

**RADIO ADVERTISEMENT
AND
ITS IMPACT ON RURAL CONSUMERS**

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of
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**TRIBHUVAN UNIVERSITY
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**Radio Advertisement
And Its Impact on Rural Consumers**

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

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**RADIO ADVERTISEMENT
AND
ITS IMPACT ON RURAL CONSUMERS**

and found the thesis to be the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for Master of Business Studies (M.B.S.)

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DECLARATION

I hereby declare the thesis entitled "Radio Advertisement and Its Impact on Rural Consumers", submitted to Tribhuvan University, Faculty of Management, Post Graduate Campus, Biratnagar (Nepal) is my original work. It is done in the form of partial fulfillment of the requirement for the Master of Business Studies (M.B.S) under the supervision of **Mr. Dev Raj Shrestha**, Lecturer of Post Graduate Campus, Biratnagar.

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ABBREVIATIONS

- Ad : Advertisement
- Ads : Advertisements
- B.S. : Bikram Sambat
- F.M : Frequency Modulation
- i.e. : That is
- M.B.S : Masters of Business Studies
- N.T.V. : Nepal Television
- P.G. :Post Graduate
- S.L.C. : School Leaving Certificate
- T.U. : Tribhuvan University
- T.V. : Television
- V.D.C. : Village Development Committee
- W.T.O. : World Trade Organization

CHAPTER – I

INTRODUCTION

1.1 Background of the study

The word marketing has been used differently by different sections of the society. Marketing comprises both buying and selling activities. It is the performance of business activities that direct the flow of goods and services from producers to consumers or users. Marketing is the ongoing process of moving people closer to making a decision to purchase, use, refer, reject, follow confirm the product, services or values.

It is conform that whole marketing activities depend on sales or marketing people to buy their products. Making consumer to know about product is very challenging and complicated task. There are different kinds of tools which help producer to introduce their product.

Promotion means sales generation effort in the market. It becomes very important in a competitive market. The sellers communicate the product information to the buyers so that they change their attitudes and behavior. Promotion plays an important role in informing, educating, persuading and reminding the customers.

Promotion consists of a number of elements or components. These are advertising, personal selling, sales promotion, publicity and public relations.

Advertising is probably the most widespread form of promotion and publicity. It is paid publicity sponsored by the advertiser. It is used for communicating the business information to the present and prospective customers. The communication is generally one sided from the advertiser to the public. A product service and idea can be presented and promoted in a variety of ways and advertising is one of them.

Advertising is a form of communication used to help to sell product and services. It communicates a message including the name of the product or

service and how that product or service could potentially benefit the consumer. Advertising is a very common term. It is a mass communication transmitted through different media like the radio, television, newspapers and magazines.

The term "**advertising**" is derived from the Latin word, "**Advert ere**" which means **attracting attention or turning the attention**. Every advertisement attracts or turns attention of the listeners, viewers, readers and onlookers towards products or services or ideas. Advertising provides information about different products, product qualities, availability of the products etc. It is designed to create a demand for the product in a target market.

Advertisement plays vital role in the marketing activities of goods and services in the modern business world. In a free-market economy, effective advertising is very essential to a company's survival. It is powerful marketing tool which is highly expensive. Organizations spend much and more amount on advertising. An adequate advertising expenditure is necessary for a given marketing program in any organization.

Different people have defined advertising in many ways. However, they all mean nearly the same thing. Some of the definitions are presented below.

"Advertising is any paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor." ¹

"Advertising is the non-personal communication of information usually paid form and ideas by identified sponsor through the various media." ²

Advertising is a major form of promotion in international as well as domestic marketing. People, generally, buy a product only after knowing about the product through the advertisement. One may or may not like the advertisements but it is everywhere. It can be listened on radio, seen on TV or

¹ Philip Kotler, *Marketing Management*, The Millennium Edition, Prentice Halls of India, New Delhi, 2000, P.578.

² C.L. Bovee and W.F. Arens, *Advertising*, 2/e, Irwin, Homewood, Illinois, 1986, P.2.

internet, on the walls, hoarding boards, newspaper etc. Thus, we are surrounded by advertisement in our daily life.

"Advertising includes these activities by which visual or oral message are addressed to public for the purpose of informing then influencing them either to buy merchandise or services or to act or be inclined favorable towards ideas, institutions and person featured." ³

An advertisement announces the arrival of a new product, talks about its special features and explains the best use of the product. No any manufactures can think of sales without advertising. In some cases, the advertising makes consumers aware of the product or company.

Advertising is important in the present business world because the modern world at present time is media-centered. The consumers are highly influenced by the advertisement of certain goods and services which are delivered through the media. Thus, advertising plays an important role in promoting products and adding value to products or services.

Role of Advertisement in Present Business World.

Advertising is one of the most important marketing activities in the modern world. The concept of globalization has increased its importance. It is one of the most important tools the company uses to persuade the target buyers to buy their products and services. Advertising reduces the distribution cost, it encourages higher quality by making the people aware of the producer's identity and also it provides different types of product information. The role of advertising has increased in the modern business world of large scale production and too much tough competition in the market. Advertisement makes distinct contributions to the **manufactures, middlemen, consumers and society**⁴.

Thus, the role of advertising in the modern business world can be analyzed under the following headings.

³ B.N.Ahuja and S.S. Chhabra, *Advertising*, 2/e, Surget Publication, New Delhi, 2005, P.1.

⁴ K.N.Shrestha, *Marketing Communication*, 1/e, Nabin Prakashan, Kathmandu, 2059, P.23.

Benefit to Manufactures

At present time advertisement has become indispensable for manufactures. They take full advantages of advertising as a major tool to popularize their product or services. They are always ready to spend a lot on advertising because of the advantages mentioned below:

1. The manufacturers can create demand through advertisement and reduce the chances of seasonal sluggishness in business.
2. As demand is created, retailers are encouraged to maintain adequate stock of the goods. This helps the manufacturers to retain the customers.
3. Advertising makes it possible for the manufacturer to introduce new ideas and new products.
4. Advertising is a form of mass communication through which the manufacturers reach to a vast number of consumers and make their product known to them.
5. Mass production needs mass selling which is possible only through advertising. It enables manufacturers to achieve lower cost per unit of product.

Benefit to Middlemen

Consumers are scattered throughout the country and the producers are located in few places only. This gap between the producers and consumers is filled up or removed by the intermediaries who are part of the distribution channel. Distribution channels include middlemen who provide services for distribution of products. The middlemen also obtain benefit from advertising. Some of the benefits of advertising to middlemen are presented below:

1. Advertising helps in faster turnover, reduces the risk of blockage of capital and helps indirectly in reducing the overhead costs.
2. The manufactures of well advertised articles control the prices.
Therefore, unfair competition and price wars are avoided.
3. The middlemen also share the reputation created by advertising as they are not required to spend anything on an already well-advertised products.

4. Advertising helps in reducing the price fluctuations and the middlemen face less risk of loss due to the changes in the general price levels.
5. Advertising helps to keep good relation between middlemen and manufacturer.

Benefits to Consumers

Manufacturers produce or manufacture the product and consumers consume it. So, the ultimate aim of all marketing efforts is to satisfy the needs of the consumers. The benefits obtain by consumers are mentioned below:

1. Advertising educated the consumers about the new products and its uses.
2. Advertising enables mass production and reduces the cost per unit. This lower level of cost is transferred to the consumers in terms of fair prices.
- 3 Usually, products are advertised along with their retail price which protects consumers against excessive price being charged by middlemen.
4. When products are advertised in their brand name, it makes easy buying on the part of consumers.
5. Advertising promotes the standard of living of the consumers by increasing the variety and quality in consumption at minimum cost.
6. Advertising guides consumers in their product choice. They can compare Different manufacturers' products and come to a decision that suit their products and provide them maximum satisfaction.

1.2 Focus of the Study

There are many more different studies that had been conducted about advertising, its effectiveness and on how advertising works. For advertising the product, business organizations use different types of media to reach the target customer. Media has provided lots of opportunities to the business world. That's why the development of media has a significant impact on modern society. Among the different types of media, Radio/FM is considering one of the major medium for the effective advertising.

Nepalese market is very small in relation to the international market. However, in these small circumstances there seems to regular outflow and

inflow of product in the dynamic environment. As being a member of W.T.O, Nepalese products have to compete with international products globally, which are technologically more advanced and cheaper in cost as compared to Nepalese products. That's why Nepalese product has to capture its own market in which advertisement plays vital role and Radio advertising is one of the most effective media. It is effective for blind and illiterates people also. Radio advertisement directly reaches to the ear of the listeners.

In context of Nepal, especially in rural areas like Bhaudaha V.D.C of Morang district, most of the family owned Radio. They have Radio facility in mobile set also. They hear radio programs at the time of load shedding too in their mobile set. Although the radio programs and the radio stations vary with the viewer but the broadcast of advertisement found in almost all the stations. The listeners are also the consumers of different products, the advertisements of which are heard in radio.

The main focus of this study is to find out how advertising affects the behavior of the rural people in buying different products. No any two people always behave in the same way because human behavior is very complex process. The present study is mainly focused on the effect of radio advertisement and impact on rural consumers. The focused consumers are the people of Bhaudaha Village Development Committee who have Radio/FM in their home and who hear it. The focus of the study is to study the relationship on consumer's attitudes, credibility towards advertisement and its subsequent impact on rural consumer's buying behaviors.

1.3 Statement of problem

Advertising creates the awareness in the mind of the consumer and it motivates the consumer to purchase the product. We can say that actual purchase occurs as a result of advertising but in reality many other factors affects on it. Advertisement is common worldwide and also in Nepal. The cut-throat competition of growing market has compelled Nepali business organizations to spend more and more on promotion i.e. advertisement,

Nepalese market is becoming competitive and too much sophisticated in comparison of past. It has made advertising as a compulsion task to business organization. Selecting the effective media is the crucial task that the advertiser needs to undertake for the success of any advertisements. It is also saying that entry of multinational advertising agencies made Nepalese advertise world too much creative and competitive in comparison of past period.

Radio is believed to be the most authoritative, influential and exciting medium. It is also saying that radio is the ideal medium for advertising because of its ability to attract the listener. At present time, there are many newspapers available with nationwide circulation in Nepal such as the *Gorkhapatra*, *the Kantipur Daily*, *the Himalayan Times*, *the Annapurna Post*, *the Rising Nepal*, and *Nepal Samacharpatra* etc. Similarly, the T.V. channels are also growing in numbers rapidly day by day which makes the advertising easier to be reached to the target users of the products. At present time, many Nepalese T.V. channels have been established such as Nepal Television, Kantipur Television, Terai Television, Nepal One Television, NTV2, ABC Television, Makalu Television etc.

Similarly, Radio/FM broadcasting is also growing in more numbers in Nepal. These days lots of Radio/FM stations have been established in Nepal such as Radio Nepal, Kantipur FM, Image FM, Koshi FM, B. FM, Makalu FM, Saptakoshi FM, Bijaypur FM.

Some of them are solely involved on serving news and others are entertaining as well as informative. The development of Radio/FM stations and Radio/FM facility in mobile set has increased the opportunities to the business organization as well as attracted the many listeners.

Radio and Television are the widely used media in different countries of the world .Although in some countries radio and television are state-run and accept no advertising in other advertisers are able to buy short 'spots' of time, usually a minute or less in duration. In context of Nepal, advertisements are advertised in different private Radio/FM as well as government owned

Media i.e. Radio Nepal. The size of the viewers determine the amount of money that the broadcaster can charge with advertiser and the composition of the viewers determines the advertiser's choice as to when a certain message, directed at a certain segment of the public, should be run.

Different people show different attitude towards the same type of message broadcasted or published through media. Therefore, the analysis of impact of any type media on consumer behavior is very important for any advertiser in any country. But, they do not consider the effect of advertisement on buying attitude of customers.

So, it can be said that this is the route reason that the advertisement fails to increase the good will of the products among the customers.

Therefore, there are various aspects to study such as consumer response towards advertising through Radio/FM, impact of Radio advertising on different class of customers, on buying behavior of the rural customers etc. However analysis of the **Radio advertisement and its impact on rural consumers** is the significant issues to be researched.

As compared to different mass media, Radio/FM is the most popular and effective advertising media in context of Nepal. Taking the above mentioned issues into consideration following problems is identified for this study:

-) Does Radio/FM advertisement affect the buying behavior of rural consumers?
-) Does different age and class of people like different types of advertisement on Radio/FM?
-) Does frequency of advertisement on Radio/FM have affect on different age and class of people?
-) Does different age class of people react differently for Radio/FM advertisement?

1.4 Objectives of the study

The research focuses on the impact of advertising on behavior of the rural consumers. So, the main objectives of the study have been presented below.

1. To identify the types of Radio advertisement preferred by rural consumers.
2. To examine how the different group of people in rural areas perceive and react about the Radio advertisement
3. To analyze the effectiveness of Radio advertisement and its impact on the buying habits of the rural consumers.
4. To know the impact of frequency of Radio advertisement on consumer behavior of rural areas.

1.5 Significance of the study

There are many media used to deliver the advertising messages including traditional media such as radio, television, cinema, magazines, newspapers, mail or post and now internet also. Advertising plays an important role in promoting products and adding value. It is significant and famous mode of promotion of business goods or service in international as well as domestic marketing.

Nepalese advertising sector is rapidly growing as it is in the world. Today's business world can't be imagined without effective advertisement. Advertising is highly essential to product positioning and for the brand preference. Most of the business houses and the business companies are able to do the business with the help of the advertisement by allocation the sufficient amount for the advertisement. Advertisement, to some extent, protects the consumer from being cheated by the manufacturer and protects producers against unfair competition.

This study carries the comprehensive information on the effective aspects of advertising. It also explores the role of radio advertising in creation the awareness among general consumers of rural areas. The researcher believes that this study will be beneficial directly or indirectly to the

advertisers, Media, businessmen, advertising agencies to know about consumer's attitude and credibility towards ads and the factors that affects consumers to behave the way. Similarly, this study will equally be beneficial to the students of marketing to get insight about consumer attitudes towards advertisement. It is also beneficial to the future researcher as well as to other people who are interested on its working.

1.6 Limitations of the study

It is not easy task to find out any study which is perfect. It is fact that every studies or surveys have some limitations. Thus, the major limitations of this study are presented below.

1. This study is based on the primary data collected from the respondents whom the questionnaire is administered so its findings may not be generalized.
2. The field survey is confined within Bhaudaha V.D.C.
3. The resources like time and money are major constraint.
4. The secondary data is limited within a few researches because of the lack of research in this topic.
5. The sample size taken for the study is small according to the subject matter.
6. This study is based on Radio/FM advertising

1.7 Organization of the study

The research study has been divided into five chapters which are presented below.

Chapter I: Introduction

Chapter II: Review of Literature

Chapter III: Research Methodology

Chapter IV: Presentation and analysis of data

Chapter V: Summary, conclusions and Recommendations

The Introduction chapter covers background of the study, focus of the study, statement of the problem, objectives of the study, and significance of the study, Limitations of the study and organization of the study.

The second chapter reviews the related literature. It explains with the basic information related to the study. It deals with the theoretical concept of advertising. The chapter gives concept, definition and historical background of the advertising and other related aspects of the advertising.

The third chapter deals with the research methodology to be adopted for the study consisting research design, sources of data, data gathering procedures, population and sample, research variables and data processing procedures.

Chapter four is the heart of the study. It is Presentation, Analysis and Interpretation of data with the help of Statistical tools. The data are tabulated and edited in this chapter.

The fifth chapter is concerned with summary, conclusions and recommendations. This is suggestive to all the concerned authorities and the researcher also. A conclusion of the entire study is presented in this chapter.

CHAPTER - II

REVIEW OF LITERATURE

2.1 Concept of Advertising

The word advertising is derived from the Latin word '**Advert ere**' which means **to turn the attention**. Advertising is to draw attention of people to certain products, goods, services or idea. In other words it can be said that advertising as to tell people publicly about the product or service in order to persuade them to buy it. It is one of the most widely used promotion tools which is used by business, non-government organizations, charities and different service institutions. However, in today's world of competition, it is not enough for the advertisement to draw the attention of buyers. It should be able to persuade the consumers to use the advertised product, service or an idea.

Advertising has gained much attention because it is the best known and most widely discussed form of promotion and it can also be used to create images and build symbolic meanings for a company or brands.

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

"Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor."⁵

Advertising is prominent and easy identified form of promotion in international as well as domestic marketing. Most economists believe that advertising has a positive impact on the economy because it stimulates demand for products and services, strengthening the economy by promoting

⁵ Philip Kotler, *Marketing Management*, The Millennium Edition, Prentice Halls of India, New Delhi, 2000, P.578.

the sale of goods and services. Manufacturers also know that advertising can help to sell new products very quickly. Similarly, some economists believe that advertising is wasteful. They argue that the cost of advertising adds to the cost of goods and that most advertising simply encourages consumers to buy one brand rather than another. According to this view, advertising simply moves sales from one company to another rather than increasing sales overall and there by benefiting the economy as a whole.

"Advertising is one of the most popularly promotion tools it is used by business, non-government organization, charities and service institution." ⁶

Generally, to advertise means to notify, inform or describe publicly with a view to increase sales, to make a thing or idea publicly known. So, advertising is a major promotion tool and it offers planned and controlled message. It can contact and influence numerous people simultaneously, quickly and at a low cost. Therefore, it is also called mass means of communication.

Characteristics of Advertisement⁷

The distinguishing features of advertising are presented below:

1. **Mass communication:** It is a unique means of non-personal publicity or mass communication because it informs group of people using mass communication media such as radio, televisions, newspaper etc.
2. **Salesmanship:** It is non- personal salesmanship like personal salesmanship. It is silent but forceful salesmanship because it helps to presale a product.
3. **Paid form of communication:** It can be undertaken by some agencies that charge the process of advertising. It appears in newspaper, magazines, radio, T.V etc by purchasing some space or time to communicate information.

⁶ Agrawal, G.R. (2000), *Foundation of Marketing: A Nepalese perspective*, 1/e, Kathmandu: MK Publishers and Distributors, P.29.

⁷ Sharma, Bhakti P. (2003), *Basic Principles of Marketing*, 1/e, Kathmandu: Ekta Books Distributors, P.176.

4. **Effective promotion:** Advertising has been considered as the most effective method of promotion because through it message can be addressed to numerous people at a time.
5. **Sponsor:** An advertisement is a paid form of publicity or communication paid for by the sponsor to the media owner. The sponsor can be identified under it.
6. **Persuasive:** The message should be persuasive and informative enough to motivate personal customers. It influenced the attitude and behavior of buyers in favor of advertised product or service.

2.2 Brief History of Advertising⁸

About the history of advertising there are many facts. Archeologists have been found evidence of advertising dating back to 3000 BC. They uncovered different types of symbols such as the outdoor display usually an eye catching sign painted on the wall of a building which was one of the first methods of advertising. In the ancient and medieval world, advertising was conducted by word of mouth. The first step toward modern advertising came with the development of printing in the 15th and 16th centuries. In similar way, during the 17th century weekly newspapers in London began to carry advertisement and by the 18th century such advertising was flourishing. The great expansion of business in the 19th century was accompanied by the growth of an advertising industry. During the 20th century, advertising agencies became involved in producing the advertising message itself including copy and artwork.

During ancient and medieval times, advertising was crude if it is measured by present day standards. It is not a new phenomenon; its evolution has been dynamic and originated with the beginning of commerce. However, the basic reason for using advertising was the same in comparison of present day advertisement. That's why it can be said that

⁸ Monle lee and Carla Johnson (2003), *Principles of Advertising*, New Delhi: Viva Books, P.13-16.

modern advertising is largely a product of 20th century. Because of the economic prosperity and changing consumer needs in the market have greatly influenced the evolution of advertisement which is explained below:

1. Early Stage of Advertising (up to1440AD)

Advertising by word of mouth is probably the earliest form of advertising because oral skills were developed before reading and writing. During this stage there was a barter oriented economy and the technology was confined only in primitive hands tools and labor based techniques were widely used. Public criers and street hawkers used to transmit the product message by using handwritten sign, symbols, horns, bells to attract the attention of the consumers. During this stage, advertising was mostly in graphic form.

2. Printed Stage of Advertising (1441-1900 AD)

Although graphic forms of advertising appeared early in the history, printed advertising made little headway when Johannes Gutenberg invented the movable type printing press in Germany in about 1441 AD. This invention made the mass distribution of posters and circulars possible. The first advertisement in English appeared in 1472 AD in the form of a handbill announcing a prayer book for sale. In 1650, London newspaper offered a reward for the return of 12 stolen horses. Another major technological invention in the field of advertising was invention of photography in the late 1880' s. Photography adds credibility to advertising as it shows products as they are visualized.

3. Broadcast Stage of Advertising (1901-1970 AD)

Advertising agencies initially focused on print. Then, a new powerful advertising medium Radio started on 2nd November, 1920 AD in Pittsburgh, Pennsylvania. The introduction of these broadcasting medium created new opportunities and by the end of 1920s, advertising had

established itself in Radio to such an extent that advertising were producing many of their own programs. Later on, dozens of radio dramatic series was produced in America which was known as sponsored by soap companies. Television became an important and popular audio-visual media of advertising since 1948 AD. Although Television had been introduced, it was not used heavily because of the cost of TV set and the lack of programs. Later on, TV also became the largest advertising media. This is the period that welcomed window and counter display, exhibition and trade fair. Advertisements were used to promote the social and political issues. From this period, advertising entered into the professionalism. But, when great depression was observed in 1930 AD, it caused the adverse impact on the growth of advertising.

4. Information technology stage of Advertising (1970AD to present)

The importance of advertising is growing day by day and so does the field of advertising. It has come a long way from the simple sign on shop to a powerful device of promotion and persuasion. No one can predict what new form of advertising may take in future. So, a new kind of advertising strategy has been observed after 1970 AD where competitors' strength became an important as the advertisers. Several significant new technologies have affected advertising considerably during the last decade. From this time onwards however, advertising never looked back. Not only this much, it has sealed higher and higher peaks in terms of billing as well as its quality and its sophistication.

2.3 History of Advertising in Nepal

Nepal was divided in many small states in past. At that time, to announce any type of information they used to beat the drum, a kind of instrument which produce the music. In comparison of history of advertising in the world, it is very short. Even in Nepal, during Rana regime, town criers used to walk through the streets announcing the different types of notices

and information. This form of advertising was called "Jhayali Pitne" in Nepal.

A Nepali poet Motiram Bhatta was the pioneer of the Nepalese Journalism who was the first person to edit and publish the first Nepali monthly 'Gorkha Bharat Jeevan' in 1886 AD. Later on, a Nepali monthly 'Sudha Sagar' was first printed and published in 1889 AD at the Pashupati press, the first printing press in Kathmandu.

After the emergence of Gorkha-Patra in 1958 B.S. which motivated the businessman, business houses and others to advertise their products. In 1984 B.S. when the notice opening of Petrol shop in Kathmandu was published in Gorkhapatra, it also motivated others to join the newspapers for advertising. It might be the first commercial advertisement of Nepal. After the newspaper advertisement, Radio advertisement was heard in Magh 2007 B.S, which was established at the surrounding of Biratnagar Jute Mills, Biratnagar, as a pre-democracy announcement on Prajatantra Nepal Radio. Later on, in Chaitra 2007 B.S., a broadcasting station was established in Singh Durbar Kathmandu under the name of Radio Nepal.

After few years, the first advertising agency "Nepal advertisers" was established in 2017 B.S, which had limited service area only. In 2020 B.S. "Nepal Printing and advertising" another advertising agency had been established. In similar manner, Television medium of advertising was also developed much later in 2041 B.S. With the development of different types of media, advertising also flourishes day by day. There are many more advertisements regarding the different products and services on Radio, television and popular press today which were not there only a few years ago.

2.4 Objectives of Advertising

Advertising is mass communication and it informs the customers about the product. The main objective of advertising is to increase sales of product, service or ideas. In other words, the objective of advertising is to

make the people aware about the product. Objectives also help the marketing firm to determine what is to be achieved through the advertisement campaign.

However, the objectives of advertising can be one of combination of the following;

1. To communicate about information for public knowledge.
2. To create, direct and extension of demand.
3. To support personal selling.
4. To introduce new product or service.
5. To attract the investors and distributors.
6. To expand the market to new buyers.
7. To maximize the sales.
8. To make a special offer.
9. To help other promotion tools
10. To maintain brand loyalty.
11. To announce a price change.
12. To announce modification and new pack.
13. To identify the location of stockiest.
14. To invite inquires.
15. To formulate goodwill of business organization.
16. To counteract competition in the market.
17. To stimulate production, employment and income.
18. To remind the customers.
19. To provide education values by teaching to public to adopt new ways of life and a higher standard of living.

Functions of Advertising

At present competitive business world, advertising is essentially a form of communication and its fundamental responsibility is to convey desired information to the targeted audience or customers, Its basic function is to bring forwarded something new or remind the old one to the notice of someone else.

Therefore, the function of advertising in general sense can be studied under the following headings:

1. Marketing Function:

Marketing is the art of selling products. Promotion is one of the elements of marketing mix and advertising falls under promotion category. Advertising is used to sell the products, services and ideas by delivering the message through the mass media to the large group of people in a very short span of time.

2. Communication Function :

The main objective of advertising is to communicate the basic message or knowledge to the consumer so that they can use their product. The advertisement published in newspaper, magazines and broadcasted by the radio and televisions are playing the role of communication in advertising.

3. Economic Function :

Advertising reduces the cost of distribution as well as the difficulties of personal selling which results the lower cost and higher profit. Advertising makes the consumer conscious about the products which is necessary for economic growth.

4. Education Function :

One of the major functions is educating the people. By reading, hearing and watching advertisement, people can learn lots of things about the product and its features and the way how the products can be used. It also helps people to improve the living standard.

5. Social Function :

The advertisement relating to the social issues to reform the society, has led to important social and legal changes. It helps to reform the society in long term prospective. Advertising justifies its existence when it is used in the public interest. It also

provides the opportunities to select the product that can best match the social needs.

2.5 Types of Advertising⁹

With reference to whom the advertising is aimed at , can be classified under different headings:

A. On the basis of geographical area:

Advertising could be local, national and global.

-) Local advertising: Advertisement in the local newspapers, magazines, radio and television are called local advertising.
-) National advertising: Advertisement in the national newspapers, magazines, radio and televisions are called National advertising.
-) Global advertising: Advertisement in the newspapers and magazines read worldwide or in radios and televisions viewed worldwide is called global advertising.

B. On the basis of the audience:

-) Consumer Advertising: The advertisements that are directed towards the consumers is called the consumer advertising. Such advertisements are expected to increase the sales volume of the consumer products.
-) Trade Advertising: Advertisement that are directed towards distribution channels such as the wholesalers and the retailers is called Trade Advertising. This advertising encourages the distributors to maintain larger quantity of goods in stock.

⁹Sharma Bhakti P. (2003), *Basic Principles of Marketing*, 1/e, Kathmandu: Ekta Books and Distributors, P. 180.

C. On the basis of Function:

-) Product Advertising: Advertising that is designed to promote the sale or brand image of a particular product is called Product Advertising.

-) Institutional Advertising: It refers to building the reputation of the firm rather than the product. The importance is given to the firm not to the product.

2.6 Advertising Media

The transmissions service for delivery the message to the targeted customers is called Media. The advertising media carries the advertising message of the company that manufactures a product and service to the customers who wish to buy it. It is vehicle for carrying the sales message of an advertiser to the prospects.

One of the functions of advertising is to select medium from among the available alternatives that will maximize the number of people reached and the frequency with which they are reached. The media selection is a complicated process because not only it is necessary to choose among major media types but also specific selection must be made within each general type. The classification of different mediums into different groups differs from one another. The eastern concept and western concept of classification are different.

Advertising is delivering a message about the product to the consumers. Every producer seeks to influence the consumers through different media. The media also helps them to keep in touch with the old customers and create new customers. However, the media can be classified under the following headings:¹⁰

¹⁰ Sharma, Bhakti P. (2003), *Basic Principles of Marketing*, 1/e, Kathmandu: Ekta Books and Distributors, P.181-186.

1. Print media advertising:

Advertising through newspapers and magazines is known as print media which reaches affluent customers. It charges money for the space in the newspapers or magazine. It has large circulation and a single advertisement can reach to a large number of educated people. It is quick so continuous advertising is possible. It is also flexible and certain changes can be made to suit the changed situation. It is cheaper and also suitable in comparison of other kinds of advertisement. Advertisement could be for old product or new product and the advertiser can use much space or less space as it is needed. The Print media includes the following:

-) Newspapers
-) Magazines
-) Trade Journals
-) Posters
-) Women's Papers
-) Brochures
-) Sky Writing

2. Outdoor display media advertising:

The display media demonstrates the product directly. Displays are undertaken to create increased purchase. Display advertising covers a number of things like window dressing, showrooms, trade fairs and exhibitions. Display media creates impression and attracts the customers. The display media includes the following:

-) Electricity light signs
-) Neon signs
-) Window dressing
-) Show rooms
-) Exhibitions and demonstrations
-) Trade Fairs

3. Direct Advertising:

This is a very old method of reaching the customers. It is comprehensive and covers all forms of printed advertisements delivered directly to the consumers. It is distributed door to door, handed over to passer-by on the side walks or sent through mail. It includes the following:

-) Postcards
-) Envelope enclosures
-) Booklets
-) Catalogues
-) Sales letters
-) Gifts

4. Electronic Media Advertising:

Electronic media is the most widely used and popular media in 21st century. It is mostly preferable media for advertising by advertiser. With the development of civilization, the electronic media such as Radio, TV and computer are attracting too many consumers. Though only two i.e., Radio and TV are the means of electronic media, the numbers of FM stations and TV channels has been increasingly rapidly. The electronic media includes following.

-) Radio
-) Television
-) Video Film advertising
-) Cinemas
-) Internet, websites and on-line advertising.

2.7 Radio Advertising

Radio is a very important means of communication. We can hear on it national and international news. There are also programs such as radio drama, stories, songs, discussion on important issues and special programs

related to education, agriculture, health, industry, population and environment. Important notice and circulars are also given on radio. Advertisement and entertainment are other objectives of the radio. In a developing country like Nepal, radio has become very popular. Still over two thirds of the population of Nepal depends upon the radio for news and entertainment. Even if there is no electricity, we can use battery.

So, it can be said that Radio is one of the most popular media that reaches to ear of mass public. FM and AM are the two types of radio broadcasting where FM is Frequency Modulation in which signals are received with great regularity and with clear sound and AM is Amplitude Modulation in which sound wave length differs in size though the frequency remains constant. The radio broadcasting is cheapest and quickest means of communication in Nepal.

Advertising is carried on in Radio either by the use of short commercial or by the use of sponsored programs. Sponsored programs going on for fifteen minutes or more, maybe prepared by advertisers with different advertisements. But in spot advertising, short advertisements of the duration of a few seconds are introduced as a part of the usual broadcasting programs. The advertisements may consist of Jingles, dialogues and position of well known personalities or such other advertisement.

Due to geographical diversity in our country Nepal, advertisement through radio can have a great impact on the prospective buyers because other media like television and newspaper cannot reach to the remote as well as in rural areas very easily. There are many people who can't read the newspapers where radio has proved its efficiency by creating awareness through radio. Due to lack of electricity and the expensive cost of television sets, people from rural areas are deprived of it.

The history of radio broadcasting in Nepal was started in the year 2007B.S. Initially, it was started from the surrounding of Biratnagar Jute Mills and later on Radio Nepal was established and broadcasted from

Kathmandu. Now, there are transmission centers outside the valleys at Dhankutta, Gauridanda, Pokhara, Surkhet and Dipayal. In this way, in every nook and corner of the country, Radio Nepal can be heard and radio services are made available. Its programs are very interesting. The interests of people of all age groups and almost of all walks of life are taken care of. In addition to Nepali, English and Hindi news there are programs in different regional languages of the country.

FM Broadcasting

At present, FM program is the most happening radio program. In the initial phase, FM began its short period program as an experienced basis and with a view to get popularity it went on six hours long regular programming from 15th Poush, 2052 B.S. At the beginning, the FM stations were confined only in Kathmandu or in urban areas but due to the government liberal policy on media, FM stations are mushrooming in different parts of our country Nepal. At present, more than four dozens of FM broadcasting can be heard throughout the nation. FM stations are effective and efficient media for advertising. The advertisers can select the FM stations according to their territory to advertise their products and services.

As the other means of advertisement, Radio Advertising has also some advantages and disadvantages which are presented below:

Advantages of Radio advertising

-) The radio advertising has human touch relation.
-) The listener can listen to their favorite anchor's voice.
-) The advertisers can select the programs or station and time of broadcasting suitable to their target customers.
-) The listeners can tune the most interesting and good station as per their choice.
-) In some programs, the listeners can present their opinions and broadcast their voice also.

-) Radio advertisement is comparatively cheaper than other media of advertising.
-) Radio sets are also available in relatively cheap prices, so the poor people can afford it.
-) Radio is used more than print media in rural areas.
-) Television broadcasting is still beyond the use in rural areas due to high cost, low transmission area coverage etc. So, the importance of radio is high.

Disadvantages of Radio Advertising

-) The message broadcasted through radio has a short life.
-) The advertisement through radio is wasted if the target listener is not listening to the advertisement.
-) Visual display is not possible through radio.
-) There is certain time allotted to the advertisement in radio.
-) Listeners are more interested on music, news and other programs, so the advertisements are often not given attention.

2.8 Effective Advertising

Generally effectiveness depends upon using the best medium and the best message considering promotion objectives, the target markets and the funds available for advertising. So, it can be said that informing the public about the right product at the right time through the right medium is effective advertising. It is based on the selection of proper media. Media decision refers to the selection of specific medium of advertising such as Radio, TV, newspaper as well as many more. Each medium has merits and demerits that must be measured in the selection of media for an advertising campaign. The geographical coverage of the media should be analyzed as well as the size and characteristics of the consumers i.e., audience is also to be measured. Similarly, for the advertising effectiveness, the cost benefit analysis also should be calculated.

2.9 Advertising and Consumer Behavior

Advertising is one of the marketing activities which have a direct relationship with the consumers. In order to achieve success in any business and especially in today's dynamic and rapidly evolving market place, marketers as well as advertisers should know everything they can know about consumers what they want and what they think. So, for the successful planning and implementation of advertising, the study of consumer behaviors in every stage of advertising is very essential. The field of consumer behavior studies how individuals, groups and organization select, buy, use and dispose of goods, service, ideas or experience to satisfy their needs and desires.

Generally, business growth depends on loyal consumers who purchase the product frequently. So, advertisers should bring the consumers to their stores with the help of advertisements. Advertisements disseminate the useful information, relative advantages and special feature of the products and services to the consumers which influence the psychology of the consumers and ultimately the behaviorists consider it as a response to reinforce. At last, it can be said that the ultimate intension of any advertising is to influence the buying behavior of consumer in a way favorable to the advertisers.

2.10 Review of previous studies in Nepal

As the part of study the students involve in different research work. It is very essential task to know something new about any things.

There are some similar studies which had been conducted previously about advertising research. The related literatures of previous research work are also reviewed. From the literature of previous studies conducted by different people, various ideas are gained and utilized for the betterment of the study.

Prawesh Pokhrel in his research titled. "Advertising through Television, Impact on Consumer Behavior in Urban Areas" had main objectives to identify the effective media among the television advertisement. The main objectives of the research work are presented below:

- a) To identify the types of T.V advertisement preferred by urban consumers.
- b) To examine how the different group of people in urban areas perceive and react about T.V advertisement.
- c) To analyze the effectiveness of T.V advertising and its impact on the buying habit of the consumer of urban areas.

The study was based on primary data. The major findings of the study are presented below:

- a) Among the different media, the most popular medium for promoting sales is the television.
- b) Among the different types of the T.V advertisement, majority of people prefer funny types of advertisement.
- c) Nobody turn off the T.V when Ad. Appears in T.V
- d) Females are more conscious about the T.V advertising
- e) Television ads have positive influence on the buying habits of consumer and persuade them to buy the advertised product, etc.

Similarly, Kanchan Dahal in the study "Effect of advertising on buyers' behavior had the main objective to find out how advertising affect the behavior of the buyer. The objectives of the research work are listed below.

- a) To examine popularity of advertising.
- b) To analyze the effectiveness of advertising.
- c) To identify people's reactions to the advertising.
- d) To examine the factors that influence people to buy the particular product.
- e) To examine how advertising enhance the sale of a product.
- f) To find out the relationship between consumers' attitude towards advertising and buying decision.

The research was based on primary data. The major findings of the study are presented below:

- a) Consumers have positive attitude towards advertising but they are skeptic on the performance of the product as claimed by ads.

- b) Majority of people have the habit of watching and hearing advertisement out of them women are more curious than men in watching advertisement.
- c) Majority of people prefer frequently advertised products so a product needs frequent advertisement in order to run successfully.
- d) In context of means of ads majority of people prefer television than other means of advertising like newspaper, radio etc which shows that T.V plays crucial role in advertising.
- e) People like musical advertisement that the advertisement with good working.

Narendra Kumar K.C in his research titled "Advertising through electronic and non-electronic media and impact on consumer behavior" had main objective to identify the effective media among electronic and non electronic media. More specifically, the study had focused the following objectives:

- a) To evaluate the impact of electronic and non- electronic media of advertisement on consumers buying behavior.
- b) To find out appropriate media preferred by consumer among electronic and non electronic media of advertisement
- c) To know the impact of advertising on sales.

The study was based on primary data. The major findings of the study are:

- a) Advertising is the key tool to motivate and persuade the consumers.
- b) Some commercials are more appreciated and other lesser appreciated by the consumers that indicated that all media are not equally effective to boost up sales of the product advertised.
- c) Among the different electronic media like television, radio, film, email and internet, the most popular medium for promoting sales is the television.

d) Majority of respondents agreed that they get exact message about product and service by the advertisement which indicates that people have positive attitude towards the advertisement.

In the similar manner, many more unpublished research i.e. thesis were also seen as well as read to collect the different ideas for the betterment of this present study.

The main extract of these previous studies is that advertising is a popular means to enhance sale of any product. The objective of above mentioned studies is to analyze the effectiveness of advertising on consumer behavior. The present study "**Radio Advertisement and Impact on Rural Consumers**" has tried to find out the impact of radio advertisement on buying behavior of consumer of rural areas.

CHAPTER - III

RESEARCH METHODOLOGY

3.1 Introduction

This chapter deals with methods and techniques applied for the study.

3.2 Rationale of the selection of the study Area.

This study is focused on the behavior of rural consumers of Bhaudaha VDC which lies in east part of Biratnagar. It is one of the major VDC as well as residence of large number of Radio listeners who are ultimately consumers of the advertised goods also. This VDC comprises people belonging to different age group and education level. So, from the study on Radio Advertisement and its impact on rural consumers of this VDC, it can be easily understood the consumer's behavior of other rural places of Nepal too.

3.3 Research Design

Among the various research techniques used for the study, the research design used for this study is Descriptive and Analytic. It is based on field survey basically on primary data collected through questionnaire and interview. Different Opinions of respondents about Radio Ad and their buying habits are also noted.

3.4 Sampling Plan

The data are collected by using sampling method. The following sampling procedures are described in this section:

3.4.1 Population

The population of the study comprised all the consumers of 14 or more than 14 years of age who are resident of Bhaudaha VDC and listeners of radio also.

3.4.2 Sample size and procedure for the study

It is difficult to study the entire population of this place. So, only 60 respondents are judgmentally taken out of this population for the study including both male and female.

The sampling techniques used in judgmental sampling. The respondents of the sample were selected from the several places of Bhaudaha VDC.

3.5 Nature and Sources of Data

Primary and secondary data are used in this study. The data is collected by using questionnaire, observation, and interview.

Similarly as required by the study, some secondary data are also collected. Important information related to the study is gathered from relevant books, previous studies and other publications to get insight on the subject matters and for conceptual clearance for betterment of the study.

During the course of the research study, different questionnaire have been designed and prepared as per the requirement of the research study. The list of questionnaire and their types are also attached.

3.6 Data Analyzing Technique

According to the objective of the research, questionnaires are developed as the instrument of data collection. All set of structured questionnaire was designed for the purpose of collecting the required data. According to need, personal interview of respondents has also been conducted. So, structure, multi-choice, open-ended as well as closed questionnaires were constructed for data collection. Those questionnaires are designed to find out to collect personal information like name, age, sex, education, family life cycle, occupation etc. as well as to find out type of advertisement preferred by different target respondents, the opinion of respondents towards Radio advertisement and its impact on them.

3.7 Data Processing, Tabulation and Procedure

The answers provided by different respondent were checked edited and tabulated according to age, sex and education status. Lots of tables have been prepared for every important questionnaire. For tabulation of data, simple listing method is used and presented on percentage basis as well. The collected primary data are presented with the help of univariate and bivariate method of tabulation for convenient and informative presentation of data. The facts and figures collected and tabulated in different tables are analyzed by simple method of percentage. The difference between the percentages of each class is evaluated. Various statistical diagrams such as bar diagram, Pie Chart, Column Chart are used for further explanation of the information shown on table.

3.8 Reliability and Validity of Data

For better and deep study, all the respondents are asked the same questions and the data are collected by the researcher himself which made the research reliable and also the misunderstandings of questions are made clear by the researcher at the time of data collection. The respondents are also interviewed where necessary for reliability and validity of data.

CHAPTER - IV

PRESENTATION AND ANALYSIS OF DATA

4.1 Presentation and Analysis of data

The chapter is incorporated with presentation, analysis and interpretation of data to achieve the objectives which have been mentioned in the introduction chapter. The presentation and analysis of data consists of organizing, tabulating and analyzing with statistical and mathematical results. The data and information related to impact of Radio advertising on the consumer behavior in rural areas are collected from consumers of Bhaudaha VDC. Different tables and diagrams are drawn to make result simple and easily understandable. It is presented here to give an idea on the factors affecting buying behavior, consumer attitude and buying pattern. It also helps to understand the general attitude towards advertising. Analysis is done according to gender, age and educational level.

The prime objectives of this presentation is to provide the background to understand the next part of the analysis easily, to present the factors considered under study and to give an insight into the nature of the data studies.

Table 4.1
Radio advertisement listening habit of the respondents

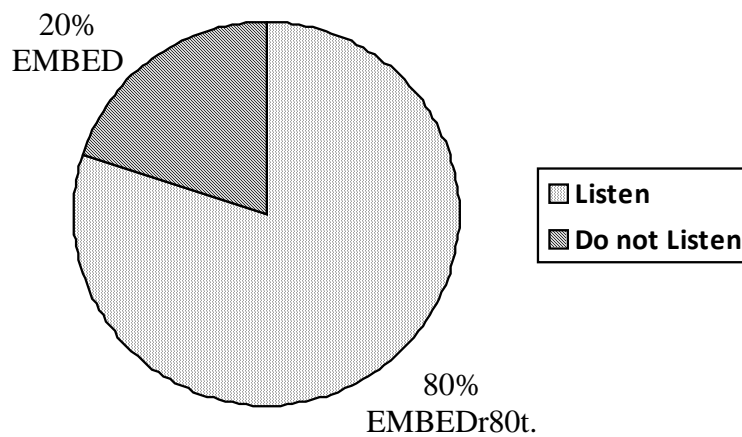
RESPONSE	NO.OF RESPONDENTS	PERCENTAGE
Listen	48	80
Do not listen	12	20
Total	60	100

Source: Field Survey-2011

The above table shows the radio advertisement listening habit of people of Bhaudaha VDC. It is clear from the table that most of the radio listeners, listen radio advertisement. Out of 60 respondents 47 respondents i.e. 80% respondents replied that they hear radio advertisement. They responded 'YES'

towards the question. "Do you generally hear radio advertisement?" Most of them said that if any one listen radio he or she obviously listen radio advertisement. Other 20% replied that they generally do not hear advertisement on Radio and added that they often change the station when advertisement broadcasted in the radio. The results are shown in the following pie chart also.

Figure 4.1: Radio advertisement listening habit of the respondents



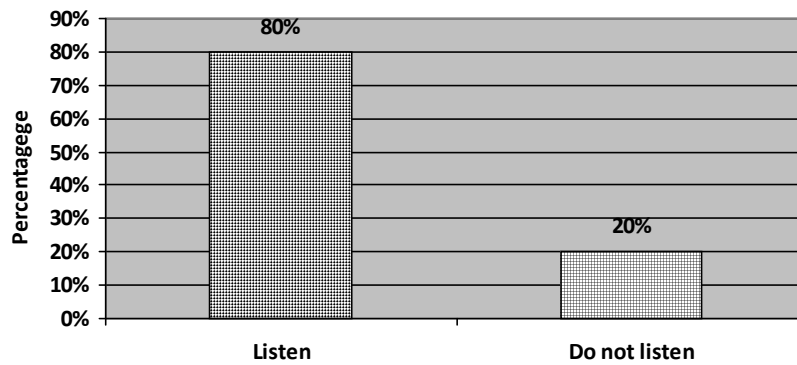
**Table 4.2
Gender wise listening habit of respondents**

HABIT	MALE		FEMALE	
	No. of respondents	Percentage	No. of respondents	Percentage
Listen	32	80	16	80
Do not listen	8	20	4	20
Total	40	100	20	100

Source: Field Survey-2011

The table separates the listening habits of the respondents according to gender. It is found that among the 40 male respondents, 8 respondents said that they do not hear the advertisement which is 20% of the male respondents' number. Among all the 20 female respondents asked, except 4 i.e. 20% all other female accept that they listen radio advertisement. Thus, 80% male and 80% female candidates are habitual of listening radio ad. The data are shown in the diagram below.

Figure 4.2: Listening habit of male and female respondents



From the above data we can conclude that most of the people listen radio advertisement. So, for the advertisement of a product radio can be one of the suitable medium for target consumers.

4.3 Effectiveness of the media

It is tried to find which media is more effective among the consumers. There are several types of Medias like Televisions, Radio, Newspaper hoarding board etc. The table below shows the effect of media.

**Table 4.3
Effectiveness of Media**

Description	Sample Size	Percentage	Degree
Television	22	36.67	132
Radio	28	46.67	168
Newspaper	06	10	36
Hoarding Board	04	6.66	24
Total	60	100	360

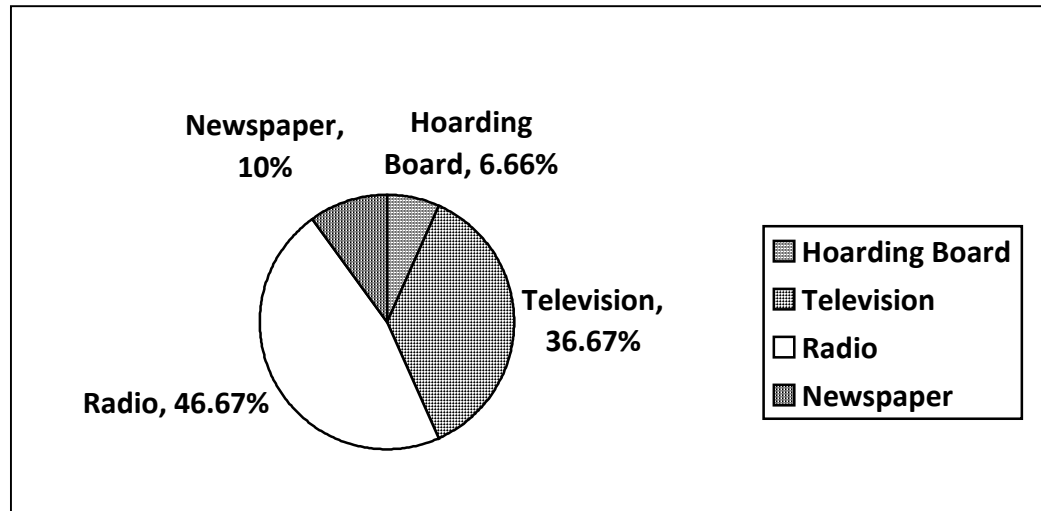
Source: Field Survey -2011

It is found that 22 people (36.67%) react to those Advertisement which has been telecasted through T.V., 28 people (46.67%) reacting for those advertisement which is broadcasted through the Radio and 06 people (10%) reacting for those advertisement which publish in Newspaper and 04 people

(6.66%) get their attention towards hoarding Board. These data clearly indicates that

Most of the people react to those products which have been advertised through Radio. It means Radio is more effective than other media. The effect has been shown in the pie-chart below:-

Figure 4.3: Effectiveness of media



**Table 4.4
Preference of different types of Radio advertisement**

TYPES OF ADVERTISEMENT	NO. OF RESPONDENTS	PERCENTAGE
Musical	16	26.67
Funny	26	43.33
Simple	8	13.33
All types	10	16.67
Total	60	100

Source: Field Survey-2011

The table 4.4 shows the preference of different types of radio ads among the listeners. To find out the type of ad people prefer, the respondents are asked what kind of advertisement they like on radio generally and most of them replied funny. Out of 60 respondents, 43.33% like funny ad. Similarly, 26.67% respondents prefer musical ad. Among the respondents, 8 people replied that they like simple types of ad which is 13.33% of the total.

Similarly, 16.67% do not have specific choice of ad, they like all types of ad heard on radio. The data are also shown in the following pie chart.

Figure 4.4: Preference of different types of Radio Advertisement

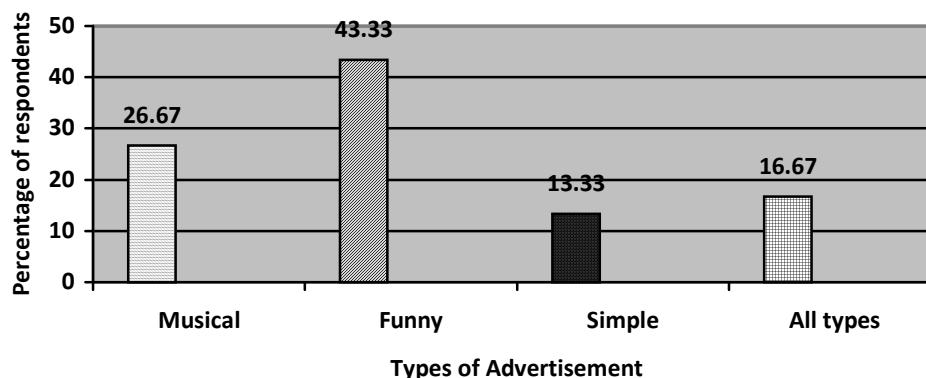


Table 4.5
Age wise preference of different types of Radio advertisement

TYPES OF Ad	BELOW 20		20-30		30-40		40-50		ABOVE 50	
	NO of Res.	%	NO of Res.	%	NO of Res.	%	NO of Res.	%	NO of Res.	%
Musical	6	60	5	33.33	2	15.38	1	10	2	16.67
Funny	2	20	7	46.67	8	61.54	5	50	4	33.33
Simple	1	10	1	6.67	2	15.38	2	20	2	16.67
All types	1	10	2	13.33	1	7.70	2	20	4	33.33
Total	10	100	15	100	13	100	10	100	12	100

Source: Field Survey-2011

The above table represents the age wise preference of respondents towards various types of radio advertisement. The major objective of the study is to analyze the choice of different age groups towards the different types of radio ad. The age of respondents are divided into 5 groups as, below 20, 20-30, 30-40, 40-50 and Above 50

The majority of the respondents of the first group i.e. respondents below 20 years, like musical advertisement. Among the 10 respondents of this group, 6 respondents replied that they prefer musical ad which is 60% of the total respondents of age below 20 years. Other 2 like funny advertisement which is 20%. 10% respondents from this age group like all types of ad. And

10% replied that they like simple type of ad. Most of the respondents of the second group i.e. 20-30 like funny advertisement. Among the 15 respondents, 46.67% people like funny ad, 33.33% respondents like musical ad. Among respondents of this group 6.67% like simple type of ad and 13.33 percentages of respondents prefer all types of radio ad.

Similarly, among the 13 respondents of age group 30-40, 8 respondents like funny ad which is 61.54% of the total respondents of this group. Similarly, 15.38% respondents like musical ad. Again, other 15.38% people like simple ad and 7.70 percent of respondents like all types of ad from this group. From the age group 40-50, 10 respondents are questioned. Among them, 50% people like funny ad, 20% people like simple ad, 10% respondents like musical type of radio ad. The percentage of respondents having preference towards all types of ad is 20% in this age group. In the age group above 50 years among the 12 respondents 33.33% like funny ad similarly, other 33.33% of respondents like all types of ad. Among this group, 16.67% like musical and same percentage of people like simple types of ad.

Thus, from the above data we can say those respondents below 20 years age like musical ad but all other respondents except this age level prefer funny ad the most.

Figure 4.5: Age wise preference of different types of Radio Advertisement

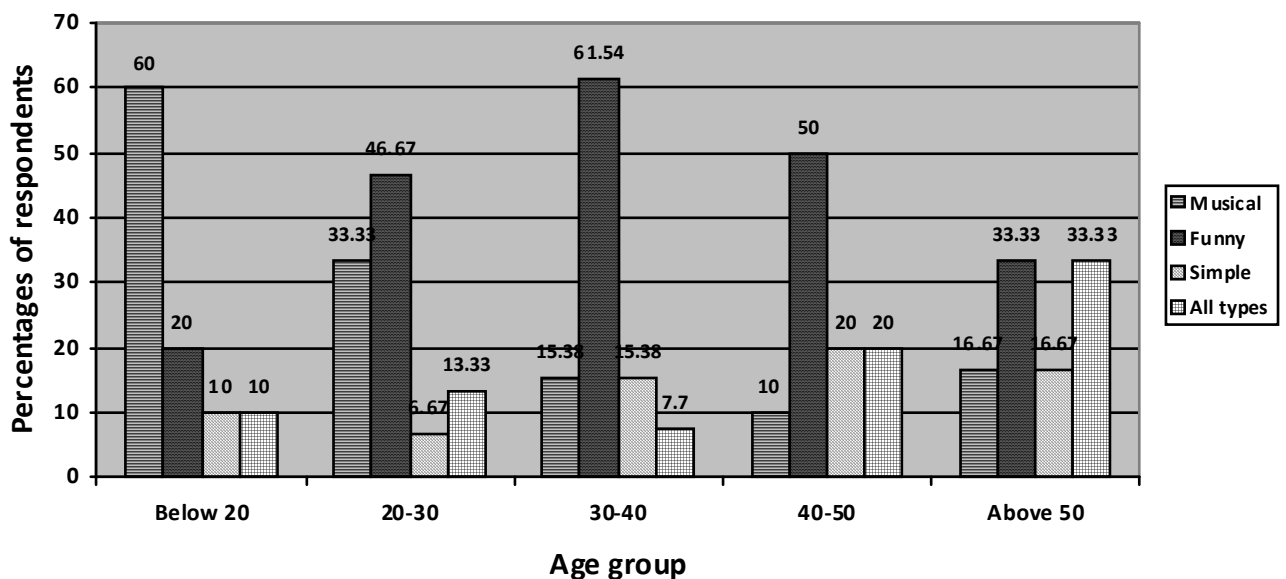


Table 4.6
Education wise preference of different types of Radio Advertisement

TYPES OF Ad	BELOW S.L.C		SLC		INTERMEDIATE		BACHELOR		POST GRADUATE	
	No of Res	%	No of Res	%	No of Res	%	No of Res	%	No of Res	%
Musical	3	30	6	28.57	4	33.33	2	18.18	1	16.67
Funny	4	40	9	42.86	4	33.33	6	54.55	3	50
Simple	1	10	3	14.29	2	16.67	1	9.09	1	16.67
All types	2	20	3	14.28	2	16.67	2	18.18	1	16.66
Total	10	100	21	100	12	100	11	100	6	100

Source: Field Survey-2011

The above table shows the preference of respondents belonging to different education level towards different types of Radio Advertisement. The education levels are categorized into five groups as: Below S.L.C, S.L.C, Intermediate, Bachelor and Post Graduate.

Most of the respondents below S.L.C prefer funny ad. Among 10 respondents, 30% people like musical ad, similarly 40% like funny ad which is the first preferred type of ad in this group. Among the respondents of this education level 10% like simple type of ad and 20% like all kind of ad. From the second group i.e., respondents having education up to S.L.C 42.86% people like funny ad out of 21 respondents. From this group 28.57% respondents replied that they like musical ad and 14.29% of respondents show their preference toward simple type of ad as well as in all type of advertisement.

Similarly, 12 respondents belonging to this group 33.33% answered that they like funny ad, as well as musical ad. 16.67% shows their preference towards simple type of ad in this group and same respondents like all types of ad broadcasted on radio. Another group is respondents with bachelor level of education, out of 11 respondents in this group 54.55% people like funny ad and 18.18% respondents like all types of ad as well as musical ad in this group

but 9.09% show their acquaintance towards simple type of ad. The group with highest education level i.e. posts graduated respondents mostly preferred funny ad. Most of respondents of this group i.e. among 6 respondents 50% like funny ad. Similarly, 16.67% respondents like simple types of ad. 16.67% answered towards the preference of musical or all types of ad in this education group. The findings are shown in the following column diagram also.

Figure 4.6: Education wise preferences of different types of Radio Advertisement

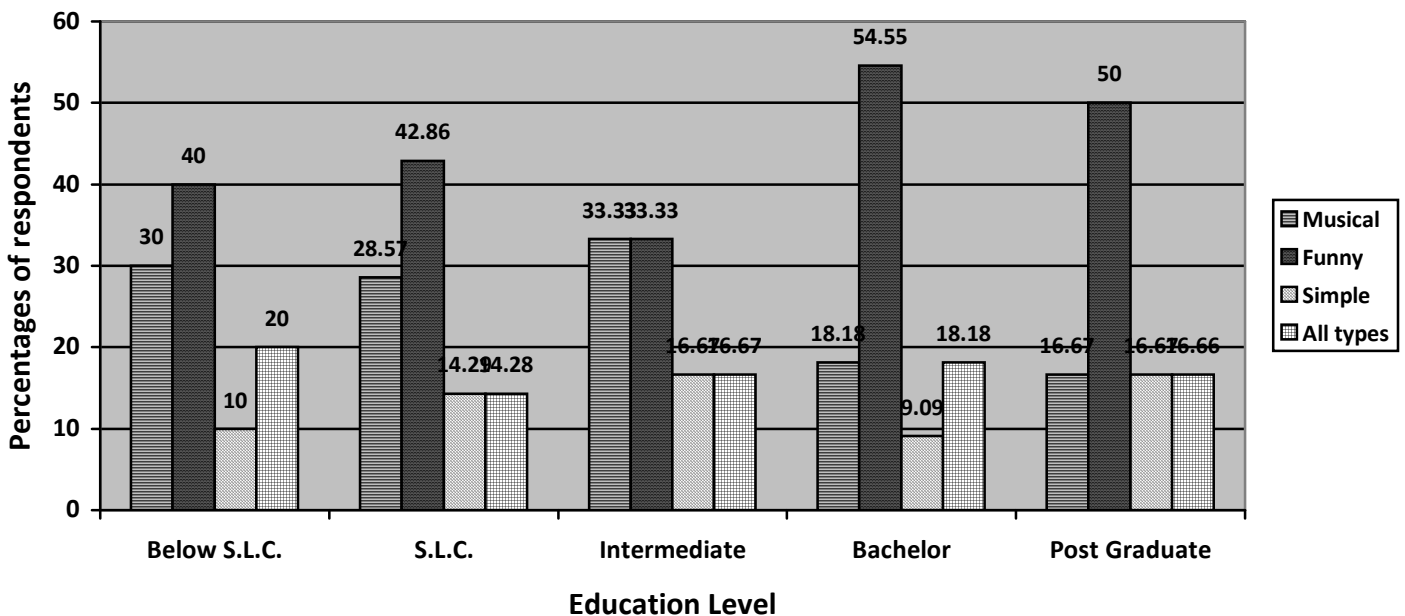


Table 4.7

Gender wise preference of different types of Radio Advertisement

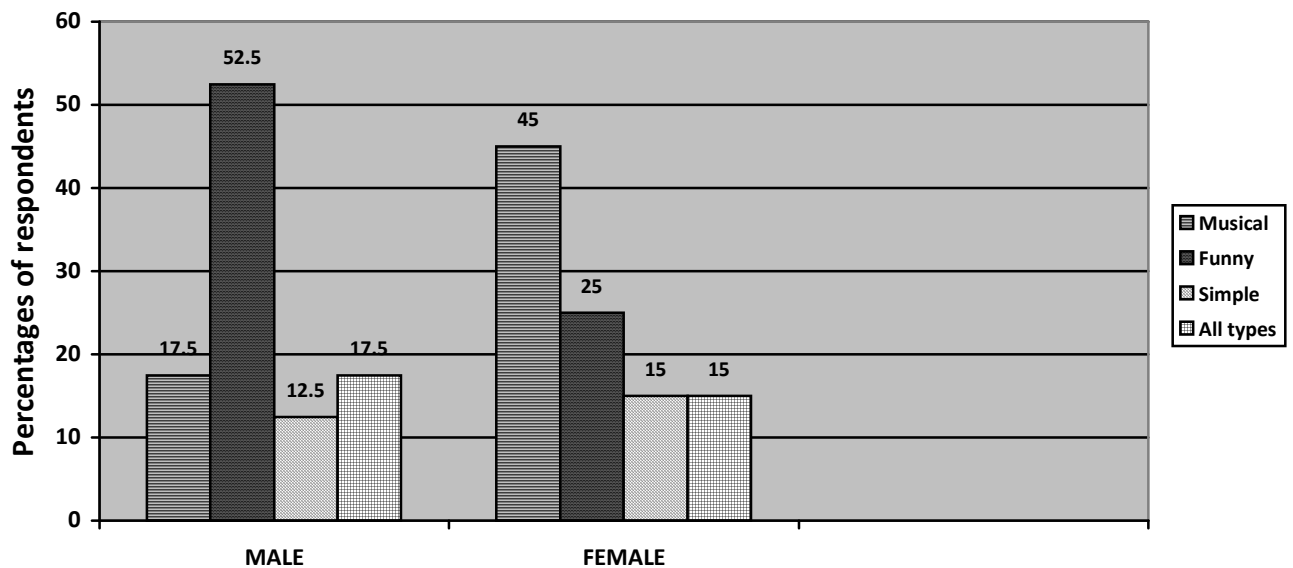
TYPES OF ADVERTISEMENT	MALE		FEMALE	
	No. of Res.	%	No. of Res.	%
Musical	7	17.5	9	45
Funny	21	52.5	5	25
Simple	5	12.5	3	15
All types	7	17.5	3	15
Total	40	100	20	100

Source: Field Survey-2011

The preference of male and female respondents towards the different types of Radio Ad is shown in the above table. Among the 40 male respondents, 21 respondents like funny advertisement which is 52.5% of the total male respondents. Among the male, 17.5% respondents like all types of ad and musical ad. Similarly, 12.5% prefer simple type of ad. Among 20 female respondents 45% respondents replied that they prefer musical ad and 25% prefer funny ad. The respondents who like simple and all types of advertisement is 15%.

Thus, from above data we can say that majority of male prefer funny ad and most of the female respondents like musical advertisement. The data are shown in the bar diagram as below.

Figure 4.7: Gender wise preference of different types of Radio Advertisement.

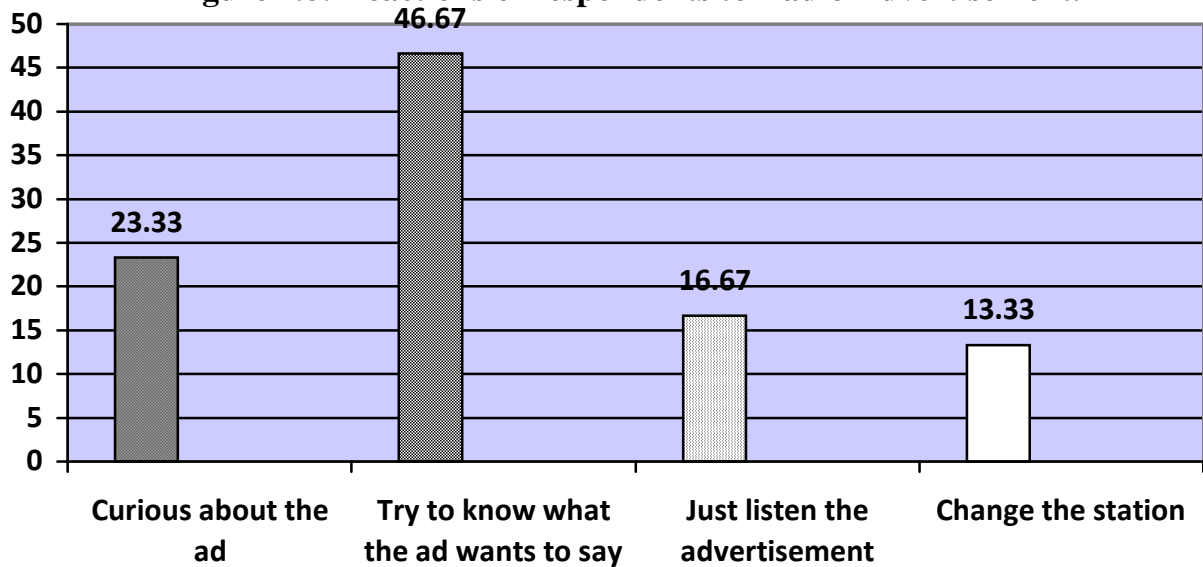


**Table 4.8
Reactions of respondents to Radio Advertisement**

REACTIONS	NO. OF RES	PERCENTAGE
Curious about the ad	14	23.33
Try to know what the ad wants to say	28	46.67
Just listen the advertisement	10	16.67
Change the station	8	13.33
Turn off the Radio	0	0
Total	60	100

Source: Field Survey-2011

Figure 4.8: Reactions of respondents to Radio Advertisement.



The table shows the reactions of respondents to radio advertisement. To find out the reaction of people towards different kind of ads respondents are asked what your reaction is when any new advertisement comes on radio. Among the 60 respondents, 46.67% replied that they try to know what the ad wants to say. Another 23.33% feel curious by listening the ad. Similarly another 16.67 said that they just listen the ad without any interest. Rest 13.33% respondents replied that they generally change the station when ad comes in their radio but nobody answered that he or she turn off the radio after the broadcast of ad.

From the above data it is clear that majority of respondents try to know what the ad wants to say and 14 people feel curious towards the ad. Nobody turn off the radio but some of them change the station when ad comes in radio and some just listen the ad without any interest. Thus, advertisers should be focused to make the ads more interesting and effective to attract listeners' attention more.

Table 4.9
Age wise reaction to Radio Advertisement

REACTIONS	BELOW 20		20-30		30-40		40-50		ABOVE 50	
	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%
Curious about the ad	2	20	4	26.67	4	30.77	2	20	2	16.67
Try to know what the ad wants to say	3	30	7	46.67	6	46.15	5	50	7	58.33
Just listen the advertisement	3	30	1	6.66	2	15.39	1	10	3	25
Change the station	2	20	3	20	1	7.69	2	20	0	0
Turn off the Radio	0	0	0	0	0	0	0	0	0	0
Total	10	100	15	100	13	100	10	100	12	100

Source: Field Survey-2011

The above table gives the age wise reaction of the respondents towards radio advertisement. The table reveals the difference in the reactions about the radio advertisement among different age group.

Among the 10 respondents of age group below 20 years, 30% replied that they just hear the ad and only. 30% of them answered that they try to know what the ad wants to say when any ad comes in radio. In this group, 20% feel curious when ad comes in radio. Out of them, 20% change the station when ads are broadcasted on radio.

Out of 15 respondents of age group 20-30 years, 46.67% of the respondents replied that when any ad is broadcasted in the radio, they try to know what the ad wants to say. In this group 26.67% people feel curious when ad is heard in the radio set. Another 20% respondents change the station when ad is heard in the radio and 6.66% replied that they just listen the ad in the radio.

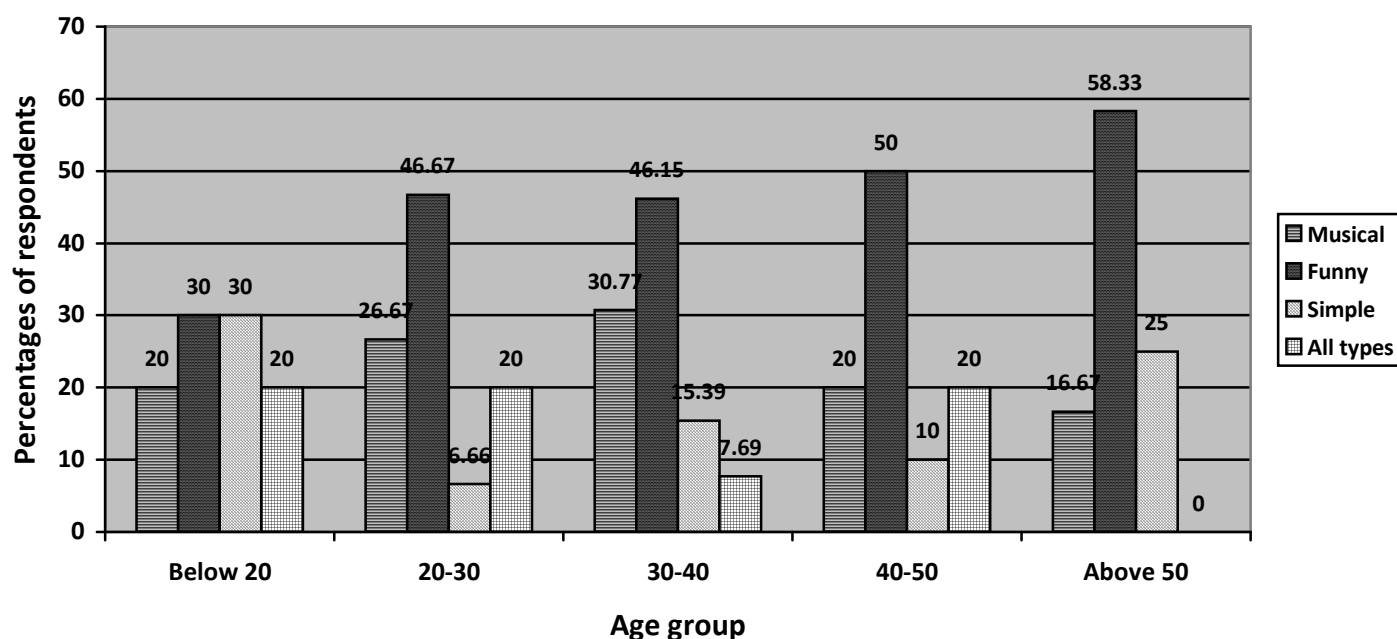
Among the respondents of age group 30-40, most of the respondents try to know what ad want to say which is 46.15% and 30.77% respondent become curious by listening the ad. Out of 13 respondents 15.39% people just listen the ad and in this group only 7.69% change the station when ad comes on radio.

From the group 40-50 years, 50% respondents answered that they want to know what the ad try to say, 20% of the respondents of this age level said that the ad generate curiousness in them. Similarly, other 10% respondents replied that they just listen the ad, 20% replied that they change the station when any ad comes in radio.

From the group above 50 years, out of 12 respondents 58.33% replied that they try to know what ad wants to say, 16.67% respondents said that they become curious by hearing the ad and 25 % of respondents said that they change the station when ad broadcasted on radio.

From the above table, it is seen that no one from any age group turn off the radio when ad comes in the radio and most of the respondents try to know what the ad wants to say. The findings are presented in the following column diagram also.

Figure 4.9: Age wise reaction to Radio Advertisement



**Table 4.10
Education wise reaction to Radio Advertisement**

REACTIONS	BELOW S.L.C		S.L.C		INTERMEDIATE		BACHELOR		POST GRADUATE	
	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%
Curious about the ad	2	20	4	19.05	5	41.67	2	18.18	1	16.67
Try to know what the ad wants to say	3	30	14	66.67	3	25	6	54.55	2	33.33
Just listen the advertisement	4	40	2	9.52	1	8.33	2	18.18	1	16.67
Change the station	1	10	1	4.76	3	25	1	9.09	2	33.33
Turn off the Radio	0	0	0	0	0	0	0	0	0	0
Total	10	100	21	100	12	100	11	100	6	100

Source: Field Survey-2011

The above table presents the reactions of listeners belonging to different education level towards different types of advertisement. When 10 respondents having education below S.L.C level are asked about the reaction towards radio ad, 30% replied that they try to know what the ad wants to say

and 40% just listen the ad. Remaining 20% become curious by listening the ad and 10% generally change the station when ad broadcasted on radio.

From the second group i.e. group having education up to S.L.C, 66.67% respondents try to know what the ad wants to say and 19.05% said that ad makes them curious. Another 9.52% respondents from this group replied that they just listen the advertisement and very few i.e. 4.76% change the station.

Among the 12 respondents who completed intermediate level of education, 41.67% respondents feel curious and other 25% people wants to know what ad wants to convey. Among the respondents of this group, 25% change the station, when ad comes on their radio.

Another group i.e. groups with bachelor level of education have 11 respondents, among them 54.55% try to know what ad wants to say and 18.18% feel curious by listening the ad.

Same percentage respondent of this group just listen the radio ad and remaining 9.09% change the station if any ad comes on their radio set.

In the group with master's level of education 33.33% people wants to know what the ad wants to say and 16.67% percent feel curious by listening the ad and same respondents just listen the ad and 33.33% percent often change the station when ads comes on the radio.

Figure 4.10
Education wise reaction to Radio Advertisement

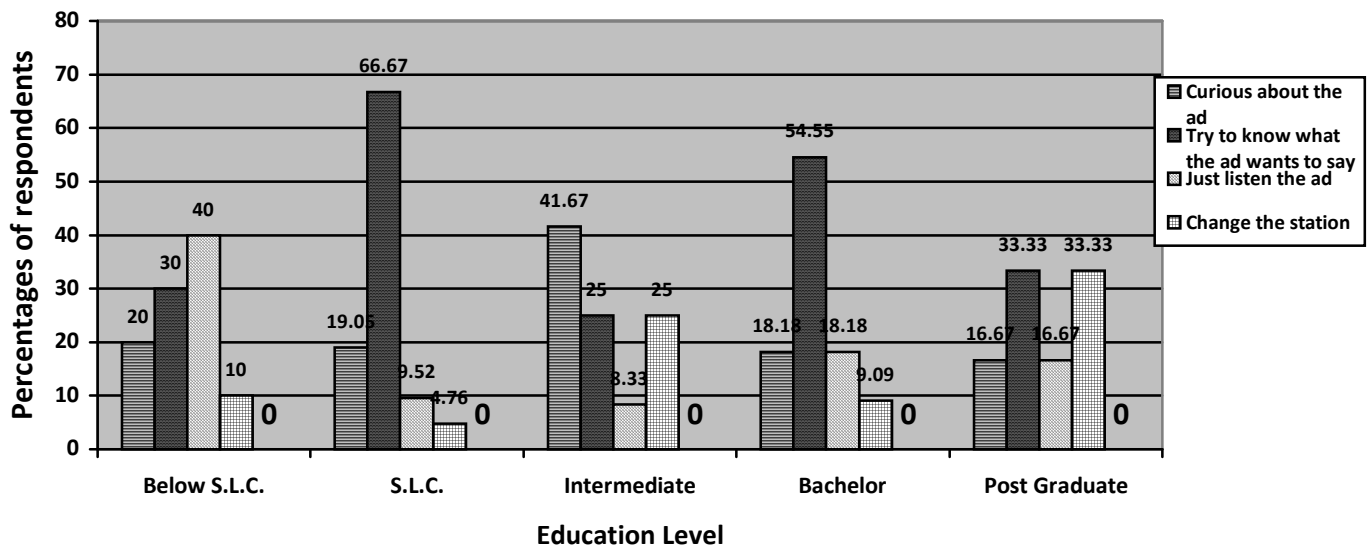


Table 4.11
Gender wise reaction to radio advertisement

REACTIONS	MALE		FEMALE	
	No. of Respondents	Percentage	No. of Respondents	Percentage
Curious about the ad	10	25	4	20
Try to know what the ad wants to say	17	42.5	11	55
Just listen the advertisement	7	17.5	3	15
Change the station	6	15	2	10
Turn off the Radio	0	0	0	0
Total	40	100	20	100

Source: Field Survey-2011

The above table clarifies the gender wise reaction to Radio advertisement. Out of the 40 male respondents, 42.5% replied that they try to know what the ad wants to say. Among the total male respondents, 25% respondents said that advertisement generates curiousness in them and another 15% change the station when ad comes in the radio .Remaining 17.5% respondents replied that they just hear the advertisement in the radio.

Similarly, among the 20 female respondents, 55% answered that when ad comes on radio they try to understand what the ad wants to say, 20% female feel curious by listening the ad. Among the female respondents, 10% respondents said that that they change the station when advertisement comes in their radio and, 15% female just listen the advertisement without any attention. Neither any male nor any female turn off the radio due to hearing of ad. The data are presented in the following column diagram.

Figure 4.11: Gender wise reaction to Radio advertisement

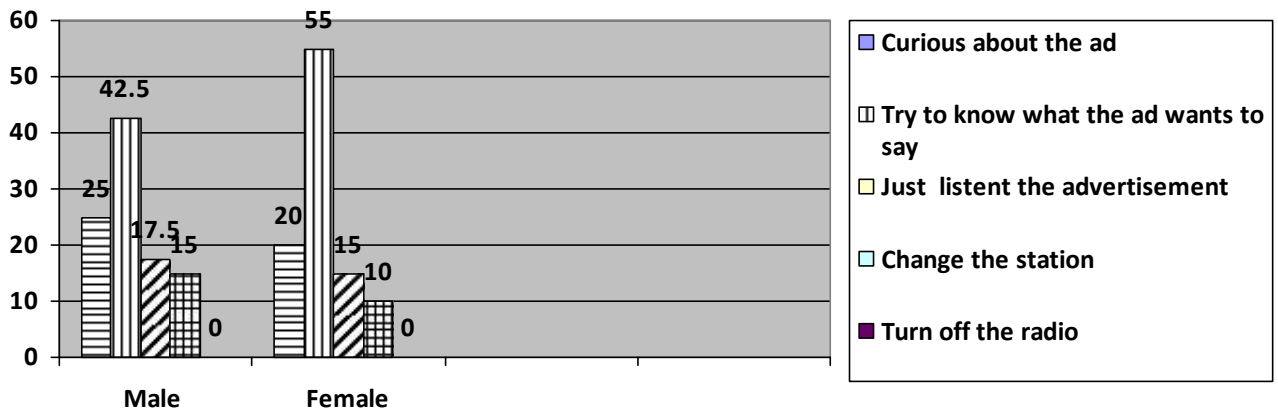


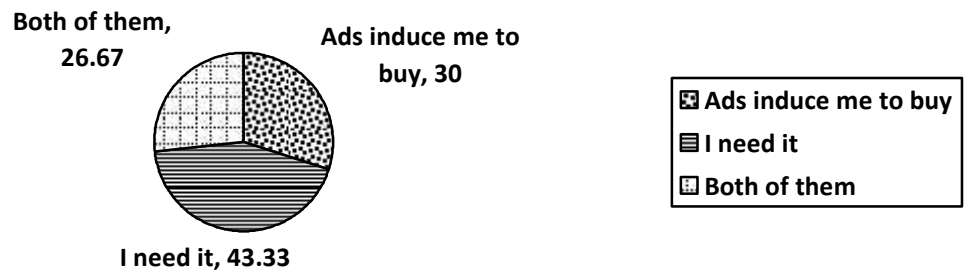
Table 4.12: Consumers' reason to buy the product

REASONS	NO OF RESPONDENTS	PERCENTAGE
Ads induce me to buy	18	30
I need it.	26	43.33
Both of them	16	26.67
Total	60	100

Source: Field Survey-2011

The table represents the data related to consumers' reason to buy the product. Out of 60 respondents, 30% said that they buy the product because the advertisement persuades them to buy. But, most of the respondents i.e. 43.33% said that they buy the product because they need the product. Remaining 26.67% respondents accept that they buy the product because of both the reason i.e. they need the product and also the advertisement forced them to buy. So, we can conclude that majority of consumers buy the product because they need it but advertisement also play vital role in persuasion of consumer to buy the product. The responses of consumers are also shown in the pie chart below.

Figure 4.12: Consumers' reason to buy the product



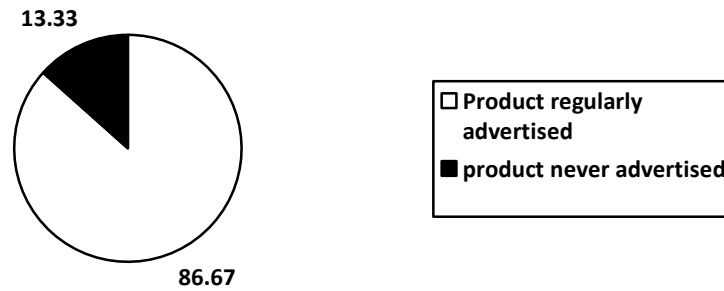
**Table 4.13
Consumers' preference of advertised product**

PREFERENCES	NO OF RESPONDENTS	PERCENTAGE
Product regularly advertised	52	86.67
Product never advertised	8	13.33
Total	60	100

Source: Field Survey-2011

The table 4.13 shows that consumers' preference of advertised product. Out of 60 respondents, 86.67% respondents prefer to buy the products which are regularly advertised. Among the respondents, 13.33% people said that they generally buy the products which are not advertised. Thus, it is obvious from the table that most of the consumer prefer and buy the products which are frequently advertised.

Figure 4.13: Consumers' preference of advertised product



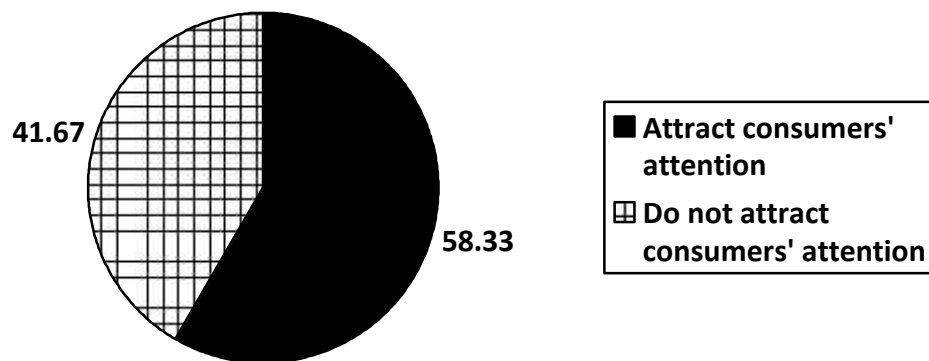
**Table 4.14
Influence of repeated ad to attract consumers' attraction**

INFLUENCES	NO OF RESPONDENTS	PERCENTAGE
Attract consumers' attention	35	58.33
Do not attract consumers' attention	25	41.67
Total	60	100

Source: Field Survey-2011

The above table shows the influence of repeated ad to attract consumers' attention. In the study, respondents are asked that repetition of Radio advertisement attract their attention or not and majority of them replied 'Yes'. From the table, it is clear that out of 60 respondents, 58.33% respondents are attracted by the repeated ad in radio. Other 41.67% people replied that they do not get attracted by the repetition of ad. Thus, we can say that most of the ads that are repeated through the radio are able to attract consumers' attention towards the advertised product.

Figure 4.14: Influence of repeated ads to attract consumers' attention



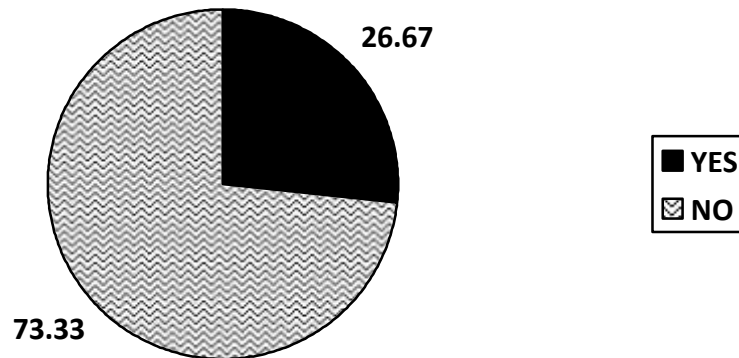
**Table 4.15
Consumers' opinion about ad deceives or not**

OPINIONS	NO OF RESPONDENTS	PERCENTAGE
YES	16	26.67
NO	44	73.33
Total	60	100

Source: Field Survey-2011

The above table presents the opinion of the consumers whether they think that the ad deceive them or not. When the consumers are asked that an advertised has deceived you or not, most of them replied that they are not deceived by ad. Among 60 respondents, 73.33% people responded that they are not deceived by ad but 26.67% replied that they are deceived by the ad. The group of respondents who accused that ad has deceived them said that many claims that are given by ad are not found to be true in reality and they added that many ad exaggerates about the products. The results are shown in the pie chart below.

Figure 4.15: Consumers' opinion about ads deceives or not



**Table 4.16
Consumers' opinion about adequacy of Radio Advertisement**

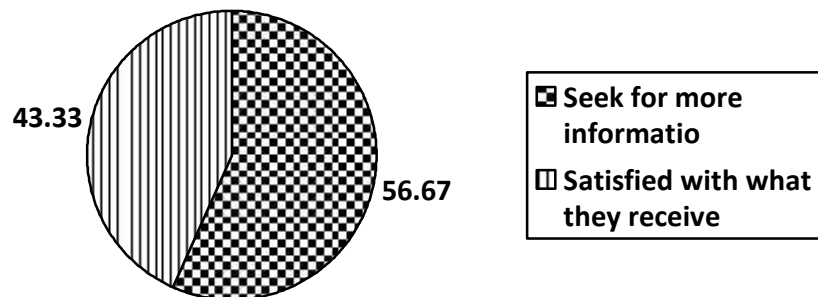
OPINIONS	NO OF RESPONDENTS	PERCENTAGE
Seek for more information	34	56.67
Satisfied with what they receive	26	43.33
Total	60	100

Source: Field Survey-2011

The above table shows that the consumers' opinion about adequacy of Radio ad. Among the respondents, 56.67% said that they seek for more information when any ad attracts their attention. They said that many ads do not give the information regarding price, use and much other information they want. Other 43.33% people said that they are satisfied with what they receive from ad i.e. they do not search additional information.

Thus, it can be said that the present ads are inadequate to provide all the information needed by the consumers which can help them in buying decisions.

Figure 4.16: Consumers' opinion about adequacy of Radio ads.



**Table 4.17
Consumers' opinion about Radio Ads**

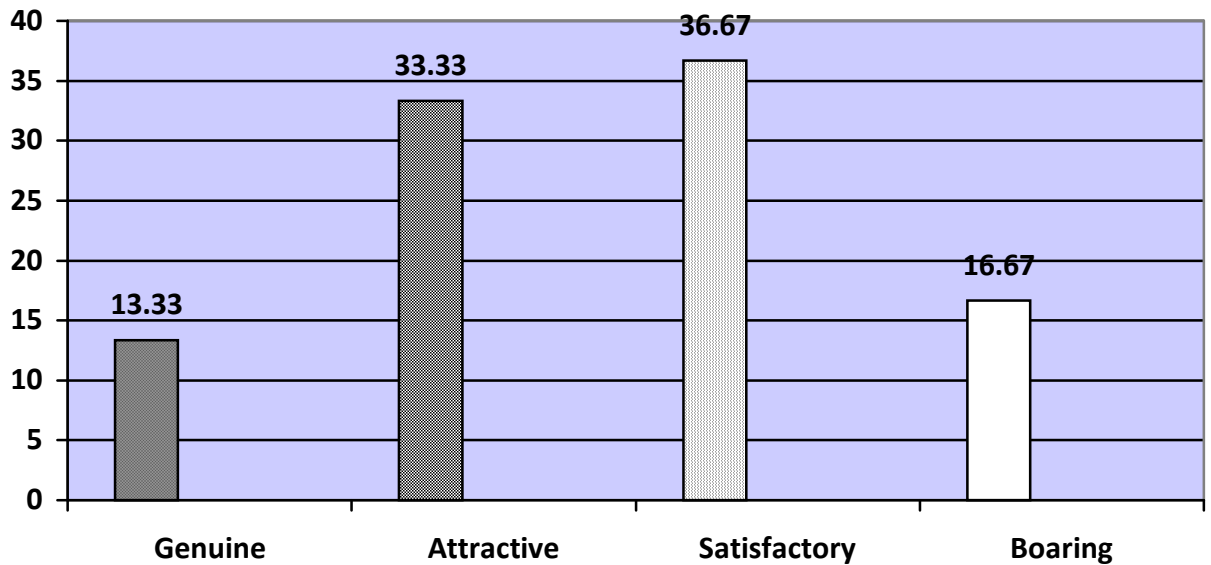
OPINIONS	NO OF RESPONDENTS	PERCENTAGE
Genuine	8	13.33
Attractive	20	33.33
Satisfactory	22	36.67
Boring	10	16.67
Total	60	100

Source: Field Survey-2011

The above table represents the consumers' opinion about radio ad. Four categories are made to know the opinion of the listeners as: genuine, attractive, satisfactory and boring. The respondents are asked that how they evaluate most of the radio advertisement, among the 60 respondents, 36.67% respondents said that the radio ad heard is satisfactory. Other 33.33% respondents consider the radio ad attractive and 13.33% respondents placed the ad in the genuine category. Rest 16.67% respondents feel bored by hearing the ad in radio and evaluated them as boring.

Thus, it is clear from the data that the ad are satisfactory in the opinion of consumers but to increase the effectiveness of ad and attract consumers attention the advertiser has to work more creatively.

Figure 4.17: Consumers' opinion about TV ads.



**Table 4.18
Degree of influence of ad on consumers buying habits**

OPINIONS	NO OF RESPONDENTS	PERCENTAGE
Highly inclined	6	10
Inclined	32	53.33
Indifferent	14	23.33
Highly Indifferent	8	13.34
Total	60	100

Source: Field Survey-2011

The table shows the degree of influence of radio ad on consumers buying habits. When the respondents are asked about the inclination towards the advertised product due to radio ad, 53.33% respondents replied that they are inclined to buy the product by listening the ad and 10% said that the degree of inclination is high in them i.e., they are highly inclined by the ad. Among the respondents, 23.33% respondents are indifferent to the ad heard on radio and 13.34% of the respondents are highly indifferent to the ad broadcasted in the radio. The responses of the people are shown in the column diagram also.

Figure 4.18: Degree of influence on consumers buying habits

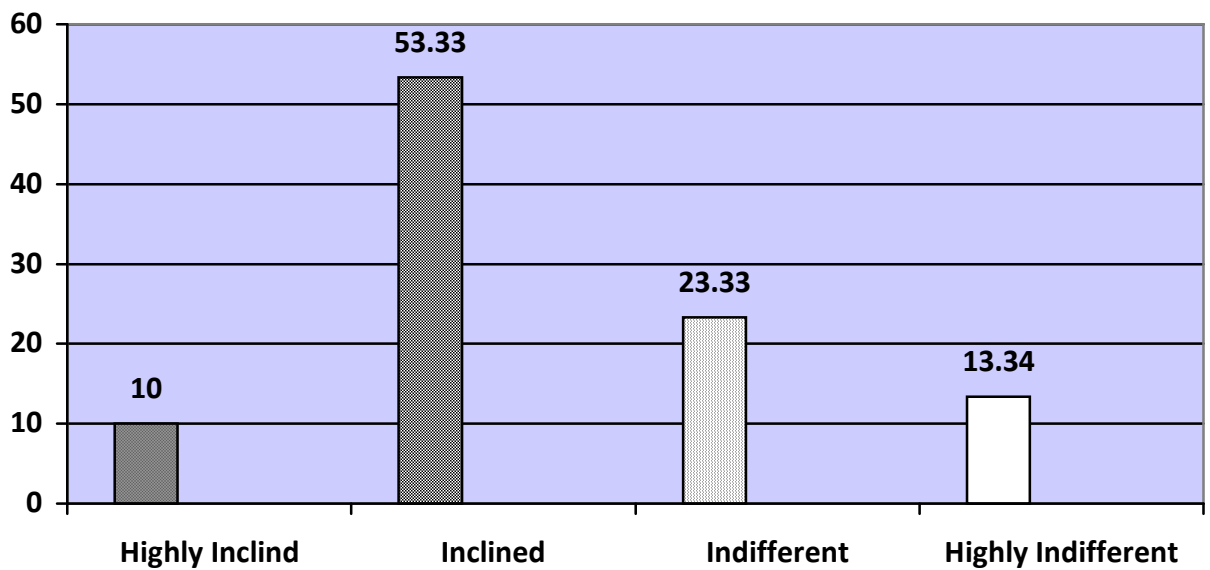


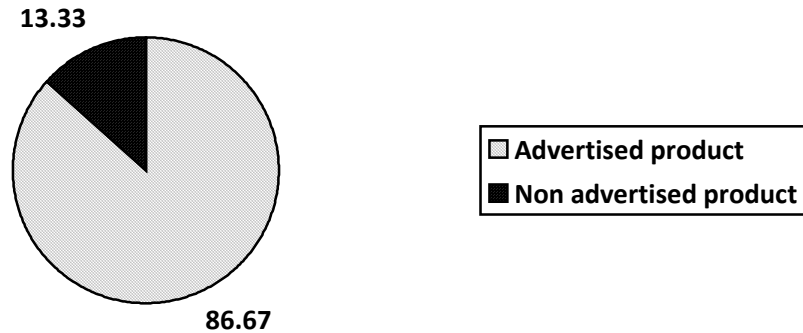
Table 4.19
Consumers' preference of advertised and non advertised product with same price and quality.

PREFERENCES	NO OF RESPONDENTS	PERCENTAGE
Advertised product	52	86.67
Non advertised product	8	13.33
Total	60	100

Source: Field Survey-2011

The above table shows the consumers preference of advertised and non advertised product when the price and quality of both the products are same. When the consumer are asked that which product do they buy advertised or not advertised if both the product are same in terms of quality and price. Among the total respondents, 86.67% said that they prefer to buy the advertised product. Remaining 13.33% respondents replied that they do not buy the advertised products in the condition when the quality and price of the two products are same.

Figure 4.19: Consumers' preference of advertised and non advertised product with same price and quality



**Table 4.20
Radio ads generate curiosity about the product or not**

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
Yes	38	63.33
No	22	36.67
Total	60	100

Source: Field Survey-2011

The above table presents the data related to consumers' curiosity towards the advertised product due to impact of Radio ad. Respondents are asked that advertisement on radio generates curiosity about the product or not. Among the 60 respondents, 63.33% said that the ad heard on radio make them curious about the product. Remaining 36.67% answered that the ad does not make them curious about the product.

Figure 4.20: Radio ads generate curiosity about the product or not

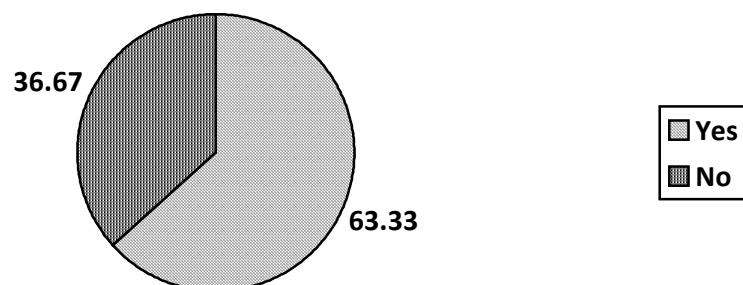


Table 4.21
Role of Radio advertisement to persuade consumer to buy product

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
YES	47	78.33
NO	13	21.67
Total	60	100

Source: Field Survey-2011

The above table represents the role of Radio advertisement to persuade consumer to buy the product. The respondents are asked that have they bought any product after getting information from advertisement, most of them replied 'YES'. Out of 60 respondents, 78.33% answered that they have bought the product after getting information from radio ad and remaining 21.67% replied that they have not bought any product only due to impact of Radio ad.

Figure 4.21: Role of radio advertisement to persuade consumer to buy product

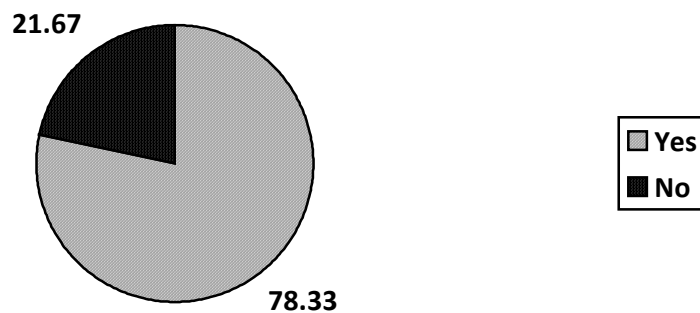


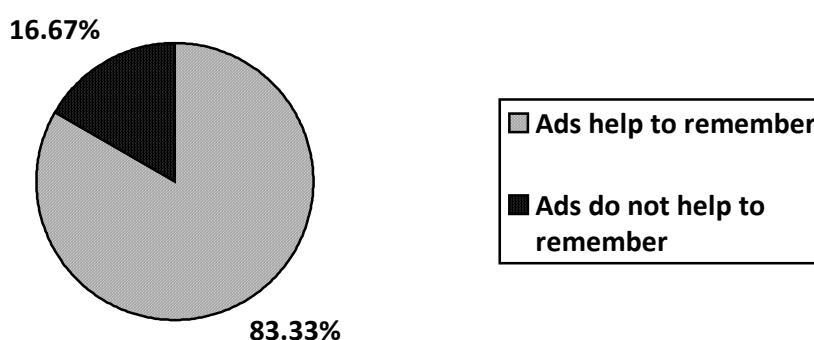
Table 4.22
Role of Radio advertisement to remember brand name of product

DESCRIPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Ad help to remember	50	83.33
Ad do not help to remember	10	16.67
Total	60	100

Source: Field Survey-2011

The above table shows the data related to the role of radio advertisement to remember brand name of product. When the respondents are asked that radio advertisement help them to remember the brand name of advertised product, Most of the respondents i.e. 83.33% accept that advertisement helps them to remember the brand name of the product. Only 16.67% answered that advertisement does not help them to remember the brand name.

Figure 4.22: Role of advertisement to remember brand name of product



**Table 4.23
Increment of price of product due to advertisement**

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	10	16.67
NO	44	73.33
DO NOT KNOW	6	10
Total	60	100

Source: Field Survey-2011

The above table reveals respondents opinion about the advertised product and increment of price due to advertisement. To find out the opinion of the people respondents are asked that they think that the price of the advertised goods will be higher than the price of non advertised product. Out of total respondents, 73.33% respondents replied that the price of advertised goods is not more than that of the not advertised goods. Only 16.67% said that the price will be more in case of advertised goods as compared to not advertised product. Remaining 10% percent respondents said that they have

no idea about the questions and they replied that they don't know whether the price will be increased or not.

Figure 4.23: Increment of price of product due to advertisement

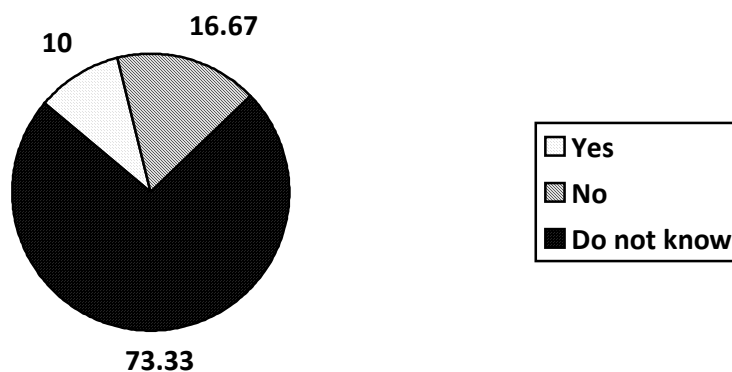


Table 4.24
Quality of advertised and non advertised product

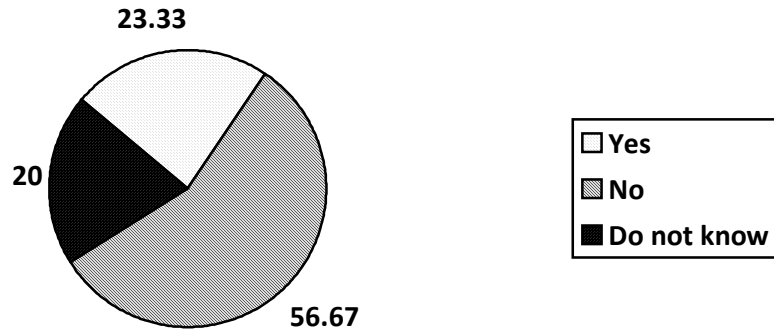
OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	14	23.33
NO	34	56.67
DO NOT KNOW	12	20
Total	60	100

Source: Field Survey-2011

The table shows the respondents' opinion about the quality of advertised and not advertised products. In the questions "Do you believe that the quality of advertised product is not good as that of the not advertised one?", Most of the respondents replied "NO". Among the respondents 56.67% said they don't think that the quality of advertised product is worse than not advertised one. Another 23.33% answered yes and said that the quality of not advertised goods is better than advertised product. Remaining 20% said that they have no idea about the questions and also replied they don't know.

Figure 4.24

Quality of advertised and non-advertised product



Factors that influence consumer to buy the product:

Many factors influence the consumer to buy the product like quality, price, advertisement etc. The results of the factor that affect the consumer to purchase the product are presented in the following table.

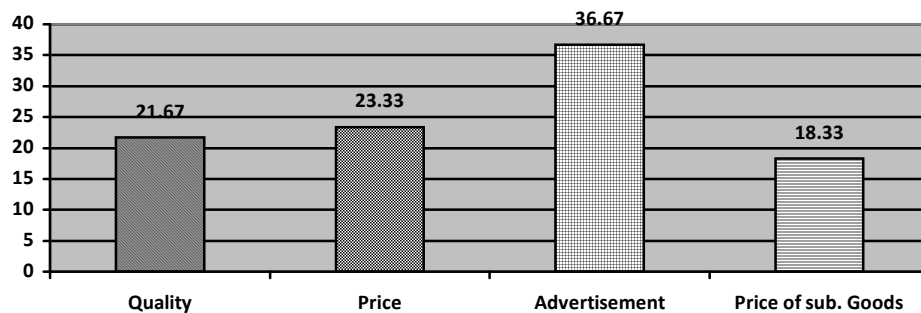
Table 4.25

Factor that influence consumer to buy the product

Description	No. of respondent	%
Quality	13	21.67
Price	14	23.33
Advertisement	22	36.67
Price of substitution goods	11	18.33
Total	60	100%

Source: Field Survey-2011

Figure 4.25: factors that influence consumer to buy the product



The above table shows the factors which influence customer to buy the product. From the table, it is clear that majority of people i.e. 36.67% respondent are influenced by the advertisement, 18.33% respondent by the substitution product price, 23.33% respondent by the price and only 21.67% people, respondent by the quality.

Comparison cost of media

Because of the cost charged by the media of advertisement; it is more important to know which media is suitable for small production house. It is most important to know that which cost is less among the two media of advertisement. From the table below it shows the cost of TV and Radio.

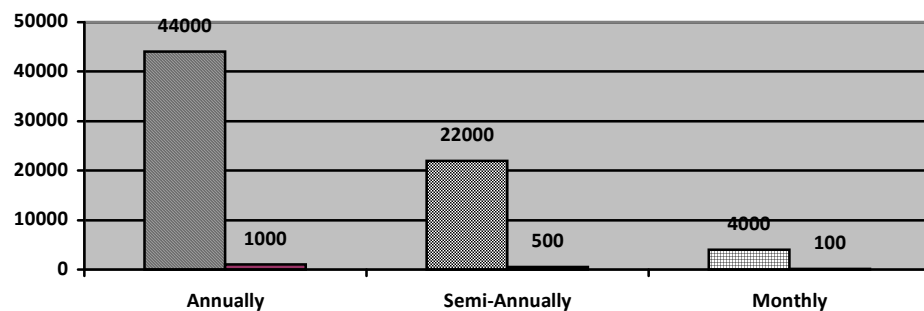
Table 4.26
Comparison Cost of Media

Description	Cost of TV	Cost of Radio
Annually	44,000	1000
Semi-Annually	22,000	500
Monthly	4,000	100

Source: Field Survey-2011

The above table shows that the cost of television is much higher than cost of Radio. For the small production house, it is less expensive to advertise through Radio. This cost excludes the cost charged by marketing agencies.

4.26 Comparison Cost of Media



Impact of advertisement on consumer

It is very important to know that what kind of impact Advertisement provides to consumer. Some advertisement creates positive impact among the consumer regarding the advertised product while sometime it creates negative impact. So, this survey is for the test. The impact of Advertisement and result is presented below.

Table 4.27

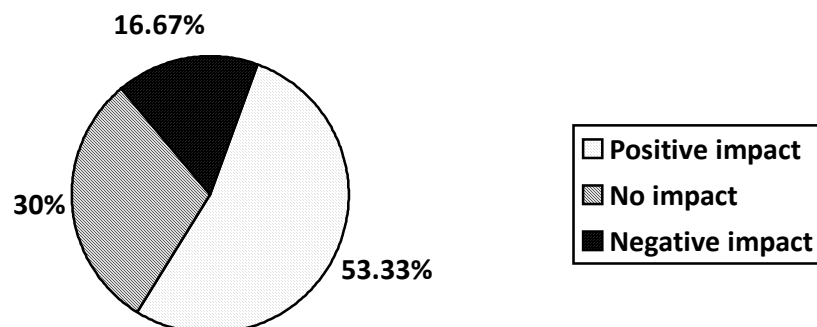
Impact of advertisement on consumer

Description	No. of Respond	%
Positive impact	32	53.33
No impact	18	30
Negative impact	10	16.67
	60	100

Source: Field Survey-2011

The above table shows the impact of advertisement. Out of 60 respondents, 53.33% says that the advertisement made their decision easy while purchasing goods. 30% people say they have no impact of advertisement i.e. they purchase goods without considering advertisement and 16.67% say they don't purchase those goods which advertise highly. The above result is presented in pie-chart below:

Figure 4.27: Impact of advertisement on consumer



Impact of frequency of advertisement:

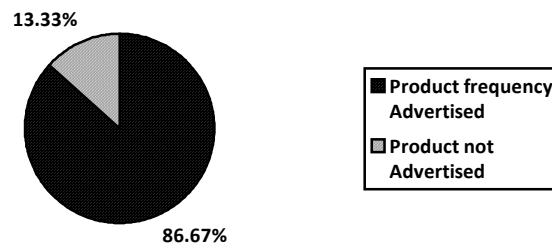
Frequency of advertisement plays great role to influence consumer. There are various factors that affect consumer's behavior in purchasing the product. Advertisement is also one of the important factors which affect the consumer's preference of the particular. The result of the consumer preference to various types of product is presented in the table below.

Table: 4.28
Impact of the frequency of the Advertisement

Description	No of respondents	percentage
Product frequency Advertised	52	86.67
Product not Advertised	8	13.33
Total	60	100

Source: Field Survey-2011

Figure 4.28: Impact of the frequency of the Advertisement



The above figure clearly shows that the majority of people believe on those advertisements which are advertised frequently 86.67% people says that they appreciate for frequently advertised advertisement and only 13.33% says that they understand advertisement of one time.

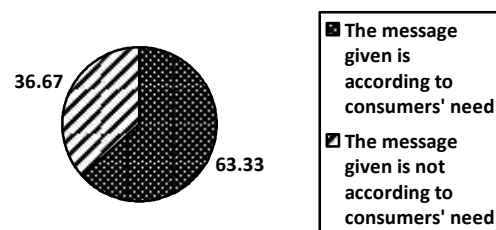
Table 4.29
Consumers' opinion about the advertised message

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Message is according to consumers' need	38	63.33
Message is not according to consumers' need	22	36.67
Total	60	100

Source: Field Survey-2011

The above table shows the opinion of respondents regarding the message conveyed through radio advertisement. When the respondents are asked that they think that most of the advertisement they listen on radio communicate the exact message that you need. Among the respondents, 63.33% said that the message given in radio advertisement is according to consumers' need. Rest 36.67% people replied that the message given is not according to consumers' need and they added that many advertise of these days is difficult to understand. The responses are also shown in the following pie chart.

Fig 4.29 : Consumers' opinion about the advertised message



Sales and advertising expenses of company:

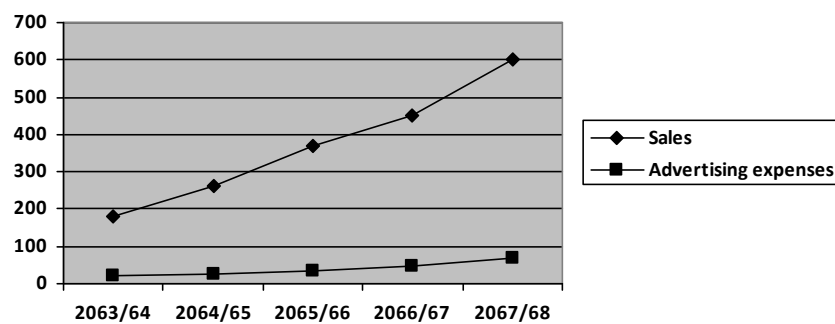
From the table below, it clearly shows the sales and advertising cost of company.

Table: 4.30
Sales and advertising expenses of company

Year	NRP in'000	
	Sales	Advertising Expenses
2063/64	180	20
2064/65	260	27
2065/66	370	35
2066/67	450	48
2067/68	600	70

Source: Field Survey-2011

Figure 4.30: Sales and advertising expenses of company



The above table shows that company sales and advertising expenses. In the year 2063/64 the company made the expenses of NRP 20 thousands for advertising thereby making the sales of 180 thousands. Similarly, in year 2064/65 the sales were NRP 260 thousands and the advertising expenses of NRP 27 thousands. The sales were NRP 370 thousands and advertising expenses was NRP 35 thousands in 2065/66, NRP 450 thousands of sales against advertising expenses of NRP 48 thousand in 2066/67 and NRP 600 thousand of sales against advertising expenses of NRP 70 thousands in 2067/68. From the table above, we see the sales to rise with the rise in advertising expenses. This is clear example of effect of advertisement.

CHAPTER - V

SUMMARY, CONCLUSIONS AND RECOMMENDATION

This chapter mainly concentrates to present the over all view of the whole study in the best possible concise form. The chapter is organized into the following sub-heading: (i) Summary (ii) Conclusions and (iii) recommendations

5.1. Summary

At present modern marketing world, it can be said that promotion is very essential. A good product, an attractive price and an accessible distribution must be supported by an effective promotion to satisfy consumers' needs. Advertising is the most widely used promotional tool for modern marketing.

The world is rapidly growing with the development of faster communication, transportation and financial flow. Products developed in one country can be found easily in other countries. Advertising is an economic tool that helps to boost the economic growth of a country. In a developing country like Nepal, business is in a progressive phase. Nepalese market is maturing day by day and competition is high among the similar type of products including domestic and global. Without advertising, no market can be imagined in the present competitive world. In this situation, the marketer must recognize the essence of advertising in developing country like Nepal too,

In a developing country like Nepal, everything is going on according to a progressive phase. Nepalese market is growing day by day and there seen high competition in among the similar type of business area. In the situations, the marketer must recognize the essence of advertising in developing country too. In the case of developed countries, the market is possible only through the advertising. Without advertising no market can be imagined and the large expenditure is made on advertising. In comparison to this we are far behind in

the field of advertising. Advertising is an economic tool that helps to boost the economic growth of a country.

For the effective advertising, research about the consumer behavior is also essential and the advertisement should be of interest to the consumers. Radio advertising can create the positive response in the mind of the consumers and persuades them to buy the advertised brand but for this the advertisement should be able to influence the listeners. Before launching the Radio advertising, the advertiser must be aware about the product, the target market, target customer, interest of the listeners regarding ad, message of the ad, channel to be used for the advertisement.

Marketing depends heavily on an effective communication flow between the company and the consumer. Manufacturing a product and making it available on the market is only a part of the company job. It is equally important or perhaps more important to make it known to the consumer about the product. For the popularization of product advertising is necessary and for the advertising mass communication is essential. Among the mass communication media Radio is the most influential medium. It is also the most popular and preferred medium among all age group of people. So, advertising through Radio is highly effective that leads the consumers to the market to buy the advertised product.

The population of this study is the consumers of advertisement who are involved in various Medias. The sample of the study comprised of 60 listeners of Bhaudaha V.D.C. A judgmental sample method issued 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.

Various research works are done to find out how to make an effective advertisement but many of them are from the perspective of the advertisers. But, this study “Radio Advertisement and Its Impact on Rural Consumers” has aimed to study the advertising from consumers’ perspective. It tries to find out

how they feel, interpret and react to the radio advertisement and how their buying behavior is affected? This study is able to measure the choice of diverse groups of consumers regarding the different types of radio ads. So, the study can be helpful to the advertiser or marketers for formulating the advertising campaign.

For effective advertising, it must reach specific target customers. From this study, it is found that most of the people of rural areas prefer to listen radio. So, we can say that Radio advertising can motivate the consumers to purchase the advertised product.

It is too tough task to summarize the whole study in perfect manner. For easiness as well as for better understanding, the summary of the study of different tables is presented below:

- 1) Among the total people under the study 80% of the respondent are habitual of listening radio ad remaining 20% respondents generally do not listen radio advertisements. Among male respondents 80% people hear Radio ads while in the female respondents 20% females are habitual of listening radio ads.
- 2) Majority that 46.67% people said that radio is the best medium for advertisement. Only 6.66% people prefer Hoarding Board.
- 3) Major percentage i.e., 43.33% respondents prefer funny ads in radio, remaining 26.67%, 16.67% and 13.33% respondents like musical, all types and simple types of ads respectively.
- 4) The study shows that majority 60% of respondents below 20 years of old like musical ads. Whereas most of the people of 20-30, 30-40 and 40-50 years old prefer funny ads, the percentage of their preference are 46.67, 61.54% 50% and 33.33% respectively. 33.33% of people above 50 years old prefer funny ads where as other 33.33% like all types of ads.
- 5) Majority of respondents of education below S.L.C prefer musical ads which is 30% and other 40% like funny ads in radio. Majority of the people having education level S.L.C, intermediate, bachelor and post

graduate want to listen funny ads in radio and the percentage of their preference are 42.86%, 33.33%, 54.55% and 50% respectively.

- 6) Majority of male respondents i.e., 52.51% prefer funny ads. Majority of female respondents like musical ads followed by funny ads, the percentage of their choices are 45% and 25% respectively.
- 7) The study shows that majority of people i.e., 46.67% try to know what the ads want to say when ads come in their radio. Only 23.33% feel curious by listening the ads and 16.67% just listen the ads without any interest or reaction. But, 13.33% respondents change the channel when ads come in radio. The habit of turning off the radio due to broadcast of ads is not found among any respondent.
- 8) 30% of people under 20 years age just listen the ads without any interest, 20% of them change the station if ads come in radio. 20% of people feel curious about the ad in this group. Most of the respondents of 20-30, 30-40 and 40-50 and above 50 years old try to know what the ads want to convey and their percentage are 46.67%, 46.15%, 50% and 58.33% respectively. Nobody turn off the radio.
- 9) 20%, 19.05%, 41.67%, 18.18% and 16.67% of people below S.L.C., S.L.C, intermediate, bachelor and post graduate level respectively feel curious by hearing the ads. But, majority of them try to know what the ads want to say, their percentage are 30%, 66.67%, 25%, 54.55%, 33.33% respectively.
- 10) In the study 42.5% male and 55% female try to know what the ad wants to say. Other 20% female and 25% male feel curious about the ad. The habit of changing of station is found more in male i.e. 15% than in female i.e. 10%
- 11) The majority of people i.e. 43.33% buy the product only when they need whereas 30% buys the product because ads induce them to buy. Remaining 26.67% people buy the product because of both the reasons i.e. needs and impact of advertisement.

- 12) The study shows that 86.67% of people buy the product which is regularly advertised. Remaining 13.33% prefer to buy the product which is not advertised.
- 13) 58.33% of people said that repetition of radio ads attract their attention towards the product while 41.67% said that repetition of ad doesn't draw their attention.
- 14) 73.33% of people believe that ads haven't deceived them where as 26.67% think that they are deceived by the ad.
- 15) 56.67% of people seek for more information regarding the advertised product and feel that the information conveyed through the present radio ad is insufficient whereas remaining 43.33% are satisfied with what they receive.
- 16) Most of the people evaluate radio advertisement as satisfactory which is 36.67% and other 33.33% people feels attractive, 16.67% people feel boring too. Only 13.33% people said that the present radio ads are genuine.
- 17) Majority (53.33%) of people are inclined to buy the product by hearing the ads. Among the people, 10% feel highly inclined towards the advertised product. But, there some consumers who are indifferent to the ads, the percentage of them are 23.33% and other 13.34% are totally indifferent towards the advertised product.
- 18) If the price and quality of both the advertised and not advertised product are same then most of the people i.e. 86.67% buy the advertised product where as 13.33% buy the product which is not advertised.
- 19) Majority (63.33%) of consumers said that the ad heard on radio make them curious about the product.
- 20) Majority i.e. 78.33% of people are persuaded by radio ad to buy the advertised product. The remaining 21.67% said that they are not influenced by the advertisement to buy the product.

- 21) Majority (83.33%) of people in the study accepted that advertise helps them to remember the brand name where as 16.67% said that ad doesn't help them to remember brand name of a product.
- 22) Most (73.33%) of the people do not think that advertised product will have higher price than not advertised one. Other 16.67% said that price will be higher in case of advertised product. Remaining 10% said that they have no idea about this.
- 23) Majority (56.67%) of people do not find any difference in quality of advertised and non-advertised product. 20% said they don't know whether quality of advertised and not advertised product have difference or not.
- 24) From the study it is clear that majority of people i.e. 36.67% are influenced by the advertisement.
- 25) 53.33% of people said that the advertisement made their decision easy while purchasing goods and only 16.67% said that they have negative impact.
- 26) 63.33% feel that the message of radio ad is according to consumers' need, and 36.67% of people think that they are not.

5.2 CONCLUSIONS

After applying different methods, it is very easy to know about the study. The major findings related to the main objectives of the study are presented below:

- 1) From the study the types of radio advertisements preferred by rural consumer is found out.
 - Among different types of radio advertisement, majority of people prefer funny type of advertisement.
 - Respondents below 20 years old like musical ads more than other types of ad but, majority people of age above 20 up to 50 years old like to listen funny and all types of advertisement broadcasted on radio.
 - Very few people having education below S.L.C. level prefer simple ads but major percentage of people with education background S.L.C., intermediate, bachelor and post graduate like funny ads the most.
 - Among the types of advertisement, female prefer musical advertisement more than other types but male like funny ads the most.

2) It is found out from the research about how different group of people in rural areas perceive and react about the radio advertisement.

- Among the respondents majority of people try to know what the ad wants to say.
- Majority of respondents of age below 20 years old just listen the advertisement without any attention about the message conveyed through the ad, 20% of people feel curious about the ad in this group and the habit of changing the station.
- When the ad comes in the radio, most of the people of age above 20 years old try to know what the ad wants to say.
- Nobody turn off the radio when ad comes in radio.
- Majority of respondents belonging to education level below S.L.C. just listen the Advertisement. Very few of them change the station.
- Male respondents always try to know what the ad wants to say
- Most of the respondents having intermediate level of education background are seemed to be curious about the advertisement and also 25% of them try to know what the ad is about.
- Respondents having S.L.C., bachelor and post graduate level of education mostly try to know what the ad is about.
- Females are more conscious about the radio advertising.

3. From the study the effectiveness of radio advertising and its impact on the buying habit of the consumer of rural areas are analyzed.

- Majority of people listen radio advertisement.
- Males have the habit of listening radio ads more than females.
- Majority of people buy the product only when they need but few buy it because ad induces them to buy. There are also some consumers who buy the product because of both the reason i.e. influence of advertisement as well as their requirement.
- People prefer to buy the product which is regularly advertised than the product which is not advertised.

- Response towards advertising is satisfactory. Majority of people believe that radio advertisement doesn't deceive but still there are some people have doubt about the misguidance of the advertisement.
- Repetition of advertisement attracts majority of consumers' attention towards the product. Consumers are more likely to remember the advertised product if the advertisement is repeated more often i.e. product is frequently advertised.
- The information conveyed through the present radio advertisements is insufficient because majority of people seek for more information regarding the advertised product.
- Most of the people said that the present radio ads are satisfactory only and some people feel boring also. An advertisement best work only when listeners feel that they are genuine and attractive.
- Radio ads are capable to induce curiosity among the consumers towards the product but the study shows that advertisers have to work harder to increase consumers' curiosity towards advertised product.
- Radio ads have positive influence on the buying habits of consumer and persuade them to buy the advertised product.
- It is found that advertised helps the consumer to remember the brand name.
- Majority of consumer do not think that advertised product will have higher price than not advertised one.
- Similarly, majority of consumer do not find any difference in quality of advertised and not advertised product.
- Most of consumer feels that the message in the radio ads is according to consumers' need but some people think that they are not. So, the message should be easy to understand focused on the product.
- From the view of consumer radio is the best medium for the advertisement of a product. It is also found from the study that radio is the most influential medium of advertising.

In conclusion, it can be said that Radio is the most popular means of advertising in the rural areas of Nepal. Consumers have positive attitude towards the radio advertising. In the present study, it is found that most of the consumers prefer to listen radio ads and also the ad is able to attract consumer up to the market to buy the advertised commodity.

It can be said that consumers buying behavior is highly influenced by the advertising. All commercials economic activity is directed towards the satisfaction of consumers wants and needs, an understanding of consumer, their habits, their preference, their background the force that motivate them should be kept in the primary importance by the marketers and advertisers.

5.3 Recommendation

It is very difficult to satisfy the customer of present marketing world. They are smarter, more price conscious, more demanding and less forgiving and approached by more competitors with equal better offer. In order to please and persuade today's customers, advertising should be of interest to the listeners and audience. Radio advertising can work best than other means of advertising to draw consumers' attention.

Form the study it is found that different age, group of people have different choice and interpretation regarding the presentation of radio ads. So, the advertisers have to consider about the interest, feelings of the consumers for effective advertising.

On the basis of the above findings of the study, some recommendations are presented below:-

1. The study shows that majority of the respondents of different age group and educational background prefers funny advertisement on radio. So, to attract consumers' attention, advertisers should made funny types of ads. Use of humors in advertising certainly attracts attention of the listeners. It is also observed from the study that majority of people below S.L.C. level of education and below 20 years old like musical and funny ads. Thus, if the target consumers are of this group, musical ad is more effective.

2. Most of respondents of age below 20 years old just listen the advertisement .Very few feels curious about the ad in this group and the habit of changing the station is also less in them. Thus, for a child product, the ad should be child oriented to attract their attention.
3. It is found that majority of male prefer funny ads but females prefer musical ads so if the product is advertised only to attract female consumer the advertiser should make their ads in the musical form.
4. The study shows that high percentage of people prefers regularly advertised product than non-advertised one. It is also true that without advertising, there is no business at all in the present global age of marketing. So, advertising should be widely used by the business organization in order to increase their sales.
5. It is found from this research that most of the people buy the product only when they need. Only few percentages of respondents said that they buy the product because ads induce them to buy. Advertiser should try to create the necessity of the product and in order to persuade more consumers the ads should be of interest to them.
6. Most of respondents said that ads have not deceived them but still there are some people who believe that ads deceive them. Deceiving and misleading ad has negative impact on consumers. So, to win consumers believe the advertiser should be conscious on quality of product and the ad should reveal the true aspects of the product only without deceiving the consumer to retain them for the future also.
7. It is shown from the research that respondents are willing to get additional information concerning the various aspects of the products. So, producer and advertiser should deliver sufficient information so as to make the product more familiar and acceptable to the consumer.
8. In this study majority of consumer categorized the radio ads as satisfactory. Only a few people placed them in genuine and some feel bored by listening the ads. Thus, it is essential to the advertiser to make their advertisement genuine.

9. Advertising strategy should be made on the basis of target consumers.
10. It is essential to gather consumers' opinion on the ads content to implement particular advertising strategies. So, advertisers are recommended to conduct research from time to time to have proper understanding of consumers' view regarding advertising.
11. Radio is the most popular mass medium in the rural areas of Nepal. Thus, advertising through the radio has more impact on consumers than other media since it is family medium. Thus, choosing radio as the major advertising media, is the best option for the business organization, advertisers etc. in order to influence consumers' behavior.

Questionnaire

A survey on "Radio Advertisement and Its Impact on Rural Consumers"

Dear respondent,

I am collecting the data concerned with "Radio Advertisement and Its Impact on Rural consumers" for the research work in partial fulfillment of the requirement for the degree of Master of Business Studies (M.B.S) and it would be a great contribution from you for me if you help me in filling of following questionnaires.

1. Do you generally listen the radio advertisement?

- a) Yes b) No

2. What kind of advertisement do you like on Radio generally?

- | | | | |
|------------|--------------------------|---------------------|--------------------------|
| a) Musical | <input type="checkbox"/> | b) Funny | <input type="checkbox"/> |
| c) Simple | <input type="checkbox"/> | d) All of the above | <input type="checkbox"/> |

3. Do you generally watch and here advertisement?

- a) Yes b) No

4. What is your reaction when you see or hear advertisement?

- | | |
|-------------------------------|--------------------------|
| a) Try to know what it means. | <input type="checkbox"/> |
| b) Curious about it. | <input type="checkbox"/> |
| c) Just watch it. | <input type="checkbox"/> |
| d) Switch of the Radio. | <input type="checkbox"/> |
| e) Feel boring | <input type="checkbox"/> |

5. Does repetitive advertisement attract your attention?

a) Yes b) No

6. You buy a product because-

a) Advertisements induce you to buy.

b) You need it.

c) Both of them.

7. Which product do you prefer to buy?

a) Regularly advertised.

b) Not advertised.

8. Does repetition of advertisement attract your attention towards the product?

a) Yes

b) No

9. Has an advertisement ever deceived you?

a) Yes

b) No

10. Does advertising help you to take right decision?

a) Yes b) No c) Cannot say

11. What factor influences you to buy that product?

a) Quality b) Price

c) Scheme d) Advertisement

12. Do you feel inclined to buy when you listen any advertisement on radio?

a) Highly inclined

b) Inclined

c) Indifferent

d) Highly indifferent

13. Does advertisement on radio generate curiousness about the product?

a) Yes

b) No

14. If an advertisement interests you what do you do?

a) I look for more information.

b) What I receive is enough.

15. Does advertisement help you to remember brand name of product?

a) Yes

b) No

16. Do you think that the price of the advertised good will be higher than the price of non advertised product?

a) Yes

b) No

c) Don't know

17. Have you brought any product after getting information from advertisement?

a) Yes

b) No

c) Cannot say

18. Which kind of media you prefer?

a) Newspaper

- b) Radio
- c) Television
- d) Hoarding board
- e) Internet

19. Do you believe that the quality of advertised product is not good as that of the non advertised one?

- a) Yes
- b) No
- c) Don't know

20. Do you think that most of the advertisements you listen on radio communicate the exact message that you need?

- a) Yes
- b) No

21. Please tick on right box.

- a) Age
- Below 20 20-30 30-40 40-50
- above 50

22. Would you tell me your educational status?

- a) Below S.L.C
- b) S.L.C
- c) Intermediate
- d) Graduate
- e) Post graduate
- f) Uneducated

23. How far do you think advertisement can help you in purchasing a product?

- a) Helps a lot b) Doesn't help

24. To increase the purchasing decision, which of the following factor would you follow?

- a) Reasonable price
b) Qualities product
c) Effective advertising
d) Aggressive sales promotion

25. What is your opinion about the advertisement?

- a) Excellent
b) Good
c) Bad

26. Do you think that schemes are important to attract customer towards product?

- a) Very much
b) Quite important
c) Not so important
d) Not important at all

27. Are you satisfied by the information provided by the advertisement?

- a) Yes
b) No

28. Can you give your idea about advertisement?

29. What do you think of advertisement?

a) It wastes a time.

b) It is a good way to attract consumer.

30. Why do you buy the product?

a) Advertisement induce me to buy

b) Need it

c) Both of them

31. Do you think advertisement enhance sale of product?

a) Yes

b) No

32. Is advertisement popular way to make product popular?

a) Yes

b) No

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