources of data, it was hypothesized that the brand preference by consumers' perceptions are significantly different; and consumer buying decision is affected by the advertisement. Moreover, consumers are also attracted by the various incentives that they receive from the product.

Advertising has been found as important promotional tools for consumer product like toothpaste. They got the knowledge through the different advertising media. Most of the business houses, trading companies spend the huge amount of money in advertising so that they can make the consumers aware about the products and services.

Most of the consumers prefer branded toothpaste whereas some do not. People usually get the idea about the toothpaste from various sources like TV, radio/FM, magazines, newspapers and other media. Consumers are also attracted by the various incentives that product provides to them.

It was found that most of consumers were habituated of branded toothpaste among which Pepsodent is more preferable. At the time of shortage toothpaste of consumers' choice they tend to purchase either alternative brand.

It was also found that most of them prefer germ fighting at first then other things like taste, incentive and price discount.

The consumers are aware about the available brands of toothpaste and consider different factor while purchasing the brand. Among all, the quality is the main reason, and other comes respectively.

Most of the respondents are highly motivated by the advertisements of Television followed by radio, newspaper and other media.

Quality is the main factor for brand switching.

Advertising is the main source of information about particular brand of the product as well as most sensitive in the sources of promotional activities.

Advertising is the blood circulation system of modern marketing, especially in course of promotion. It is not just a charity but also a strategic promotional tool of marketing.

This thesis studies the Impact of Advertising on Brand Preference of Pepsodent Toothpaste in Biratnagar Sub-Metropolitan City which clearly shows that how the brand preference and advertising impact while purchasing toothpaste. The study also reveals that advertising is the major sources of information. Advertising persuades the consumer towards brand and product. Thus, advertising supports, guides, and helps to make decision while purchasing toothpaste. Advertising influence the consumer to choose particular brand and creates positive attitude towards brand.



## CHAPTER – I

### INTRODUCTION

#### 1.1. Background of the Study

Brand preference is a major indicator of the effectiveness of marketing strategies. The implementation of marketing strategies has become extremely important due to increasingly fierce competition. It has found that brand preference of fast moving consumer goods (FMCG) is determined by its attractiveness, market condition, customer's demographic characteristics and competition situation.

Advertising today emerged as one of the major promotional tool in imprinting the brand differentiation and eminence in the minds of consumer. For this reason, preference of brand heavily depends upon the effectiveness of advertising. Contemporary advertising not only need to stand out memorable to consumers but mark the trials of brand superiorly in this highly clustered market.

A brand is a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly creates value and influence. Strong brands are the assets for many successful companies because, when properly managed, they provide a secure stream of income for the business.

Advertising is notable and easy identified form of promotion in international as well as domestic market. The wings of globalization have increased its importance. Advertising is a powerful communication force and one of the most important tools of the marketing communication that helps to sell the products, services, ideas, images, etc. Advertising influences consumer attitudes and purchase behavior.

Advertisement is an announcement to the public of a product, service or ideas through a medium to which the public has access. The medium may be print (newspaper, magazine,

posters banners and hoardings), electronic (radio, television, video, internet, cinema) or any other. It is a form of persuasive communication with the public.

A brand is a name, term, symbol, or design or a combination of them, intended to identify the goods or services of one seller or group of seller and to differentiate them from those of competitors.

A brand is especially a seller's promise to deliver a specific set of features, benefits, and services consistently to the buyers. At retail counters, people do ask for "WAI WAI" not the noodles. Similarly the buyer may ask for "SURYA" not merely a filter Cigarette "PEPSODENT" not merely toothpaste. This shows that the consumer is highly influenced by the brand name rather than the product name and it is because of the advertisement of the product in terms of brand.

Toothpaste is one of the most widely used items in our daily life, without toothpaste no human being can imagine his/ her morning. It has become the compulsory product for every one. Toothpaste is a paste or gel dentifrice used with a toothbrush to clean and maintain the aesthetics and health of teeth. Toothpaste is used to promote oral hygiene: it can aid in the removal of dental plaque and food from the teeth, and deliver active ingredients such as fluoride or xylitol to prevent tooth and gum disease (gingivitis). Some dentist recommendations include brushing your teeth at least twice a day, if not more.

The worth of toothpaste business in Nepal is estimated one billion plus rupees every year so it is large and a growing business. Though it is the most important and common product large percentage of the people in the country don't use it. And it can be the opportunities for the toothpaste companies to make them aware about the use of their products through various modes of advertisements. Now more than the dozens of toothpaste brands are available in the Nepalese Market and companies are investing heavily in the advertising for the promotion of their brands.

Nepal lever Limited has the leading toothpaste market with its two major brands (Close Up and Pepsodent), other suppliers are Dabar Nepal Limited, Colgate Palmolive Nepal Pvt. Ltd. and Anchor Health and Beauty Care Pvt Ltd. There are other various toothpaste producers in the market. Currently available some brands of toothpaste in the market are presented below.

<b><u>Brand</u></b>	<b><u>Company</u></b>
Close-up	Nepal lever Limited
Pepsodent	Nepal lever Limited
Dabur Red	Dabur India Limited
Colgate	Colgate - Palmolive Nepal P.Ltd
Brighter	Brighter Toothpaste and Toothbrush P.Ltd

Today the market has been highly competitive in terms of every product so toothpaste can't be an exception. Consequently the growing competition creates the pressure to the producers and the marketers as well as sellers to use more promotional activities such as advertising or sales promotion etc to get their target market share or goal in the market. They appeal to consumers to buy their branded product. So the producers of toothpaste are also applying different promotional mix, out of them, advertising is widely used.

Due to advertisement promotion and strong brand Pepsodent toothpaste is the leading toothpaste product. Pepsodent toothpaste can be found in various flavor according to demand of consumer. Though, it focuses to the people of every age its main target is children since they live in reality and they are the symbol of truth. Its greater competitor is Close-Up toothpaste. The ad campaign like "je khaye pani sachu bolnu" and "rati brush garena bhane mukh ma bhoot aucha" really worked very well. Also teeth whitening with perlite, germs fight and mouth fresheners are the most selling Pepsodent toothpaste.

## 1.2. Statement of the Problem

The cut throat competition in growing market has compelled Nepali Business organizations to spend more and more on promotion, i.e. advertisement, publicity and other tools. Nepalese customers today are becoming more brand conscious. Biratnagar being an urban area most of the people are brand conscious. Comprehending the situation, marketers of toothpaste use advertising as one of the major brand differentiating tool.

Despite of various advantages on toothpaste many chemicals are used which are brought by damaging the environment or may be hazardous to the personal health. Nepalese market is becoming competitive and sophisticated than before, which has made advertising as a compulsion to any business organization. Entry of multinational advertising companies made Nepalese advertising world creative and competitive than ever before.

Advertisers today use multiple medium of advertising like print, electronic or other media. In Biratnagar, there are various newspapers available with a nation-wide circulation. Such as The Kantipur Daily, The Kathmandu Post, Nepal Samacharpatra, Gorkhapatra, The Himalayan, The Rising Nepal, The Annapurna Post, etc. Many other daily, weekly, fortnightly, monthly magazines such as (Himal, Nari, Samaya, Udghosh, etc.) with nation wide circulation. Similarly, Radio/ FM stations as well as the TV channels are also growing in numbers rapidly day by day which makes the advertising easier to be reached to the ultimate users of the products. In Biratnagar there are Five FM stations and one TV station.

In this context there are various aspects to study. Such as consumer responses towards advertising, advertising impact on brand choice decision, effective way of advertising , impact of advertisement on brand loyalty behavior of the consumer etc. However, analysis of the **“Impact of Advertising on Brand Preference of Pepsodent Toothpaste in Biratnagar sub-metropolitan city”** is the significant issues to be researched. Advertising as stimuli, influence the consumers to purchase or repeat purchase a particular brand.

What kind of advertising helps the consumers to create a positive attitude towards the brand in case of the toothpaste in Biratnagar?

What advertising appeal / campaign/message help the consumer to be brand loyal?

Taking the above mentioned issues into an account following problem are identified of this study.

1. Is there any impact of advertising on brand choice behavior of the consumer?
2. What does advertising contribute to brand preference?
3. What consumers give more weight to advertising rather than any other promotional tools while making product/ brand selection decision?

### **1.3. Objectives of the Study**

The study focuses on the impact of advertising on Brand Preference behavior of the consumer. So the main objectives of the study have been outlined below:

1. To analyze the impact of advertising on consumer awareness of toothpaste product.
2. To study the advertising impact on brand preference of consumers.
3. To examine the widely used media of advertising, in case of toothpaste.
4. To identify the reasons for consumer preference to advertising media.
5. To identify the impact of advertising media while making selection decision of toothpaste.

### **1.4. Importance of the Study**

Since the present situation of a market is highly competitive and product differentiations become more challenging, the need of advertisement is highly observed. Each firm wants to get the target market and the market coverage by advertising its product in every stages of product life cycle. It is only the advertising which makes the wide distribution of the mass production is possible.

The advertising is done to build brand preferences as well as to help the purchasers to confirm their decision. Advertising introduce the product to consumers and persuades them to make a choice in its favor. It also helps to make the consumer more confident about the product with which they are familiar. Advertisement to some extent protects the consumer from being cheated by the manufacturer and protects producers against unfair competition.

Mostly the advertisement helps the producer to describe that their products are different from the products of the competitors. Advertising is highly essential to product positioning and for the brand preference. More than that advertisement helps to create an image about the product in the consumer's perception and in consumers mind. Nepalese advertising sector is rapidly growing as it is in the world.

This study carries the comprehensive information on the effective aspects of advertising. It also explores the role of advertising in creating the awareness among general consumers and changing buying attitudes of consumers brought by it. This study helps to generate the data to show to what extent advertisement help in brand choice and brand loyalty decision of consumers in case of low involvement product like toothpaste.

### **1.5. Limitation of the Study**

The major limitations of the study are as follows:

1. This study is based on the advertisement made by the print media, electronic and outdoor media.

2. The study is limited only to the low involvement consumer products, especially: toothpaste
3. This study is based on the primary data collected from the respondent whom the questionnaire is administered.
4. The field survey is confined within Biratnagar City.
5. The sample size taken for the study is small according to the subject matter.
6. This study is conducted on the basis of the data collected in three months.
7. The data used in this study has been collected from the various colleges and Schools of BSMC.

#### **1.6. Organization of the study**

This study is organized into five chapters to be comprehended in the simple and easy way: as it will be carried out into different stages and procedures and the thesis is organized in a proper in the following structure:

#### **Chapter-I Introduction**

The introduction chapter provides general information and concepts of advertising, brand, and brand preference. This chapter gives a brief picture of what is going to be studied, why the study is important and what are the limitations and importance of the study and the objective of study.

#### **Chapter-II Review of Literature**

Review of literature explains the basic information related to the study. It deals with the theoretical concept of advertising. This chapter gives definition, meaning, need of advertising, historical background of the advertising, types and function of the advertising, relation of the advertising with other marketing activities, various advertising media print, electronic and web base media available in the country.

### **Chapter-III Research Methodology**

The third chapter explains the research methodology used in the study. It deals with the kinds of data being collected and types of sources are being used for the data collection. Finally this shows how the data are processed to meet the need and objective of the study.

### **Chapter-IV Presentation and Analysis of Data**

The fourth chapter Presentation and Analysis of data deals with the issues identified in the first chapter. This is the heart of the thesis in actual sense. This is the major part of the whole study in which collected data are analyzed and interpreted by the help of the financial and statistical tools. Major findings of the study are also discussed in this chapter.

### **Chapter-V Summary, Conclusion and Recommendations**

This is concerned with the summary, conclusions and recommendations. This is suggestive to all the concerned authorities and the researchers. Conclusion of the whole study is presented in this chapter.

## CHAPTER - II

### REVIEW OF LITERATURE

#### 2.1 Conceptual framework

The word advertising is derived from the original Latin word 'adverter' which means 'to turn' the attention. So the meaning of advertising is to turn the people's attention to the specific thing. In other words, advertising is to draw attention of people to certain goods, service or an idea. Therefore it can be said that anything that turns the attention to an article or service or an idea might be well called as advertising.

Most advertising is to stimulate people to buy a particular branded product offered for sale by a particular seller. Despite, some widely held misconceptions, advertising alone works no miracle. It is an important element in modern marketing process, but it can produce consistently profitable results only when the entire structure is sound and coordinated. Albert Lasker, who has been called the father of modern advertising, said that advertising is "Salesmanship in print", that may well be. But he gave us that definition long before the advent of radio and television and at a time when the nature scope of advertising were considerably different from what they are now. Today, we have strong concept of what advertising is, and we also tend to have very strong opinion and prejudiced about it. The definitions of advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relation process, depending on the point of view. Advertising is form of communication intended to promote the role of a product or service to influence a particular cause to gain political support, to advance a particular cause or to elicit some other response desired by the advertiser.

Advertising basically encompasses communication paid space or time, presented and promotion of the consumer in a communication process. There is a source of message, the medium through which the message travels to the receiver. Advertising, by its definition, is persuasive communication and its objective is to turn the potential buyers into the actual one. Advertising present's products and services to the buyers but simple presentation will not serve the marketers purpose through the customer may get the information he has bought. So, advertising is used

for promotion of the sales and salability of the products. Advertiser seeks to persuade the consumers to try his products through advertising and as such as it is regarded as persuasive communication. It only helps to sell by creating different foundation requires for promotion and presentation.

"Advertising consists of all the activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product, service or idea. This message called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor." (Stanton, 1985:448)

The institute of practitioners in advertising definition says, "Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost." (Jeffkins, 1999:9)

"Advertising is one of the most important reinforcing elements of the promotional mix for the objective of successful sale of a product." (Cateora, 1997:479) In real sense, advertising is any paid form of non personal presentation of ideas, goods or services by an identified sponsor. It is used to help sell products and services, a glances at the buying stops is worth taking.

"Advertising includes those activities by which visual or oral message are addressed to the public for the purposes of informing them and influencing them either to buy merchandise or services or to be inclined favorable towards ideas, institutions and person featured." (Ahuhja, et. al. 1995:1)

Today, advertising is a worldwide phenomenon, many advertiser use advertisements for many purposes with many different possible effects. For example: there is highly fanciful advertising for consumer goods such as toothpastes, detergents, soaps or soft drinks and highly technical messages dealing with vehicles, medical supplies or computer services. They advertise because they find it a convenient means of communication for their consumer their intents can range from altering behavior to affecting the way people think about a particular social or economic

position. The result of their effort can range from enormously influential to waste of the advertiser's money. We can think about "advertising" at this point, we probably think in terms of specific advertisements. (I love close-up ad" or really film star use "Lux" soap as they stand in "Lux" ad.") To begin here, then, advertisements can be recognized as paid, non personal, communication forms used with persuasive intent by identified sources through various media.

"Advertising is certainly one of the most important and most complex decision areas facing business executives." (Boyd. et. al. 1998:727). Since the development of science and technology, manufacturers are able to produce goods and services in mass production system, but they can't sell their products without informing scattered customers about their products. Although there are various methods to inform the customers about products, advertising is only one alternative to carry their message. It is mostly used because it reaches a large group of people through the vehicle of mass communication. Competition in the market is growing day by day. Dozens or probably more brands even a specific products category is being available in the market. Consequently consumers have wide choice while buying most of the products and they are free to choose them. This in turn, creates a more pressure on manufacturer or seller to increase the promotional activities in the market. Every seller is trying to prove his product to be the best. This can be witnessed from the promotional effort. Sellers are informing the consumers with TV commercials, radio advertisements, newspapers, magazines ads, posters, signboards and many others tools appealing to buy their products. Consumers buy a specific brand to satisfy their psychological stimuli aware by different promotional campaign including advertising. "Some promotion is essential in order to create awareness of product's existence and characteristics; furthermore, promotion can create positive psychological association that can enhance the buyer's satisfaction. In this last sense promotion may be considered to add to the real values of the company's offering." (Kotler, 1990:341). "Advertising benefits the customers. They come to know about the products and product information. They get the information about the product availability. Advertising makes mass distribution possible. Advertising makes the consumers aspire to higher and higher things in life making this life a saga of continuous struggle to acquire what we don't have. It makes us aware of new uses of old products. Consumer get post - purchases satisfaction because there is advertising consumer gets a wide choice. It makes competitive economy possible." (Chunawalla, et. al. 1998:21).

Nowadays, advertising has become a major form of selling. It not only support others forms of selling but also frequently serves as the only selling tool used to move merchandise. So, advertising is essential for manufacturer, wholesaler and retailer in order to influence their customer's behavior favorably to obtain desired sale. In this context a market without advertising is unimaginable in any corner of the world.

## **2.2. Evolution of advertising**

Advertising, as we understand today, has considerable influence in contemporary society and commerce, but this was not always the case. Although the advertising's main purpose is to inform and persuade has not changed throughout its history. The history of advertising takes us into the dim past many centuries ago. People used primitive hand tools to produce goods. They lived in small, isolated communities where artisans and farmers bartered goods and services among themselves. Advertising by word of mouth was probably the earliest form of advertising, which began as soon as one man desired to barter with another. Distribution was limited to how far people could walk and 'advertising' how loud they could shout. Town criers current happenings. Still peddlers and street hawkers use spoken publicity. Many people think advertising as a modern process. But it has a long history taking us back to the history of mankind and the human civilization. Most historians believe advertising was introduced by Greek and Roman merchants who were benefited from expanded contact with other societies, a higher level of production due to the use of more sophisticated tools, and enhanced communication. An increased demand for goods created greater needs to advertise their availability. Thus, signs carved in clay, wood or stone were hung in front of shops so passersby could see what products the merchants offered. Most of the people could not read, so the signs often only symbolized the goods for sale. After the invention of printing press in Germany in the year 1415s by Johannes Gutenberg it became the major event in the history of civilization and probably the most important development in the history of advertising. It made possible new advertising media and first form of mass advertising including printed posters, handbills and newspaper advertisement. In London in about 1472, the first printed advertisement in English, tacked on church door, announced a prayer book for sale. Then newspaper advertising begins to develop. This was an important phase in the history of advertising.

However, most early newspaper advertisement was a form of announcements. The first newspaper advertisement, which appeared on the back of the London Newspaper in 1650, offered a reward for the return of 12 stolen horses. The first ad offering coffee was made in a newspaper in England in 1652. Chocolates and tea were first introduced through newspaper ads in 1657 and 1658 respectively in England. Later advertisement appeared for real estate, medicine and "personal ad".

Competitive advertising came much later in 18<sup>th</sup> century in England, when various ads attempted to convince the reader about the advertised product's superiority over other similar products. Printed advertising in newspapers and magazines was in general use towards the middle of the 18<sup>th</sup> century in England and America. Prior to introduction of photography in 1839, products were depicted by handcrafted woodcut or engraved metal drawings. Photography added more credibility. Ads could show products, people and places as they really were, rather than as an artist visualized them. In 1840s manufacturers began using magazine ad to reach the mass market and stimulate mass consumption. In 1841 Volney B. Palmer started advertising agency in U.S.A. He contracted with newspaper for large volume of advertising space at discount rates and then resold the space to advertisers at a higher rate. The advertisers prepared ads themselves. In 1890, N.W. Ayer and Son became the first modern advertising agency in Philadelphia as advertising agency doing planning, creating and executing complete ad campaigns for commission or fees from advertisers. The growth of newspapers and magazines contributed to the development of advertising.

Other important communication devices invented in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries telegraph, telephone, typewriter and motion pictures enabled people to communicate as never before. Another major technological breakthrough was the invention of photography in the late 1880s. Before this time products in printed advertisements could be illustrated only by drawing. Photography added credibility to advertising because it showed products as they are rather than as visualized by an artist.

"During the 19<sup>th</sup> century, it was marked by a new kind of brand advertising, magazines, both weekly and monthly started catching the imaginations of the people by popularizing the brands.

This is the period that welcomed window and counter display, exhibitions and trade fairs." (Sontakki, C.N. 1989:29-30)

Towards the end of the 19<sup>th</sup> century, Creative advertising developed painting came to be used in advertising in 1987. When advertising entered in the 20<sup>th</sup> century, there was so many miracles happened then before, on Oct.29, 1929 the stock market crashed, the great depression of the 1930s followed by the war years had an adverse impact on the growth of advertising. However, during these tough years, advertises looked for a ways to make their ads more effective. At the same time, due to depression, false and misleading advertising continue to thrive. Several best selling back exposed advertising as an unscrupulous exploiter of consumers, giving role to the consumer movement and resulting in further government regulation. After broadcasting media came into scene, it had added another significant milestone in the field of advertising. A major powerful new advertising medium radio, started on Nov. 2, 1920, in Petersburg, Pennsylvania. National audiences that turned into popular programs. In fact it was their advertising agencies that produced the first radio because the primary means of mass communication.

Advertisers adopted the electronic media for their function in the beginning of the 20<sup>th</sup> century. From its inception in 1929, radio rapidly became the world's primary means of mass communication and a new powerful medium. Television became a major source of advertising in 1950. It has become more popular medium of advertising today in the world because of its advantages of visual and oral presentation. The sound and vision of televised advertising influence audiences.

The most unusual expansion of any medium occurred after television was first broadcasted publicity in 1941. At the end of the Second World War, the use of television advertising grew rapidly. At the same time, there was mass production, which helped to increase advertising activities. In 1955 color television was born and became increasingly popular. Today, television is the second largest advertising medium in terms of total money spent by advertisers. The explosion of new technologies in the last decade of 20<sup>th</sup> century affected advertising considerably. With cable television and satellite receivers, viewers can watch channels devoted to single types of programming such as straight news, tele shopping, movies, music, sports or

comedy. This has transformed television from the most widespread of massmedia to a more specialized 'narrow casting' medium. Now Manu formed can use television to reach audiences with select interests. The 1970's saw a new kind of advertising strategy, where the competitors' strength becomes as important as the advertisers. This was called positioning era. Acknowledging the importance of product features and image. They consisted that what was really importance and how the product ranked against the competition in the consumer's mind.

"From this time onward however, advertising never looked back, not only in the United States Western Europe, but in developing countries as well. It has scaled higher and higher peaks in terms of building as well as its quality and its sophistication". (Chunawalla and Sethia, 1998:29)

During the last decade, several significant new technologies have affected advertising considerably. One was the penetration of cable television and satellite receivers into a vast number of world homes. Computer technology has had its impact. Internet gives advertisers new mdeia for reaching potential customers. Expanded access to computer power has benefited advertisers in another way as well. Now even the smallest companies can maintain a database for direct mail. The brief history shows that advertising reflects the world we have in just as advance in technology are changing our lives so will the action and attitude of special interest-groups from big business to big labor, from pro-growth advocates to environmentalists, from big religious to big cults, and although some groups fight progress to effect their aims all the way. They will all use the tools of progress of affect their aims, one of these tools will be advertising in media yet to be conceived.

Advertising has come a long way from the simple sign on boot maker's shop. Today it is a powerful device of promotion and persuasion. It has been very much of a presence along our way and it would seem destined to span our future as well. Computer technology has a great impact in advertising too. Personal computers, moderns, e-mail, electronic boards give advertising new media for reaching potential customers. But these options largely replace print media, and their advertising tends to be informative rather than image oriented.

### **2.3. Objectives of advertising**

The objective of most advertising is a stimulate to buy a particular brand of product offered for sale by a particular seller. The whole advertising campaign is concentrated basically increase sell either by converting people from competing brands or by reducing the number of customers we loose to other brands and by increasing the size of the market for the product class. Despite some widely held misconception taking advertising as a merely ends of seller. We can say, it is better means of promotion when the entire structure is not fitted well, but advertising works no miracle.

"A sound conceived advertising campaign should have one or more objectives. Objectives help the marketing firm to determine what is to be accomplished through the advertising campaign. It also facilitates the evaluation of the campaign through a comparison of results with the initial objectives." (Koirala, 1995: 179)

The success of advertising is recognized when it wins the new customers and retains the existing customers. It is fundamental, therefore that before any money can be wisely spent in advertising, it must be ascertained that the product is right to the degree that it can win repeat purchasers or recommendation from its users. To yield sound and profitable results from advertising a product must be well adapted to the needs, wants and prejudices that fit prospective consumers. Companies advertise because they have something to sell and someone else has something to buy. Advertising brings people together who would not otherwise know the existence of those able to supply and those with a demand.

Basically the objectives of advertising are influencing, persuading, building image of product as well as company, reminding for repurchase and communication information related about products and company, even though for easy to understand, we can trace out the objectives of advertising as follows:

- To announce a new product or service
- To boost-up the sells
- To solicit the customer
- To expand the market to new buyers
- To announce modification
- To announce a price change

- To announce a new brand
- To make a special offer
- To invite enquire
- To sell direct
- To test a medium
- To announce the location of stockiest
- To educate customers
- To maintain sells
- To challenge competition
- To remind
- To retrieve lost sales
- To appoint distributors
- To appoint staffs
- To please sales force
- To attract investors
- To exports
- To announce trading results, etc.

#### **2.4. Marketing and advertising**

The term marketing refers to all business activities aimed at : a) finding out who customers are and what they want, b) developing product to satisfy those customers' needs and desires, and c) getting those products, into the customer's possession.

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy the perceived needs, wants and objectives of individual and organization.

Each organization has marketing objectives and marketing plan to achieve them. In the process of achieving its marketing objectives the organization uses several marketing tools, known as 4ps- product, price, place and promotion. This is also known as marketing mix and advertising falls in the promotion mix. Advertising as a part of the total marketing mix influences the sells of

the products as do the other variable of mix. Together with the product or brand, price, channel of distribution and personal selling, advertising attempts to reach the marketing objectives.

Advertising is a mass or non personal selling. It is a tool marketers can use to inform, persuade, and remind customers about their products or services. To be successful, though advertising depends on the adequate performance of the other marketing activities.

### **2.5. Manufacturers and advertising**

The manufacturers or the producers who make available the goods with the clear intention of disposing them at profit have to address the satisfaction of consumers. They take a full advantage of advertising as a service. Manufacturers are prepared to spend a lot on advertising because it pays to do so. Advertising helps manufacturers to get three clear benefits.

- It increases and stabilizes the sales turnover.
- It maintains the existing market and explores new, and
- It controls product price. (Sontakki, 1989: 2)

### **2.6. Advertising and consumers**

The role of advertising can not be underestimated in intelligent or selected buying. The complex world of industry has been able to provide with the largest possible varieties of products to such an extent that consumers are at sea of decide. Further each producer claims that his product is far superior to others. Advertising through its various forms disseminates useful information about relative merits and special features of the products and services in term of price, quality, utility, durability, convenience and like thus guiding the consumers to go in for a particular product or a service of a sponsor.

"It is claimed that advertising increases the utilities of given commodities for many people. By pointing out and emphasizing the possessed by certain goods. Consumers are let to appreciate more strongly by utility of such goods." (Sandage, et. al. 1985:41)

In fact, today advertising has not only an informative device. Its purpose is not only to inform but also to persuade. Advertising undoubtedly has the power to increase the satisfaction derived from commodities already in use. It also has the power to develop a desire among many consumers for commodities, which they do not possess and can't possess because of insufficient purchasing power. So, advertising influences the consumption pattern of the consumers. In fact the effect and the success of advertising are justified from the favorable reaction that it can create on the customer.

## **2.7. Advertising and citizens**

Advertising may have the possible influence on each of us simply as member of this particular society. Here, then, advertising is seen not simply as a link-solid or faulty-between persuaders and target audience, but rather as a pervasive force in our society.

It is said that advertising exalts the materialistic virtues of consumption and distorts human values, that it makes people want the wrong things (too much beer liquor, cigarettes), and promote private luxurious at the expense of public squalor. But it is not only teach the public to do so, it also aware the people about the environment pollution, diseases like AIDS, Cancer etc. Advertising is simply an enormous presence in our society. As such, it has power to influence the society. It affects our values, meld our social self - image, and adequately and fairly expose us to some of the controversies of our day and so on. Proper use of advertising benefits not only to consumers but all the public.

## **2.8. Advertising media**

The term 'media' is plural for 'medium'. In advertising terms, medium is a channel of communication. A medium is a vehicle for carrying the sales message of an advertiser to the prospects. The advertising media carries the advertiser's message is the vital connection between the company that manufacturers a products and the customers who wishes to buy it. The advertising media that are available today include the tradition print, electronic, our of home, and direct mail and a variety of new, often untried, media that have been born of exploding technology. Due to recent advertising media trends, those media are beginning to overlap. For the students and researchers of advertising, it is important to understand the

relationship of those media to the advertising business and the significance of the current trends in the media world.

Today, every media, be it a newspaper or a magazine, the radio or television, has a department with the responsibility of selling advertising space and time. The media themselves do advertise and promote the sales of their advertising space and time, for this is one of the important activities of the media. For their growth and even for their survival, the media have to be constantly on their toes to achieve increasing higher advertising revenue. In addition, most advertising media can help the advertiser with production assistance, market research, sales promotion or merchandising service. In fact, the media, advertising suppliers are crucial to the growth of the industry.

Advertising Association of Nepal (AAN) is an umbrella organization of advertising agencies and other media related professional organization. It was registered in the year 1990 under Non - governmental Organization Registration Act of Nepal as Advertising Agencies Association of Nepal. It emerged into its present set-off in the year 2006, after amendment in the constitution. ([www.adnepal.org.np](http://www.adnepal.org.np))

Currently, all professionally managed advertising agencies of the country are members of this Association. AAN represents in different in different media related committees formed by the Government of Nepal. Press Council, Audit Bureau of Circulations on (ABC), Federation of Nepalese Chambers of Commerce and Industry (FNCCI) etc. Advertising Association of Nepal is also member of Asian Federation of Advertising Associations (AFAA), Malaysia. It also had good business and professional relation with all the media of the country. Its full fledged secretariat is capable of executing and type of tasks in relations to advertisement and media. ([www.adnepal.org.np](http://www.adnepal.org.np))

The current size of the Nepalese media advertising and publicity market is estimated 3.5 billion rupees as quoted by Advertising Agency Association of Nepal (AAAN).

## **2.9. Selection of Media**

Effective advertising refers to informing the public about the right product at the right time through the right medium. Conveying a right message through a wrong medium at the wrong time would be a definite waste of resources. Therefore, the right media selection is the crux of the success of the entire advertising campaign. However, the right message, the right timing and the right place of advertising are equally important. Media selection decision refers only to the selection of a specific medium of advertising, such as the newspaper, a magazine, the radio, or television, the mail service or outdoor advertising.

As always budgets are limited, while selecting media, we must consider these facts. It is performed only after the media strategy is developed. At the time of selecting advertising media numerous factors influence the process: a) campaign objectives and strategy; b) the size and characteristics of each medium's audience; c) geographic coverage; d) the attention, exposure and motivation value of each medium; e) cost efficiency; and f) the intended selection approach.

#### **2.10. The Advertising agency**

Advertising agency is an independent business organization. It consists creative and business people who have specialized knowledge and skills, who are well informed in all aspects of marketing and consumer behavior, who are sensitive to people and communication; who know the media and markets; and who are skilled writers; television producers, researchers and managers for the planning and executing successful advertising campaign. The agency provided the environment in which the various specialists can interrelate and combine their talent to create effective advertising for the agency's individual clients.

Advertising agency is an independent organization of creative people and business people who specialize in the development and presentation of advertising plans, advertisements and other promotional tools. The agency also arranges or contracts for the purchase of the advertising space and time in the various media. It does all on behalf of different sellers, who are referred to as its clients, in an effort to find customers for their goods and services.

An advertising agency is shortened as ad agency. Ad agency is a term of experts appointed by clients to plan, produce and place advertising campaigns in the media. A modern advertising agency is the fountainhead from which flow most of the advertisements we see and hear in the national and regional media. An agency represents the core of the advertising profession. The modern advertising agency of today has advanced a long way from the space salesman of a century ago; to the extent that some felt it would be more appropriate to call it a marketing agency. Despite the apparent extent of the agency's expertise implied, it would be incorrect to assume that the agency could substitute for the firm's own marketing department.

"Advertising agency is that organization on which provides specialized knowledge, skills and experience needed to produce effective advertising." (Sontakki, 1989:348)

So, advertising agency is an independent organization, which develops and executes advertising campaigns to the requirements of the clients and places them to the media.

### **2.11. Evaluation of advertising in Nepal**

The history of Nepalese advertising is undoubtedly short. In the developed countries, such as United Kingdom, United States, advertising entered long before the advent of Rana Regime in Nepal. The first Nepali language's advertisement was appeared in the 1919 B.S. (1862 A.D.) about the fourth coming (then) books of Krishna Giri on the back cover of his book "Mokshashiddhi". It was printed at Kathmandu. In 1945 and 1956 B.S. (1901 A.D.) it had published advertisement rate on its first issues. After that, advertisement seen regularly on Gorkhapatra in the form of notice, public announcement and Istihar.

"In Bhadra, 1984 B.S., Bhetnarayan Shrestha of Batu, Kathmandu printed the notice in Gorkhapatra about the opening of petrol shop. It was first commercial ad of nepal, he also published next commercial ad in the name of "The Himalayan Motor Trading" in Baisakh, 1985 B.S. at the time many businessmen in Kathmandu started to publish advertisement in Gorkhaparta." (Kiran Nepal & Mukul Humagain, Ramra Bigyapan, Ramro Bhabishya).

First radio ad was aired in Magh, 2007 B.S. (1950 A.D.), a pro-democracy announcement on Prajatantra Nepal Radio (Democracy Nepal Radio), set up at Raghupati Jute Mills, Biratnagar. The government addressed to advertisement in 2015 B.S. (1958 A.D.), when the press commission was formed on the chairmanship of Justice Krishna Prasad Chapagain, where commission suggested that, the government should provide the advertisement to the newspapers.

"The first advertising agency 'Nepal advertisers' was established in 2017 B.S. (1961 A.D.), and then only the advertising business got the path of development. The advertisers were very few at that time. The advertising was only about the official notices and information's. Advertising was seldom done in private newspapers. Radio and newspaper did not fill the advertising agencies necessarily. The Nepal advertiser established in 2017 B.S. had only limited service area. It provides press cutting service instead of artistic and attractive advertising in newspapers and magazines. For the press cutting it used to take Rs. 76 for a year". (Dahal, 2049 (AAAN):239)

After the establishment of Birgunj Sugar Mill, Janakpur Cigarette Factory, Basbari Leather shoe Factory, RNAC, advertising business also increased. Designing work also started, but it was done in India because of scarcity of commercial artist in here.

"Nepal printing and advertising" was the second advertising agency, established in 2020 B.S. It started advertising service to the Nepal Bank Ltd., RNAC and Janakpur Cigarette Factory and some official and semi-government offices. It also started printing services as well as sponsoring advertising, which was a difficult task at that time for lack of qualified manpower and servicing facilities for shooting the advertisement.

First television ad. about Nebiko jingle played on the first test transmission of NTV in Shrawan 29, 2042 B.S. (1985 A.D.). "Nepal Bank started 'display advertisement' and also got credit for emphasizing 'product image' in advertising rather than product only. Sajha Yatayat and Nepal Brewery started the advertising by highlighting the image of product. Nepal Brewery's Star beer and other soft drink's advertisement is the first ad, which had started to make Brand Image.

The advertising agencies were increasing and developing according to the industries and tradition increased. There are more than thousand agencies were registered in Nepal, out of them, only around 300 agencies are in running position. It is found that 178 advertising agencies had been registered in the Advertising Agencies Association of Nepal (AAAN). Advertising development was in slow pace till the restoration of Democracy. After that, it had made immense progress in the last 15 years because of liberal economic policy, expanded market, increased media sector and international relation. Today, we can see advertisement everywhere around us. Development in media sector, credibility in press, radio, TV and increased number of readers, listeners, viewers and consumers provides the opportunities to develop advertising in Nepal.

## **2.12. The legal provision for government advertising in Nepal**

There is no specific law relating advertising in Nepal, but a few provisions under various acts relate incidentally to such advertising.

"The following legal Acts carry provision about advertising in Nepal: (commercial policy)

- "Muluki Ain", 1963 (National code, 1963): Misrepresentation in the conduct of trade considered as cheating
- The Food Grains Act 1966: protection from hazards of adulterated and misbranded food articles
- The Contract Act, 1966: contract made on misrepresentation is violable.
- The standard of weights and measures Act 1967. Maintains uniformity in weights and measures through HMG stamp
- The public Nuisance (Crime and Punishment) Act, 1970: prohibits obscene advertisements
- The penal code 1973: prohibits misrepresentation of quality and type of goods; restricts nudity in ad.
- The Black Marketing and certain other offences and punishment Act, 1975: curbs black marketing, profiteering, hoarding, adulteration and fraudulent marketing practices.

- The Drugs Act, 1978: restricts false and confusing ads of Drugs.
- The Nepalese standard (certificate marks) Act, 1980: certifies quality standard through 'NS' mark.
- The National Broadcasting Act, 1992 limits ad time on TV and radio, prohibits obscenity and terror as ads.
- The consumer protection Act, 1998 (Implemented in 2000): protects health and rights of consumers; consumer grievance redressed bodies provided; provides right of information to consumers.

Nepal lacks comprehensive legislation governing advertising". (Agrawal, 2000:424)

There are no basic rules and regulations for the advertising industry although AAAN was formed in 1988. This is not clear definition as to what is right and what is wrong in advertising. In a nutshell, any regulatory body does not control the industry.

Due to the lack of single legal provision for governing advertising, it is difficult to regulate the advertising, realizing that, AAAN, Federation of Nepali Journalist (FNJ) and Ministry of Information and Technology drafted the National Advertising Policy (NAP) in 2002. It will cover the entire genera of media in internet. It will also focus on the advertising code of conduct and classification of ad agencies. But the absence of house of parliament since 2002, made impossible to be table the bill, so it didn't get legal status, when the bill will pass from the parliament and get legal status, it will be possible to regulate advertising by single policy and act.

### **2.13. Brands and consumers**

The word brand is comprehensive, encompassing other, narrower terms. The American Marketing Association defines a brand is name or mark intended to identify the product of one seller or group of sellers and differentiate the product from competing products. A brand name consists of words, letters, and or numbers that can be vocalized. A brand mark is the part of the

brand that appears in the form of a symbol, design or distinctive colour or lettering. A brand mark is recognized by sight but can not be expressed when a person pronounces the brand name Lux, Close-up and Gillette and brand name the distinctively lined globe of AT&T in the brand mark of Gillette.

Trade mark is a brand that has been adopted by a seller and given legal protection. All trade marks or brands are thus including the words, letters, or numbers that can be pronounced. They may also include a pictorial design (brand mark). Some people believe that the trade mark is only the pictorial part of the brand. Historically, most products were unbranded. Producers sold packages containing goods without any identification mark of them. Branding started when craftsmen put trademarks on their products to protect against inferior quality. Pharmaceutical companies were the first to put the brand names. Today hardly anything is unbranded products from unorganized markets like vegetables, salts, fruits etc are unbranded. But now we have unbranded salts, too. Brands are also successful because people prefer them to ordinary products. Brands give consumers the means whereby they can make choices and judgments. Based on these experiences, customers can then rely on chosen brands to guarantee the standard of quality and service, which reduce the risk of failure in purchase.

Today, world is characterized by more complex technology, and this can be extremely confusing to people who are not technology minded. Brands can play an important role hereby providing simplicity and reassurance to the uninitiated offering a quick, clear guide to a variety of competitive products and helping consumers reach better, quicker decision. Consumers are never loyal to generic products. However, they develop a loyalty to branded products.

#### **2.14. Advertising and brand choice**

Advertising is one of the main marketing activities of marketing mix that can affect on consumer for brand choice. It tends to bring about more enduring shifts of allegiance as well as to increase the effectiveness of other inducements to switch brands.

Most of the advertising campaigns are designed to influence consumers to buy particular brand. In the past, the goods were produced and then the consumers were to select from the available stock or range of products. It happens in many underdeveloped countries even today. The marketer's concentration to the target groups need, wants and preference to deliver the desired satisfaction and long run consumer's social being. The consumer likes, professions, attitudes, opinions etc. have been respected in the production programs by producers. Every producer has to take into account these individual requirements of consumers, while producing the goods or services and advertising the same for successful selling. It is wrong to say advertising as the end of selling. Advertising never sell itself, however advertising has the super power to create positive response and can sell anything. The audiences, predispositions, their attitudes beliefs, motives and values are largely determined by the media the consumer selects, the advertisement they see, the message that they accept and the product they buy.

The modern marketing accepts consumers as the king because he has the purchasing power and no force on the earth would compel him to buy a particular product or a service. There are dozen and more than dozens of brand of a specific product class. He has full freedom to spend on the products or services according to his choice. Every consumer wishes and tries to preserve his sovereignty. A producer or a marketer succeeds when he wins the favors of a consumer by providing what they want. This consumer's sovereignty has to significant implications:

- He has the fundamental freedom to spend or not to spend his disposable income on goods and services available in the market place. No one can force the individual in the society to spend as per their calculations. That is, the consumer may spend now or postpone the purpose to future date.
- Once, he decided to spend on a particular product or service, he has again full freedom to choose from the available products or services in the market. Buying the best among the wide range of varieties to get maximum satisfaction from reasonable price. Advertising does the job of enhancing consumer's ability by providing varieties of required information.

Advertising affects favorably the consumer choice, because it helps the consumers to exercise his power of sovereignty in the most appropriate way, advertising acts as a counselor or a guide to the consumer. Advertising provides detailed and up- to- date information, regarding the various products available in the market, so that the consumer would decide to buy wisely and intelligently. Advertising as a mass media help the consumer in preserving and promoting their sovereignty in the following forms.

In the first place it "informs". It informs the consumers about all products and services available for sale- as to when they are available under what condition? At what price? And so on. Secondly, it "explains". It explains the features relative merits of each products or service so that he can have comparative account for making wise selection. Thirdly, it "educates". It provides good deal of information regarding products or services whether a person is interested to buy or not. This useful knowledge enlightens him as to what a product is? How it defers from others in the line? What it does for him? At what cost? It speaks not only of the existing products but also the products when will be produced in near future. It makes him well - informed member of a society. This knowledge is available without payment. He pays, of course, if he buys the product or service. For instance, while introducing for the first time, say soap, soft drink, the purpose is simply to educate. Fourthly, it acts as a "guide" of consumer today. The consumers are really at sea because the present markets are flooded with too many varieties of products. There are many products with wide range, which are trying to meet the variable needs of consumers. It is pertinent to note that consumer's needs differ in terms of quality, quantity, price and time factors. It is the advertising, we solve his problem of coming to the conclusion. It is so because advertising makes him more need conscious and directs him to the point of most accurate decision of selection in the best way, optimum.

To sum up, advertising is a very powerful and successful mass media of communication that makes possible for the consumer brand choice through rational selection. The knowledge rendered through advertising is useful in selection of the best brand at reasonable price. Through advertising the consumer finds himself as rational and intelligent purchaser.

### **2.15. Advertising and brand loyalty**

If a consumer thinks a brand is good in comparison with other available brands in terms of fulfillment needs, wants and other prejudices, then they develop position attitude towards a brand and purchase them. If this action is repeatedly happens with a specific brand that is known as brand loyalty. To find out brand loyalty is a great asset of a company, which is not expressed in numerical form of the balance sheet. It is completely unseen, but gives result of full enjoyment. "Brand loyalty is defined as a) the biased (i.e. non-random) b) behavioral response (i.e. purchase) c) expressed overtime d) by some decision making unit e) with reference to one or more alternative brands out of a set of such brands, and f) a function of psychological process (i.e. decision making evaluative)". (Chunawalla, et. al. 1982:571)

Advertising is not taken as an informative device only, now the purpose of advertising is not only to informative but also to persuade. advertising undoubtedly has the power to increase the satisfaction derived desire among many consumers for commodities, which they do not possess and can not possess because of in efficient purchasing power. So advertising influences the consumption pattern of the consumers.

Advertising effectiveness depends - upon customers' belief. If the advertising believability increased the consumer preferred to buy the advertised brand. They buy the advertised product again and again and it creates brand loyalty. We have to understand that advertising alone isn't a whole factor for brand loyalty, but it's an important factor for brand loyalty.

## **2.16. Review of Thesis**

Upadhya, (2005), has conducted the thesis on the topic "Radio advertising its impact on purchasing act in consumer goods". The objective of this study is to know about the impact Radio advertising on the consumer purchasing behavior, to know the ability and comparative cost of different forms of advertising in Nepal and to know the change in sales of firm due to the Radio advertising.

The study concluded that the both consumers and advertisers recognize the need of advertising (especially media) in the present context of the Kathmandu market, for promoting product, advertising is a main method used by the producer. The Radio Nepal is ranked top in the list among all the advertising media available in Nepal, and the major percentage of radio listeners seldom listen to radio advertising. It has also shown that the effect of advertising is to be seen on new product rather than on old or existing products and the effective forms of media to reach the hearts of consumers are radio, cinema and periodicals respectively.

Khadka, (2008), has conducted the thesis on the topic "A study on the communication effect of advertising and brand preference of instant noodles." The objectives of the study are to analyze the popular media advertisement, its strength and weakness and analyze the advertising appeal and relation between brand preference and advertisement quality of instant noodles. The Wai-Wai and Rumpam brands of instant noodles are taken for the study.

The major findings of the study are most of the educated people of Kathmandu are aware of brands (Wai-Wai and Rumpam) of instant noodles because of their advertisements, most of the uneducated people of Kathmandu could not say anything about the advertisement. Radio advertising is popular and effective to create awareness in customers than other media. Both noodle brands have some strong point in the newspaper and radio advertisement. The newspaper advertisement of the Wai-Wai has created more of its gain than in case of the advertisement of the Rumpam, and advertisement quality of instant noodles have made no chance in brand preference.

Chauhan, (2010), has conducted the thesis on the topic "The role of advertising in Brand Loyalty." The objectives of this study are to analyze the effectiveness of advertising on brand loyalty of consumer's product, to evaluate the role of advertising for brand loyalty in Nepalese market; do consumers give more importance to advertising rather than any other promotional tools while making selection decision?

It concluded that advertising as the important promotional tool for consumer product. Nepalese consumers give high importance to brand in consumer products, Most of them have good

knowledge about the available brands in the market and brand loyal too. Advertising plays important role in the brand loyalty but not ultimate, and brand loyalty varies across consumers, some consumers are more brand loyal than others and vice - versa.

### **2.17. Research Gap**

The study "Impact of advertising on brand preference of Pepsodent toothpaste in Biratnagar Sub-metropolitan city" has also tried to find out how consumers behave with different brands of toothpaste available in the market of Biratnagar city. The study mainly focuses on Pepsodent Toothpaste available in the market of Biratnagar. How advertisement makes people aware for the selection of single brand of toothpaste among various brands and how the advertising helps to maintain the brand loyalty of a particular product i.e. Pepsodent Toothpaste.

**CHAPTER - III**  
**RESEARCH METHODOLOGY**

**3.1. Research Design**

Descriptive and analytical research design has been used to accomplish this study.

**3.2. Sources of Data**

The data used in this study has been collected from the various colleges and schools of Biratnagar so the data is completely based on the primary data. The collected primary data are presented with the help of two way and multiple tables.

**3.3. Population**

The population for this study comprised all the consumers of 16 or more than 16 years of age exposed to advertisement of toothpaste brand through different media such as Television, Radio, FM, Newspaper, and Hoarding Boards.

This study has taken only the literate consumers with different academic background, which ranges from the school level students to the post graduate level students. So the population for this study is very large it seems difficult to study the entire population. Therefore from five hundred consumers out of this population, only 140 consumers are judgmentally taken for the research study including both male and female, mostly the respondents represent the residence of Biratnagar.

**3.4. Selection of Sample for the Study**

Since the population for this study is very large it seems difficult to study the entire population. Therefore out of this population only 140 consumers are judgmentally taken for the research study including both male and female. The respondents of the sample were selected from the

several places of Biratnagar viz. Post Graduate College, Biratnagar, Merryland College, COBASS Campus, Mahendra Morang Campus, Management College. Janta School, Pokhariya School.

### **3.5. The Data Collection Procedure**

A set of structured questionnaire was designed for the purpose of collecting the required data. The questionnaires contain the closed end including yes / No type, multiple choice questions as well as ranking type of questions to validate the questionnaire and the responses. For the collection of the data personal interview has also been conducted. The total 21 objective type questions with multiple choice answers were asked to the respondents.

### **3.6. The Data Analysis Procedure:**

#### **3.6.1. Arithmetic Mean**

By the help of arithmetic mean and weighted mean factors considered in buying the toothpaste had been obtained. The weighted mean of quality has been found smaller which shows that the quality is the most important factor while buying the toothpaste.

## CHAPTER – IV

### PRESENTATION AND ANALYSIS OF DATA

This chapter incorporated presentation and analysis of data. The data and information related to “Impact of Advertising on Brand Preference of Pepsodent Toothpaste in Biratnagar Sub Metropolitan city” are collected from consumers and presented, analyzed and interpreted in this chapter for attaining the stated objectives of the study. Different statistical tools are applied for the data analysis. Analysis is done according to gender, age, educational level and family size.

Now in this study the effort has been made to assess and analyze the brand preference and advertisement impact to describe the actual position of Pepsodent Toothpaste in BSMC.

Collected data are analyzed in following ways:

- 4.1. Descriptive Analysis
- 4.2. SWOT Analysis
- 4.3. Demographic Profile
- 4.4. Major Findings.

#### **4.1. Descriptive analysis**

Under descriptive analysis, following tools and techniques are used to analyze the data.

#### **Consumers survey**

#### 4.1.1. Knowledge about the advertisement of toothpaste

The first question of questionnaire was asked and the consumer survey was conducted to get the information about whether they have seen/heard/read about the advertisement of toothpaste. In response, following data has been collected which is shown by the help of following table 4.1:

**Table 4.1: Knowledge about the Advertisement of Toothpaste**

Response	No. of Respondents	Percent
Yes	140	100
No	0	0
Total	140	100

Source: Field Survey, 2013, January.

The table 4.1 shows that respondents positive response towards the advertisement of toothpaste. When they were asked have you seen/read/heard about the advertisement of toothpaste. In response, 100% respondents responded yes, they have seen/read/heard the advertisement of toothpaste.

#### 4.1.2. Medium of knowledge about the advertisement of toothpaste

The next question was related with the medium of knowledge about the advertisement. The survey was conducted among the respondent and the collected results has been shown by the help of the following table 4.2:

**Table 4.2: Medium of knowledge about the Advertisement of Toothpaste**

Medium	No. of Respondents	Total	Percent
Newspapers	95	140	67.86
Magazine	68	140	48.57
Television	110	140	78.57
Radio/FM	120	140	85.71
Outdoor/Hoarding	50	140	35.71
Others	25	140	17.86

Source: Field Survey, 2013, January.

The table 4.2 presents the medium of knowledge about the advertisement of toothpaste. A consumer gets the knowledge about the advertisement of toothpaste from not only one medium, but from different medium at the same time. A consumer may see it on Television or Hoarding board/outdoor, listen on Radio/FM, read on Newspaper, Magazine etc. The results collected from the survey specifies that 67.86% consumers get the knowledge about the advertisement of toothpaste by reading it on the Newspapers, 48.57% get the knowledge about the advertisement of toothpaste from the magazines, 78.57% watched it on the Television, 85.71% listen it from the radio/fm & 35.71% knew from outdoor/Hoarding and 17.86% from other mediums.

So, the survey results that most of the consumers got the knowledge about the advertisement of toothpaste from Radio/FM. Whereas, Television and Newspaper hold second and third position respectively to make people know about the advertisement.

Table 4.2 can also be shown by the help of the following diagram:



**Fig: 4.1 Medium of knowledge about the advertisement of toothpaste**

The diagram 4.1 shows the medium of knowledge about the advertisement of toothpaste.

**4.1.3. Factors consider in buying the toothpaste**

The consumers were asked the question that which factor does you consider in buying the toothpaste and the option was provided to them. They were also requested to rank them in order and the result is presented under the following table 4.3:

**Table 4.3: Factors Consider in buying the toothpaste**

Factors	No of respondents
---------	-------------------

Advertising	45
Price	39
Quality	21
Availability	16
Sales schemes	10
Taste	9
Total	140

Source: Field Survey, 2013, January.

The table 4.3 shows the factors consider in buying the toothpaste by consumers. There are six factors listed and asked the respondents to put them in rank according to their priority on factors. The calculated mean of factors that customers consider in their course of buying is 23.33. Calculated mean is greater than the factor expected by the consumers, so the toothpaste company should focus on the availability of the toothpaste. The advertising impact of the toothpaste on the consumer is very good since the calculated mean is less. Consumers also consider the reasonable price while purchasing the toothpaste so the calculated data shows that the result observed is good since the mean value is less. In the context of quality the company should focus a little bit more since the calculated value is less but only to some extent. Similarly, the company should focuses more on sales schemes to hold the large number of respondents,

#### **4.1.4. Choice of brand of toothpaste user usually preferred to buy**

The question was given to the respondents and requested them to place them in order as which is their 1<sup>st</sup> and 2<sup>nd</sup> choice. In response the following choices has been collected which is presented by the help of table 4.4:

**Table 4.4.1: Preferred Brand of Toothpaste as 1<sup>st</sup> choice**

<b>Brands</b>	<b>No. of Respondents</b>	<b>Percent</b>
Close-up	36	25.71
Colgate	30	21.43
Pepsodent	44	31.43
Dabur Red	15	10.72
Anchor	8	5.71
Others	7	5.00
Total	140	100

Source: Field Survey, 2013, January.

The table 4.4.1 shows that the preferred Brand of toothpaste as 1<sup>st</sup> choice of consumers. The respondent has placed Pepsodent as their preferred brand which hold 31.43%. Close-up is selected as second choice, which hold 25.71%, Colgate holds third position preferred by 21.43% consumers Dabur Red, is selected by 10.72%, Anchor is selected by 5.71% and others by 5% consumers.

**Table 4.4.2: Preferred Brand of Toothpaste as 2nd choice**

<b>Brand</b>	<b>No. of Respondents</b>	<b>Percent</b>
Pepsodent	43	30.71
Close-up	36	25.72

Colgate	31	22.14
Dabur Red	16	11.43
Anchor	9	6.43
Others	5	3.57
Total	140	100

Source: Field Survey, 2013, January.

Table 4.4.2 shows the preference of toothpaste brands as 2<sup>nd</sup> choice. According to the table, again Pepsodent is ranked as the first choice by the consumers and holds 30.71% as 2<sup>nd</sup> choice Brand. Close up is selected by 25.72% of consumers, Colgate by 22.14% of consumers, Dabur Red by 11.43% of consumers, Anchor by 6.43% of consumers and others by 3.57% consumers.

The survey shows that Pepsodent holds the first position among those brands.

#### 4.1.5. Advertisement message of toothpaste brand

The next question asked to the consumers was about the advertisement message of toothpaste brand. In response, the following data has been collected which is presented under the table 4.5.

**Table 4.5 Advertisement Message of Toothpaste Brand**

Advertisement	No. of Respondents	Percent
Informative	55	39.29
Entertaining	34	24.29
Persuasive	21	15.00
Reminding the product/Brand	30	21.42
Total	140	100

Source: Field Survey, 2013, January.

The table 4.5 presents the advertisement message of toothpaste brand, where the data shows that 39.29% respondents felt that they prefer informative advertisement, 24.29% felt that it is entertaining, 15% persuasive and rest 21.42% respondents felt that it is reminding the product/brand type of advertisement.

#### 4.1.6 Advertising believability of toothpaste brand

This question is related with do they really believe in the information provided by the advertisement. The following data are collected which is shown under the table 4.6

**Table 4.6 Advertising Believability of Toothpaste Brand**

Response Degree	No. of Respondents	Percent
I believe fully	20	14.29
I believe to some extent	76	54.29
I don't know	6	4.20
I don't believe so much	30	21.43
I don't believe at all	8	5.71
Total	140	100

Source: Field Survey, 2013, January.

The table 4.6 presents the advertising believability of toothpaste brand, where 14.29% consumers believe fully in advertisement, 54.29% consumers believe to some extent, 4.28% are indifferent, 21.43% don't believe so much and 5.71% consumers don't believe at all. So, it is concluded that majority of consumers believe in advertising. However, the degree may be different.

#### 4.1.7 Persuasion of advertisement on choosing the toothpaste brand

In the survey of this fieldwork the consumer were asked whether they agree that advertisement is responsible for choosing the toothpaste brand. The tabulated data is shown on the table 4.7 where they were provided four options and the result is presented below:

**Table 4.7: Responsibility of Advertising on choosing the Toothpaste Brand**

Response Degree	No. of Respondents	Percent
Agree	43	30.71
Completely agree	86	61.43
Completely disagree	3	2.14
Disagree	8	5.72
Total	140	100

Source: Field Survey, 2013, January.

Table 4.7 shows the responsibility of advertising on choosing the toothpaste brand. 30.71% consumers agree to choose a particular brand whereas 61.43% responded completely agree that advertising is fully responsible on choosing toothpaste brand. 2.14% have no clear idea about contribution of advertising on it so they completely disagree that advertisement is responsible on choosing the toothpaste brand, 5.72% responded that they disagree advertising played not much role. By the table, it is concluded that advertising is responsible for choosing the toothpaste brand.

#### **4.1.8 Advertisement preference of toothpaste brand**

The customers were asked the questions that which advertisement brand do them prefer the most. In response to this question they have provided the following result which is shown by the help of table 4.8.

**Table 4.8: Advertisement preference of toothpaste Brand**

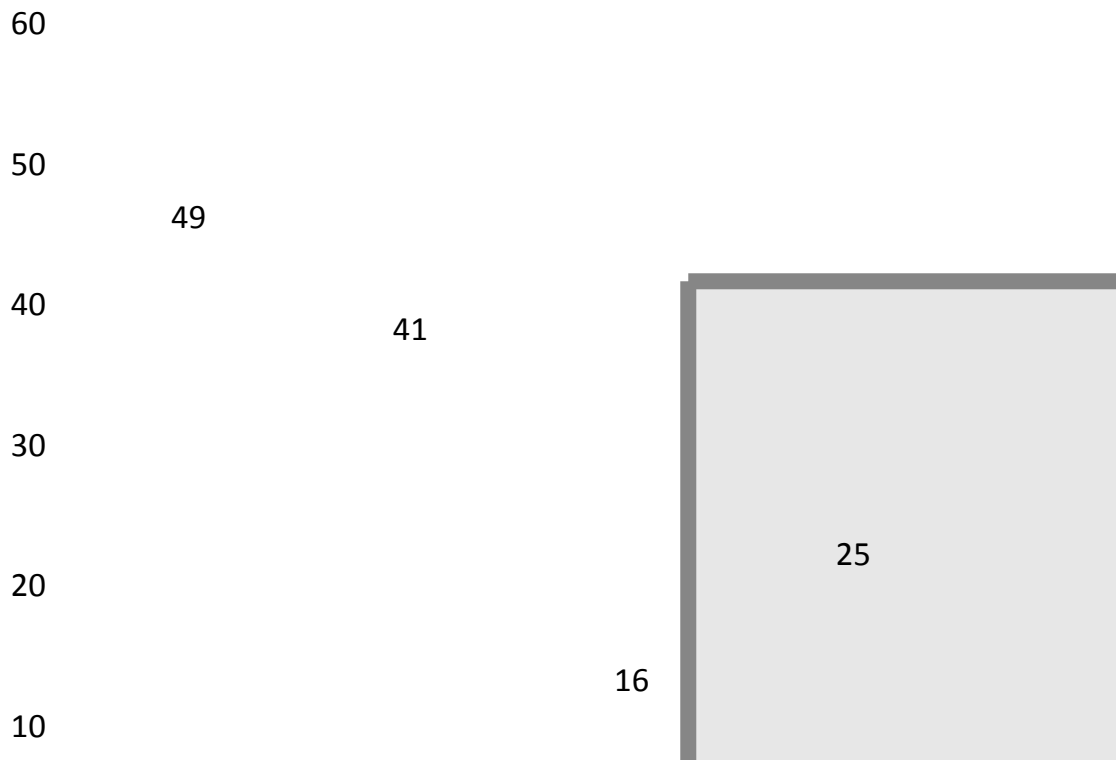
Toothpaste Brands	No. of Respondents	Percent
Close-up	49	35.00
Pepsodent	41	29.29
Dabur Red	16	11.43
Colgate	25	17.86
Anchor	6	4.28
Others	3	2.14
Total	140	100

Source: Field Survey, 2013, January.

The above table presents the advertisement preference of toothpaste brand by consumers. 35% of consumers prefer Close-up as the most preferred advertisement brand. Advertisement about Pepsodent is preferred by 29.29% consumers, followed by Dabur Red advertisement, which is preferred by 11.43% consumers, 17.86% consumers prefer the Colgate advertisement whereas advertisement about Anchor toothpaste is liked by 4.28% and 2.14% of the respondents prefer the advertisement of the other brand of the toothpaste.

From the above analyzed data, it is clear that majority of the consumers give preference to the advertisement of Close-up and Pepsodent as a second preference and other brands are followed after this brands.

The table 4.8 can be shown by the help of following diagram:



**Fig: 4.2 Advertisement preference of toothpaste brand**

The diagram 4.2 shows the advertisement preference of toothpaste brand by consumers.

#### **4.1.9. Benefits expected from their preferred toothpaste**

Every person has expected something from their respected brand. So, while the consumers were interacted with this question the responded respond according to their expectation. Which they rank according to their most expected and least expected. This is shown by the help of the following table 4.9.

**Table 4.9: Benefits expected from their preferred toothpaste**

Expected preference	No. of Respondents	Percentage
Pleasant Flavor	15	10.71
Brighter Teeth	20	14.29

Avoid tooth decay	40	28.57
Stronger Gum	30	21.43
Long-lasting Freshness	25	17.86
Others	10	7.14
Total	140	100

Source: Field Survey, 2013, January.

The table 4.9 shows benefits expected from their preferred toothpaste. 28.57% of respondents prefer avoiding the tooth decay which is the common problem in every person. 21.43% of respondents expect that their preferred brand should make their gum stronger. Similarly, 17.86% expect long-lasting freshness from their preferred toothpaste. 10.71% of respondents expect pleasant flavor in their toothpaste whereas 7.14% of respondents prefer other advantages from their respected toothpaste brand.

Thus, it is logical to conclude that if customers get what they have expected from their preferred brand they become more loyal towards it. From the above we can analyze that most of the respondents prefer avoiding tooth decay problem. Whereas other preferences hold other positions as followed by it.

#### 4.1.10. Shopping place of toothpaste

In the question to the respondents about where do they usually buy toothpaste they responded as under which is shown by the help of following table 4.10

**Table 4.10: Shopping place of Toothpaste**

Shopping Place	No. of Respondents	Percent
wholesale/Retail/Grocery store	120	85.71

Supermarket/Department store	5	3.57
Medical	10	7.15
Others	5	3.57
Total	140	100

Source: Field Survey, 2013, January.

Table 4.10 presents the usual shopping place of consumers for toothpaste. 85.71% consumers purchased the toothpaste from wholesale/Retail/Grocery store. Supermarket/Department store is shopping place of toothpaste for 3.57% consumers. 7.15% purchase toothpaste from the medical. Whereas other customers prefer to buy it from other small shops near to their house, pan shop and others. From the table, it is concluded that majority of the consumers usually buy the toothpaste from wholesale/Retail/Grocery` stores.

Table 4.10 can also be presented by the help of the diagram plotted below:

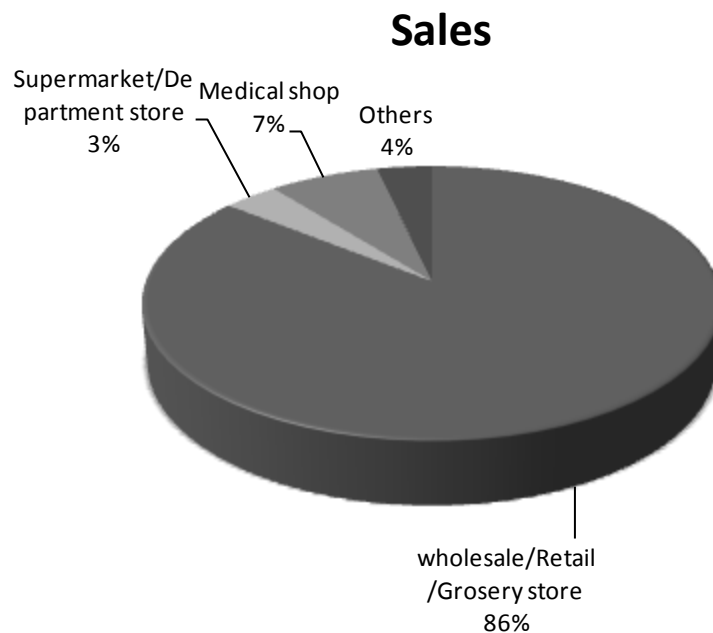


Fig: 4.3 Shopping place of toothpaste

The diagram shows the usual shopping place of consumers for toothpaste.

#### 4.1.11. Duration of using Current Brand

This question seeks investigate as to how long have they usually used the current brand of toothpaste. The following table assumes the collected data with respect to the question asked.

**Table 4.11: Duration of using Current Brand**

Duration	NO. of respondents	Percent
Less than 1 year	40	28.57
1 to 3 years	46	32.86
More than 3 years	54	38.57
Total	140	100

Source: Field Survey, 2013, January.

The table 4.11 shows the duration of using the current brand of toothpaste. In which, 28.57% consumers are using current brand for less than one year, while 32.86% consumers are using current brand from (1-3) years and 38.75% are using it from long duration i.e, more than 3 years. The research results state that most of the consumers have been using the current brand of toothpaste from the long period of time and they do not even want to change the brand immediately.

#### 4.1.12. Responsibility of advertising on persuading awareness about brand

Most of the above data concluded that the customers are aware about advertising. So, the next question was asked to the respondents that are that advertising which made them aware of brand that they are currently using. In response following data has been collected from the research. The collected data has been presented by the help of table 4.12

**Table 4.12: Responsibility of advertising on persuading awareness about brand**

Response Degree	No. of Respondents	Percent
Agree	21	15
Strongly agree	88	62.86
I don't know	3	2.14
Disagree	12	8.57
Strongly disagree	16	11.43
Total	140	100

Source: Field Survey, 2013, January.

The table 4.12 presents the responsibility of advertising on persuading awareness about brand of toothpaste. Out of 140 respondents, 15% respondents agree that advertising is responsible for making them aware about the current brand that they are using. 62.86% respondents strongly agree that advertising is fully responsible for making them aware about the current brand that they are using. 2.14% of respondents don't have any idea about it. 8.57% respondents disagree that advertising is fully responsible for making them aware about the current brand that they are using and 11.43% respondents completely disagree that advertising is fully responsible for making them aware about the current brand that they are using.

From the study, it is found that majority of the respondents are strongly agreed that advertising is responsible for creating awareness about the current brand of toothpaste. So, it is concluded that advertising has greater impact in making people aware about the current brand and using it for the longer period of time.

#### **4.1.13. Reasons for brand switching of toothpaste**

Most of the respondents are aware about the brands of toothpaste. But, still they are switching to other brands. So, on my research I raised the question to the respondents that why do they

switch to the current toothpaste brand from your prior brand. The following results has been collected in response, which is clearly shown by the help of table 4.13

**Table 4.13: Reasons for Brand Switching of Toothpaste**

Reasons	No. of respondents	Percent
Availability	15	10.71
Advertising	30	21.43
Packaging	5	3.57
Price	11	7.86
Quality	60	42.86
Sale Schemes	12	8.57
Taste	7	5
Total	140	100

Source: Field Survey, 2013, January.

The table 4.13 shows the reasons for brand switching of toothpaste. 10.71% respondents switched their brand because of availability, 21.43% of respondents switch to current brand because of advertising, 3.57% of respondents switch to current brand because of packaging, 7.86% of respondents switch to current brand because of price, 42.86% of respondents switched to current brand because of quality, 8.57% of respondents switch to current brand because of sales schemes and 5% of respondents switched to current brand because of Taste.

From the above data it is observed that most of the respondents/consumers major reasons for switching to current brands of toothpaste are quality, availability and advertising. Least four are Price, Taste, Sales schemes and packaging respectively.

#### 4.1.14. Medium preference for the advertisement of Pepsodent toothpaste

Responded were asked the question that from which source they came to know about the advertisement of Pepsodent toothpaste. The research result is presented by the help of table 4.14

**Table 4.14: Medium preference for the Advertising of Pepsodent Toothpaste**

Medium	No. of Respondents	Percent
Newspaper	12	8.57
Magazine	2	1.43
Television	101	72.14
Radio/FM	20	14.29
Outdoor/Hoarding	5	3.57
Others	–	–
Total	140	100

Source: Field Survey, 2013, January.

The table 4.14 shows the medium preference for the advertising of Pepsodent toothpaste brand. 140 consumers were taken into consideration and were asked to list the medium from which they knew about the advertisement of Pepsodent toothpaste. In response, 8.57% consumers prefer the newspaper as advertising medium from which they knew about the advertisement of Pepsodent toothpaste, 1.43% consumers read it on the various magazines. 72.14% consumers saw it on the television. 14.29% consumers heard it on Radio/FM. 3.57% consumers saw it on the outdoor/Hoarding and there is no any respondent for other medium.

From the above table, it is concluded that the television is the most preferred medium for the consumers to get information about the advertisement of Pepsodent toothpaste.

#### 4.1.15. Influencing factors in Pepsodent toothpaste

As consumers, are already aware the Pepsodent toothpaste. The next question was what factors influenced you the most to use Pepsodent toothpaste. The customers were provided four options and the results is tabulated and shown by the help of following table 4.15

**Table 4.15 Influencing factors in Pepsodent toothpaste**

Factors	No. of respondents	Percentage
Availability	27	19.29
Quality	70	50
Price	13	9.3
Advertisement	30	21.43
Total	140	100

Source: Field Survey, 2013, January.

The table 4.15 specifies that 50% of the consumers of Pepsodent toothpaste are influenced by the quality. 21.43% of consumers are influenced by the advertisement of Pepsodent toothpaste. 19.21% of consumers are influenced by availability of Pepsodent toothpaste. 9.23% of consumers are influenced by the price of Pepsodent toothpaste.

From the above presented data we can analyze that most of the people who uses Pepsodent toothpaste are influenced by quality of Pepsodent toothpaste. Since, it satisfies the consumers need.

#### 4.1.16. Most preferred things in toothpaste

Most of the consumers have some kind of preferences to like the toothpaste. So, the questions were asked to the 140 respondents that what in your preferred toothpaste you like the most. The answer collected from respondent are shown by the help of the following table 4.16

**Table 4.16 Most preferred things in toothpaste**

Preference	No. of respondents	Percentage
Taste	31	22.14
Price	14	10
Germ fighting	70	50
Incentives	25	17.86
Total	140	100

Source: Field Survey, 2013, January.

The table 4.16 presents data analysis which shows that when 140 respondents were asked the question that what in your preferred toothpaste you like the most. In response the above data were collected and shown by the help of table which shows that 50% of the consumers preferred germ fighting which protect their teeth from the germs. 22.14% of consumers prefer taste should be good in the toothpaste that they use. 17.86% of consumers prefer the incentives that they get from their toothpaste which may be in the form of price discount, toothbrush or any other factors. 10% of consumers preferred price.

#### **4.1.17. Awareness about different variation in toothpaste**

The consumers were asked question whether they were aware about the different variation in toothpaste. In response the following data has been collected which is presented by the help of following table 4.17.

**Table 4.17 Awareness about different variation in Toothpaste**

Awareness	No. of respondents	Percentage
Yes	140	100
No	–	–
Total	140	100

Source: Field Survey, 2013, January.

The respondents were interacted with the question whether they were aware about different variation in toothpaste. In response, all the 140 respondents answer that yes they are aware about the different variation in toothpaste. So, the result has been observed in 100%.

#### **4.1.18. Types of toothpaste preferred**

There are various types of toothpaste in the market. So, on my thesis I had also tried to find out whether the consumers were known about the different types of toothpaste. The data are shown by the following table 4.18.

**Table 4.18 Types of toothpaste preferred**

Types of toothpaste	No. of respondents	Percentage
General (regular)	55	39.29
Medicated	30	21.43
Herbal	30	21.43

Gel-based	25	17.86
Total	140	100

Source: Field Survey, 2013, January.

The table 4.18 shows that most of the people prefer general type of toothpaste due to their loyalty. So, the observed percentage is 39.29%. Similarly 21.43% of consumers prefer herbal & medicated toothpaste respectively since it is made from natural herbals without any chemicals. Finally, 17.86% of consumers prefer gel-based toothpaste.

#### **4.1.19. Most influencing things in the advertisement of Pepsodent toothpaste**

The research is based on the advertisement of brand preference of Pepsodent toothpaste in BSMC. Total 140 respondents were taken as observer to collect data. The respondents were asked question that what is the things in the advertisement of Pepsodent toothpaste that influenced them most. The following options were provided and according to their preference they had ranked. This is shown under the following table 4.19.

#### **4.19. Most influencing things in the advertisement of Pepsodent toothpaste**

Influencing factors	No. of respondents	Percentage
Protection against tooth decay	40	28.58
Removes stains	15	10.71
Maintains healthy gums	25	17.86
Gives strong teeth	10	7.14
Suitable for vegetarian	15	10.71
Gives fresh breath	27	19.29
Approved from World Dental Federation	5	3.57

Others	3	2.14
Total	140	100

Source: Field Survey, 2013, January.

The next question of this thesis was asked to the observed respondents that what in the advertisement of Pepsodent toothpaste influenced them most. In response, 28.58% of respondents answer that they were influenced by good protection against tooth decay. 19.29% of consumers were influenced by fresh breath that the Pepsodent toothpaste provides to them. 17.86% of consumers were influenced by the advertisement of Pepsodent toothpaste which shows it healthy gums. 10.71% of consumers are influenced since it is available in vegetarian. 10.71% of consumers are influenced since it removes stains of their teeth if they use Pepsodent toothpaste. 7.14% of consumers are influenced by the advertisement that shows Pepsodent toothpaste gives them strong teeth. 3.57% of the consumers are influenced by the advertisement of Pepsodent toothpaste since it is recommended by the World Dental Federation and which is really effective. Finally, 2.14% of consumers are influenced by the other information provided by Pepsodent toothpaste. Such things may be its advertisement is totally focused to the children, 12 hours protection, other incentives, etc.

#### 4.1.20. Brand prefer on the non-availability of Pepsodent toothpaste

Final question asked to the respondents were if in case their in non availability of Pepsodent toothpaste then which brand of toothpaste they prefer to use. In response, the respondents provided the answer which is shown under the following table 4.20

**Table 4.20 Brand prefer on the non-availability of Pepsodent toothpaste**

Brands	No. of Respondents	Percent
Close-up	62	44.29
Colgate	43	30.71
Dabur Red	18	12.86

Anchor white	7	5
Others	10	7.14
Total	140	100

Source: Field Survey, 2013, January.

The table 4.20 presents the preference of the brand on the non-availability of the Pepsodent toothpaste. The collected data represent that if there is non-availability of Pepsodent toothpaste then 44.29% of respondents prefer Close-up as the next preferred brand. 30.71% of respondents prefer Colgate. 12.86% of respondents prefer Dabur Red. 5% prefer Anchor white. Whereas, 7.14% of respondents prefer any toothpaste that are available in their near stores.

This research focuses on the Pepsodent toothpaste and the taken respondents also prefer Pepsodent as their first choice. But, if due to any reason if there is non-availability of Pepsodent toothpaste they prefer Close-up as their next option brand whereas some of them prefer Colgate, Dabur red, Anchor white and other brands respectively.

#### **4.2. SWOT ANALYSIS**

A SWOT analysis of the Pepsodent toothpaste has been done in order to identify its inherent capability and inherent limitations as well as its favorable situations and unfavorable situations.

The SWOT analysis of Pepsodent toothpaste is as follows:

##### **STRENGTHS OF THE PEPSODENT TOOTHPASTE**

1. Pepsodent toothpaste has good demands in the market due to its good quality and effective price.
2. The Pepsodent toothpaste is itself a strong brand which is the key strength of the company.
3. The Pepsodent toothpaste has both 'pull' and 'push' marketing strategy which helps the company to attract all type of customer.

4. Pepsodent toothpaste holds large numbers of customers and recognized as number one toothpaste brand.
5. It has good coverage in the city areas. City people perceive the Pepsodent toothpaste as their best brand.
6. Pepsodent toothpaste is well- packaged and properly designed.
7. It's most important strength is it is found in various flavor as customers demand.
8. Pepsodent toothpaste is found in both herbal and non-herbal.
9. It is recommended by the most of the dentals and approved by World Dental Federation.

**WEAKNESSES OF THE PEPSODENT TOOTHPASTE:**

1. The company has lack of appropriate promotional activities.
2. Pepsodent toothpaste advertisement focuses mostly on non-herbal.
3. The flavor it provides is also limited.
4. It does not provide attractive incentives while people purchase it.
5. Pepsodent toothpaste ads are confusing since its main target is children.

**OPPORTUNITYOF THE PEPSODENT TOOTHPASTE:**

1. It holds the top most position since it is only one product that focuses mostly on the children group.
2. Pepsodent toothpaste has the opportunities to satisfy its consumer by producing the products in different flavor.
3. Bright opportunities can be observed since its advertising campaign is unique and most effective, which also provides information related to harmful cavities and other tooth problem.

**THREATS OF THE PEPSODENT TOOTHPASTE:**

1. The big threats to Pepsodent toothpaste is its close competitors like Close-up.
2. Unilever company produces other brand also under it so their is a internal competition.
3. If it focuses only on the children then it may loose the other consumers.

4. Many other local, national and international brands have been already introduced in the market which creates threats to Pepsodent toothpaste.
5. Most of the advertisement of the Pepsodent toothpaste focuses on the non-herbal though it has herbal product also.

### 4.3. Demographic profile on advertising on brand preference

#### 4.3.1 Demographic profile according to Gender

The data were also collected according to the demographic profile. The data are collected according to the gender.

**Table 4.3.1.1: Advertisement message of toothpaste brand according to gender**

Advertisement	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
Informative	22	30.14	28	41.79
Entertaining	12	16.44	14	20.89
Persuasive	18	24.66	7	10.45
Reminding the product/Brand	21	28.76	18	26.87
Total	73	100	67	100

Source: Field Survey, 2013, January.

Table 4.3.1.1 shows the advertisement message of toothpaste brand according to Gender. In the case of male respondents, the table shows 30.14% respondents felt that their preferred brand's advertisement is informative, 16.44% felt that it is entertaining type of advertisement, 24.66% fell persuasive and rest 28.76% felt that it is reminding the product/brand type of advertisement.

In the case of female respondents 41.79% respondents felt that it is informative type of advertisement, 20.89% fell entertaining, 10.45% feel persuasive and rest 26.87% fell that it is reminding the product/brand type of advertisement.

In both cases, most of the respondents felt that advertisement of their preferred brand is informative, followed by reminding the product/brand advertisement, entertaining and persuasive advertisement respectively.

**Table 4.3.1.2: Advertising believability of toothpaste brand according to gender**

Response Degree	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
I believe fully	9	12.33	10	17.91
I believe to some extent	39	53.43	36	53.73
I don't know	3	4.11	3	4.48
I don't believe so much	20	27.40	8	11.94
I don't believe at all	2	2.73	8	11.94
Total	73	100	67	100

Source: Field Survey, 2013, January.

Table 4.3.1.2 presents the advertising believability of Toothpaste Brand according to Gender. It is found that 12.33% believe fully in the advertisement, 53.43% believe up to some extent, 4.11% don't know how far they believe, 27.4% show lower degree of believability and 2.73% don't believe in the advertisement in case of male respondents.

The same table indicates that 17.91% female respondents believe fully, 53.73% believe up to some extent, 4.48% haven't expressed any view, 11.94% show lower degree of believability and 11.94% don't believe at all.

In both cases, advertising believability is satisfactory because most of the respondents believe on it.

**Table 4.3.1.3: Advertising preference of toothpaste brand according to gender.**

Toothpaste Brands	Male		Female	
	No. of Res	Percentage	No. of Res	Percentage
Close-up	35	47.95	31	46.27
Pepsodent	14	19.18	14	20.90
Dabur Red	12	16.44	7	10.45
Colgate	8	10.95	12	17.91
Anchor	2	2.74	2	2.98
Others	2	2.74	1	1.49
Total	73	100	67	100

Source: Field Survey, 2013, January.

The table 4.3.1.3 shows the advertisement preference of toothpaste brand according to Gender. Where, it is found that 47.95% male respondents prefer the advertisement of Close-Up, 19.18% prefer the advertisement of Pepsodent, 16.44% prefer the advertisement of Dabur Red, 10.95% prefer the advertisement of Colgate 2.74% and 2.74% prefer the advertisement of Anchor and others respectively.

In case of female respondents, 46.27 prefer the advertisement of Close-up, 20.90% prefer the advertisement of Pepsodent, 10.45% prefer the advertisement of Dabur Red, 17.91% prefer the advertisement of Colgate, 2.98% and 1.49% prefer the advertisement of Anchor and others respectively.

In the both case, it is found that most of the respondents prefer the advertisement of Close-up. It is concluded that female respondents prefer the advertisement of Colgate than male respondents.

**Table 4.3.1.4: Medium preference for the advertising of toothpaste brand according to gender**

Medium	Male		Female	
	No of Res	Percentage	No of Res	Percentage
Newspaper	5	6.85	5	7.46
Magazine	-	-	3	4.48
Television	50	68.49	50	74.63
Radio/FM	6	8.22	7	10.45
Outdoor/Hoarding	12	16.44	2	2.98
Others	-	-	-	-
Total	73	100	67	100

Source: Field Survey, 2013, January.

The table 4.3.1.4 is related to medium preference for the advertising of toothpaste brand according to Gender. It shows that 6.58% respondents prefer the Newspaper, no one for magazine, 68.49% prefer the television, 8.22% prefer the Radio/FM, 16.44% prefer outdoor/Hoarding and there are no any respondents for other medium in the case of male respondents.

The same table presents that 7.46% female respondents prefer the Newspaper, 4.48% prefer the magazine, 74.63% prefer Television, where 10.45% prefer Radio/FM and there are no any respondents for outdoor/ hoarding and other medium.

In both case, it is found that Television is the most preferred medium for advertising of toothpaste brand, followed by Radio/FM and Newspaper respectively.

**Table 4.3.1.5: Reasons for brand switching of toothpaste according to gender**

Reasons	Male		Female	
	No. of Res	Percentage	No. of Res.	Percentage
Availability	5	6.85	3	4.48
Advertising	6	8.22	3	4.48
Packaging	4	5.48	2	2.99
Price	11	15.07	3	4.48
Quality	39	53.42	50	74.63
Sale Schemes	5	6.85	2	2.99
Taste	3	4.11	4	5.97
Total	73	100	67	100

Source: Field Survey, 2013, January.

Table 4.3.1.5 presents Brand switching of toothpaste according to Gender. Where, it is found that male respondents, 6.85% switched to current brand because of availability, 8.22% because of advertising, 5.48% because of packaging, 15.07% because of price, 53.42% because of quality, 6.85% because of sales schemes, 4.11 because of taste.

The same table presents that 4.48% female respondents switched to current brand because of availability, 4.48% because of advertising, 2.99% because of packaging, 4.48% because of price, 74.63% because of quality, 2.99% because of sales schemes, 5.97% because of taste.

In both case, major reason for brand switching is the quality of the product/Brand because majority of the respondents emphasized on it. It is also found that female respondents are more quality conscious than male respondents/consumers.

#### 4.3.2. Demographic profiles according to Age

The data were also collected according to the demographic profile. The data are collected according to the Age.

**Table 4.3.2.1: Advertisement message of toothpaste brand according of age.**

Advertisement	Age(16-30)		Age(31-45)		Age(46 or over)	
	No of Res	Percentage	No of Res	Percentage	No of Res	Percentage
Informative	32	33.34	12	35.29	7	70
Entertaining	26	27.08	8	23.53	1	10
Persuasive	19	19.79	5	14.71	1	10
Reminding the Brand/Product	19	19.79	9	26.47	2	10
Total	96	100	34	100	10	100

Source: Field Survey, 2013, January.

Table 4.3.2.1 shows the Advertisement message of toothpaste Brand According to Age. It shows that the respondents of Age 16-30, Out of 96 respondents of this group, 33.34% felt their preferred brand's advertisement is informative, 27.08% feel it is entertaining, 19.79% felt persuasive and 19.79% feel that it is reminding the product/Brand type of advertisement.

The respondents with Age of 31-45, responded that 35.29% respondents feel informative type of advertisement, where 23.53% feel entertaining, 14.71% persuasive and 26.47% feel reminding the product/Brand.

Similarly, the respondents of 46 or over age group, where 70% feel their preferred brand's advertisement is informative, 10% feel entertaining, 10% persuasive and 10% feel reminding the product/Brand type of advertisement.

By the above table, it can be concluded that most of the respondents feel that their preferred brand's advertisement is informative type of advertisement, whatever the age group.

**Table 4.3.2.2: Advertising believability of toothpaste brand according to age**

Response Degree	Age(16-30)		Age(31-45)		Age (46 or over)	
	No. of Res.	Percentage	No. of Res.	Percentage	No. of Res.	Percentage
I believe fully	10	10.42	6	17.65	3	30
I believe to some extent	56	58.33	16	47.05	2	20
I don't know	2	2.08	2	5.88	1	10
I don't believe so much	20	20.83	5	14.71	2	20
I don't believe at all	8	8.34	5	14.71	2	20

Total	96	100	34	100	10	100
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Source: Field Survey, 2013, January.

Table 4.3.2.2 is related to the advertising believability of Toothpaste Brand according to Age. The respondents with age 16-30 responded that 10.42% believe fully, 58.33% consumers believe in the advertising up to some extent, 2.08% don't know how far they believe in advertising, at the same time 20.83% believe that advertising is less effective and 8.34% have shown negative attitude towards advertising.

The above table with the respondents of 31-45 age group, where 17.65% believe fully, and 47.05% believe up to some extent. 5.88% don't know, whether they believe or not, 14.71% don't believe so much and 14.71% don't believe at all.

In the same way, the respondents of 46 or over age group, where 30% respondents believe fully on advertising of toothpaste brand, 20% believe up to some extent, 10% respondent don't know, 20% don't believe so much and there are 20% respondents who don't believe at all to the advertising.

After the study, it is found that advertising believability is satisfactory.

**Table 4.3.2.3: Advertisement preference of toothpaste brand according to age.**

Toothpaste	Age (16-30)		Age (31-45)		Age (46 or over)	
	No. of Res	Percentage	No. of Res	Percentage	No. of Res	Percentage

Brand						
Close-up	42	43.75	9	26.47	4	40
Pepsodent	36	37.50	8	23.53	2	20
Dabur Red	10	10.42	4	11.77	3	30
Colgate	6	6.25	10	29.41	1	10
Anchor	1	1.04	2	5.88	-	-
Others	1	1.04	1	2.94	-	-
Total	96	100	34	100	10	100

Source: Field Survey, 2013, January.

The table presents the advertisement preference of toothpaste brand according to age. It shows the preference of advertisement by the respondents of the age 16-30, where 43.75% consumers like advertisement of Close-up, 37.50% like advertisement of Pepsodent, 10.42% prefer the advertisement of Dabur Red, 6.25% prefer Colgate advertisement, 1.04% of respondents prefer the advertisement of anchor and 1.04% respondents prefer other brand's advertisement.

The same table with the age group of 31-45 shows that 26.47% of the Consumers like the advertisement of Close-Up, 23.53% like Pepsodent, 11.77% like Dabur Red, 29.41% like Colgate, 5.88 % like Anchor and 2.94% like other brand's advertisement.

Similarly, the respondents of age 46 or over expressed their preference on toothpaste brand's advertisement, where 40% respondents are preferred the advertisement of Close-up, 20% prefer the advertisement of Pepsodent 30% consumer prefer the advertisement of Dabur Red and 10% of the responding of their group prefer the advertisement of Colgate. There are no any respondents for Anchor and other brand's advertisement in this age group.

By the table, it is concluded that advertisement of Close-up is most preferred among these brand's advertisement.

**Table 4.3.2.4.: Medium preference for the advertising of toothpaste brand according to age**

Medium	Age(16-30)		Age (31-45)		Age (46 or over)	
	No. of Res	Percentage	No. of Res	Percentage	No. of Res	Percentage
Newspaper	6	6.25	4	11.76	1	10
Magazine	3	3.13	1	2.94	1	10
Television	69	71.87	22	64.71	6	60
Radio/FM	12	12.50	6	17.65	2	20
Outdoor/Hoarding	6	6.25	1	2.94	-	-
Others	-	-	-	-	-	-
Total	96	100	34	100	10	100

Source: Field Survey, 2013, January.

The table 4.4.2.4 is related to the medium preference for the advertising of toothpaste brand according to age. From the age group of 16-30, it is observed that 6.25% respondents prefer Newspaper for toothpaste brand advertising, 3.13% prefer Magazine, 71.87% prefer the Television as medium for toothpaste brand advertising, 12.50% prefer the Radio/FM, 6.25% Outdoor/Hoarding and nobody responded for other.

The same table with the age group of 31-45 shows that 11.76% respondents like Newspaper as medium, 2.94% of respondents like Magazine in this age group, 64.71% prefer the Television, 17.65% prefer the Radio/FM, 2.94% prefer Outdoor/Hoarding and nobody responded for other.

Similarly, the respondents of age 46 or over responded their preference on advertising medium for toothpaste brand, where 10% respondents prefer Newspaper for toothpaste brand advertising, 10% respondents prefer for magazine, whereas 60% of respondents prefer Television, 20% prefer Radio/FM and there are no any respondent for Outdoor/Hoarding and other medium.

After analyzing the table, it is concluded that Television is the most preferred medium for toothpaste brand advertising. After Television, Radio/FM and Newspaper comes respectively as preferred medium.

**Table 4.3.2.5.: Reasons for brand switching of toothpaste according to age**

Reasons	Age (16-30)		Age (31-45)		Age (46 or over)	
	No. of Res	Percentage	No. of Res	Percentage	No. of Res	Percentage
Availability	6	5.21	9	8.83	-	-
Advertising	6	6.25	23	5.88	1	10
Packaging	4	2.08	1	2.94	-	-
Price	8	10.42	2	5.88	1	10
Quality	12	69.79	23	67.65	25	50
Sale Schemes	4	4.17	8	2.94	-	-
Taste	2	2.08	2	5.88	3	30
Total	42	100	68	100	30	100

Source: Field Survey, 2013, January.

The table 4.3.2.5 indicates the reasons of brand switching of toothpaste according to age. In the first case, the respondents of age 16-30, where 5.21% switched to current brand because of availability, 6.25% switched because of advertising, 2.08% due to packaging, 10.42% due to price, 69.79% due to quality factor, 4.17% due to sales schemes, and 2.08% due to taste.

From the same table, in the second case, the respondent's age of 31-45, where 8.83% switched to current brand because of availability, at the same time 5.88% switched because of advertising, 2.94% because of packaging, 5.88% because of price, 67.65% because of quality, 2.94% because of sales schemes, 5.88% because of taste.

Similarly, in the third case, the respondents age of 46 or over, where no respondents for availability, 10% switched to current brand because of advertising, 10% switched because of price, whereas 50% because of quality, there is no any response for sales schemes, 30% switched because of taste.

After analyzing the above table, it is concluded that quality is the main factor for brand switching.

#### 4.3.3. Demographic Profiles According To the Educational Level

The data were also collected according to the demographic profile. The data are collected according to the Educational level.

**Table 4.3.3.1: Advertising message of toothpaste brand according to education level.**

Advertisement	Below SLC		SLC		Intermediate		Graduate		Post Graduate / Above	
	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%
Informative	2	28.57	4	28.57	10	33.33	25	36.24	10	50

Entertaining	2	28.57	5	35.71	8	26.67	14	20.29	4	20
Persuasive	1	14.29	2	14.29	5	16.67	8	11.59	4	20
Reminding the Brand	2	28.57	3	21.43	7	23.33	22	31.88	2	10
Total	7	100	14	100	30	100	69	100	20	100

Source: Field Survey, 2013, January.

Table 4.3.3.1 is related to the advertisement message of toothpaste brand according to education level. In the case of respondents with below SLC level education, 28.57% feel their preferred brand's advertisement is informative type of advertisement, 28.57% feel entertaining, 14.29% feel persuasive and 28.57% feel the advertisement as reminding the product/brand type.

In the case of respondents with SLC level education, 28.57% feel the advertisement as informative type, 35.71% feel entertaining, 14.29% of respondents feel that advertisement is persuasive in this group and 21.43% feel reminding the product/brand type of advertisement.

Similarly, respondents with intermediate level education, 33.33% feel informative type of advertisement, 26.67% feel entertaining, 16.67% feel persuasive and 23.33% feel reminding the product/brand type of advertisement.

Likewise among the respondents of graduate level education background, 36.24% feel informative type, 20.29% feel entertaining, 11.59% feel persuasive and 31.88% feel reminding the product/brand type of advertisement.

Among the respondents, who have postgraduate degree or above responded that 50% of this group feel their preferred brand's advertisement is informative, 20% feel entertaining, 20% feel persuasive and 10% feel reminding the product/brand type of advertisement.

The above study shows that most of the respondents feel that their preferred brand's advertisement is informative, whatever the education level.

**Table 4.3.3.2: Advertising believability of toothpaste brand according to education level.**

Response Degree	Below SLC		SLC		Intermediate		Graduate		Post Graduate/ Above	
	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%
I believe fully	3	42.86	-	-	8	26.67	10	14.49	3	15
I believe to some extent	3	42.86	6	42.86	15	50	40	57.97	8	40
I don't know	-	-	-	-	-	-	1	1.45	2	10
I don't believe so much	-	-	6	42.86	5	16.67	12	17.39	5	25
I don't believe at all	1	14.28	2	14.28	2	6.67	6	8.70	2	10
Total	7	100	14	100	30	100	69	100	20	100

Source: Field Survey, 2013, January.

Table 4.3.4.3 shows the advertising believability of toothpaste brand according to education level. In the case of respondents with below SLC level education, 42.86% believe fully, 42.86% believe up to some extent, there are no any respondents for don't know and don't believe so much and 14.28% don't believe at all.

In the case of respondents with SLC level education, no one believe fully, 42.86% believe up to some extent, no response for don't know , 42.86% don't believe so much and 14.28% don't believe at all.

Similarly, respondents with intermediate level education, 26.67% believe fully, 50% believe up to some extent, 16.67% don't believe so much and 6.67% don't believe at all.

Likewise, among the respondents of graduate level education background, 14.49% believe fully, 57.97% believe up to some extent, 1.45% don't know whether they believe or not, 17.39% don't believe so much and 8.70% don't believe at all.

Among the respondents who have post graduate degree or above, 15% believe fully, 40% believe up to some extent, 10% don't know about it, 25% don't believe so much and 10% don't believe at all.

In all the cases, most of the respondents have shown advertising believability fully and up to some extent, therefore advertising believability is satisfactory.

**Table 4.3.3.3: Advertisement preference of toothpaste brand according to education level**

Toothpaste Brands	Below SLC		SLC		Intermediate		Graduate		Post Graduate/ Above	
	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%
Close-up	3	42.85	5	35.71	14	46.67	19	43.48	8	35
Pepsodent	4	57.15	4	28.57	10	33.33	17	34.78	6	26
Dabur Red	-	-	1	7.14	3	10	9	13.04	4	17
Colgate	-	-	3	21.44	3	10	6	8.70	2	09
Anchor	-	-	1	7.14	-	-	-	-	-	-
Others	-	-	-	-	-	-	-	-	3	13
Total	7	100	14	100	30	100	51	100	23	100

Source: Field Survey, 2013, January.

The table 4.3.3.3 is related to the advertisement preference of toothpaste brand according to education level. In the case of respondents with below SLC level education. 42.85% prefer the advertisement of Close-up, and the rest 57.15% prefer the advertisement of Pepsodent.

The same table with respondents of SLC level education, 35.71% prefers Close-up advertisement, 28.57% prefer the advertisement of advertisement, 7.14% prefer the advertisement of Dabur Red, 21.44% prefer Colgate advertisement, and 7.14% prefer Anchor advertisement.

Similarly, respondents with intermediate level education, 46.67% prefer Close-up advertisement, 33.33% prefer the ad of Pepsodent, 10% prefer advertisement of Dabur Red and 10% prefer the advertisement of Colgate and no response for Anchor and the advertisement of other brand.

Likewise, among the respondents of graduate level education, 43.48% prefer advertisement of Close-up, 34.78% prefer Pepsodent, 13.04% prefer advertisement of Dabur Red and 8.70% prefer the advertisement of Colgate and no response for Anchor and the advertisement of other brand.

Among the respondents who have post graduate degree or above, 35% prefer the advertisement of Close-up, 26% prefer the advertisement of Pepsodent, 17% prefer advertisement of Dabur Red, 09% prefer the advertisement of Colgate and 13% prefer the advertisement of other and no any responded prefer the advertisement of Anchor brand.

In all the cases, most of respondents prefer the advertisement of Close-up than other listed brands. So the advertisement of Close-up is popular and effective too.

**Table 4.3.3.4: Medium preference for the advertising of toothpaste brand according to education level**

Medium	Below SLC		SLC		Intermediate		Graduate		Post Graduate/ Above	
	No of Res	%	No of Res	%	No of Res	%	No of Res	%	No of Res	%
Newspaper	-	-	-	-	2	6.67	5	7.25	4	20
Magazine	-	-	-	-	1	3.33	2	2.90	1	5
Television	4	57.14	12	85.71	24	80	45	65.22	13	65

Radio/FM	3	42.86	2	14.29	2	6.67	14	20.28	1	5
Outdoor /Hoarding	-	-	-	-	1	3.33	3	4.35	1	5
Others	-	-	-	-	-	-	-	-	-	-
Total	7	100	14	100	30	100	69	100	20	100

Source: Field Survey, 2013, January.

The table 4.3.3.4 shows the medium preference for the advertising of toothpaste brand according to educational level. In the case of respondents with below SLC level education, 57.14% prefer the Television as medium and 42.86% prefer the Radio/FM medium for advertising. They don't give attention to other advertising media.

In case of respondents with SLC level education, 85.71% prefer television, 14.29% prefer Radio/FM and there no respondents for rest of the mediums.

Similarly, respondents with intermediate level education, 6.67% prefer newspaper, 3.33% prefer Magazine, 80% prefer television, 6.67% prefer Radio/FM, 3.33% prefer outdoor/Hoarding and no response for other medium.

Likewise, among the respondents of graduate level education, 7.25% prefer the newspaper for advertising toothpaste brand, 2.90% prefer magazine, 65.22% prefer Television, 20.28% prefer Radio/FM, 4.35% prefer Outdoor/Hoarding and there is no response for other medium.

Among the respondents who have post graduate degree or above 20% prefer the newspaper for advertising of toothpaste brand, 5% prefer the advertising in magazine, 65% prefer television, 5% prefer Radio/FM and there are 5% respondents who prefer the advertisement of outdoor/Hoarding.

In all the cases, most of the respondents prefer the Television as advertising medium for toothpaste brand. After Television, Radio/FM and Newspaper comes respectively. It is concluded that television is most popular and effective medium for toothpaste brand advertising.

**Table 4.3.3.5: Reasons for brand switching of toothpaste according to education level**

Reasons	Below SLC		SLC		Intermediate		Graduate		Post Graduate/ Above	
	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%
Availability	1	14.29	-	-	3	10	5	7.25	6	5
Advertising	-	-	11	7.15	12	6.67	6	8.70	1	5
Packaging	2	28.57	-	-	1	6.67	1	4.35	1	5

Price	-	-	-	-	3	10	6	8.69	2	5
Quality	2	28.57	10	71.42	16	53.33	17	59.42	15	75
Sale Schemes	7	14.29	-	-	-	-	5	7.25	-	-
Taste	1	14.28	3	21.43	1	13.33	1	4.34	1	5
Total	13	100	24	100	36	100	41	100	26	100

Source: Field Survey, 2013, January.

The table 4.3.3.5 presents the reasons for brand switching of toothpaste according to education level. In the case of respondents with below SLC level education, 14.29% switched to current brand because of availability, 28.57% respondents switched to current brand for packaging switched because of quality, 14.29% because of sale schemes, 14.28% because of Taste.

In the case of respondents with SLC level education, 71.42% switched to current brand because of quality, 7.15% switched because of advertising and 21.34% switched the brand because of Taste.

In the case of respondents with intermediate level education, 10% switched to current brand because of availability, 6.67% switched because of advertising, 6.67% because of packaging, 10% because of price, 53.33% because of quality, no response for sales schemes, 13.33% switched because of taste.

Likewise, among respondents of graduate level education background, 7.25% switched to current brand because of availability, 8.70% switched because of advertising, 4.35% because of packaging, 8.69% because of price, 59.42% because of quality, 7.25% because of sales schemes, 4.34% because of taste.

Among the respondents who have post graduate degree or above, 5% switched to current brand of toothpaste because of availability, 5% switched because of advertising, 5% because of packaging, 5% because of price, 75% because of quality, 5% because of taste.

In all the cases, most of the respondents switched to current brand of toothpaste because of quality. So quality is the main reason to brand switch.

#### 4.3.4. Demographic Profile According To Size of the Family

The data were also collected according to the demographic profile. The data are collected according to the size of the family.

**Table 4.3.4.1: Advertisement message of toothpaste brand according to family size**

Advertisement	Living Alone		Small Family		Large Family	
	No. of Res.	%	No. of Res.	%	No. of Res.	%
Informative	6	30	29	38.15	20	34.09
Entertaining	7	20	20	26.32	7	15.91
Persuasive	4	20	11	17.11	6	13.64
Reminding the product/ Brand	6	30	8	18.42	16	36.36
Total	23	100	68	100	49	100

Source: Field Survey, 2013, January.

Table 4.3.4.1 shows the advertisement message of toothpaste brand according to family size. In the case of consumer living alone, 30% feel that their preferred brand's advertisement is informative, 20% feel entertaining, 20% feel persuasive and 30% feel reminding the product/ brand.

In the case of respondents of small family, 38.15 feel it is informative type of advertisement, 26.32% feel entertaining, 17.11% feel persuasive and 18.42% feel reminding the product/Brand.

In the case of respondents from large family, 34.09% feel it is informative type of advertisement, 15.91% feel entertaining, 13.64% feel persuasive and rest 36.36% feel reminding the product/Brand type of advertisement.

In all the cases, most the respondents feel that their preferred brand's advertisement is informative.

**Table 4.3.4.2: Responsibility of advertising on choosing the toothpaste brand according to family size**

Response Degree	Living Alone		Small Family		Large Family	
	No. of Res.	%	No. of Res.	%	No. of Res.	%
Agree	18	30	3	27.63	22	20.45
Completely Agree	10	50	46	63.16	30	68.18
Completely Disagree	1	20	1	6.58	1	9.09
Disagree	-	-	5	2.63	3	2.28
Total	29	100	55	100	56	100

Source: Field Survey, 2013, January.

The table 4.3.4.2 shows the responsibility of advertising on choosing the toothpaste brand according to family size. This table shows how far advertising is responsible for selecting the toothpaste brand. In case of consumer living alone, 30% respondents agree to choose a particular brand where as 50% respondents completely agree that advertising is fully responsible on choosing toothpaste brand. 20% have no clear idea about contribution of advertising on it.

So, they completely disagree that advertisement is responsible on choosing the toothpaste brand.

Similarly, the respondents of small family, 27.63% respondents agree to choose a particular brand whereas 63.16% respondents completely agree that advertising is fully responsible on choosing toothpaste brand. 6.58% have no clear idea about contribution of advertising on it. So, they completely disagree that advertisement is responsible on choosing the toothpaste brand. 2.63% responded that they disagree advertising played not much role.

Among the respondents who are from large family, 20.45% respondents agree to choose a particular brand whereas 68.18% respondents completely agree that advertising is fully responsible on choosing toothpaste brand. 9.09% have no clear idea about contribution of advertising on it. So, they completely disagree that advertisement is responsible on choosing the toothpaste brand. 2.28% responded that they disagree advertising played not much role.

In all the cases most of the respondents completely agree that advertising is fully responsible on choosing toothpaste brand. So, it is concluded that advertising is responsible for it.

**Table 4.3.4.3: Advertisement preference of toothpaste brand according to family size**

Brands	Living Alone		Small Family		Large Family	
	No. of Res	%	No. of Res	%	No. of Res	%
Close-up	8	40	21	42.11	20	45.45
Pepsodent	7	35	26	34.20	8	38.64
Dabur Red	6	5	8	10.53	2	4.55
Colgate	9	15	8	10.53	8	2.27
Anchor	1	5	2	2.63	3	2.27

Others	-	-	-	-	3	6.82
Total	31	100	65	100	44	100

Source: Field Survey, 2013, January.

Table 4.3.4.3 is related to the advertisement preference of toothpaste brand according to family size. In the case of respondents living alone, 40% prefer the advertisement of Close-up, 35% prefer the advertisement of Pepsodent and 5% prefer Dabur Red's, 15% of respondents prefer the advertisement of Colgate, 5% prefer the advertisement of Anchor.

Likewise, the respondents of small family, 42.11% prefer the advertisement of Close-up, 34.20% prefer the advertisement of Pepsodent and 10.53% prefer the advertisement of Dabur Red, 10.53% prefer the advertisement of Colgate, 2.63% prefer the advertisement of Anchor and no response for the advertisement of other brand.

Among the respondents who belong to large family responded that, 45.45% prefer the advertisement of Close-up, 38.64% prefer the advertisement of Pepsodent, and 4.55% prefer the advertisement of Dabur Red, whereas 2.27% prefer the advertisement of Colgate, 2.27% prefer the advertisement of Anchor and 6.82% respondents of large family prefer the advertisement of other brand.

By the above study, it is found that advertisement of Close-up and Pepsodent are highly preferred by the respondents of every type of family size.

**Table 4.3.4.4: Medium preference for the advertising of toothpaste brand according to family size**

Medium	Living Alone		Small Family		Large Family	
	No. of Res	%	No. of Res	%	No. of Res	%
Newspaper	5	25	10	13.16	8	18.18

Magazine	1	5	2	2.63	1	2.27
Television	8	40	52	68.42	26	59.09
Radio/FM	3	15	8	10.53	8	18.18
Outdoor/Hoarding	3	15	4	5.26	1	2.27
Others	-	-	-	-	-	-
Total	20	100	76	100	44	100

Source: Field Survey, 2013, January.

The table 4.3.4.4 deals with the medium preference for the advertising of toothpaste brand according to family size. The table shows that, among the respondents who are living alone, 25% prefer newspaper, 5% prefer magazine, 40% prefer Television, 15% prefer Radio/FM, 15% prefer outdoor/ hoarding and there are no any respondents for other medium.

Likewise, 13.16% respondents living in small family prefer newspaper for advertising, 2.63% prefer magazine, 68.42% prefer Television, 10.53% prefer Radio/FM, 5.26% prefer outdoor/ hoarding for advertising.

The same table shows 18.18% respondents who are from large family prefer newspaper for advertising, 2.27% prefer magazine, 59.09% prefer Television, 18.18% prefer Radio/FM , 2.27% respondents prefer for outdoor/ hoarding and none of the respondent show the preference to the other medium.

**Table 4.3.4.5: Reasons for brand switching of toothpaste according to family size**

Reasons	Living Alone		Small Family		Large Family	
	No. of Res	%	No. of Res	%	No. of Res	%
Availability	6	15	6	7.89	3	4.55

Advertising	1	5	23	2.63	6	6.82
Packaging	1	5	3	3.95	1	2.27
Price	2	10	3	3.95	6	13.64
Quality	12	50	23	67.11	25	56.82
Sale Schemes	-	-	5	6.58	7	11.36
Taste	3	15	2	7.89	2	4.54
Total	25	100	65	100	50	100

Source: Field Survey, 2013, January.

The table 4.3.4.5 is related to the reasons for brand switching of toothpaste according to family size. In the case of respondents living alone, 15% switched to current brand because of availability, 5% because of advertising, and 5% because of packaging, 10% because of price, 50% because of quality and 15% because of taste.

Likewise, 7.89% respondents living in small family switched because of availability, 2.63% because of advertising, 3.95% because of packaging, 3.95% because of price, 67.11% because of quality, 6.58% because of sales schemes and 7.89% because of taste.

In case of respondents living in large family, 4.55% switched to current brand of toothpaste because of availability, 6.82% because of advertising, 2.27% because of packaging, 13.64% because of price, 56.82% because of quality and 11.36% because of sales schemes and 4.54% because of taste.

In all the cases, most of the respondents' reason for Brand switching to current brand is quality. Other reasons are differs according to the family size.

#### 4.4. Major findings

The major findings of this study can be mentioned as follows:

- The major findings of this study are related with the brand preference. The branded products are mostly liked by most of the people.
- Advertising is the most widely used promotional tool for modern marketing because it is one of the major parts of marketing. So we cannot imagine for productions and sale of any product without advertising. Therefore we can say that marketing is a primary and essential function of every business house.
- Through advertising, business companies try to create the favorable attitudes towards the product brand and motivate the consumers to purchase it and to be loyal on the product and brand through advertising.
- Before launching the advertising, the advertiser must be aware about the product, market, competitors' products, advertisement of the competitors' product, channel to be used for the advertisement and the target market so as to achieve the targeted goal.
- Firm must study the target area, target customer and other various factors so that the objectives of advertising would be fulfilled.
- People usually get the idea about the toothpaste from various sources like TV, Radio/FM, magazine, newspaper and other media.
- Consumers are also attracted by the various incentives that product provides them.
- The other finding in this study is SWOT analysis of pepsodent toothpaste. This shows that pepsodent toothpaste being one of the leading toothpaste has various strength and capture lots of opportunities. But in spite of that it was also several weaknesses and faces the threats from other competitive brands.
- The advertisers of toothpaste have realized the essence of advertising in the present situation of Nepalese market.
- Advertising is the main source of information about particular brand of toothpaste as well as most sensitive in course of promotion.
- All the consumers know that the advertisement of toothpaste brand.
- Most of the consumers got the knowledge about the advertisement of toothpaste from Radio/FM whereas TV and newspaper hold second and third position respectively.
- Television is the most preferred medium for the consumers to get information about the advertisement of pepsodent toothpaste.

- Newspapers and magazines are widely preferred media in the developed countries but in Nepal, these media are not so effective because of the low reading habit and economic constraints as well as its quality.
- It is found that advertisement of Close-up and Pepsodent are highly preferred by the respondents of every type of family size.
- Most of the respondents' reason for Brand switching to current brand is quality. Other reasons are differs according to the family size.
- Advertising has been found as important promotional tools for consumers' product like toothpaste they got knowledge through the different advertising media. Most of the business houses, trading companies spend the huge amount of money in advertising so that they can make the consumer aware about the product and service.

## **CHAPTER – V**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

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#### **5.1. Summary**

Brand plays an important role in today's context. People are becoming more brand conscious. The major findings of this study are related with the brand preference. The branded products are mostly liked by most of the people.

Advertising is the most widely used promotional tool for modern marketing. Marketing is a primary and essential function of every business houses. Advertising here can be summarized in a view of communication. Communication is a process of transferring message and meaning from one to another. It involves the flow of information and understanding between the sender and the receiver must understand the meaning of message being received.

Since marketing is essential for promoting goods and services in the market the marketers are found developing various promotional tools to assist their jobs. The major task of the advertising is to sell ideas, the product, services, to inform to aware about the product, services or ideas etc. Most of the companies, banks, business houses, colleagues, and schools are using advertising to increase sales, customers and students in their respective field.

Through advertising business companies try to create the favorable attitudes towards the product brands and motivate the consumers to purchase it and to be loyal on the product and brand through advertising. Before launching the advertising, the advertiser must be aware about the product, market, competitors' product, advertisement of the competitors' product, channel to be used for the advertisement and the target market so as to achieve the targeted goal. Advertiser must study the target area, target

customer and other various factors so that the objective of the advertising would be fulfilled.

In a developing country like Nepal, everything is in a progressive phase. Nepalese market is maturing day by day and there seem high competition in among the similar type of business area. We can take example of various brands of toothpaste products which are mushrooming day by day. So, advertising is an economical tool that helps to boost the economic growth of a country.

The respondents taken for this study are the consumers of Pepsodent toothpaste who are exposed in the advertisement of toothpaste brand by various media. The sample of the study comprised of 140 respondents in Biratnagar city. A judgmental sample method is used so that the large scale of population can easily be represented.

A set of questionnaire is used for the collection of information. The respondent fills questionnaire and in many cases the answers are achieved verbally. The questionnaire is served collected and tabulated for analysis purpose.

The data are calculated through descriptive analysis which shows that most of the consumer prefer braded toothpaste whereas some do not. People usually get the idea about the toothpaste from various sources like TV, radio, magazines, etc. Peoples are also attracted by the various incentives that product provides to them.

The next finding in this study is SWOT analysis of Pepsodent toothpaste. This shows that Pepsodent toothpaste being one of the leading toothpaste has various strength and capture lots of opportunities. But, inspite of that it has also several weaknesses and face the threats from other competitive brand.

Testing of hypothesis shows the data of alternative hypothesis. Finally, the data has been collected according to the demographic profile.

The above study of "Impact of Advertising on Brand Preference of Pepsodent Toothpaste in Biratnagar Sub-Metropolitan City" shows that advertising is the major source of information. Advertising basically persuades the consumers than motivate them towards their products and brand. Advertising supports, motivates and excites consumers on their decision making process. A confused consumer is highly guided by the advertisement influence the consumers to choose the particular brand and to create the positive attitude towards the brand and finally helps to create the brand loyalty. To sum up advertising plays a significant role in brand choice of toothpaste product.

## **5.2. Conclusions**

Advertising has been established as an important promotional tool for consumer product like toothpaste. Consumers get the knowledge about the products through different advertising media. Advertising is considered advertise the primary source of information. They are aware about the available brands of toothpaste and consider different factors while purchasing the brand. Whereas quality is the main factor and other come respectively. Advertising has believability is satisfactory and most of the consumers are agreed that advertising is responsible for brand choice of toothpaste. However, the degree may be different.

The following conclusions are made on the basis of the survey of study:

- Advertising has been found as important promotional tools for consumer's product like toothpaste. They got knowledge through the different media.
- Most of the business houses, companies spend the huge amount of money in advertising so that they can make the consumer aware about the products and services.
- The consumers are aware about the available brands of toothpaste and consider different factors while purchasing the brand.
- Among all, the quality is the main reason and other comes respectively.
- Most of the respondents believe that the advertising has the high degree of believability that makes advertising is responsible for brand choice of toothpaste.

- It has also been found that the advertising displayed through the television is much more important than the other media.
- Most of the respondents are highly motivated by the advertisement of television followed by radio, newspaper and other media.
- Advertising is the main source of information about particular brand of the product as well as most sensitive in course of promotional activities.
- In the response 100% respondents responded yes they have seen/ read/ heard the advertisement of the toothpaste.
- In case of the advertisement of various brand of toothpaste Pepsodent and Close-up are in high rank.
- Most of the respondents prefer the advertisement of Pepsodent toothpaste.
- Advertising played important role to make consumer brand preferred.
- Quality is the main factor for brand switching.
- After quality comes advertising, availability, price and other factors respectively.
- Advertising is the important promotional tool for consumer product and helps to make brand differentiation effective to achieve higher degree of brand preference.
- The brand preference by consumers as first choice and second choice are not different.
- Consumers usually purchase the toothpaste from Wholesale/Retail/Grocery store.
- Most of the consumers have been using the current brand of toothpaste from the long period of time and they do not even want to change the brand immediately.
- Most of the respondents' preferred brand's advertisement is informative, whatever the education level.
- Advertising believability is satisfactory.
- Advertisement of Close-up is popular and effective, too.
- Advertisement of Close-up and Pepsodent are highly preferred by the respondents of every type of family size.
- Most of the respondents' reason for brand switching to current brand is quality. Other reasons differ according to the family size.
- Most of the consumers got the knowledge about the advertisement of toothpaste from Radio/FM whereas television and newspaper hold second and third position respectively to know about the advertisement.

### **5.3 Recommendation**

- Advertising is the lifeblood of any business for providing the commodity information. The success and failure of any business is based on the advertising itself. For the purpose of informing the consumers regarding the various aspects of the products such as durability and popularity advertising plays a vital role.
- Today the world has been the world of communication media are mushrooming and they have played much role in making the products familiar through promotion and presentation. The product should be presented with better brand, label and package to win the heart of the consumers. As a whole advertising believability is found satisfactory and somewhere advertising tells people about the facts related with products and services. But unfortunately in these days there is too much of untruthfulness, misleading, descriptive and exaggerated advertising to attract the consumers. But its effectiveness depends a great deal upon consumer belief on its essential truthfulness so to make the advertising more believable and effective it should be primarily concentrated towards the well being of consumer by providing truthful and acceptable message.
- The consumers mostly like better quality when the consumers are already familiar about product. At this time the marketers are suggested to telecast entering types of advertisement by which advertising frequency will be more and ultimately it creates positive image towards the brand.
- Consumers are highly aware of brands through advertising. Advertising is the only tool that reaches to the mass economically. So the marketers of toothpaste are suggested to advertise their products through televisions along with Radio/FM and newspapers.
- As a whole advertising tells people about the facts related with products and services. So, to make advertising more believable and effective, it should be primarily concentrated towards the well-being of the product by providing truthful and acceptable message. The impact of advertising in the course of choosing brand is quite effective. After advertising quality, place, product, price, promotion comes simultaneously.

- In a data collection process it has been observed that the advertisement of close up and Pepsodent are quite effective and leading in the market too. In view of this it is observed that the other brands also should make their presence in the market.
- The success of any firm or a company depends upon the post purchase behavior of the consumers and it is largely determined by the satisfaction received from consumption.
- Advertising is the blood circulation system of modern marketing, especially in course of promotion. It is not just a charity but also a strategic promotional tool of modern marketing but to make advertising more effective, the advertisement should be more creative and unique in design or style with factual information.

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## Appindex-1

### QUESTIONNAIRE

#### **“Impact of Advertising on Brand Preference of Pepsodent Toothpaste in Biratnagar Sub-metropolitan city”**

I am Nabina Dangal student of MBS of Janata multiple collage, Trivuban University. I am conducting a research study on “Impact of Advertising on Brand Preference of Pepsodent Toothpaste in Biratnagar Sub-metropolitan city" as a part of MBS course.

You are kindly requested to co-operate by filling/answering the following questionnaire with your valuable answer to measure the impact of advertising on brand preference of pepsodent toothpaste in Biratnagar and as well as make my study more accurate, natural and meaningful. So, please provide me your valuable answer.

1. Have you seen/read/heard the advertisement of toothpaste?

a) Yes [ ]

b) No [ ]

2. From which medium do you came to know about advertisement of toothpaste? (Please tick one or more)

a) Newspaper [ ]

d) Magazine [ ]

b) Television [ ]

e) Radio/FM [ ]

c) Outdoor/ Hoarding [ ]

f) Others [ ]

3. Among the following factors, which factors do you consider in buying the toothpaste? Please rank them in order of your choice? (Most into 1 and least into 6)

Toothpaste	Rank
a) Availability	[ ]
b) Advertising	[ ]
c) Price	[ ]
d) Quality	[ ]
e) Sales schemes	[ ]
f) Taste	[ ]

4. a) Which is your preferred brand of toothpaste as 1<sup>st</sup> choice ?

a) Close- Up	[ ]	b) Colgate	[ ]
c) Pepsodent	[ ]	d) Dabar Red	[ ]
e) Anchor	[ ]	f) Others	[ ]

- b) Which is your preferred brand of toothpaste as 2<sup>nd</sup> choice ?

a) Close- Up	[ ]	b) Colgate	[ ]
c) Pepsodent	[ ]	d) Dabar Red	[ ]
e) Anchor	[ ]	f) Others	[ ]

5. Which type of advertisement do you prefer the most?

a) Informative	[ ]	b) Entertaining	[ ]
c) Persuasive	[ ]	d) Reminding the product/Brand	[ ]

6. Do you believe in the information provided by the advertisement?

- a) I believe fully [ ]
- b) I believe to some extent [ ]
- c) I don't know [ ]
- d) I don't believe so much [ ]
- e) I don't believe at all [ ]

7. Do you agree advertising persuades consumers for choosing a particular toothpaste brand?

- a) Completely Agree [ ]
- b) Agree [ ]
- c) Disagree [ ]
- d) completely disagree [ ]

8. Which brand's advertisement do you prefer the most?

- a) Close up [ ]
- b) Pepsodent [ ]
- c) Dabur Red [ ]
- d) Colgate [ ]
- e) Anchor [ ]
- f) Others [ ]

9. What benefits do you prefer expect from your preferred toothpaste? Please rank them in order of importance? (Most into 1 and )

- a) Pleasant Flavor [ ]
- b) Brighter Teeth [ ]
- c) Avoid tooth decay [ ]
- d) Stronger Gum [ ]
- e) Long-lasting freshness [ ]

f)Others [ ]

10. Where do you usually buy toothpaste?

- a) Wholesale/Retail/Grocery store [ ]
- b) Supermarket/Department Store [ ]
- c) Medical [ ]
- d) Others [ ]

11. How long have you usually been using the current brand of toothpaste?

- a) Less than 1 Year [ ]
- b) 1-3 years [ ]
- c) More than 3 years [ ]

12. Is that advertising which made you aware of brand you are currently using?

- a) Strongly Agree [ ]
- b) Agree [ ]
- c) Disagree [ ]
- d) Strongly disagree [ ]
- e) I don't know [ ]

13. Why do you switch to the current toothpaste brand?

- a) Availability [ ]
- b) Packaging [ ]
- e) Advertising [ ]
- f) Price [ ]

- c) Quality [ ]
- d) Taste [ ]
- g) Sales schemes [ ]

14. From which medium of advertisement do you hear about Pepsodent toothpastes?

- a) Newspaper [ ]
- b) Television [ ]
- c) Outdoor/Hoarding [ ]
- d) Magazine [ ]
- e) Radio/FM [ ]
- f) Others [ ]

15. What factor influenced you to use Pepsodent toothpaste?

- a) Availability [ ]
- b) Quality [ ]
- c) Price [ ]
- d) Advertisement [ ]

16. What in your preferred toothpaste you like the most? (Please rank them according to order).

- | Preference       | Rank |
|------------------|------|
| a) Taste         | [ ]  |
| b) Price         | [ ]  |
| c) Germ fighting | [ ]  |
| d) Incentives    | [ ]  |

17. Are you aware about different variations in Pepsodent toothpaste?

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

18. What type of toothpaste you prefer?

- a) General (Regular) [ ]      b) Medicated [ ]  
c) Herbal [ ]      d) Gel based [ ]

19. What in the advertisement of Pepsodent toothpaste influenced you the most?

- a) Protection against tooth decay [ ]  
b) Removes stains [ ]  
c) Maintains healthy gums [ ]  
d) Gives strong teeth [ ]  
e) Suitable for vegetarian [ ]  
f) Gives fresh breath [ ]  
g) Approved from World Dental Federation [ ]  
h) Others [ ]

20. In case of non availability of Pepsodent which brand do you prefer?

- a) Close-up [ ]  
b) Dabur Red [ ]  
c) Colgate [ ]  
d) Anchor white [ ]  
e) Others [ ]

21. Demographic profile of respondent.

(All the information that you have provided will be kept completely confidential & the paper will be turned off after the data entries)

- a) Name of respondent.....
- b) Gender: Male [ ]                      Female [ ]
- c) Which of these categories best describes your age?
- i) 16-30 years of age [ ]
- ii) 31-45 years age              [ ]
- iii) 46 or over                      [ ]
- d) What is your occupation? .....
- e) Which of these categories best describes your education background?
- i) Below SLC                      [ ]
- ii) SLC                              [ ]
- iii) Intermediate                  [ ]
- iv) Graduate                      [ ]
- v) Post graduate/Above [ ]
- f) What is the size of your family?
- i) Living Alone                    [ ]
- ii) With Friends                   [ ]
- iii) Small Family                [ ]
- iv) Large Family                 [ ]

**THANKS RESPONDENT FOR PARTICIPATING**

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