

ADVERTISING AND CONSUMER BEHAVIOUR
(With Special Reference to Electronic Media)

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RECOMMENDATION

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**ADVERTISING AND CONSUMER BEHAVIOR (With Special Reference to Electronic Media)**" Submitted to the office of the Dean Faculty of Management Tribhuvan University, is my original research work done in the format of T.U. for the partial fulfillment of the requirement for the Master in Degree of Business Studies (MBS) under the supervision and guidance of Mr. Bishnu Gopal Khimbaja, lecturer of Patan Multiple Campus

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ABBREVIATION

NTV	=	Nepal Television
B.S.	=	Bikram Sambart
VAT	=	Value Added Tax
TV	=	Television
MHZ	=	Megahertz
FM	=	Frequency Modulation
SEC	=	Second
AD	=	Anno Dominance
AIBD	=	Asia Pacific Institute for Broad Cast Development
SLC	=	School Living Certificate
PM	=	Post Meridian
CBS	=	Central Bream of Statistics
TU	=	Tribhuvan University
IBACPA	=	Institute of Business Administration Commerce and Public Administration
DM	=	Direct Mail
PM	=	Printed Media

CHAPTER- I

INTRODUCTION

1.1. General Background of the Study:

Advertising is the main tool of informing, convincing, influencing and persuading the targeted consumers. It plays significant role on brand choice of consumer products. The effective advertising needs to be familiar with certain effects that lead to certain responses. Advertising is a method of communication which is one of the most important aspects of human behavior that directly influenced in consumers preferences.

Advertising is a major form of promotion in international as well as domestic marketing. People generally buy a product only after knowing about it. That is why, advertising plays a vital role in marketing especially in purchasing and providing information to a large number of consumers in different places. Advertising as a tool of the mass selling is an indispensable medium. It may convey the message to millions of people at the same time, while it is not so in case of personal selling, stored displays etc.

Advertising can be understood as form of communication that aims at bringing about some change in behavior of the target audience, particularly the potential buyers or non-buyers towards the product or service advertised. Generally, theoretical model seeks to identify a stepwise behavioral progression of non buyers towards buying action. A product, service and idea can be presented and promoted in a variety of ways and advertising is one of them. Advertising influence consumer attitudes and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumers. The techniques of advertising may be directed by one or more objectives of advertising depending upon the situation.

Advertising is the main tool of informing, convincing, influencing and persuading to the targeted segment and plays significant role on brand choice of consumer products.

The advertiser needs comprehension of psychology. The effective advertising needs to be familiar with certain effects that lead to certain response Advertising is a method of communication, which is one of the most important aspects of human behavior (*Ansoff; 1980:254*).

Advertising is a major form of promotion in international as well as domestic marketing. People generally buy a product only after knowing about it. That is why: advertising plays a vital role in marketing especially in purchasing and providing information to a large number of scattered masses in different regions of the country. Advertising as a tool of mass selling is an indispensable medium. It can bring the message to millions of people at the same time, while it is not so in case of personal selling. Today business organization, non-business social organization, political organization and governmental and non-governmental organizations are also using advertising as tools of promoting and presenting goods and services as well as political candidates for votes.

The history of Radio Broadcasting in Nepal starts from Magh, 2007 B.S. At first, the radio broadcast was made from the premises of the Raghupati jute mills at Biratnagar on 41 mulreband on 2007, Chaitra 20 (2 April, 1992) a Broadcasting station was established in Singh Durbar School Ghar under the name of Nepal Radio. One and half-hour daily program of Hindi record songs and advertisement was broadcasting from the beginning during the afternoon transmission and the advertisements were handled through commercial department.

The history of advertising agencies in Nepal was started after establishing advertising agency in 2017 B.S. At the time advertising was only about the official notice and information and number of advertiser were also very few. Advertising was rarely done in private newspaper while advertisement from Radio Nepal was not in practice. But in the recent years a number of advertising agencies have come in operation, which gives professional advertisements to television channels, radios, FM stations, newspapers and magazines.

The history of Television broadcasting in Nepal starts from 2014 B.S. in the name of Nepal Television and started to telecast the program in 2041 B.S. while the commercial telecasting started only after four years. Today there are a number of television channels operating in Nepali language from Nepal and abroad. Some of the Nepali television channels that have come into existence are as follows:-

-) Nepal Television
-) Channel Nepal
-) Kantipur Television
-) Image Channel
-) Nepal One
-) Sagarmatha TV
-) AVNews Channel
-) ABC Channel
-) Mountain TV
-) News 24 Channel
-) Terai Television
-) Himalayan
-) NTV Plus
-) Mission Nepal, and more

"Advertising includes those activities by which oral message are addressed to the public for the purpose of informing them and influencing them either to buy merchandise or service or to act or be inclined favorably towards ideas, institutions or persons featured" (*William J Stanton; 1978:25*).

Advertising is a form of communication intended to promote the sale of a product or service to influence a particular cause to gain political support, to advance a particular cause or to elicit some other response desired by the advertiser. Thus advertising is defined as a form of mass communication where as such message is distributed by marketers through different sources by sougning and acquired by the consumers. It is referred, as non-personal presentation because communications is only two viz.

publication and electronic transmitter the radio and television.

Clearly advertising includes the followings forms of message the message carried in newspaper and magazines or outdoor broads or street car, buses and train, cards and poster. In radio and television broadcast and in circulation of all kinds, whether distributed by mail, by person through tradesmen. Or by insert in packages dealer help materials: windows display and country display materials and efforts: stone sign: houses organs when directed to dealers and consumers: nation pictures used for advertising and novelties, bearing advertising message or signature of the advertiser (*Marshal; 1989:19*).

The main purpose of advertising is to persuade the customer to buy the products or services. The effectiveness of the advertising depends upon the quality of the advertisement, in this way there is direct relationship between the advertising and consumer. So it is very important to know the consumer's behavior before advertising. The statement in the advertising should be more informative; language used in advertising should be forceful to create curiosity to see the product and keen desire to buy it. The success of advertising is judged from the favorable reaction or the consumer.

The advertiser want best bargain for his money or increase their revenue. Skill in advertising lays in increase the revenue by selling more products or services. The communicator must start with the audience. Because the audience determiners what is to be said, how it is to be said and who is to say it. So it is very important to know what kind of message is more effective for communicating the target audience. Advertising should be so simple that the target audience could know about it easily. A study about the consumer behavior is necessary for psychological, sociological, cultural and anthropological factor of the society that should be studied before designing the message for advertising. It is very important to know who the targets customers are like: children, adult, men, women, educated, uneducated etc. So the effective advertising can be made, if not there will be only waste of money and time. Advertiser should not give any false information about the goods or services which

creates risk for the users.

1.2 Statement of the Problems:

Advertising helps to lower the prices due to mass selling. It also encourages competition and that too leads to lower price. By lowering the price, greater sale will be achieved. Advertising in addition to its direct job of selling or pointing out the desirable features of commodity or service and showing the potential buyers how they can desire satisfaction from purchase, it can also do an indirect job of selling by persuading the public view with special favor not only a particular brand but the market of the brand a well. In this way, advertisement helps to create goodwill of a particular product.

It is very necessary to find out the effect of media advertisement on the consumer so that the sale rate of commodity is increased. The more effective the advertisement the more selling takes place. Furthermore the effect of advertisement differs from the types of consumer. And what type of advertisements should be made to keep up with the most of the consumers. It is also necessary to know what types of consumer are expected to buy the particular types of commodity. All these things should be taken into account to increase the interest of advertisement. As the TV is a new but most effective type of media, advertisement is the main source of income of TV, so TV should have all good information about the effect of its advertisement so that more interesting type of programs can be produced to attract its audience.

But in Nepal, the advertisers are advertising their product without considering the consumer behavior. They do not consider about the consumer's deceive, regarding advertising and effect of advertising on buying attitudes of customers. That is why the advertisement fails to increase the goodwill of products among customers, but the trend is slowly changing nowadays. Therefore, the present study focuses to analyze the present situation of TV advertisement in Nepal. Besides that, they should be further analyzed the viewers attitudes, their comments and suggestion through different sector of viewers which would be helpful to both advertisers and viewers in future. This study is directed to result the following issues:

1. What is the present situation of electronic media advertising in Nepal?
2. Is there any effect of examine the effective of advertising on consumer behavior?
3. What electronic media for advertising are prefer by the consumer?

1.3 Objectives of the Study:

The main objective of this study is to analyze the impact of electronic Media advertising to consumer buying behavior and other specific objectives are as follows:-

-) To analyze the present situation of Electronic Media Advertising in Nepal.
-) To examine the effect of advertising on consumer buying behavior.
-) To point out the kind of Electronic Media Advertising consumer prefer.

1.4 Significance of the Study:

The present world is full of advertisements. Advertisement no longer provides commodity information. They have become a part of life. Advertising is no longer merely information oriented. For the sake of making consumers well informed, it is becoming more important in advertising to provide suggestion on various aspects of daily life. Advertisement help to collect information and knowledge needed to make pleasant for this different advertising media were used such as indoors, outdoors, direct and display. Among different media has The merit of vision, sound, motion, selective and flexible, mass communication etc. and at present, this advertising media has the weakness of shortest life, culture problem, time taxing, costlier limited area, etc.

This study will to the marketing manager to improve upon their advertising policy. As advertising involves cost and every cost should bear ample return, in the interest of business enterprise to study the factors hindering its development and way to develop it. For example, if the product is for highly educated people the advertisers must refer to make advertisement having good wording and so on. This study will try to find out the consumer's behavior and their thought regarding the television, so this study will also be helpful to them who are related to TV advertisement.

1.5 Limitation of the Study:

No study can be free from its own limitations. So, the present study has also some limitations. Reliability of statistical tools used and lack of research experience are the major limitations and some other limitations can be enlisted as follows:

-) This study is based on the TV advertising in Nepal.
-) The primary data are collected only from Lalitpur Districts.
-) Due to time & resource constraints, only limited respondents are selected for using sampling technique.

1.6 Organization of the Study.

This study will be divided into five chapters as follows:

Chapter I introduction deals with the subject matter consisting general background of the study, statement of the problems, objective of the study, significance of the study, limitations of the study and the organization of the study.

Chapter II review of literature concerns with the review of literature that are done from the various sources such as books, newspapers, journals, websites, master degree thesis etc related with.

Chapter III research methodology describes the research methodology adopted in carrying out the present research. It consists of research design, sources of data, population and sample statistical tools and financial tools.

Chapter IV presentation and analysis of data is the main part of the study which fulfills the objectives of the study by presenting data and analyzing them with the help of various statistical tools as per methodology.

Chapter V Summary, conclusion and recommendation include the major findings and conclusion of the study. This chapter deals with the summary and conclusion of the study and gives recommendations for improvement in the role of advertisement on the consumer behavior.

CHAPTER II

LITERATURE REVIEW

Review of literature is the study of previous research or article or book in related field or topics for finding the past studies' conclusion and deficiencies that may be known for further research. This chapter will help to check the chances of duplication in the preset study. Thus, the gap between the previous research and current research can be filled.

Therefore, this chapter is categorized under three main heading. Conceptual framework is concerned with fundamental of supportive text that will ensure the interpretation whether it is under the principles and doctrine of the theories related to the topic. Review of related studies is about the legislations related of advertising studies of previous thesis, related books and previous researches in similar topics. The last is research gap that will describe the difference between the previous thesis and current thesis.

2.1 Need and Evolution of Advertising:

Advertising is the communication link between the seller and the buyer or the consumer. It does not simply provide information about products and services but is an active attempt at influencing people to do a particular work by an overt appeal to reason or emotion, in this way, advertising is not solely related to impart information to the buyer but it influences and persuades people to do a work or to abide by a belief. But there is another view point as well that is the marketing for the purpose of the promotion of business the business enter prizes use advertising to influence customer or buyers to buy a particular product service or an idea . They use it because it facilitates the communication process (*Kotler; 2009:147*).

Any business organization has its marketing objectives and marketing plan to achieve them. An organization also identifies the segments of the market it intends to serve .In order to achieve the goal of marketing, the marketing department uses several marketing tools, course of marketing process, four variables are identified they are product, place, price and promotion.

The right product should be developed and offered through a distribution network suitable to the organization and the target market segments. The product should be offered with a suitable promotion strategy. Under promotion the marketer provides face to face communication with individual or a small group as well as mass communication with a large audience by way of advertising. In this, it can be said that the advertising is a part of the marketing mix under the major variable of promotion. Different organizations handle advertising in different ways. In small companies, advertising is handle by someone in the sales or marketing department, who works with an advertising agency. A large company will often set up its own department, whose manager reports to the vice president of marketing. Most companies use an outside agency to help create advertising campaigns and to select and purchase media. Global companies use a large number of advertising. Companies like IBM and Hewlett Packard use only a few agencies or even one that can supply global advertising public relation, sales promotion, and web consulting.

In the preface of the first edition of 'advertising-Theory and Practice' it has been remarketed advertising has become a great influence on our society helping it choose from a wide impressive array of products and services which has flooded market. 1 There is a great need of advertising in present marketing perspective. It is considered that there is no brand differentiation and complete knowledge in the buyers. But it is evidently correct to say that no products are similar in quality, place, package, price and even shape. They are offered to the costumers in the bulk or in small quantity either in cash or credit.

"In the idealized model of an efficiently acting market mechanism, consumers are supposed to be well informed. They recognize low quality and avoid it; they never buy drugs that turn out to be poisonous or ineffective. Most important of their desires are supposed to represent genuine" "wants" and "needs" and "tastes". But in actual life, as Galbraith never tires of representing business firms spend much money on advertising to shape and some insist distort consumer demands (*Ansoff; 1980:213*).

Advertising creates need, builds public relations and facilitates buying decision, in lack of proper knowledge of the product, very often, the consumers are confused. The advertising guides then in selecting a particular product or brand from among a host

of brands or products. Advertising has a greater role when we are selling a tangible or intangible product. Advertising is meant for a group of users of product called me target audience. After identifying the target audience, we must determine the response desired. The ultimate response desired is of course the buying of the product or service. The effectiveness of advertising depends upon to what extent the advertising message is received and accepted by the target audience. Research has identified that an advertisement to be effective it has to:

-) Attract attention
-) Secure interest
-) Build desire for product and finally
-) Obtain action

It is not sure that the buyer will buy his product only. As such, he must be persuaded persuasively. Thought in the market there are a number of products and the competitors and well who are trying to persuade the customer to use their own products. In such cases, the customers must be centrally reminded to their brand. The continuous patronage by the customer leads to the brand choice which should be the prevue objective of a business enterprise that is in the market to get a great gamut of share. "A need arose to extend markets geographically and the manufacturer had to find way of communicating the value of his product to people who knew nothing of his reputation, as was the case when goods were made to order by local craft workers" (*Shrestha; 2007:128*).

There has always been desire of a man to get a thing of his interest and need "Sing is as old as man. There is a semblance of advertising in the many activities of a human being, especially those activities which influence others, either favorably or otherwise. A baby crying for its feed, a doting wife desirous of having a new sari is all aspects of advertising. They want to communicate, to persuade, to influence and to lead to some action. All this has been a part of human life almost from the time it took shape. We shall go a step further and state that the persuasive form of communication that is advertising per-existed human life. Though advertising in its present form is the product of current century, as a business force, it is not a new toy. It has a longest history taking us back to the history of mankind me human civilization. Though one

fails to answer the question as to the exact age of advertising, it can be said that advertising began the moment the man discovered the art of communication, historical documents and archeological researches have confirmed the existence of advertising in the ancient times. Advertising by "word" of mouth is probably the earlier form of advertising; because oral skills were developed before reading and writing. Advertising was given the commercial status the day man extended into the process of exchange.

The form of advertising for the transmission of information dates back to ancient Greece and Rome. Criers and signs were used to carry information's for advertising goods and services well before the development of printing. Even during the middle age, advertising signs were very extensively used. These signs generally consisted of illustration of symbols of the products advertised. The upsurge in advertising came after the development of printing. When printing techniques were perfected, and as this industry developed, the signs were replaced by written words or messages.

After industrial revolution advertising has evolved as a tool of marketing communication. In the United States, it holds a more important position in comparison to other places. Great Britain can be placed at second rank where as non-English speaking nations are concerned, they are poor in the field of advertising. In old days, advertising was more passive and extremely limited as the knowledge of psychology and the art of printing were not developed. The earliest forms were sign board and writing on the wall of prominent buildings shouting loudly to be sold was the only method of attracting public attention. The field of the old type of advertising was not so active and dynamic as it is today, with the publication of newspaper and development of the modern technique of printing a new era dawned for advertising which now became more colorful and attractive. The reading habit had made sufficient progress. The means of communication had to be developed before advertising over a wide area could become possible (*Shrestha; 2007:265*).

"Modern advertising is a product of the industrial revolution of the nineteenth century. Before transportation and communication were developed, means of public expression were limited. But the desire of early attempts to influence the action of his fellows goes back to the beginning of the recorded history." The innovative spirit that

has made the concept of writing to change gradually from writing on cave walls with stones to the present day to paper pen Waterman invented fountain pen in 1984.

"During the 16th century newspapers were the largest among the prints, and these newspapers were in the form of newsletters. The first newsletter was started in 1622 in England. Later half of the 16th century witnessed newspapers in the form of news books and by the middle of the 17th century, there were special advertising periodicals. By 1675, newspapers published excellent news books. By the end of the 17th century, news paper were well established in England undertaking advertising on a regular basic"

Though 'Ekta Deuma' is considered to be the first magazine published in Italy a one-page magazine, with the purpose of advertising, but it cannot be the first. "During the 19th century, it was marked by new fried of brand advertising magazines both weeklies and monthlies started catching the imaginations of the people by popularizing the brands. This is the period that welcomed window and counter display, exhibitions and trade fairs."

Advertising is a potent tool of marketing and a component of overall promotion activities. The marketing operation of any business is guided by its marketing plan, which has the best possible mix of four variables, namely the nature of the product, the price of the product, the channels of distribution which take the product to the consumer from the producer and the promotional activities. These variables are also called the 4 Ps. McCarthy developed the concept of four Ps Advertising is sub-component of the overall promotion component one of the 4 Ps (*Kotler; 2009:265*).

Previously, it was not so realized. But when advertising entered in the twentieth century, there were so many miracle happened then before on Oct. 29, 1929 the stock market crashed, the great depression began and advertising expenditure were drastically reduced. However, perhaps due to depression, false and misleading advertising continue to thrive. At the same time several bestselling books exposed advertising as an unscrupuloiter of consumers, giving role to the consumer's movement and resulting in further government regulation. Advertising as a part of the total marketing mix influences me sale of the product. During the depression and the

budget-cutting attitude of management, it was necessary to research to regain its credibility and effectiveness. The role of advertising has been unrivalled.

Radio started on Nov 2, 1920 in Pittsburgh, Pennsylvania, National advisers used radio extensively as they could reach large captive audiences. At the time of broadcasting, advertising added another significant milestone in the field of advertising. It has become the primary means of mass communication. Through radio programmers, it was possible to make customers aware of the product significance. Advent of television has diversified the area of advertising. In 1955, color television was introduced and today television has become the largest advertising medium in terms of total money spent by advertisers. The use of graphics and CAD has further facilitated advertising. Computers have not only been helpful in displaying advertisement through internet but have also been useful in making advertisement colorful, attractive and simple.

A new kind of advertising strategy formulated in the year 1970's facilitating positioning of the product considering competitors strength. It was considered important to rank a product in the consumers mind against the strategy of the competitors.

"Positioning is a popular term in marketing, first coined by two advertising executives Al Ries and Jack Trout in 1972. They started writing about positioning in the late 60's. They authored a series of articles captioned 'The Positioning Era' in Advertising Age. Later, they wrote a book titled 'Positioning: The Battle for Your Mind (McGraw Hill, 1980). According to them, positioning is a creative exercise which starts with a product. But positioning is not what you do to a product. Positioning is what you do to the mind of the prospect." The advertising industry started with 'barkers' and has reached to a very powerful mass media of communication. It is an industry of multi million rupees, employing millions, making the entire world of business to dance with its tunes.

James Walter Thompson started in early thirties. Alyque Padamsee has cut his advertising teeth as a copywriter at JWT. Gerson da Cunha spent a year at JWT and then went to build up Lintas. Now it has turned to Hindustan Thompson Associates,

Mumbai. It is ranked today as the largest ad agency with billing of RS 292 crores in 1993 - 94. HTA was established in 1929 as the Bombay office of J Walter Thompson Co. USA started on September 25, 1929 atop Taj Mahal Hotel in Bombay. Another ad agency named Ogiivy and Mather; Bombay established in 1928, its campaign for Asian Paint, Cadbury leaves a mark. Its billing is 76.4443 crores. Lintas worldwide N.Y. is also a famous advertising agency with its 40% share, Lintas India Ltd, was established in 1939.

The brief history hitherto shows that advertising reflects the world we have in just as advance in technology are changing our lives so will the action and altitudes of special interest groups from big business to big labour with a great strides, the advertising has come to this stage. It has not been essential for marketing a product, positioning in the mind of the consumer but a major source of income for the agencies engaged in the business. Unless it was invented, marketing would be crippled.'

2.2 Significance of Advertising :

Advertising is a process by which a marketer or manufacturer of a product tries to evoke a positive response amongst the target group and creates good will. The advertising also tries to establish a competitive advantage while advertising their brands by making use of both emotional and rational appeals. Thus, advertising is an important component of the marketing mix. Marketing executives decide about the marketing mix elements to be used, and the proportion in which they are to be blended into their marketing programmers.

The right choice makes the marketing executives successful. "Together with other elements of the promotion mix such as personal selling and sales promotion activities, the point of purchase displays, coupons, premium offers, demonstration and trade shows- advertising ensures that these important functions lead to successful marketing program of selling mass produced, mass marketed consumer goods." Advertising is a part of the marketing mix under the major variable of promotion.

It is an important element in modem marketing process, but it can produce consistently profitable only when the entire structure is sound and coordinated, in comparison to other promotional tools, advertising is controllable to large extent and

reaches a diverse group of audiences at a same time. For mass marketing, advertising is most suited device.

Advertising aims at drawing attention to a product. It seeks to create awareness about the existence of advertised product. It passes information about the product in such a way that interest is created in the mind of the prospective consumer about the product. Then there is the growing desire to possess the product. There are convincing arguments in favor of the product. All this leads us to a buying decision.

The advertising process includes programming series of activities, which are necessary to plan, prepare the message and get it to the intended market. It is known to the public that who is behind the advertising because the sponsor is evidently identified. The sponsor pays for the media which carry message Advertising is helpful in selling product and service.

An advertisement is an announcement to the public of a product, service or an idea through a medium to which the public has access. The medium may be print (such as newspapers, posters, banners, and hoardings), electronic (radio, television, video, cable, phone) or any other. An advertisement usually paid for by an advertiser at rates fixed or negotiated with the media.

Advertising is one of the most widely used promotion tools. It is used by business, non-government organizations, charities and service institutions. Advertising is a form of persuasive communication with the public. The communication is usually one-sided, in one direction from the advertiser and to the public. Through communication of message, presentation and promotion of products and persuasion are possible.

Advertising is one of the most important reinforcing elements of the promotional mix for the objective of successful sale of a product. Really, advertising is useful in building an image of the product in the minds of the customers to whom goods are exposed. Through advertising, it is easier to achieve the objective of the organization. Advertising is a form of mass communication where the source is in direct contact with the receiver and the receiver is always a group or more precisely an aggregation

rather than another individual.

Advertising presents products and services to the buyers but simple presentation will not serve the marketer's purpose through the customer. Advertising is used for promotion of the sales and salability of the products. Advertiser seeks to persuade the consumers to try his product through advertising and on such it is regarded as persuasive communication. Advertising is also said to be mass selling but by itself advertising never sells, rather it helps to sell by creating desire, to buy awareness to the product attributes.

Advertising is different from publicity in case of publicity no payment is made. But advertising on the other hand is published or broadcast when the advertiser purchases time or space to tell his saying. All advertising is not paid for by the advertiser. Some advertisements may be made without paying any charge. The advertising agency creates advertise as social service. Direct mail and specialty advertise do not appear in the space or time.

Advertising consists of all the activities involved in presenting to a group- a non-personal oral or visual, openly sponsored message regarding a product, service or idea. This message called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor. Advertising planning ultimately boils down to creative strategy and its execution. The advertising message is a response by an agency to advertising goals. The ultimate success of the message is measured in terms of its reception by the target audiences. It depends on the product offering and its relevance to the prospect's requirements and mental disposition.

An advertising includes the following forms of message, the message carried in newspapers, magazines, outdoor boards, street cars, buses, trains, cards, posters, radio, television broadcasts, in circulation of all kinds, whether distributed by mail, by person, through tradesmen or by inserts in packages; dealer help material windows display and country materials and efforts, stone signs, house organs when directed to dealer and consumers, motion pictures used for advertising message or signature of the advertiser.

Considering all views noted above, in conclusion, advertising can be said process through which the advertiser communicates the prospect to make aware and persuade him for a product, service or idea so that buying decision can be made. This non-personal communication is made orally or visually by an identified sponsor on basis of payment.

2.3 Historical Development of Advertising in Nepal :

History of advertisement of Nepal is not very old. Previously, government used public announcers to communicate information and orders. Even in the late Rana period, public announcers went through streets announcing the opening and closure of gambling periods during the Laxmipuja and on the other occasions. There used to be such announcement when somebody was to be sentenced to the capital punishment. Probably, the announcers used an instrument and beat that instrument at the time of making announcement. There is not exact date in the history when such work was started.

In later period, written government orders, information and decrease were used for communication purpose. Such orders or information were pasted at the place where the public were able to see them. With the passage of time, the thing has changed; Nepali Newspapers, Magazines, Radio Nepal broadcasts, Nepal Television services, and development of advertising agencies are the causes of development of advertising in Nepal.

"The first advertising agency was established in 2017 B.S then the advertising business got the path of development. The advertiser's were very few at that time. The advertising was only about the official notice and information Advertising was seldom done in private newspapers. The advertisement from the Radio Nepal was not in practice. The organized advertising agencies were not felt necessarily by the Radio and newspapers. The Nepal Advertisers, established in 2017 B.S had to limit its services only in the press cutting services indeed of artistic and attractive advertising news, magazines. For the press cutting it used to take Rs. 76 per a year."

In order, Nepal printing and Advertising was the second, which was established in 2020 B.S the advertising agency, started advertising service to the Nepal Bank Ltd,

RNAC and Janakpur cigarette factory and some official and semi-governmental offices. It also started printing service as well as sponsoring advertising which were a difficult task at that time. There was scarcity of quality manpower servicing facilities for starting advertisement. There is an advertising agency in Birgunj also, is just started. "The advertising agencies were developed according to the number of industries and tradition increased, once, there agencies increased heavily, 50 agencies in 2043 B.S whereas 52 were registered in the end of Jestha 2052, 1035 agencies were registered the end of Jestha 2057 B.S. 20

At present, approximately 350 advertising agencies are running out of registered advertising agencies. "The reason behind the increasing number of agencies is because of the open policy of this Majesty's Government. For only Nepali who applies for the Advertising Agency with a Nepali citizenship and a scheme paper the government could give a formal permission. Such permission is provided by the development of industry as well as the Domestic and Industry Department." Though the government had to give such large permission for advertising agencies but they were not fully approved by the communication media of the government itself.

2.4 The Advertising Electronic Media Available in Nepal:

Now, the need of advertising is felt everywhere or in any country whether that is developed or underdeveloped. The message is communicated verbally or in written form or with pictures or both. Nepal is not exception to it. All advertising media are available in Nepal. The present status of various media in Nepal is analyzed here.

i. The Radio Nepal

The Radio Nepal was established on 20th Chaitra 2007 B.S (1st April 1951). At the outset, the transmission coverage was 4.5 hours through a 250-watt transmitter. Over the years, the Radio Nepal has strengthened its institutional capacity and diversified itself in terms of programme format technical efficiency and nationwide coverage. The shortwave broadcasting of the Radio Nepal covers almost the whole country and even some part of India as well. The medium wave transmission covers about 80% of population. The areas where medium wave transmission fails to cover, in cooperation with local participation, services are gradually extended through Frequency

Modulation (F.M).

"The medium wave transmission centers operating in all five development regions broadcast news, songs and music in various national languages in addition to news broadcast in Nepal. Ever private sector agencies have been issued licenses to operate Radio Broadcasting centers through FM transmission with a view to broadcast information and entertainment oriented programmes. The Radio Nepal provides programmes for a duration of 15 hrs daily with 5 hrs in the morning and 10 hrs including afternoon and evening However on public holidays there are additional 2 hrs extending the total duration to 17 hrs despite 2 hrs regional broadcasting."

The services of the Radio Nepal is effective and efficient in disseminating information, education to people and entertaining them as it easily covers difficult and inaccessible areas . It is also the cheapest and quickest means of communication. It has been providing various programmed for creating mass awareness since the literacy rate of Nepalese People is low and there are several remote areas, where newspaper cannot each in time, "The Radio has been the most suitable means of disseminating information and providing entertainment to the people in Nepal.

The Radio has greater reach in both urban and rural areas. Radio has become secondary medium for TV owners but its potential reach is higher especially among poorer families in urban areas. Advertisers like to use radio as a reminder medium. According to Ketki Gupta radio is always used in addition to not instead of another medium. "The Radio Nepal's programmes on information and education constitute 40% of the total programming and entertainment program me cover the remaining 60% including commercials."²⁷ There are five medium wave transmission stations located in:

-) The Eastern Development Region in Dharan
-) The central Development Region in Kathmandu
-) The Western Development Region in Pokhara
-) The Mid- Western Development Region in Surkhet and
-) The Far- Western Development Region in Dipayal

Commercials tending to have an adverse impact on the society or those that contain

obscene words or those that tending to perpetuate superstition will not be broadcast. As radio offers local coverage on its medium wave channels, hence local markets can be tapped by local products and retail stores, though broad casting authorities impose certain restrictions on the extent and time of airing of advertisements and sponsorships, and as it is only an audio medium, the impact of radio advertising is not as much as the other media.

a. The FM Programme:

The concept of FM is still new to many people FM has been thrown open private producers. The marketing potential of the channel will depend as its ability to attract the listeners and the advertisers. "In consonance with the policy of forgoing ahead in tune with the changing broad casting scenario the Radio Nepal launched the transmission of the first FM channel in Nepal on the 30th of Kartik 2052 B.S (16th November 1995). It plays music and passes on information on public utility services like traffic airlines. The phone-in programmes have become very popular.

"The FM transmission began initially with one hour 45 minutes breakfast show on an experimental basis for a one and half month and went on six hours regular programming from the 15th Paush 2052 with the objective of further expansion. The programmes on the FM channel are directed to the Kathmandu valley segment and cater to grow entertainment information needs of a younger and glamorous generation."

"Currently, the FM channel has been serving Nepali, Indian and western music, talk shows on the various relevant themes, lives telephone interviews etc. The Radio Nepal, FM Kathmandu, has adopted a policy to sell airtime to interested parties from the private sector in order to facilitate a wider programming of interesting programmes for the discerning urban audiences." The audio re-kindles the visual association of a previously viewed advertisement FM is the ideal medium for niche marketing which required tailor made advertising for specific demographic segments. In local areas FM is catering services and is a better medium of advertisement

b. The Marketing Division:

The Radio Nepal has adopted a policy of selling commercial airtime to interested

parties. "Promotional advertisements in the forms of jingles and other format as well as sponsored programme are aired." Radio has become an integral part of our daily lives. We rely on clock radios to wake-up early in the morning. In fact Radio has become the daily companion of millions of people for its unique character Radio is not obsolete in urban areas but it is less used mere. Whereas rural areas are concerned, it is still much useful means of media. In order to make the coverage of rural areas, one must have to resort to radios. FM bands, as they are accessible by most of the people and even the places where there is no electricity.

c. The Nepal Television (NTV)

As a means of reaching a mass audience, no other medium today has the unique of sight, stand and movement, the opportunity to demonstrate the products, the potential to use effects, the believability of seeing it happen right before your eyes, and the empathy of the viewer from the advertising viewpoint, television has been must effective means of media.

"Television broadcasting in Nepal started on regular basis on 2041 B.S (1985). Television broadcasting services of Nepal Television (NTV) which with limited resources, now broadcast its programme through its 3 studios, regional programme production and broadcast center in Kohalpur (Banke) and Murtidanda (11am), Nanijedanda Bhedetar (Dhankuta), Jaleshwar (Mahottari) Hetauda (Makwanpur), Daunne (Nawalparasi), Pulchauki (Lalitpur), Kakani (Nuwakot) sarangkot (Kaski) Tansen (Palpa), Butwal (Rupandehi) Harre (Surkhet), and 11 broadcast centers in other locations in the kingdom .

"To make Nepal Television broadcast viewable throughout the kingdom, by using satellite broadcasting, preliminary infrastructure preparation work has been started. To associate private sector in broadcasting Nepal Television (NTV) has arranged broadcasting of their programme by making its air time available to the broadcasting agencies of private sector from last year. There are 167 licensed cable TV operators in private sector out of which 139 have already started their services."

Initially the Nepal Television (NTV) should lay visual over advertisements Jingles which were already being broadcasted on the Radio Nepal. The visual were basically

a product packet- a smiling face and the product being used whether it was biscuits or soap. Then the trend began to change. Now Jingles and message especially for television were composed, the visual became more sophisticated with the use of available special effects and television studio magic. Really, television is more effective in comparison to radio transmission.

Some multinational and foreign collaborated companies have good and attractive advertising. We can take the example of Coke, Pepsi, Liril and others, whereas some has to resort to the national advertising. Still there is a need to improve the quality and effectiveness of advertising. There is a need for research for comprehensive media research. It is difficult to have television for everyone- as not all can afford it. More than 40% of the people are below the poverty level. Though some of them can afford for it, however, due to technical problem, the reception is poor and not all can have the opportunity to use and watch all TV programmes.

Only high-income group and middle-income group possess TVs Comparatively TV is costly item. Each individual of the society cannot afford for TV. The possession of TV also depends on the area where TV signal is available. At present almost all areas of the country have access to the reception of TV signal. A few years back it was not possible for every person to make available the benefit of TV. The progress report of NTV presented by Ministry of Finance gives knowledge of telecasted programmes.

2.5 Advertising and other Promotional Tools :

Electronic Media is one of the elements of promotion. "Promotion is the company's attempt to stimulate sales by directing persuasive communication to the buyers. (*Philip Kotler 1976*). Electronic Media is a component of marketing and one of its principle promotional arms. The characteristic of all marketing activities is that they are undertaken to increase the sale. There are many tools of marketing which help to increase the sale of goods or services. All these tools are called promotional tools. The characteristics of all these tools are that they are undertaken to increase the sales of goods and services. These tools are distinguished from one another by the methods they used to attain goal. The main difference between advertising and other promotional tools is that advertising is controllable to a large extend and reaches a diverse group of audience at the same time.

2.5.1 Advertising and Sales Promotion :

Electronic Media is usually addressed to large group of people but the distinction can be made as follows. Sales promotion is the temporary offer of a material reward to customers or sales prospects, whereas advertising is the communication of information. From the definition, it is apparent that Electronic Media may well be the medium through which a sales promotion on after is made. The distinction is also bringing out an important fact about Electronic Media. An Electronic Media by definition transmits a persuasive message, but the element is not necessarily the advertise itself. When a sales promotion offered is the subject of an advertisement the promotion is the persuasive element and advertisement is an information channel.

For most forms of sales promotion out distinction can be used with little difficult free goods offer (one bottle of coke free with one case purchase) display allowances (price reduction in return for store display) and count/recount offers. Price reduction nosed on retail movement during a specified time period all are temporary and they all offer a storekeeper a material reward likewise consumer promotion involving samples, discount coupons, premiums, contests and sweepstakes all offers at least temporarily the prospect of reward.

2.5.2 Electronic Media and Salesmanship

The basic distinction between Electronic Media and salesmanship can be stated as follows "When a persuasive communication is directed toward a single individual it is an act of salesmanship. When it is directed towards a large group of individual it is called advertising." Electronic Media are presented to a group of people whom the advertiser does not know as individuals, whereas a salesman spends much of his time deciding which people he/she should see for individual approach.

2.5.3 Electronic Media and Publicity

Publicity is an effort to make available certain information to the public. It is the sum total of those activities that are directed to the flows of information to the knowledge of public. Perhaps, the association of teachers of marketing and advertising America once gives the best definition. According to its terminology "Publicity is any form of

non personal presentation of goods, services or ideas to a group, such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for". In this sense Electronic Media is only a type of publicity. That is, term "Publicity" is more comprehensive than the word Electronic Media itself. Therefore it can be said that all Electronic Media is publicity but all publicity is not advertising.

Both the words are similar in three respects. First, they deal with the conveying information regarding the goods or services or ideas. Secondly, both are attempts to present the information impersonally. Thirdly, both being the components of mass communication, they use mass communication media on several grounds

2.6 Some Media and Their Relative Advantages and Disadvantages:

There are various media options available to the advertiser. The Electronic Media can be grouped into four broad categories.

1. Indoor Advertising Media:

- a. Press Media
- b. Film
- c. Radio
- d. Video
- e. Television
- f. F.M

2. Outdoor Advertising Media

- a. Posters
- b. Sky Writing
- c. Hoarding Board
- d. Sandwichmen
- e. Electric/Electronic Signs
- f. Traveling displays

3. Direct Media:

- a. Envelope Enclosures
- b. Broad Sides
- c. Booklets
- d. Sales Letters

- e. Gift-novelties
- f. Package Inserts

4. Display Media:

- a. Window Display Mobiles
- b. Mobiles
- c. Counter Display
- d. Exhibition and Trade Fairs.

In short there are many media for advertising. Manufacturers are using different types of Electronic Media to communicate information about their products and services. We are here discussing about some of the Electronic Media and their advantages and disadvantages.

2.6.1 Newspaper :

The newspaper has become an integral part of the life of almost every community. It is really hard to imagine life without newspapers in nowadays. It takes its place alongside office, schools, campus, bank and department stores as a necessary thing to life. It is as essential as a good cup of tea in the morning or even more important than tea to start the day. "Newspaper is one that gives news, views, ideas, interpretations, opinions and comments and explanations regarding the social economic, political, educational, moral, cultural, ecological and methodological development. It entertains and enlightens of all the media, newspapers considered as a backbone of advertising program as it has continued to remain the most powerful message carrier.

The newspaper in particular provides a unique, flexible medium for advertisers to express their creativity. The newspaper is a mass medium that is read by almost everybody and every day. Newspaper is a manor community serving medium today for both news and Electronic Media. The newspapers are classified in terms of the basis of coverage, frequency and language. Here coverage means geographical and subject coverage. On the basis of area a newspaper can be national, regional and local. In Nepal national and daily newspapers are Kantipur, Gorkhapatra, Space Time Dainik, Rajdhani, Annapurna Post, Nagarik etc (Nepali) and Kathmandu Post, Rising Nepal, The Himalayan Times, Republica etc (English). In the same way weekly newspapers are Ghatna Ra Bichar, Dristhi, Budhabar, Deshantar, Saptahik, Dristikon etc. The government publishes Gorkhapatra and The Rising Nepal and the others are

published by the private sector that is available for Electronic Media advertisement. The Newspapers have reached a new height after the promulgation of the 1991 constitution of Nepal. As the government has been following a course of trade liberalization, deregulation and institutional reform and encouraging the private sector the private publishing houses have had a boom in their business and it is continuing to grow.

Advantages of Newspaper Advertising

-) They are widely read by the people simply because they carry news.
-) Advertisers can choose a suitable newspaper, to meet the expected readers.
-) It is believed that the newspaper can be the road to minimal wastage in advertising.
-) It is mass media, which penetrates every segment of the society.
-) Newspapers are a local medium covering specific geographic areas which are both a market and a community of people having common concerns and interests.
-) Newspapers are timely since they are primarily devoted to news.
-) Planning is advocated not necessary in the case of advertising.

Disadvantages

-) The life of newspaper is very short.
-) Display possibilities are limited because of rough paper.
-) Their costs are often difficult to determine, just because many small papers do not have one price system and their circulation statements are unreliable.
-) Newspaper particularly like daily papers are read very hurriedly which reduces the possibility of the advertisements being seen or noticed.

2.6.2 Magazines:

The medium can seldom be used for strictly local coverage, but it is more suitable to regional and national advertising programs. Magazines offer different advantage. They are flexible in both readership and advertising. Though magazines advertiser can reach any market segment in terms of different demographic variables like age, income, occupation, education, educational level, sex etc. They offer unsurpassed

availability of color, excellent reproduction quality, believability and authority permanence and prestige at the efficient cost. However, they require long reading time, they have problems offering reach and they are subject to heavy cost of advertising so the cost of advertising in some magazines is very high. Some magazines in Nepal are Himal, Samay, Nepal, Yuva Manch, Nari, Bimochan, Mulyankan, Antrastra Manch, Madhupark etc.

Advantages:

-) The life of magazines is long in comparison to newspaper every morning there is a fresh issue of newspaper but magazines are read over a month or week at leaguers.
-) Almost all the members of the family read the magazines and they also pass it to friends, while newspapers attract the attention of elders only.
-) Magazines are often stored for reference and therefore the advertisements are remembered longer.
-) Magazines are printed in better paper enabling more artistic and colorful production of the advertising copy.

Disadvantages:

-) They are less flexible space because must be looked and advertisement materials are prepared long in advance of publication, so it is difficult to change the advertisement materials.
-) The national coverage is a demerit to the advertiser, who does not have national distribution, does not intend to seek it, since it involves too much waste circulation.

2.6.3 Cinema:

In cinema advertising, short and interesting story films are exhibited to emphasis the advertising message. In a developing country like Nepal where the literacy is very low, this method of advertising has got tremendous significance.

Advantages:

-) It is a flexible medium for narrating scientific details and complicated history

clearly and with dramatic effect. They have a demonstration value too.

-) The motion picture always makes an interesting and dramatic appeal.
-) Advertising through a motion picture can be understood by all, even by illiterate people.

Disadvantages:

-) It is limited to only urban area.
-) It can access to only rich people.
-) Some people think that watching cinema is itself bad, so any advertisement that comes on cinema may be regarded bad by them.

2.6.4 Radio:

The radio broadcasting is one of the cheapest and quickest and widely covered means of mass communication in Nepal. In the difficult geographical structure like Nepal, radio broadcasting has proved a very effective and efficient medium in disseminating information, educating people and entertaining the message. It has been providing various programs aimed at creating mass awareness. The people in the hilly areas and many remote villages have no access to motor able roads, communication and entertainment facilities Illiteracy being a common feature among the people, little use of newspaper, no link to satellite channels and other frequencies are not able to reach them. Therefore, the radio has been the most suitable means of disseminating information and providing entertainment to the people in Nepal.

Advantages:

-) Radio advertisements can target specific audiences.
-) It can be placed quickly.
-) It can use sound humor intimacy effectively.
-) Radio advertisement can take message to millions of people though sound, which makes it more personal than the printed word.
-) Posters and sign boards may be seen and not read, and so the advertisements in the newspapers and magazines, while the radio appeal directly reaches to a large number of people thus makes for the mechanization of selling, which is very essential in these days of mechanized production.

Disadvantages:

-) Radio advertisement has no visual excitement, short exposure time and perishable message.
-) It has difficulties to convey complex information.
-) It has lack of illustration through which it is impossible to illustrate the product.
-) It is costly media of advertising than newspapers and magazines.
-) Radio advertising is not suited to all types of product. Goods of frequent purchase and rapid turnover may be advertised on radio with good results. Goods advertised must range within everyday orbit of the listeners. If the wrong type of product is advertised on the radio, it will not be of good result and a waste of time and sources.

2.6.5 Direct Mail:

Direct mail is the utilization of the postal agency to distribute advertising materials and sales literature to customers and prospective buyers. The message is planned to go directly from the advertiser to the customer. The advertiser opportunity to expand or contact the number of names to be used and to stop starts his program at will, makes direct mail advertising highly flexible. Though this type of advertising medium is not used in our country Nepal.

Advantages:

-) This is the best medium for targeting specific audiences which is very flexible, measurable and advertisement can be saved.
-) Longer message can be sent at a relatively lower cost.
-) Confidential message can also be sent, but in any other medium they do not have such an advantage.
-) It is helpful in case of distributing free samples to the selected few customers.

Disadvantages:

-) Its appeal is restricted to those, to whom the materials are sent and wide

coverage is not possible except at a huge cost.

-) Postal delays in delivers can also hurt the timing of the message.
-) There is high possibility of time literatures being thrown away without having been read.
-) Due to the high illiteracy rate of our country it is not an effective medium for advertisement.

2.6.6 Television:

John Logier Baird invented television in 1926. Television came into being at a time of unprecedented prosperity in the United States. Television is the newest and fastest growing media in the developed as well as developing countries. Its appeal directly reaches into the ear and eyes of the viewer. Hence, medium of advertising is considered as most effective. Most of the advertisers use this medium nowadays. Television advertising combines the merits of both radio and cinema, meaning people can see and hear the advertisement message at their homes.

Advantages:

-) Television advertisement reaches extremely to a large audience.
-) It uses picture, print, sound and motion for effective result.
-) It can target specific audiences.
-) Television is highly flexible and selective media, which can be used locally, regionally, nationally and internationally.
-) It is considered as a best advertising media ever invented because it is a means of actual demonstration into the houses of the prospect customers.

Disadvantages:

-) It is high cost to prepare and run advertisements, short time exposure and perishable.
-) The audience is low in developing countries because of the low range of telecasting.
-) It is also very costly medium of advertising, so small advertiser cannot afford to advertise their product and services in it.
-) The commercial message has a very short life. Once it is viewed and heard, it

is gone.

2.6.7 Websites:

The youngest and the latest form of advertising is the Website. It has made a revolution not only in advertising but also in various fields of life. This newly developed technology is a boom for many industries and it itself has turned into a fast growing industry employing thousands and thousands of people and generating millions for the investors. This form of advertisement is specially targeted to working professionals and the new generation.

Advantages:

-) It is a form of advertisement that can be viewed in any part of the world having access to internet.
-) Advertisement in websites can give a lot of information.
-) There is no time limit because advertisement can be kept for a long span of time.
-) Once advertisement is hosted in the website, it can be viewed in any time of day or night at the consumer's convenience.
-) It is a mass media very popular in developed countries.
-) The hosting of the advertisement is very attractive which makes an interesting and dramatic appeal.
-) Sexually explicit advertisements can also be shown by giving some kind of warning to under age people.
-) This is a highly flexible and selective media which can be used locally, regionally, nationally and internationally.

Disadvantages:

-) Advertising in websites can be very expensive for the advertiser.
-) Only educated people who can use computers can be given information
-) Internet is not accessible in many parts of our country so it is not suitable for poor and low rate of literacy countries.
-) Internet subscription is expensive so only rich people can afford it.

2.7 Review of Related Studies

2.7.1 Review of Journal and Articles

Pandey (2008) published an article, "*Advertising in Nepal*". In his article he concluded that the following items:

-) Advertising is the main method of promotion practiced in the country.
-) Effect of advertising is generally not evaluated.
-) Advertising in the company is handled by persons in the senior position, when there is a separate advertising section in the company.
-) The advertising programmes are not well coordinated with other elements of marketing and promotional strategy.
-) In regard to the services rendered by the advertising agencies, none are full service agencies and except a few agencies concentrating on inserting the advertisements prepared by the advertisers and specialists service groups such as block makers, printers, artists etc.
-) Publication media, radio and cinema are the most used media for commercial advertising. But there are few alternatives. The Gorkhapatra is the only medium with any significant circulation.
-) Advertisement related to business is presented in simple language and are found to be more effective.
-) Both the advertisers and the advertising agencies recognized the need for advertising in the present context of their markets in Nepal.
-) The advertisers, advertising agencies, and the mass media are yet to create an environment of mutual understanding and help.
-) Advertisers think that advertising has favorable impact on their customers, sales and profits. Customers responds are favorable to advertising through most of them are economically backward and uneducated.

Upadhyaya (2009) published an article, "*Radio Advertising and its Impact on Purchasing Act in Consumer Goods*" to study the impact of the radio advertising on the consumer purchase behavior and change in sales of firm due to the radio

advertising. In his article he concluded that:

-) Both consumers and advertisers recognize the need of advertising (especially media) in the present context of the Kathmandu market.
-) For promoting product, advertising is a main method used by the producer.
-) All the advertising business is conducted by the senior personnel. But there is no separate section for conduction advertising.
-) Of all the advertising media available media in Nepal, the radio advertising ranked top in the list.
-) Most of the consumers consider utility aspect while buying the products.
-) The major percentage of the listeners listen the radio advertising seldom. The percentage of regular listeners is very few.
-) The effect of advertising is to be seen on new products rather than on old or existing products.
-) The effective forms of media to reach the hearts of consumers are radio, cinema and periodicals, which ranked first, second and third respectively.

Pant (2011) published an article "*Effect of Brand Loyalty*" for brand awareness of the Nepalese consumers. In his articles he concluded that:

-) Nepalese consumers give high importance to brand in both the consumer durable goods and the consumer non-durable goods.
-) Most of the consumers are found buying the products brand rather than by inspection.
-) Brand awareness of the Nepalese consumers is found to be high.
-) Brand loyalty is independent of the consumer's store loyalty.
-) Brand loyal consumers are not to be influenced by special deals such coupons, free samples, discounts etc.
-) The brand loyal consumers are found to be least influenced by price activity and advertisement.

Baral (2012) published an article "*Communication Effects of Advertising and Brand Preference*" to show the effectiveness of advertising and to aware strengths and weakness while advertising of instant noodles. In his articles he concluded that:

-) Instant noodles are in different product life cycle and they require different

media and techniques of advertising in different stage.

-) There is a high degree association between brand preference and advertisement qualities.
-) The advertisements are still traditional and ordinary in nature and style.
-) It is necessary that advertising should be more attractive, informative and enjoyable both reader as well as listeners
-) Advertising should be constructed for the long term impression by making more moral and social responsibility.
-) While selection advertising media the marketer should clearly analyze the objectives of advertising.
-) The message and media should be unique and distinctive according to the requirement of the target market.

2.7.2 Review of Previous Thesis

Giri (2008) has conducted a study on "*A Study on the Communication Effect of Advertising and Brand Preference of Instant Noodles*". The study has following objectives:

-) To analyze the popular media of advertisement, its strengths and weaknesses.
-) To analyze the advertising appeal and relation between brand preference and advertisement qualities of instant noodles.

The major findings of the study are:

-) Most of the educated people of Kathmandu are aware of brands (The Rara & the Maggi) of instant noodles because of their advertisements.
-) Most of the uneducated people of Kathmandu could not say anything about the advertisements.
-) Of all the advertising media available in Nepal, the Radio has proved itself a leading one to create awareness in customers about the advertised product, especially edible goods like instant noodles after that the film / cine slide comes orderly.
-) In case of the newspaper advertisement, the Rara has attracted many customers because of its style of photo presentation while the Maggi has

attracted its customers with the help of layout headlines.

-) The weak side of the newspaper advertisement of the Rara has been headline and typography and photo presentation in case of advertisement of Maggi.
-) In case of Radio advertisement, the Rara has attracted its customers mainly with the help of vocals. After then comes expression and music while music has played a played a leading role to attract the customers in case of Maggi's advertisement. After the set up, expression and vocals come orderly.
-) The newspaper advertisement of the Rara has created more of its gain than in case of the advertisement of the Maggi.
-) Advertisement qualities of instant noodles have made no change in brand preference.

Sharma (2009) has conducted a study on "*The Movies Stars Endorsement in Advertising*". This study is based on primary data. The study has the following objectives:

-) To examine the role of movies-stars endorsement in advertising is creating brand awareness among the audiences.
-) To find out the role of movie stars endorsements enhancing the advertisement message recall.
-) To find out the contribution of the movie stars endorsed in advertising to create believability of the advertisement message contents.
-) To examine the audiences perception of the product brand for which movies-stars have been endorsed in their advertisements, and
-) To find out whether the movie-stars endorsement create positive attitude towards the advertisements.

The major findings of the study are:

-) The youth of the selected soap brands are highly aware of the brand endorsed by movie stars on non-endorsed brands.
-) Message of recall is highly associated with movie stars endorsement in advertising.
-) The product quality of advertised brand is found major factor contributing to the believability of the message. The believability of message is depended

upon consumers perception and among of the brand.

-) An effective advertisement creates association of feelings with certain events or certain ways of life styles.
-) The advertisers have ignored the matching of the product personality with the requirement of the life styles of the stars.
-) An effective advertisement is supposed to create positive attitudes towards it among the audiences.
-) Because of high association of brand awareness and movie stars endorsement in advertising, the manufacturers of new products will be fruitful to endorse movie stars in product positioning. The product quality and movie stars endorsement in advertising can enhance the believability of advertisement message.

Thakur (2010) has a study on "*The Role of Advertising in Brand Loyalty*" conducted based mainly on primary data collected from respondents' of Kathmandu valley. The study has the following objectives:

-) To analyze the effectiveness of advertising on brand loyalty of consumer product.
-) To evaluate the role of advertising for brand loyalty in Nepalese market.
-) Do consumers give more importance to advertising rather than any other promotional tools while making selection decision?

The major findings of the study are:

-) Both Coca-Cola and Pepsi Cola realize the essence of advertising in the present situation.
-) Advertising is the main source of information about particular brand as well as most sensitive subject in the country in the course of promotion.
-) Advertisement plays an important role in changing brand of soft drink.
-) Soft drink holds the second position in consumption after tea among the drinks in Nepalese market.
-) Brand awareness of the Nepalese consumers is found to be high.
-) Majority of the Nepalese consumers are found brand loyal.
-) Consumers involvement in purchasing of soft drink, mostly self.

-) Most of the consumers' brand choice decision about mentioned products is dependent on themselves.
-) Most of the consumers have given first preference to the taste of the product while the quality of the product is considered second important factor in case of soft drink.
-) Most of the consumers' first choice as soft drink is coke than others.
-) Pepsi holds the second position among consumers in Nepalese markets.
-) Most of the consumers like entertaining advertisements than other types advertisements.
-) Most of the consumers have shown satisfactory level of reaction about advertisement believability.
-) It is found that advertisement has a great contribution for purchase of soft drink.
-) Most of the consumers prefer the advertisement of Coke than that of Pepsi.
-) Consumer's first reasons of brand switching are taste and quality of the product.
-) Repeating an advertisement more frequently than the competitors affect brand loyalty.
-) Consumers' second reason of brand switching is advertising.
-) Advertising plays an important role in brand loyalty behavior of consumers in case of soft drink.
-) Role of variables are independent of age, sex and family size while selecting soft drink.
-) The role of advertisement in changing brand habit is found effective.
-) The taste and quality of the product are the major considerable factors for brand loyalty.
-) The effective advertising in time is regarded as the best tool for brand loyalty.
-) The role of advertising is regarded important for brand loyalty in the course of soft drink.

Tiwari (2011) has conducted a study on *"The Role of Advertising in Product Positioning and Brand Choice"* (With Special Reference to Coke and Real Juice) based mainly on primary data filled by the respondents of Birgunj city. The study has

the following objectives.

-) To examine the effectiveness of advertising on product positioning.
-) To analyze the effectiveness of advertising on brand choice.
-) To evaluate the role of advertisement in product positioning in Nepalese market.
-) To evaluate the importance of advertisement for making buying decision than any other promotional tools.

The major findings of the study are:

-) Advertising is considered the prime process to provide information about a particular brand to the customer.
-) Changing of brand is affected by advertisement.
-) Nepalese consumers are providing to brands.
-) Not all consumers are brand loyal however, most of them are so.
-) Consumers themselves decide purchasing of soft drink.
-) Brand preference of consumers is not imposed.
-) Consumers have accorded first priority to taste and thereafter quality.
-) Coke is considered the first preference of the customers.
-) Real juice does not hold superior position in comparison to coke.
-) Entertaining advertisement is liked by the most of the consumers.
-) Advertisement plays important role in the purchase of soft drink.
-) Taste is considered first reasons for brand switching quality.
-) Advertising is considered second important reason for brand switching.
-) Age sex and family size are not important variable in selecting soft drink.
-) Repeat of advertisement attracts consumers and tend them to brand loyal.
-) The advertisement is crucial factor in changing brand.
-) Real Juice holds 2nd choice of consumer.
-) The product positioning is very important for the achieving the marketing good.
-) Coke is positioned well in the Nepalese market.
-) Attempt has been made to position Real Juice through price.
-) Real juice is positioned as offering the best value for the money.

-) There is large availability of Real Juice in the market.

Shakya (2011) has conducted a study on “*A Critical Study on the Role of Advertising and its Impact on Consumer Behavior*” (With Special Reference to the Television Advertising). The study has the following objectives.

-) To identify the present situation of advertising of NTV.
-) To know what kind of advertisement consumer prefer.
-) To examine how the different group of people perceive and react about TV advertising.

The major findings of the study are:

-) Most of the people under the study think that repetition of an advertisement attracts their attention than the non-repeated one.
-) Most people feel inclined to buy product when they watch television advertisement.
-) Most people of all level of age, education and gender watch television advertisement and they try to know more and more information from the advertisements.
-) Considering the education factor of the people under the study, uneducated and above graduate people prefer good wording advertisement where as people below S.L.C., S.L.C. and graduate people prefer simple and entertaining advertisement.
-) Many people think that the prices of advertisement products are higher than the not advertised products.
-) Most people buy the product when they need it, sometimes people buy product after introduced by advertisement and similarly some people buy the products and services because of both reasons.
-) Most people prefer to choose advertised product if the price and quality of both the product are the same.
-) Advertisement with comes of Nepali channels are not very liked by the people under the study.
-) Most people said that advertisements helped to recall brand of products while

purchasing them.

-) Among various advertising media like news paper, radio, magazines, television, poster and cinema, most of the people gave top priority to television advertisement than any other media because of facilities like audio and visual.
-) Considering the age factor of the people under the study, children prefer musical and entertaining advertisement, young age and old age prefers good wording advertisements.
-) The information which consumer gets from advertisements are not credible because they don't get the quality in products, what advertisement says, which means consumers are deceived by advertisements.
-) Under the gender factor, both male and female prefer to watch good wording advertisements equally.

2.8 Research Gap

Many research studies have been conducted by the different students, experts and researchers about impact of advertisement on consumer behavior. Some studies are related to a study based on news paper, some studies based on radio only of a single nature and some are related on secondary nature. But the present study impact of Advertisement on Consumer Buying Behavior is based on the primary data collected from different sources to find the impact of electronic media advertising to consumers buying behavior. Furthermore this study will be helpful to the interested groups. At least this study will be different from the above in-terms of sample, data presentation as well as area where data are taken for interpretation and analysis.

CHAPTER - III

RESEARCH METHODOLOGY

Research methodology is a process of arriving to the solution of problem through planned and systematic dealing with collection, analysis & interpretation of the facts & figures. It is a way to systematically solve the research problem. It refers to the various sequential steps that are to be adopted by a researcher during the course of studying the problem with certain objectives (*Joshi; 2010:74*). Research Methodology is concerned with various methods and techniques which are used in the process of research studies. It includes wide range of research methods including the quantitative techniques for the purpose of data collection, presentation analysis and Interpretations.

This chapter refers to the overall research method from the theoretical aspects to the collection and analysis of data. This study covers quantitative methodology in a greater extent and also use the descriptive part based on both technical aspects and logical aspect. This research tries to perform a well-designed quantitative and qualitative and qualitative research in a very clear and direct way using both financial and statistical tools. The resent studies conducted to analyze the objectives and research problems related to the application of Electronic Media. The research methodology has been followed to attend the basic objective and the solution of the research problems.

3.1 Research Design:

The research design in this study is descriptive as well as analytical. This is the study of practical investigation about the understanding and uses of Electronic Media m advertisement. The study is based on survey research design. In this study, impact of TV advertising has been evaluated. The opinions of people about TV advertising have been gathered. Hence, for this both questionnaire and published data are used. The questionnaire has been prepared in such a way that will help to find the different types of advertisement which are preferred by people, the peoples reaction about advertisement, buying habits of advertised products, cause of product buying, consumer's favorite advertising media, reaction about repetition of advertisement,

categories of advertising by people, impact of media on human mind, different information provided by advertisement and its comparative benefits, ability to recall commercial and other benefit of advertisement besides product awareness.

The entire questionnaires are objective, which has been prepared to collect the scope of improving advertisement and need to adopt the changes as per the public opinion. The data collection work will be conducted at Kathmandu, so collected information may differ from most of other parts of the country. The respondents themselves with the help of the researcher fill in most of the questionnaires. The data collected are strictly their opinion and their own habits and answers.

3.2 Population and Sampling:

There are approximately 150 respondents interviewed during the process of data collection. The samples under the study are collected on random basis. All the samples are from different places of Lalitpur. The sample from different age group, education level and gender helps a lot in comparison of the samples. Instead of 150 question sheet only 120 are collected.

3.3 Data Collection Procedure:

The study is based on primary and secondary data. The collection of data is done on the basis of different factors found in most of the samples of the population. The total samples are classified on the basis of different attributes and consumer habits. Firstly; the sample is classified on the basis of age into five different groups. The sample will be classified on the basis of age into five different groups. Group A (below 15), Group B (16-25), Group C (26-35), Group D (36-45) and Group E (45 above). There are approximately 24 samples in each group. The motive behind classifying the sample age wise is to collect data belonging to all age groups There is no upper limit in the last group i.e. E. The samples below 15 years are also considered in the population. The populations under the study are also classified on the basis of level of education. There are five different categories on which the total population will be classified on the basis of education attained or literacy level.

- (a) Uneducated
- (b) Below SLC
- (c) SLC

(d) Graduate

(e) Above Graduate

Uneducated people represent those samples of the total population, who have not got any formal education and who can neither read nor write. The total numbers of population under this category are twenty-four.

Below SLC represents those groups of population who have got their formal education but have not appeared for the School Leaving Certificate examination. This category can also be categorized as able to read and write category. The total numbers of sample falling under this category are twenty-four.

SLC represents those samples of the total population under study that have passed SLC and either reading in or above and have completed the intermediate level of education. The total number of sampling falling under this category is twenty-four.

Graduate level represents those samples of the total population, who have completed their graduation. The total number of population falling under this category is twenty-four.

The above graduate level represents those sample of the total population who have already passed the masters level of education in any discipline. There are twenty-four people falling under this category. The total population is further classified on the basis of gender. There are altogether sixty male and sixty female in each sample.

3.4. Data Analysis Procedure:

The consistency of the consumer provided by the respondents is checked and tabulated according to age, education and gender. Different sets of tables have been prepared for every important questionnaire. Simple listing method is used for the tabulation of data and different responses made by them are presented on percentage basis.

In order to accomplish the objective of the study, various graphs, diagrams including

pie chart have been applied for the purpose of analysis. The result of analysis has been properly tabulated, compared, analyzed and interpreted as far as practicable.

3.5 Statistical Tools and Techniques Used:

Simple statistical tools such as percentage, ratio along with diagrams have been used in the process of analysis. Simple bar diagram and pie chart too have been used to show the trend of watching television advertisement by the respondents in the study.

CHAPTER - IV

PRESENTATION AND ANALYSIS OF DATA

This chapter incorporates presentation and analysis of data. Data and information collected from the various sources are presented, analyzed and interpreted in this chapter for attaining the stated objective of the study. The data and information collected from the respondents are presented interpreted and analyzed according to the research questions formulated for this study.

Altogether 150 respondents have been selected for the study but 120 responders reply the questions sheet. A questionnaire has been developed for the purpose of data collection and it should be distributed to various age groups, education level and gender level communicate and electronic media uses.

4.1 Television Advertisement Watching Habit (Age, Education and Gender) :

Table 4.1
Television Advertisement Watching Habit
(On The Base of Age Group)

Age	Watching		Not Watching		Total
	Number	Percentage	Number	Percentage	Number
Below 15	18	75.00	6	25.00	24
16-25	22	91.67	2	8.33	24
26-35	22	91.67	2	8.33	24
36-45	18	75.00	6	25.00	24
Above 45	16	66.67	8	33.33	24
Grand Total	96		24		120

(Source: Field Survey, 2013)

The table 4.1 shows that different level of age persons are highly interested in watching television advertising. Persons of age level between 16-25 and 26-35 are 91.67%, age below 15 and 36-45 are 75% and above 45 are 66.67% in habit of watching television advertisement. This can be also illustrated in the figure 4.1 as:

Figure 4.1
Television Advertisement Watching Habit
(On The Base of Age Group)

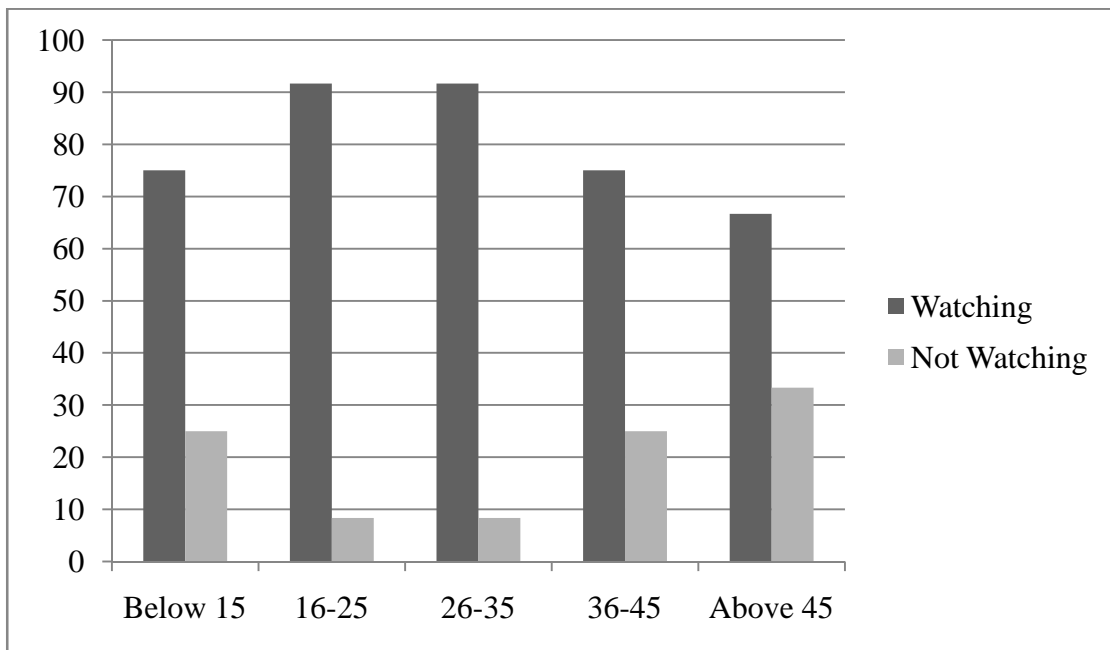


Table 4.2
Television Advertisement Watching Habit
(On The Base of Education)

Education	Watching		Not Watching		Total
	Number	Percentage	Number	Percentage	Number
Uneducated	22	91.67	2	8.33	24
Below SLC	18	75.00	6	25.00	24
SLC	18	75.00	6	25.00	24
Graduate	16	66.67	8	33.33	24
Above Graduate	18	75.00	6	25.00	24
Total	92		28		120

(Source: Field Survey, 2013)

The table 4.2 shows that different levels of educational persons are highly interested in watching television advertising. The above table shows that 91.67% uneducated, 75% below SLC and SLC each, 66.67% graduate and 75% above graduate people are in habit of watching television advertisement. This can also be illustrated in the figure 4.2 as:

Figure 4.2
Television Advertisement Watching Habit
(On The Base of Education)

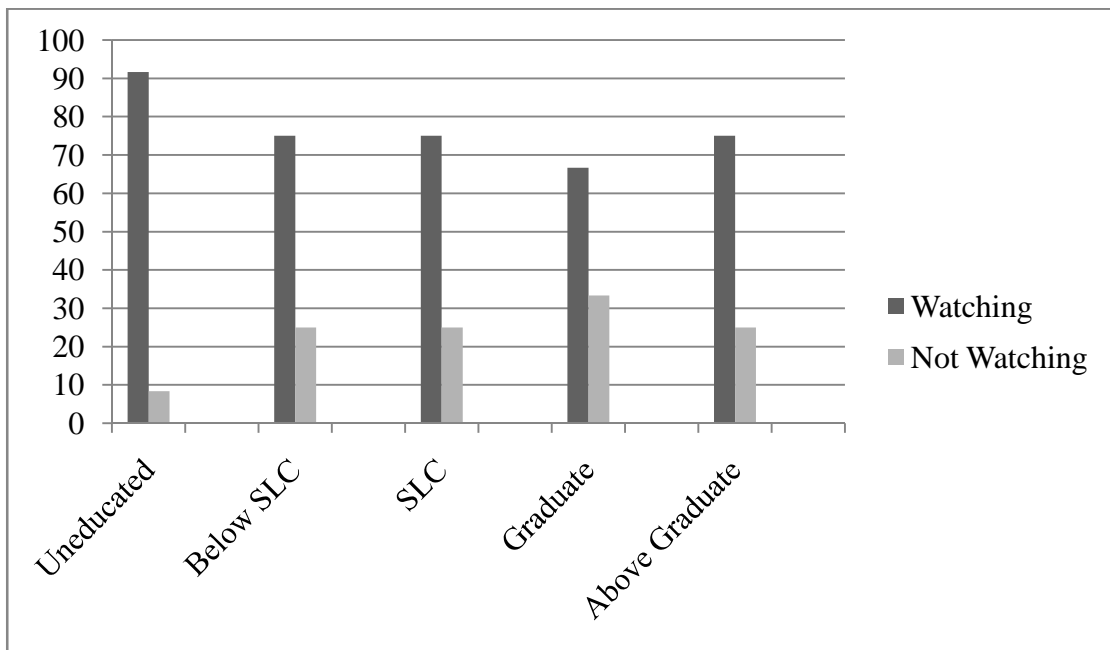


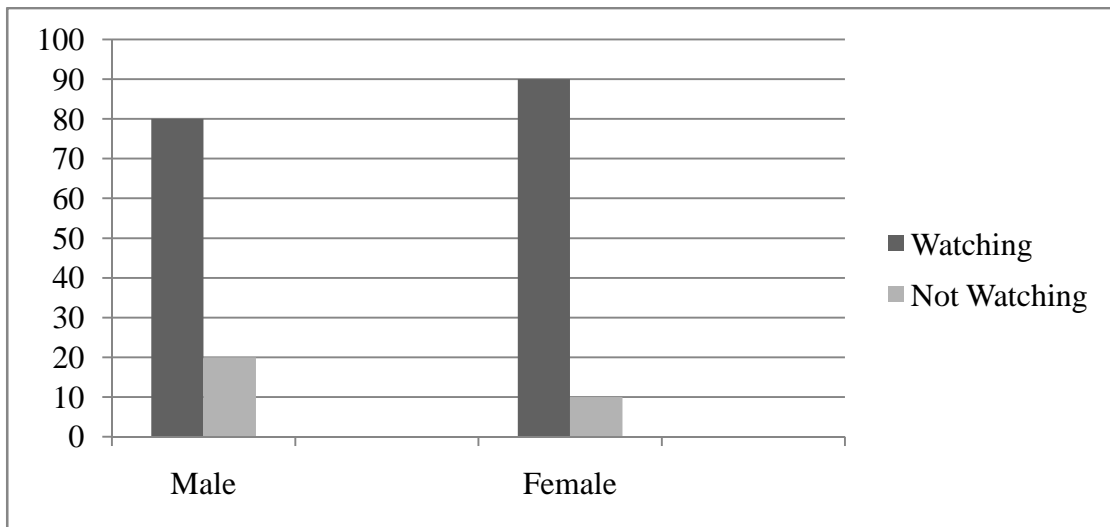
Table 4.3
Television Advertisement Watching Habit
(On The Base of Gender)

Gender	Watching		Not Watching		Total Number
	Number	Percentage	Number	Percentage	
Male	48	80.00	12	20.00	60
Female	54	90.00	6	10.00	60
Grand Total	102		18		120

(Source: Field Survey, 2013)

The table 4.3 shows that both genders are highly interested in watching television advertising. The table shows that 80% male and 90% female are in habit of watching television advertisement. This can be illustrated in figure 4.3 as:

Figure 4.3
Television Advertisement Watching Habit
(On The Base of Gender)



So, we can conclude that television advertisement is very good media for communicating information to all level of people whether they are young or old, educated or uneducated and male or female.

4.2. Consumer Reaction when Advertisement Comes on Television (Age, Education and Gender):

Table 4.4
Consumer Reaction when Advertisements Comes on TV
(On the Base of Age Group)

Description	Change Channel		Try to know what it says		Just watch the advertisement		Total No.
	No.	%	No.	%	No.	%	
Below 15	6	25.00	15	62.50	3	12.50	24
16-25	8	33.33	10	41.67	6	25.00	24
26-35	6	25.00	12	50.00	6	25	24
36-45	5	20.83	12	50.00	7	29.17	24
Above 45	5	20.83	15	62.50	4	16.67	24
Grand Total	30		64		26		120

(Source: Field Survey, 2013)

The table 4.4 shows reaction of different age groups. Among the reaction of the

people who fall in age of below 15, 62.50% of them try to know what the advertisement wants to say, 25% change channel side when the advertisement comes on the television and 12.50% just watch the advertisement. Among the people who fall in the age group of 16-25, 41.67% of them try to know what the advertisement wants to say, 33.33% change the channel side and another 25% only just watch the advertisement. Regarding the people of 26-35 years of age, 50% of them try to know what the advertisement wants to say, 25% change the channel side and 25% of them just watch the advertisement. Among the age group of 36-45 years, 50% of them try to know what advertisement wants to say, 20.83% change the channel side and 29.13% watch the advertisement. Among the people above 45, 62.50% of the people try to know what the advertisement wants to say, 16.67% of them just watch me advertisement and 20.83% of them change the channel side. This can also be presented in the figure 4.4 as:

Figure 4.4
Consumer Reaction when Advertisements Comes on TV
(On the Base of Age Group)

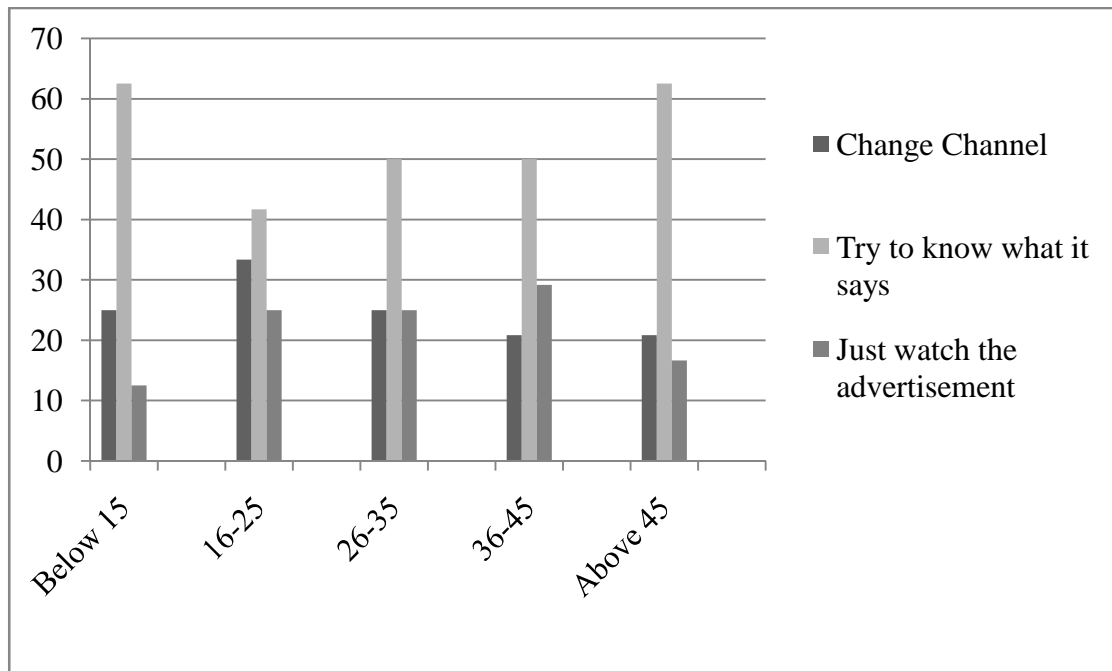


Table 4.5
Consumer Reaction when Advertisements Comes on TV
(On the Base of Education)

Description	Change Channel		Try to know what it says		Just watch the advertisement		Total
	No.	%	No.	%	No.	%	No.
Uneducated	5	20.83	17	70.83	2	8.33	24
Below SLC	5	20.83	19	79.17	-	-	24
SLC	7	29.17	12	50.00	5	20.83	24
Graduate	7	29.17	14	58.33	3	12.5	24
Above Graduate	5	20.83	14	58.33	5	20.83	24
Grand Total	29		76		15		120

(Source: Field Survey, 2013)

The table 4.5 shows that the reaction of different qualified people According to the table, among 24 people of the uneducated group, 70.83% want to know what the advertisement wants to say, 20.83% change channel side and 8.33% just watch the television advertisement. Among the people below SLC level, 79.17% try to know what advertisement want to say and 20.83% don't watch the television advertisement. Similarly, among the 24 people of SLC level, 50% wants to know more information, 20.83% of them only watch the television advertisement and 29.17% of the people falling in this category don't watch the television advertisement.

Regarding the graduate respondents, 58.33% of them are interested about information, 12.5% only watch television advertisement and 29.17% change channel side and out of the 24 of above graduate level, 58.33% are interested in information, 20.83% change channel side when advertisement comes from the television and 20.83% just watch the advertisement. From the table it can be found that all people from different educational level are highly interested to know information from television advertisement. It can also be illustrated in the figure 4.5 as:

Figure 4.5
Consumer Reaction when Advertisements Comes on TV
(On the Base of Age Education)

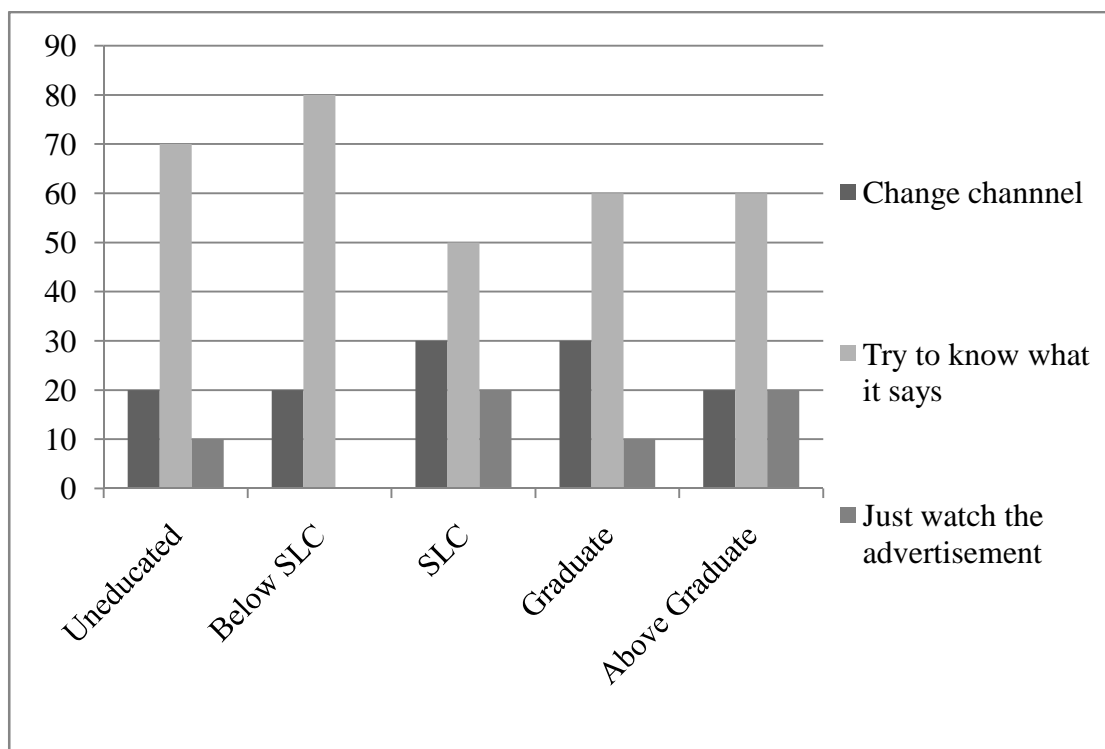


Table 4.6
Consumer Reaction when Advertisements Comes on TV
(On the Base of Gender)

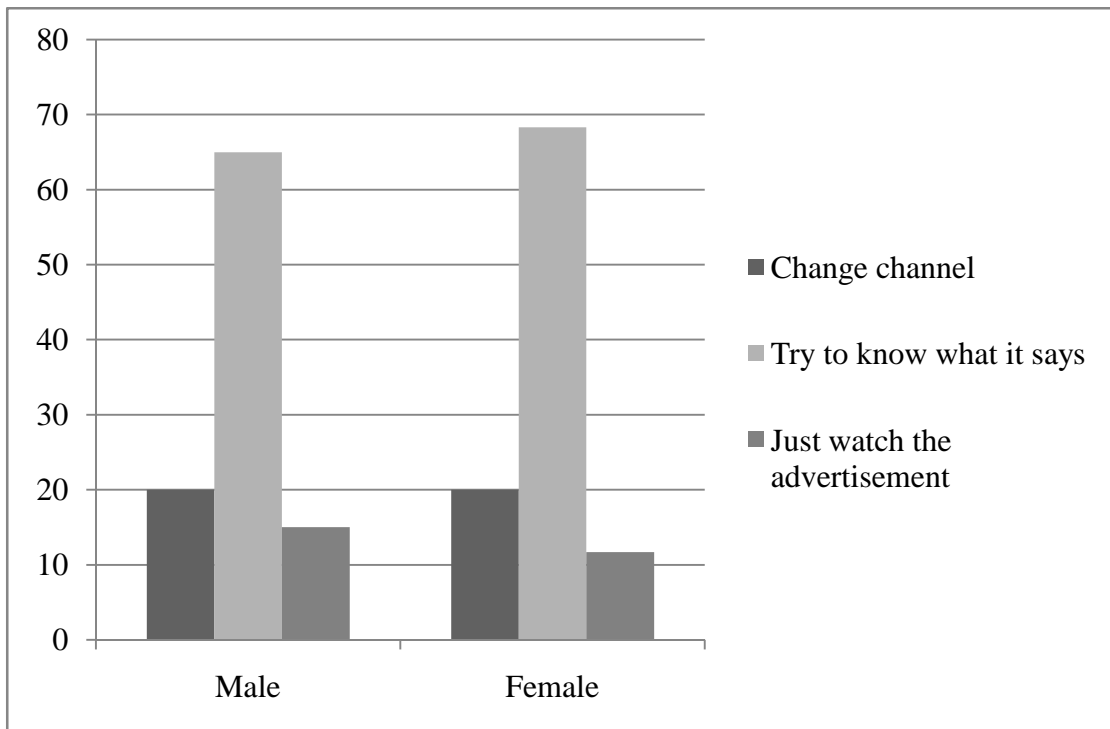
Description	Change channel		Try to know what it says		Just watch advertisement		Total No.
	No.	%	No.	%	No.	%	
Male	12	20.00	39	65.00	9	15.00	60
Female	12	20.00	41	68.33	7	11.67	60
Grand Total	24		80		16		120

(Source: Field Survey, 2013)

The table 4.6 shows the reaction of male and female concentrated on what is your reaction when advertisement comes from television. 65% of the male respondents among the 60 give response that they try to know what it wants to say while 15% of them just watch the advertisement and 20% change channel side. The response from the female is as same as the male. 68.33% of them try to know what it wants to say

and 20% of them change the channel side and only 11.67% only watch the television advertisement. From the above table it can be found that all people of both genders are highly interested to know information from television advertisement and only little percentages just watch the advertisement. To understand the above information in an easy and quick way it has been presented with the help of the under mentioned pie diagram 4.6 as:

Figure 4.6
Consumer Reaction when Advertisements Comes on TV
(On the Base of Gender)



4.3. Preference of TV Advertisement (Age, Education and Gender):

The tasks given below present the performance of T.V. Achievement in different age group.

Table 4.7
Preference of TV Advertisement
(On the Base of Age Group)

Description	Musical		Good Wording		Simple		Entertaining		Knowledgeable		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Below 15	7	29.17	5	20.83	-	-	9	37.50	3	12.50	24
16-25	5	20.83	4	16.67	5	20.83	7	29.17	3	12.50	24
26-35	5	20.83	7	29.17	3	12.50	3	12.50	6	25.00	24
36-45	3	12.50	7	29.17	5	20.83	-	-	9	47.50	24
Above 45	-	-	9	37.50	5	20.83	3	12.50	7	29.17	24
Grand Total	20		32		18		22		28		120

(Source: Field Survey, 2013)

The table 4.7 shows the age level and advertisement preference of selected ten people of each group. According to above table, 29.17% of the people that is below 15 years of age prefer musical, 20.83% prefer entertaining advertisement and the same percentage prefer good wording and remaining only 12.50% prefer knowledgeable and no one prefer simple. Among the reactions of people those who fall in age group of 16-25, 20.83% like good wording and musical and simple respectively. 30 % people like entertaining and only 12.50% people like knowledgeable. In age group 26-35, 29.17 % prefer the advertisement having good wording and Knowledgeable respectively, 12.50% prefer good wording and entertaining respectively and 20.83% prefer musical. Among Age between 36-45, 29.17% of them prefer good wording, 20.83% prefer simple, 37.50% prefer knowledgeable, 12.50% prefer musical and no one prefer entertaining. Similarly among the people of above 45, 37.50% prefer good wording, 20.83% prefer simple, 12.50% prefer entertaining, 29.17% prefer knowledgeable and no one prefer musical. This can also be presented in the figure 4.7 as:

Figure 4.7
Preference of TV Advertisement
(On the Base of Age Group)

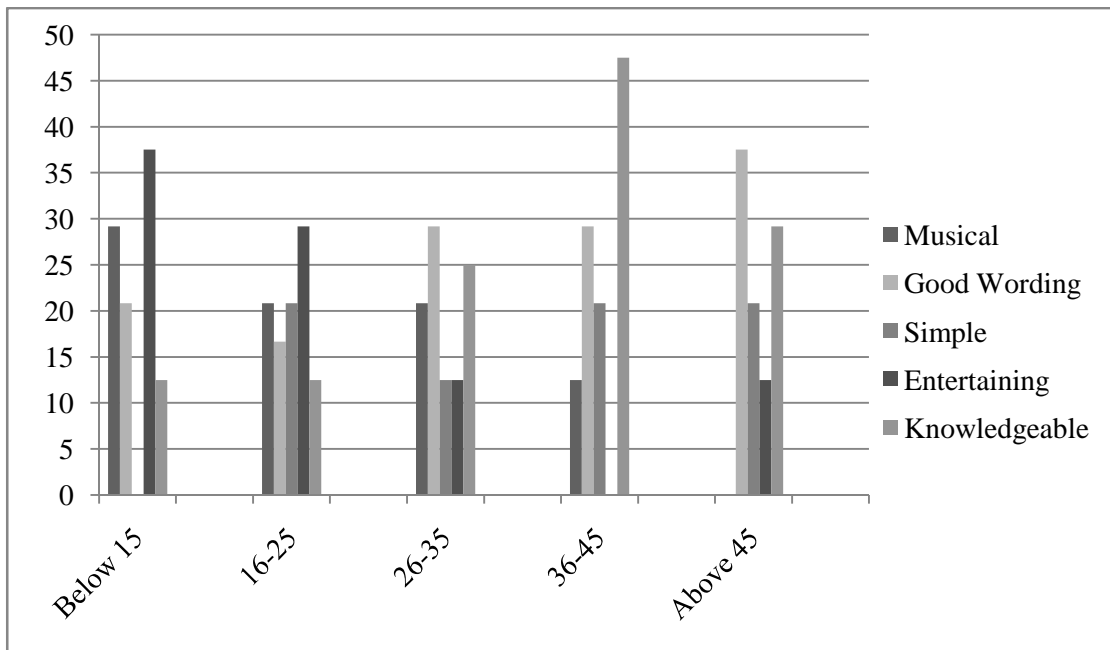


Table 4.8
Preference of TV Advertisement
(On the Base of Education)

Description	Musical		Good Wording		Simple		Entertaining		Knowledgeable		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Uneducated	7	29.17	3	12.50	-	-	9	37.50	5	20.83	24
Below SLC	7	29.17	3	12.50	5	20.83	5	20.83	5	20.83	24
SLC	5	20.83	7	29.17	3	12.50	5	20.83	5	20.83	24
Graduate	3	12.50	7	29.17	5	20.83	3	12.50	7	29.17	24
Above Graduate	3	12.50	7	29.17	5	20.83	3	12.50	7	29.17	24
Grand Total	10		11		7		10		12		120

(Source: Field Survey, 2013)

The table 4.8 shows that among 24 people, those who are uneducated, 29.17% of them prefer musical, 12.50% prefer good wording, 37.50% of them prefer entertaining, 20.83% prefer knowledgeable and no one prefer simple. Among those people who fall below SLC group, 29.17% of them prefer musical, 12.50% prefer entertaining, 20.83% of them prefer simple, entertaining and knowledgeable respectively. The group who have the qualification of SLC, among them 20.83%

prefer musical, 29.17% prefer good wording, 12.50% prefer simple and 20.83% prefer entertaining advertisement and knowledgeable respectively. Among the group who have the qualification of graduate, among them 12.50% prefer musical, 29.17% prefer good wording, 20.83% prefer simple and 12.50% prefer entertaining advertisement and 29.17% prefer knowledgeable. Among the group who have the qualification of above graduate, among them 12.50% prefer musical, 29.17% prefer good wording, 20.83% prefer simple, 12.50% prefer entertaining advertisement and 29.17% prefer knowledgeable advertisement. The above table also shows that uneducated and above graduate people prefers to watch good wording and knowledgeable advertisement. To understand the above information easily and quickly, it has been presented with the help of a figure 4.8 as:

Figure 4.8
Preference of TV Advertisement
(On the Base of Education)

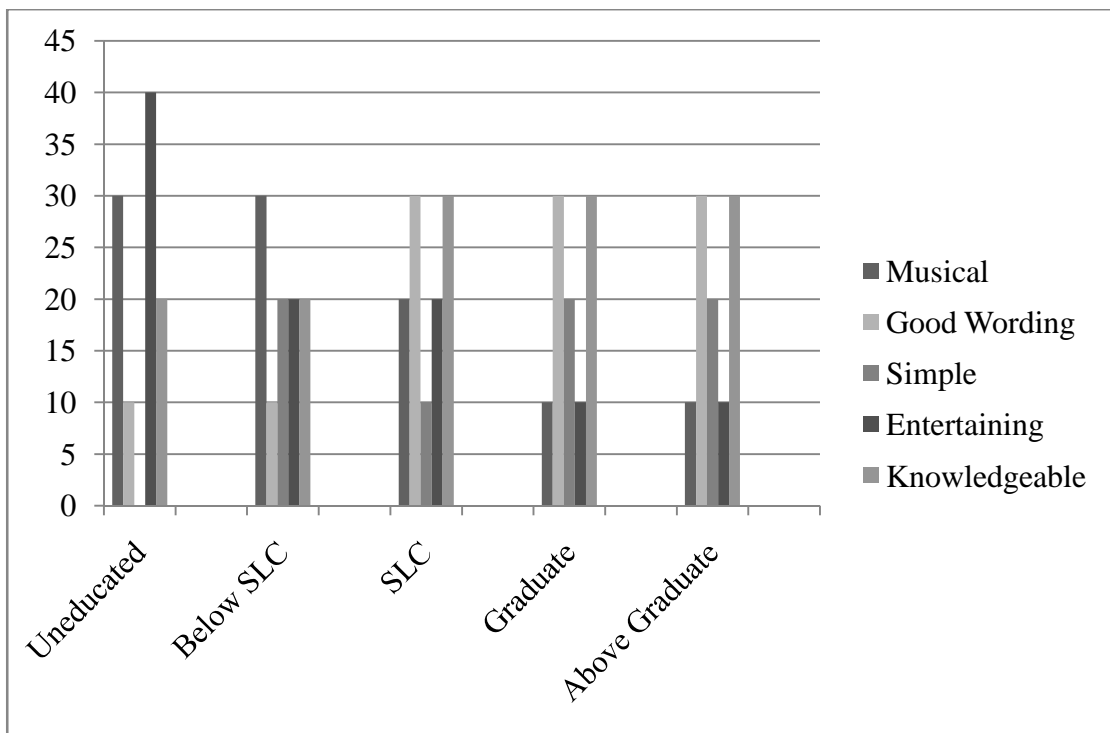


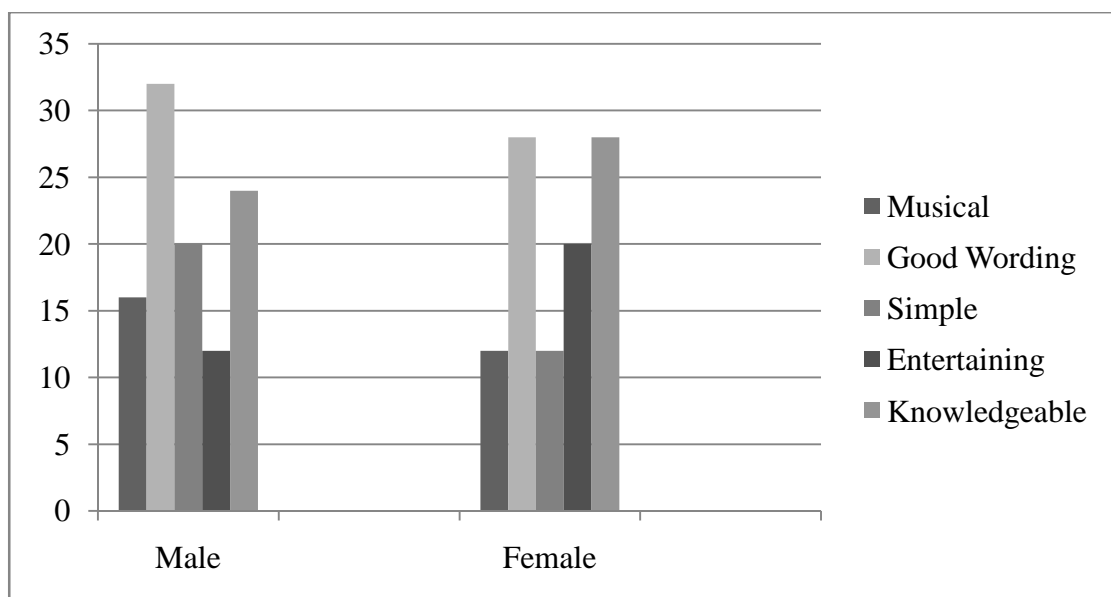
Table 4.9
Preference of TV Advertisement
(On the Base of Gender)

Description	Musical		Good Wording		Simple		Entertaining		Knowledgeable		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Male	10	16.66	19	31.67	12	20.00	7	11.67	12	20.00	60
Female	7	11.67	17	28.33	7	11.67	12	20	17	28.33	60
Grand Total	17		36		19		19		29		120

(Source: Field Survey, 2013)

The table 4.9 shows that preference of advertisement according to gender level preference. Out of the 60 males, 31.67% likes the advertisement having good wording followed by 11.67% of males that like entertaining advertisement, 20% of them like knowledgeable advertisement, 16.66% of them like musical and 20% of them like simple. Regarding the 60 women, 28.33% likes good wording advertisement, 11.67% like simple, 11.67% like musical and the next 20% like entertaining and other 28.33% of the women likes knowledgeable advertisement shown on the television. To understand the above information in an easy and quick way, it is presented with the help of the figure 4.9 as:

Figure 4.9
Preference of TV Advertisement
(On the Base of Gender)



4.4 Reason of Product Buying

People buy the product because they need it, but different people buy different products of different brand and quality. Why does this happen? To know this, the following question was asked to different level consumer. Why do you buy a product? And their choices were given to them as:

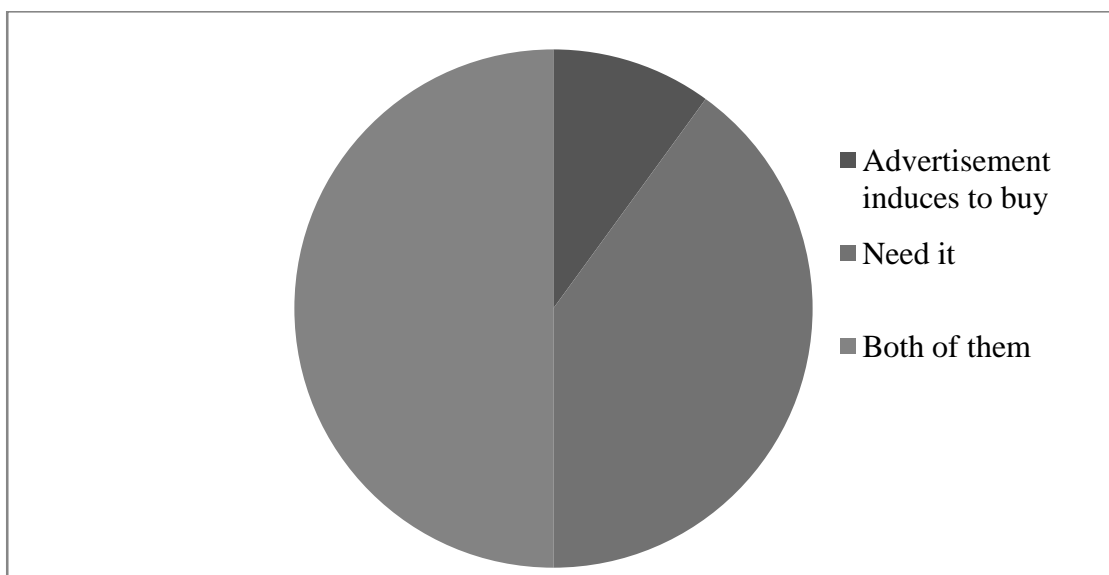
Table 4.10
Reason of Product Buying

Description	No. of Respondents	Percentage
Advertisement induces to buy	12	10.00
Need it	48	40.00
Both of them	60	50.00
Total	120	100

(Source: Field Survey, 2013)

The table 4.10 shows the response of buying product. While going through the responses to them, answer is found that advertisement induced only 10% of them, 40% buy the product because they need the product and the remaining 50% buy the product because advertisement induces them when they are in need of some product.

Figure 4.10
Reason of Product Buying



4.5. Media of Advertisements which Consumer Prefers:

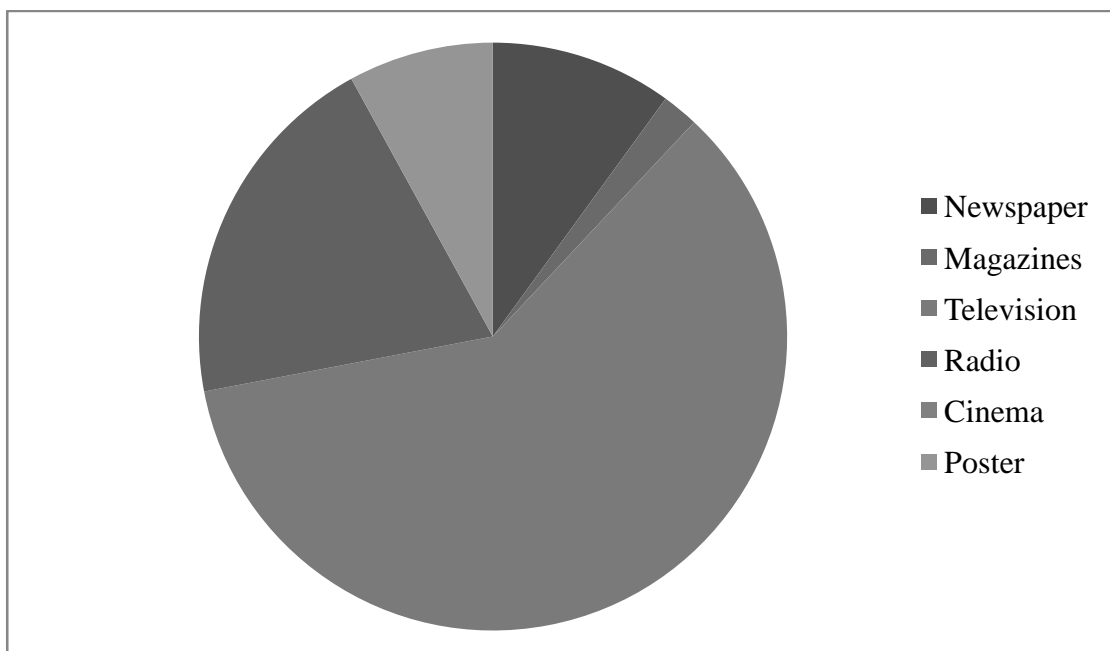
Table 4.11
Advertisement Media Preferred by Consumers

Description	No. of Respondents	Percentage
Newspaper	12	10.00
Magazines	3	2.50
Television	72	60.00
Radio	24	20.00
Cinema	0	0
Poster	9	7.50
Total	120	100

(Source: Field Survey, 2013)

The table 4.11 shows the preference of respondents to the advertisement media. While going through the table 60 % of the respondents preferred the advertisement on television, 10% in the newspaper, 20% in the radio, magazines is 2.5%, and poster is 7.5% but no one was attracted by the advertisement shown in cinema. This can also be shown on figure 4.11 as:

Figure 4.11
Advertisement Media Preferred by Consumers



4.6 Categories of Television Advertisements as preferred by Consumers:

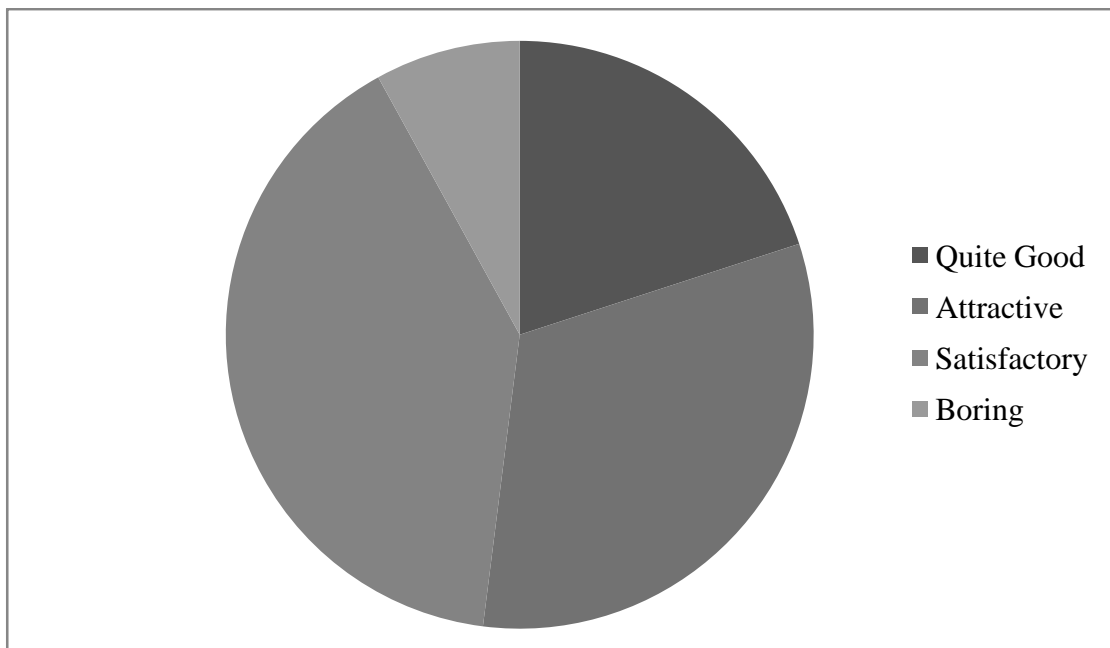
Table 4.12
Categories of Television Advertisement

Description	No. of Respondents	Percentage
Quite Good	24	20.00
Attractive	39	32.50
Satisfactory	48	40.00
Boring	9	7.50
Total	120	100

(Source: Field Survey, 2013)

The table 4.12 shows the qualities of Television advertisement. To know the quality of advertisement, the question - How would you categorize most of the television advertisements as? is asked. Out of the fifty respondents 40% say that the advertisements were satisfactory, 32.5% say that the advertisements were attractive, 20% of the respondents say that the advertisements were quite good and 7.5% did not like the advertisements and say that the advertisements were boring. This can also be shown on the figure 4.12 as:

Figure 4.12
Categories of Television Advertisement



4.7 Repetition of Advertisement Attracts Consumer Attention or Not :

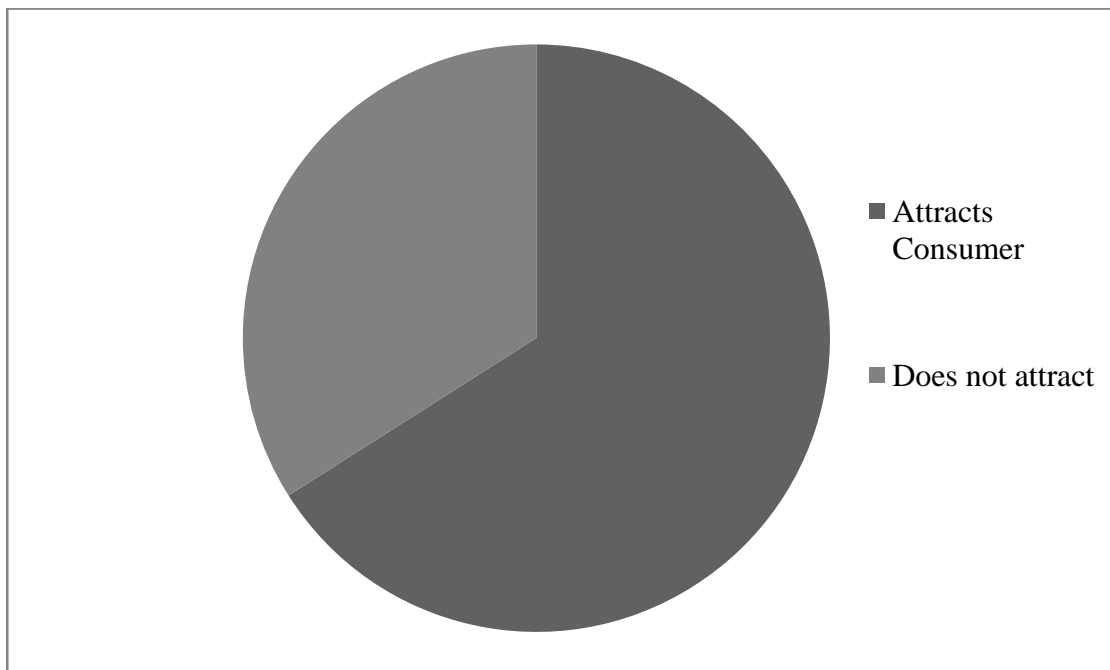
Table 4.13
Repetition of Advertisement Attracts Consumers or Not

Description	No. of Respondents	Percentage
Attracts Consumer	80	66.67
Does not attract	40	33.33
Total	120	100

(Source: Field Survey, 2013)

The table 4.13 shows the reaction of people about the repetition of advertisement on television. Among the fifty respondents, 66.67% are positive while 33.33% are negative to the attraction of consumers by the repetition of advertisement. This shows that repetition of advertisement attracts consumer's attention to some extent. This also can be clearer with the help of figure 4.13 as:

Figure 4.13
Repetition of Advertisement Attracts Consumers or Not



4.8 Advertisement has what Consumers Want or Not:

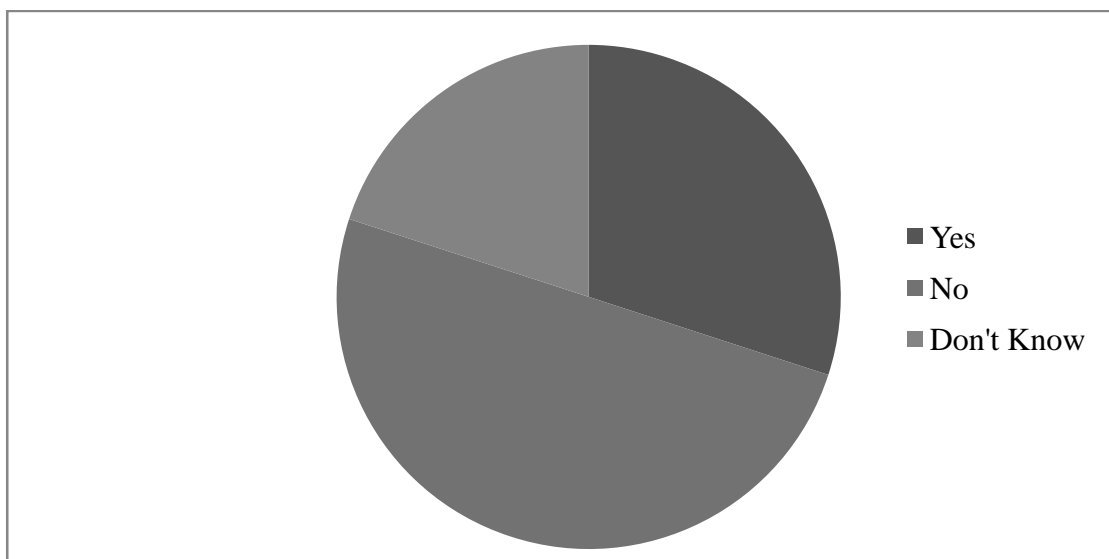
Table 4.14
Advertisement has what Consumers Want or Not

Description	No. of Respondents	Percentage
Yes	36	30.00
No	60	50.00
Don't Know	24	20.00
Total	120	100

(Source: Field Survey, 2013)

The table 4.14 has shown whether advertisement has what consumer wants or not. To know the consumer's reaction this question was asked. Does advertisement has what you want? The response is 30% are positive which means advertisement gives the true information which the consumer wants whereas 50% are not satisfied with the advertisement what it says. Similarly 20% of the respondents don't know whether television advertisements have their wants or not. It may be because of many reasons like limited time, high price, low quality of advertisement etc. The response can also be shown on figure 4.14 as:

Figure 4.14
Advertisement has What Consumers Want or Not



4.9 Consumer prefers Advertised Product or Not Advertised:

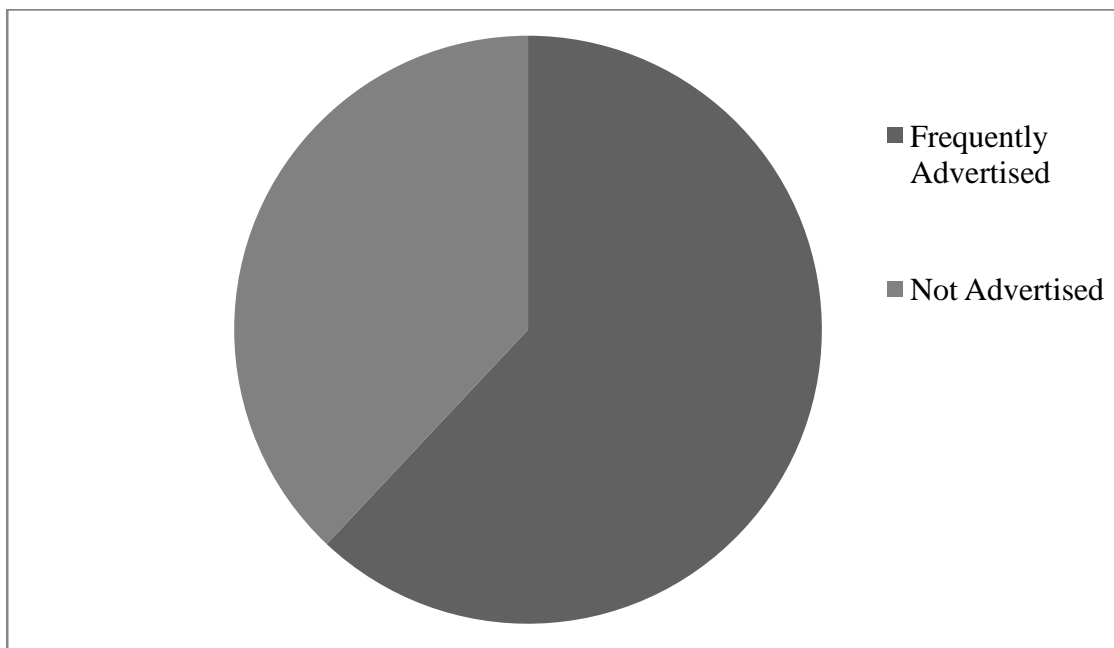
Table 4.15
Product Preferred by Consumer

Description	No. of Respondents	Percentage
Frequently Advertised	75	62.50
Not Advertised	45	37.50
Total	120	100

(Source: Field Survey, 2013)

In the table 4.15, the response of question, which product do you prefer to buy? - The advertised one or the product that is not advertised. The response is that 62.5% chose the product that was advertised and 37.5% of the respondents chose the product that was not advertised in the television. The reason behind this may be that advertisement gain faith and brand loyalty upon the product as it is easier to ask for a product that is known which means that is advertised. The responses can also be shown on the figure 4.15 as:

Figure 4.15
Product Preferred by Consumer



4.10 Reaction of Consumer in Interesting Advertisement:

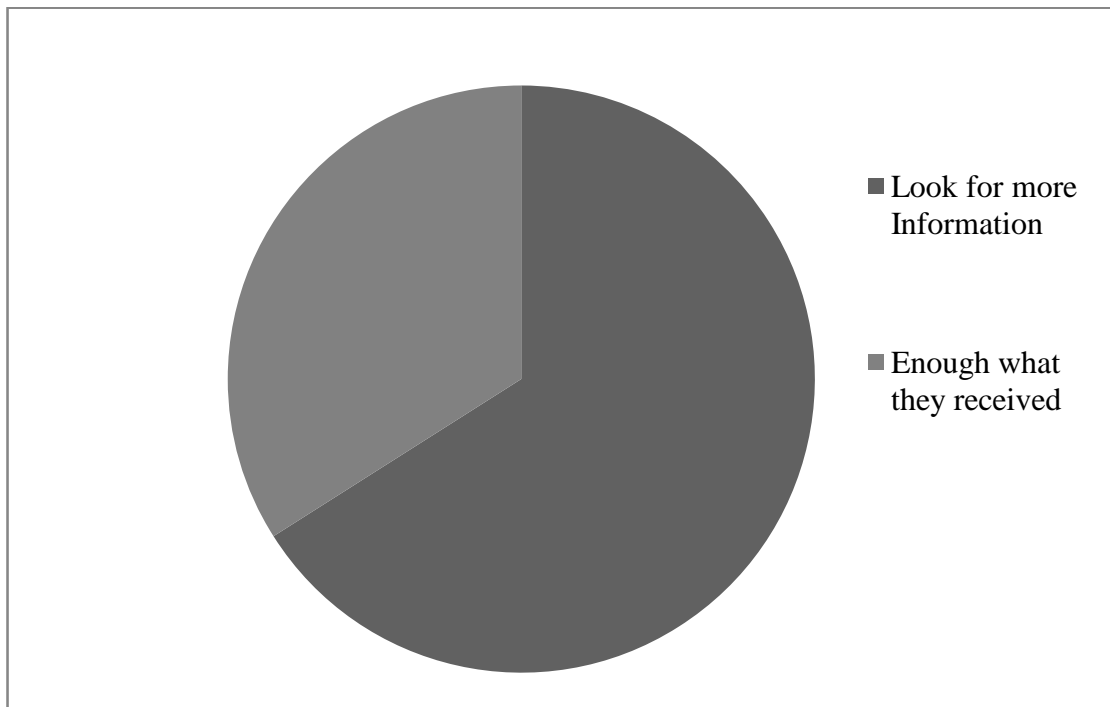
Table 4.16
Consumers Reaction about Interesting Advertisement

Description	No. of Respondents	Percentage
Look for more Information	80	66.67
Enough what they received	40	33.33
Total	120	100

(Source: Field Survey, 2013)

The table 4.16 shows that the reaction of respondents to the advertisement on television which attracts or interests them. While going through the table, out of 120 respondents 66.67% of them are not satisfied, they still want more information from advertisements but 33.33% of them say that it is enough what they have received. This can also be shown on the figure 4.16 as:

Figure 4.16
Consumers Reaction about Interesting Advertisement



4.11 Advertisement Deceives Consumers or Not:

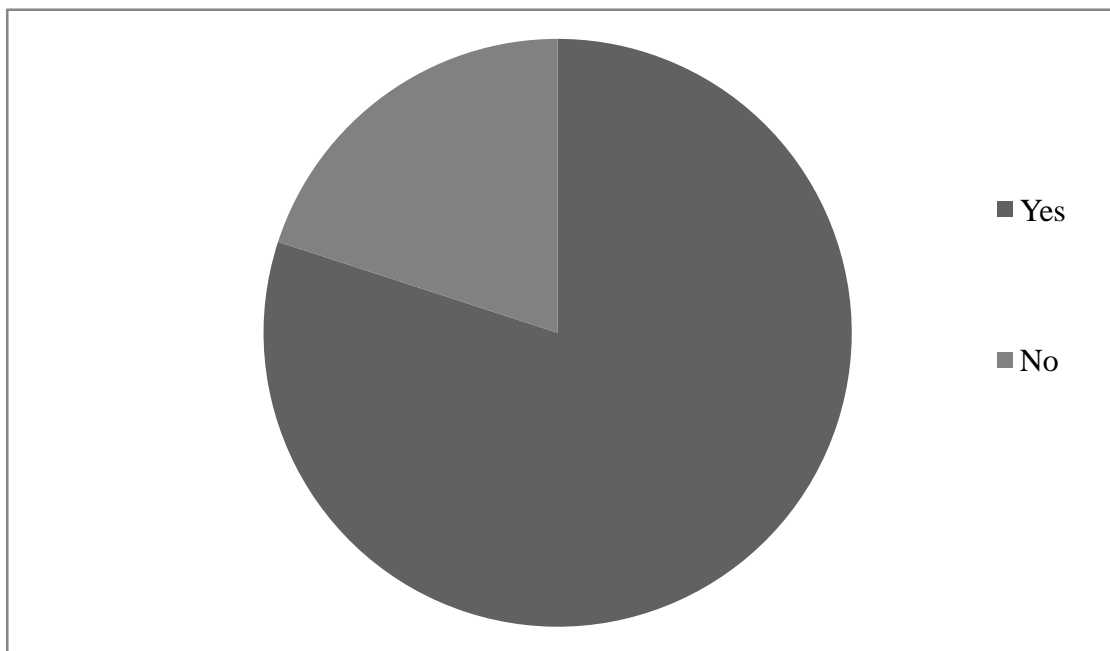
Table 4.17
Advertisement Deceives Consumer or Not

Description	No. of Respondents	Percentage
Yes	96	80.00
No	24	20.00
Total	120	100

(Source: Field Survey, 2013)

The table 4.17 shows that the reaction of respondents whether the advertisement deceives consumers or not. To know how advertisement deceives consumer, the question - has an advertisement ever deceived you? is asked. The response is 80% positive This means maximum people are deceived by advertisement, but this is not good practice because if consumer do not get what the advertisement claimed, they will never buy such a product again, thus to gain the faith of consumer, advertisement must have true information. In the above table only 20% are not deceived by television advertisement. This can also be shown on the figure 4.17 as:

Figure 4.17
Advertisement Deceives Consumer or Not



4.12 Influence of Advertisement on Consumer when they watch it on Television:

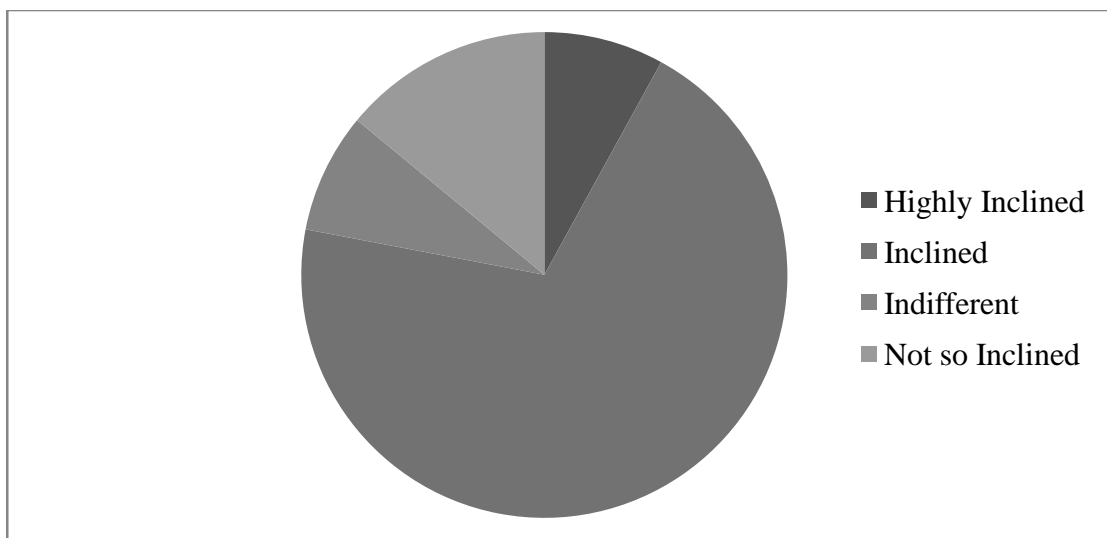
Table 4.18
Influence of Advertisement on Consumer

Description	No. of Respondents	Percentage
Highly Inclined	10	8.33
Inclined	84	70.00
Indifferent	10	8.33
Not so Inclined	16	13.34
Total	120	100

(Source: Field Survey, 2013)

The table 4.18 shows response of respondents on influence of advertisement on consumer. The aim of advertisement is to incline the consumer to buy the products. To know how many advertisements are successful in their job the following questions were asked to hundred respondents. Do you feel inclined to buy when you hear an advertisement? The above table shows that 70% are inclined and 13.33% are not so much inclined to buy the product because of the advertisement. 8.33% are highly inclined and the remaining 8.33% are such that they totally are indifferent to advertisement when they watch the advertisement on television.

Figure 4.18
Influence of Advertisement on Consumer



4.13 Product which Consumer Prefers if Price and Quality are the Same:

There are several kinds of products in the market, among them, which product consumer mostly buys? To find the answer to the question one question was asked if there are any kinds of product that they would buy. And two alternatives were given–

- (i) Advertised
- (ii) Not Advertised

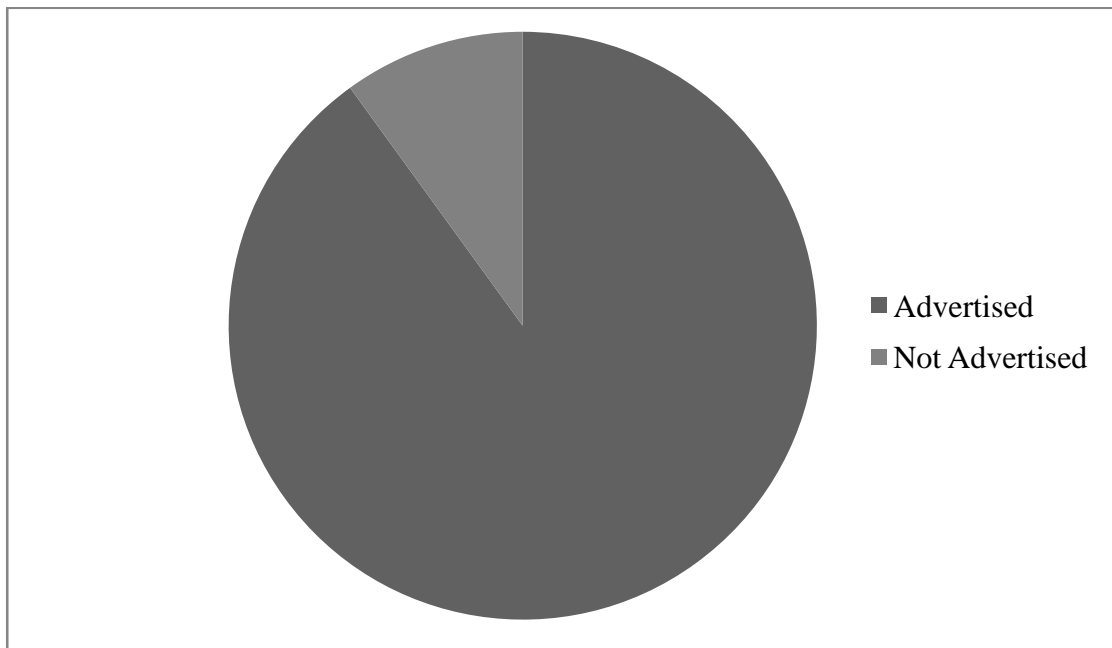
Table 4.19
Consumer's Choice when Price and Quality are the same

Description	No. of Respondents	Percentage
Advertised	108	90
Not Advertised	12	10
Total	120	100

(Source: Field Survey, 2013)

The table 4.19 shows the response rate of consumer's choice when price and quality are same. Among 50 respondents, 90% of the consumer prefers to buy the advertised product if the quality and price is the same whereas around 10% of them are not in favor to buy the product which one is advertised. This can also be shown on figure 4.19 as:

Figure 4.19
Consumer's Choice When Price and Quality are the same



4.14 Advertisement Generate Curiosity about the Product or Not:

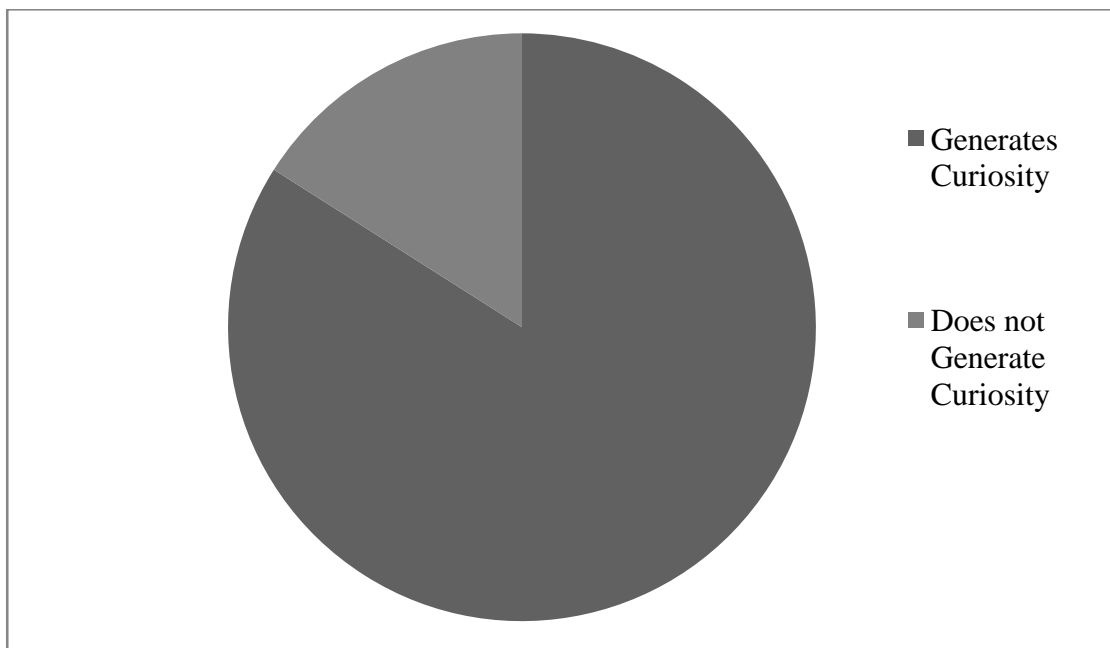
Table 4.20
Advertisement Generate Curiosity or Not

Description	No. of Respondents	Percentage
Generates Curiosity	101	84.17
Does not Generate Curiosity	19	15.83
Total	120	100

(Source: Field Survey, 2013)

The table 4.20 shows the ability of advertisement to generate curiosity about the product because 84.17% have given the positive answer. That means that the advertisement generates curiosity about the product while 15.83% are negative to the question if advertisement generates curiosity or not. This can also be shown on figure 4.20 as:

Figure 4.20
Advertisement Generate Curiosity or Not



4.15 Whether Advertisement Makes Consumer Buy any Product or Not :

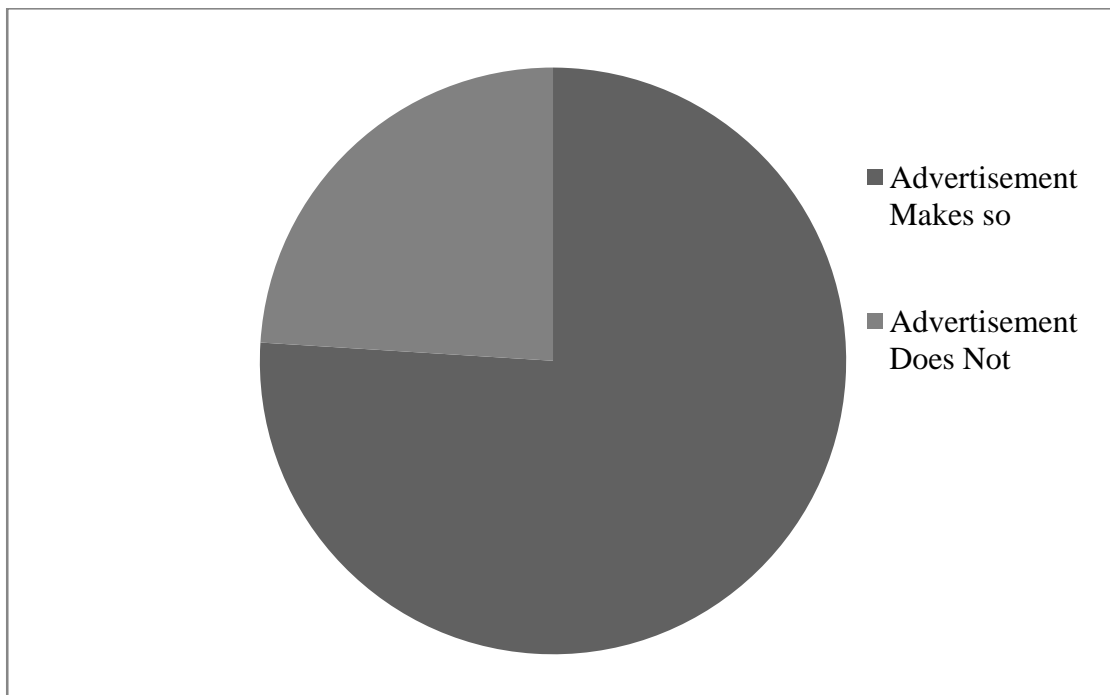
Table 4.21
Advertisement Makes Consumer to Buy A Product or Not

Description	No. of Respondents	Percentage
Advertisement Makes so	91	75.83
Advertisement Does Not	29	24.17
Total	120	100

(Source: Field Survey, 2013)

The table 4.21 shows that advertisement makes 75.83% consumers to buy the advertised product while 24.17% consumers do not buy advertised product after getting information from television advertisement. This can also be shown on figure 4.21 as:

Figure 4.21
Advertisement Makes Consumer to Buy a product or Not



4.16 Does Advertisement Helps to Recall Brand or Product names or Not :

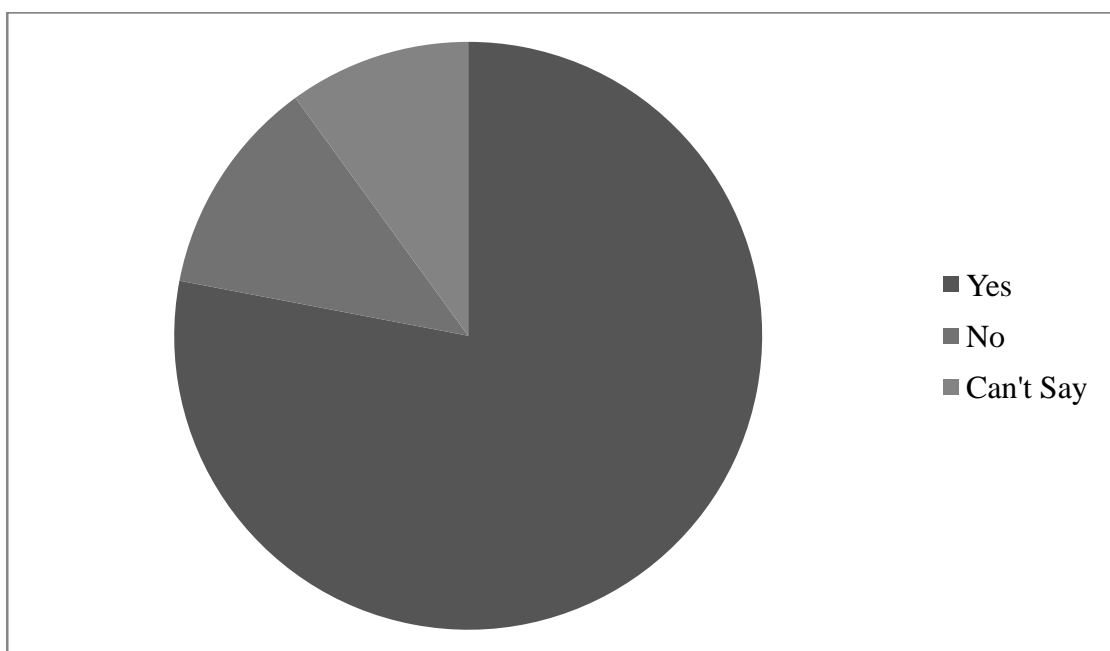
Table 4.22
Does Advertisement Help to Recall Brand and Product Names

Description	No. of Respondents	Percentage
Yes	94	78.33
No	14	11.67
Can't Say	12	10.00
Total	120	100

(Source: Field Survey, 2013)

The table 4.22 shows that the response is that 78.33% has a positive response meaning advertisement makes consumer recall the brand while buying any product, while 11.67% of the respondents were negative and 10 % could not say whether they recall the brand or product name while buying any product or services. This shows that in majority of consumer television advertisement does help in recalling the brand name in their purchase behavior. This can also be shown on figure 4.22 as:

Figure 4.22
Does Advertisement Help to Recall Brand and Product Names



4.17 Advertised Goods are More Expensive then Not Advertised Goods or Not

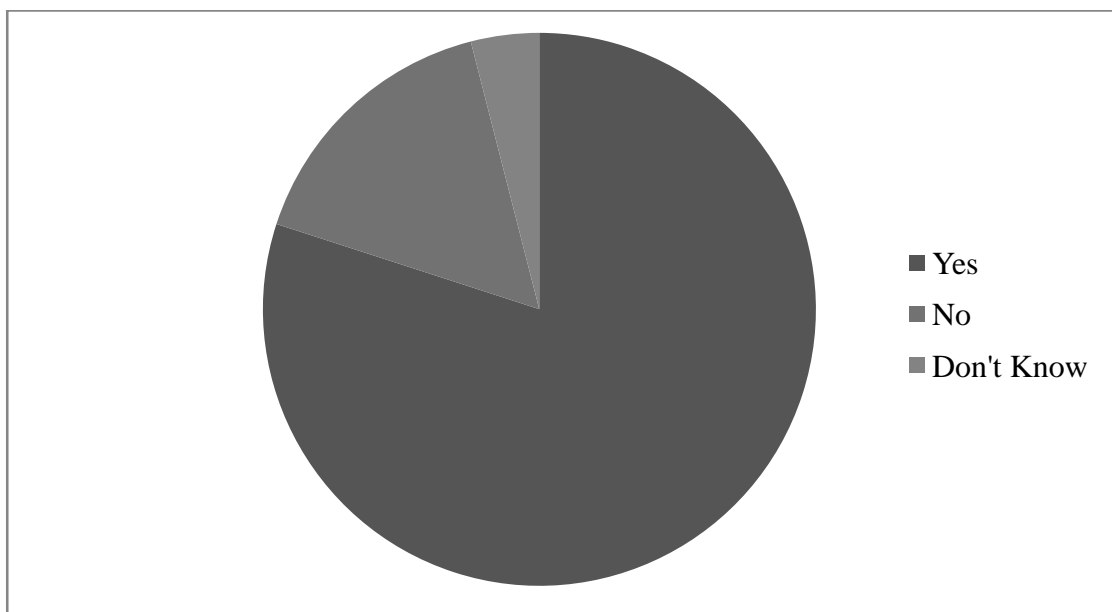
Table 4.23
Advertisement Increases the Price of Goods or Not

Description	No. of Respondents	Percentage
Yes	96	80.00
No	19	15.83
Don't Know	5	4.17
Total	120	100

(Source: Field Survey, 2013)

The table 4.23 shows that the response of respondents whether advertisement increase the price of goods or not. The above response shows that 80% of the general people do think that the advertisement does increase the price of the goods and services. 15.83% of the respondents don't think that the price of the advertised goods are higher than the non advertised goods and 4.17% of the people had no idea whether the advertisement increased the price of the goods and services or not. Hence from the above table we can say that majority of the people think that the advertisement increases the price of the product and services. This can also be shown on figure 4.23 as:

Figure 4.23
Advertisement Increases the Price of goods or Not



4.18 Major Findings of the Study:

By the analysis and interpretation of the above mentioned facts regarding the population under the study, the below mentioned conclusions are the major findings of the study conducted.

-) Most people of all level of age, education and gender watch television advertisement and they try to know more and more information from the advertisements.
-) Most people buy the product when they need it, but sometimes people buy product after induced by advertisement and similarly some people buy the products and services because of both the reasons.
-) Among various advertising media like newspaper, magazines, radio, television, poster and cinema, most of the people give top priority to television advertisement than any other media because of facilities like audio and visual.
-) Most of the people under the study think that repetition of an advertisement attracts their attention than the non-repeated ones.
-) Advertisement what comes on Nepali channels are not very liked by the people under the study.
-) Under the gender factor, both male and female prefer to watch good wording and knowledgeable advertisements.
-) Considering the education factor of the people under the study, uneducated people prefer entertaining and above graduate people prefer good wording and knowledgeable advertisement where as people below SLC, SLC and graduate people prefer simple and entertaining and knowledgeable advertisements.
-) Considering the age factor of the people under the study, children prefer musical and entertaining advertisements, young age and old age prefers good wording advertisements.
-) Most people feel inclined to buy product when they watch television advertisement
-) Most people prefer to choose advertised product if the price and quality of both the product are the same.
-) The information which consumer gets from advertisements are not credible because they don't get the quality in products, what advertisement says, which means consumers are deceived by advertisements.

-) Many people think that the prices of advertised products are higher than the not advertised products.
-) Most people said that advertisements helped to recall brand of products while purchasing them.

CHAPTER - V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Television advertisement is one of the most effective factors to give information about the products and services because advertisement through television directly reaches into the homes ears and eyes of every viewers. In a country like Nepal, where most of the people are illiterate, advertisement combines the merit of radio and cinema, and people can understand the message through television advertising easily. The first television was broadcasted by America in the year 1950s; its impact was so deep that within decade it was sprayed all over the world.

In Nepal, Nepal Television was first established in 2041 B.S. and started only after 2044 B.S. It is most effective electronic media of Nepal which cover broadcasting area of political, historical, social events through news bulletins, notice and serials.

Advertisement helps to sale more and more product and services, which leads the producer to mass production, which in turn creates job opportunity to the unemployed population of the country and certainly increases the living standard of those people. Thus advertisement directly effects in the developing of the economy of the country.

Real marketing situation study is important in marketing and advertisement field. It helps to study the target audience choices, preferences, tastes, desires and their regular media habits. This information provided by the target audiences becomes very useful while determining advertisement for promoting the product. Moreover, the nature and types of commercials preferred by the customers, emphasis they provide for different product features, their likes and dislikes for a particular product, their expectation towards advertisement in future, the ability of the current advertisement to influence the customers, etc could be easily ascertained through this type of research activity, if conducted in mass selling. This information becomes very useful in better understanding of the market situation and in clarifying the proverb "King of the marketplace".

As the tests of different people are different according to their age level, education level and gender i.e. advertiser must know what kind of product he is advertising. From the research anyone can know that children, women, old people and uneducated people prefer to watch musical and entertaining advertisements whereas graduate and above graduate people prefers advertisement with good wording rather than musical one. Similarly male respondents prefer to watch advertisement with good wording than the female and so on. In this way we can conclude that advertisers have to advertise their product after knowing the opinion about the advertisement the people prefer.

In this way, we can conclude that the electronic media plays a vital role to advertise the product and service of business organization and change the attitude behavior and perception of the consumers.

5.2 Conclusion :

This study is basically focused on the impact on consumer behavior from electronic media as its appeal directly reaches into the ear and eyes of the viewer. Hence, medium of advertising is considered as the most effective and most of the advertisers use this medium nowadays. Television advertisement combines the merits of both radio and cinema where people can see and hear the advertisement message in their homes. It is also more effective than radio advertisement for deaf and illiterate people. Television advertising is the fastest means of communication even in the remote villages, where there is no access of roads and it is equally effective for illiterate people or in the places where there is no circulation of newspapers.

Different group of people, whether they are old or young, educated or uneducated, male or female prefer to watch television advertisement than other media and also are impressed by them and purchase goods. But consumer wants only those types of television advertisement that is informative, attractive, demonstrative, credible, relevant, full information about the product. Under the gender factor, both male and female prefer to watch good wording and knowledgeable advertisements. Considering the education factor of the people under the study, uneducated people prefer

entertaining and above graduate people prefer good wording and knowledgeable advertisement where as people below SLC, SLC and graduate people prefer simple and entertaining and knowledgeable advertisements. Considering the age factor of the people under the study, children prefer musical and entertaining advertisements, young age and old age prefers good wording advertisements. Most people feel inclined to buy product when they watch television advertisement.

Most people prefer to choose advertised product if the price and quality of both the product are the same. The information which consumer gets from advertisements are not credible because they don't get the quality in products, what advertisement says, which means consumers are deceived by advertisements. Most people said that advertisements helped to recall brand of products while purchasing them. Thus, in this age of consumerism, advertisements should present the true fact of the products in an attractive way for a long term business.

5.3 Recommendations:

Consumers are the sovereign power of the modern marketing world. The product and services manufacturer today are not the ones that the manufacturers want to sell, but the ones that consumer want to buy. The consumers are always right. Every successful product in the modern marketing world is an embodiment of the consumer needs, wants, prestige, preference, satisfaction, aspiration and mental horizon. Hence, understanding the consumer needs, wants, satisfaction, preference, aspiration and mental horizon or understanding the consumer in total is the success of today's business. From the above findings regarding the population under the study, the following recommendation can be made to the advertisers and manufacturing units before advertising any product or services.

- Advertisers have to advertise their product considering their targeted consumer, such as if the targeted consumer are children i.e. below 15 then advertisement should be musical and entertaining. If the targeted consumer are below SLC level then advertisement should be simple and if they are SLC and graduate level than, advertisement should be entertaining.

- Advertisers have to advertise their product, considering their targeted consumer such as; if the targeted consumers are young, old, graduate then advertisement should be entertaining.
- Television advertisement must provide full information about the product, so that consumer can know everything about the product or service, such as price, quality, quantity, manufacturing date, expiry date etc.
- All level of people whether they are young, old, educated or uneducated and male or female are interested to watch television advertising because television has both audio and visual facilities. So, it is better to use television-advertising media than any other to convey message effectively to the target audience.
- Some advertisements are exaggerated, which is not a good practice and they lose the faith of consumers. Thus, to gain faith, advertisers must advertise their products with true information.
- In comparison to unadvertised product people prefer to advertise ones so advertisement should be frequently telecasted to attract consumer's attention.
- Advertisement generates curiosity about the product and also helps to remember product or brand name while buying it. So advertiser should make those kinds of advertisement that can generate curiosity and make it memorable to the consumers.
- Some advertisement makes negative attitude in the consumer's mind towards the product so advertisers should understand consumer's reaction about advertisement while making an advertisement.
- Consumer are highly introduced about the product through advertisement, it is

only one such type of tool which reaches to the mass economically, so marketers are suggested to advertise their products through modern effective electronic media i.e. Television.

- At the time, when the consumer are already familiar about the product its brand then the producers are suggested to provide very entertaining types advertisement which creates positive image towards the products.

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Appendix

Dear Ladies and Gentlemen!

I am a student of MBS doing a research work on **“IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR (With Special Reference to Electronic Media)”**, as a part of the requirement for Masters of Business Studies (MBS) students of Tribhuvan University. I shall be grateful to have your opinion in this regard.

Thanking you,

.....

Questionnaire

Name.....

1. Gender:

- a. Male b. Female

2. Age:

- a. Below 15 b. 16-25 c. 26-35
d. 36-45 e. Above 45

3. Education:

- a. Uneducated b. Below SLC c. SLC
d. Graduate e. Above Graduate

x

4. Do you generally watch the TV advertising?

- a. Yes b. No

5. What is your reaction when advertising comes on TV?

- a. Change the channel
b. Try to know what it wants to say

c. Just watch the advertising

6. What kind of advertisement do you prefer on TV generally?

a. Musical

b. Good Wording

c. Simple

d. Entertaining

e. Knowledgeable

7. Do you buy the product because of advertisement?

a. If advertisement induces to buy

b. If need it

c. Both of them

8. Which media of advertisement do you prefer?

a. Newspapers

b. Magazines

c. Television

d. Radio

e. Cinema

f. Poster

9. How do you categorize most of the TV advertisements as?

a. Quite good

b. Attractive

c. Satisfactory

d. Boring

10. Does repetition of an advertisement attract your attention?

a. Yes

b. No

11. Do you think most of the advertisement has what you want?

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

12. Which product do you prefer to buy?

- a. Frequently advertised b. Not advertised

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

- a. I look for more information
b. What I received is enough

14. Has an advertisement ever deceived you?

- a. Yes b. No

15. Do you feel inclined to buy a product when you hear an advertisement?

- a. Highly inclined b. Inclined
c. Indifferent d. Not so inclined

16. If there are same kinds of product in the market in terms of quality at the price,

which one would you buy?

- a. Advertised b. Not advertised

17. Does advertisement generate curiosity about the product?

- a. Yes b. No

18. Does advertisement make consumer buy any product?

- a. Yes b. No

19. Does advertisement help to recall brands or product name while buying?

- a. Yes b. No c. Can't say

20. Do you think that the price of advertised goods will be higher than the price of not advertised goods?

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