

IMPACT OF ADVERTISING IN HUMAN BEHAVIOUR

(With Reference of Cold Drinks)

A THESIS

Submitted by

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In the Partial Fulfillment of the Requirement for the Degree of

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RECOMMENDATION

This is to certify that the Thesis

Submitted by

Shubha Gautam

Entitled

IMPACT OF ADVERTISING IN HUMAN BEHAVIOUR

(With Reference of Cold Drink)

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

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(Thesis Supervisor)

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VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis
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and found the thesis to be the original work of the student and written according to the prescribed format Faculty of Management Tribhuvan University. We recommend the thesis to be accepted as partial fulfillment of the requirement for the Degree of Master's of Business Studies (MBS).

Viva-Voce Committee

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DECLARATION

I hereby declare that this thesis entitled **IMPACT OF ADVERTISING IN HUMAN BEHAVIOUR(With Reference of Cold Drink)** submitted to office of the Dean, Faculty of Management, Tribhuvan University, is my original work as partial fulfilment of the requirements for the Degree of Master of Business Studies (MBS) under the supervision of Asso. Prof. Iswor Raj Lohani,Shanker Dev Campus, Putalisadak.

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Shubha Gautam

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TABLE OF CONTENTS

	Page No.
Recommendation	I
Viva-voce Sheet	II
Declaration	III
Acknowledgement	IV
Table of Contents	V
List of Table	VII
List of Figure	VIII
Abbreviation	IX
Chapter-I: Introduction	1-7
1.1 General Background of the Study	1
1.2 Statement of the Problem	4
1.3 Objectives of the Study	5
1.4 Importance of the Study	5
1.5 Limitations of the Study	6
1.6 Organization of the Study	6
Chapter-II:Review of Literature	8-39
2.1 Conceptual review	8
2.1.1 History of Advertising	8
2.1.2 Meaning of Advertising	11
2.1.3 Purpose of Advertising	13
2.1.4 Types of Advertising	15
2.1.5 Methods of Advertising	16
2.1.6 Advertising as a Part of Marketing Activities	30
2.1.7 Advertising and Personal Selling	31
2.1.8 Advertising and Sales Promotion	33
2.1.9 Advertising and Publicity	34
2.2 Review of Major Past Studies	35

2.3	Research Gap	39
Chapter-III: Research Methodology		40-42
3.1	Research Design	40
3.2	Nature and Sources of Data	41
3.3	Population and Sample	41
3.4	Data Collection Technique	41
3.5	Tools for Analysis	42
Chapter-IV:Data Presentation and Analysis		43-61
4.1	Presentation of the Primary Data	43
4.1.1	Respondent's Profile	43
4.1.2	Consumers Cold Drink Drinking Habit and Behavior	45
4.1.3	Means of Advertisement on Cold Drinks (Coca- Cola)	48
4.2.4	Media Graphic	52
4.2.5	Retail Shopkeeper's Opinion	55
4.2.1.2	Age	58
4.2.1.3	Sex	59
4.2.1.4	Martial Status	59
4.2	Major Findings of the Study	60
Chapter-V: Summary, Conclusions and Recommendations		62-66
5.1	Summary	62
5.2	Conclusions	64
5.3	Recommendations	65
Bibliography		67-68
Appendices		

LIST OF TABLES

	Page No.
Table: 3.1: Classification of Respondent	41
Table: 4.1: Demographic Analysis	43
Table: 4.2: Age level of Respondents	44
Table: 4.3: Education Level of Respondents	44
Table: 4.4: Drink Habits	45
Table: 4.5: Drinking Frequency	46
Table: 4.6: Brand Preference	47
Table: 4.7: Popularity of Means of Advertisement	48
Table: 4.8: Aware of Advertisement	48
Table: 4.9: Effectiveness of the Advertisement Tools	49
Table: 4.10: Interest on Watching Advertisement	50
Table: 4.11: Participation in Contents	51
Table: 4.12: Win Prizes	51
Table: 4.13: Encourage to Consumer More	52
Table: 4.14: Brand Switching	52
Table: 4.15: Habit on Watching Programs	53
Table: 4.16: Media on Advertisement	53
Table: 4.17: Interest on Advertisement	54
Table: 4.18: Media selection	54
Table: 4.19: Know about promotion Task	55
Table: 4.20: Aware of Promotion	56
Table: 4.21: Encourage to Sales Value	57
Table: 4.22: Taken Parts on Contents	58
Table: 4.23: Win Prizes	59
Table: 4.24: Effectiveness of Sales Promotion	59
Table: 4.25: Effect of Sales promotion on Sales	59

LIST OF FIGURE

	Page No.
Figure: 4.1: Age Level of Respondents	44
Figure: 4.2: Education Level of Respondents	45
Figure: 4.3: Drinking Frequency	46
Figure: 4.4: Brand Preference	47
Figure: 4.5: Aware of Advertisement	49
Figure: 4.6: Effectiveness of Advertisement Tools	49
Figure: 4.7: Interest on Watching Advertisement	50
Figure: 4.8: Media on Advertisement	53
Figure: 4.9: Media Selection	55
Figure: 4.10: Aware of Promotion	56
Figure: 4.11: Encourage to Sales Value	57

ABBREVIATIONS

AGM	:	Annual General Meeting
ATM	:	Automated Teller Machine
B.S.	:	Bikram Sambat
BOD	:	Board of Directors
Co.	:	Company
COR	:	Company Register Office
CV:		Coefficient of Variation
DPS:		Dividend per Share
EPS:		Earning per Share
etc.	:	Etcetera
FY	:	Fiscal Year
H0	:	Null Hypothesis
H1	:	Alternative Hypothesis
HBL:		Himalayan Bank Limited
i.e.	:	That is
IPO	:	Initial Public Offering
Ltd.	:	Limited
NIBL	:	Nepal Investment Bank Limited
NEPSE	:	Nepal Stock Exchange
NRB	:	Nepal Rastra Bank
Pvt.	:	Private
Regd.	:	Registration
Rs.:		Rupees
SEBON	:	Security Board of Nepal
SEC	:	Security Exchange Center
SMBL	:	Security Marketing Center
TU:		Tribhuvan University