

CHAPTER-I

INTRODUCTION

1.1 General Background of Study

The rapid development of any country in this modern era depends to a large extent on the level of financial activities. Financial activities play a role of catalyst in the process of economic development of a country. Industrialization is a key factor in the process of economic development and its importance as a means of achieving economic growth and prosperity has long been recognized in the economic literature. Industrialization offers prospect for the expansion of employment, but it also helps to accelerate the development of other sectors of the economy. It is one of the major tools with the aid of which the vicious circle of backwardness and poverty can be broken. Industrialization is indeed considered as being synonymous with the economic development meant arising gross national product an increase in investment, consumption and rising standard of living. Advertisement is one of the key elements for the development, expansion, and growth of industrial sector and ultimately for the economic development of the country. Out of the various means of advertisement, television advertisement is the most popular and effective means than other types of advertisement.

"Many people use advertising at some time in their life. Some may use it privately while others may use it in business. And many people respond to advertisements. They enjoy the choices available to them in every sphere of life (Kotler, 1994:20).

It is one of the major tools that companies use to persuade target buyers and the public to buy their products or services. The main purpose of advertising is to persuade the consumer to buy the products or services. The other purposes can be to inform the consumers about the products availability features, uses etc.

Different people have defined advertising in many ways; however they all mean nearly the same thing. Some of the popular definitions of advertising are as follows:

“Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Jain, 1991:3).

"Advertising is the means by which we make known what we have to sell or what we want to buy (Jenkins, 1985:14).

The advertisers include not only business firms but also museums, professionals, and social organizations that advertise their products or services. The term “Advertisement is very popular in today’s world. All the countries of the world use it. We can see it everywhere, i.e., on the television, on the matchbox, in the newspaper, magazines, on the trash containers, on the vehicles even in the sky and so on. We can also hear it on the radio. So the advertisers have different choices of media to advertise their product, service or an idea. The advertiser needs to choose the medium which best reach the customers. In this respect, the study of the media impact on the consumer behaviour is the must.

Consumer behaviour is the attitude, feeling, perceptions, norms and values of the consumers towards the products which effect the buying decisions of the consumers to a product. The marketers are much more concerned to these variables while understanding the purchase behaviour of the buyers.

Advertising is used by different organizations in different ways. A large company setup its own advertising department whose job is to develop the total budget, help develop advertising strategy, select media, approve advertising agency. However, most companies use an outside advertising agency to help them create advertising campaigns and to select and purchase media.

Many important decisions have to be made before undertaking the advertising program. It is certainly one of the most important complex decision areas facing business executives. Major decision areas in developing advertising

program includes setting the advertising objectives, deciding on the advertising message, deciding on the media and evaluating advertising effectiveness.

There are various types of advertising media. Media are the instruments or the way through which the advertisement messages are put before the public. The most brilliant original advertising ideas will be wasted if they are not supplied through the right media to the right readers, viewers, listeners or passers-by.

Among different types of media, television medium plays a vital role. The importance of television advertising is increasing day by day. Television gives information to a large number of people than any other medium of advertising. Due to the satellite facility, television programs are viewed internationally. In today's glamorous world, we can show all the aspects of products and services through television advertising. It is always said that people believe in things until they hear and see. This can be possible through television advertising only.

In simple language we can define that all the marketing communication process based on buying and selling process; where advertisement is such an effective tool. The main purpose of advertising is to attract the public attention towards the products and services to buy the products.

The term Advertising is very popular in today's context. It is used by making many different strategies. We can see advertisement everywhere, i.e. Television, Radio, Newspaper and even a painted wall. Advertiser uses it on the basis of its better impact. Advertisement does not only use to transmit the message regarding product only. It also educates and entertains people. Advertisement also considers the social factor as a PSA (public service announcement). Example: Advertisement regarding Polio-thopa, pollution (Global warming). People have different perception, needs and curiosities regarding products, where they are looking to identify through advertisement.

After the announcement of Republic Nepal many media organizations in our country has been flourished. Where it has been focusing the large audience inside and outside of the country. We can see and hear the different taste of advertisement daily.

1.2 Statement of the Problem

Advertising is one of the most important tools that organization uses to persuade target buyers to buy their products and services. There are many special and specific reasons for advertising. The reasons can be to announce a new product or service or an idea to expand the market to new buyers, to announce a modification, to announce a price change, a new pack and to make a special offer etc. Therefore the advertising plays vital role in marketing. Many companies are using advertising as a most integral way. Like: Pepsi, Coca-Cola, Wai-Wai, Mayos. The role of advertising is to shift the products demand curve upward. For this, the effectiveness of advertising is one of the major areas advertiser needs to consider. Deciding about media is a great task. The advertiser needs to undertake for the success of any advertisement. Among different types of media, generally people enjoy to watch television which has dominant position in advertising. Advertisement can reach to various countries at a same time through different channels. Because of the advancement of the latest technology media has worldwide approach.

In today's context the popularity of media like; television, Internet is increasing day by day. It is very useful for advertiser to know the popularity of media to the different groups and generation. Different types of advertisement through media to different people differently. Advertiser should must have to Identify analyze and have to make a research. The survey and research of thesis will try to solve the question regarding the various impact i.e. popularity knowledge of products, effects of buying etc. through the different medias of advertising like sponsorships, wall painting, posters, glow sign, bunting, steamers, Newspaper, hording board.

These findings can be more useful for the advertiser while selecting the media according to the choice of product and target.

1.3 Objectives of the Study

The general objective of this study is to identify listening; watching, reading and assessment habit of message to people. And another important factor is to Updating and adopting the latest techniques and idea of marketing to increase the market of national product by proper marketing and advertising techniques.

To ensuring and encouraging the entrepreneurs, business practice and concerned national authority to create an effective plan for the people of Nepal regarding media and advertising literacy.

-) To identify which types of advertisement technique most effect to consumer.
-) Using different promotional practice to change the perception of consumers.

1.4 Significance of the Study

Today's market has become very competitive because of globalization, whether marketers are facing the problem of not getting target market share, over stocking and competition. Different typed of product with a large number of alternative brands are available in Nepalese cold drink market. In this situation advertising is one of the short-term incentive tools which helps to increase sales and achieve target in the Nepalese market, There are different brand of cold drinks such as coca-cola (coke, fanta, and sprite) every brand have own promotion strategy for increasing the sales. But there is not fixed define sales promotion tools will be

suitable. So there is need to find out the impact of advertisement to increase sales of cold drinks.

The finding of this study may provide guideline for making strategies of successful marketing activities and sales related activities. This study also provides valuable references to the students and researchers who are in tested in conducting further researchers on sales promotion.

1.5 Limitations of the Study

Survey covers only in the selected areas of Kathmandu valley, so the result may not be equally applicable to the other parts of the country. Time and research constrain was one of the major limitation of this study .All the variables are equally important while selecting any particular media,but in this study only one variable media habit of people has been considered. The major limitations of the study are as follows:

-) Research work is totally based on the analysis of primary sources of data.
-) The field of the survey is confined to the Kathmandu valley so it may not bereflecting the exact case of whole Nepalese population.
-) Random sampling technique will be used to select the respondents for thepurpose of interview.
-) The study covers advertisement through the sample.

1.6 Organization of Study

According to the objectives of this study, the study has been classified into five chapters, which are as follows;

Chapter-I: Introduction

This first chapter is about introduction which included General Background of the study, Statement of the Problem, Objective of the study, Significant of the studyLimitation of the study and Organization of the study.

Chapter-II: Review of Literature

This second chapter is about Review of literature, is related with review of available literatures in the field of the Study being conducted. This section includes review of the theories of the concerned topic, review of books and review of various empirical studies.

Chapter-III: Research Methodology

This Chapter is Research Methodology which includes tool and techniques that will use analysis of the data as well. This chapter includes research design, population and samples, sources of data, methods of data analysis.

Chapter-IV: Data Presentation and Analysis

This Chapter includes Data presentation and Analysis is devoted to the presentation, analysis and interpretation of the study through definite course of research methodology and draws the major findings.

Chapter-V: Summary, Conclusion and Recommendations

Fifth chapter includes Summary, Conclusion and Recommendation which is conclusive and suggestive chapter.

Besides these, bibliography and appendices are presented at the end of the thesis. Similarly acknowledgement, table of contents, lists of tables, list of diagrams, abbreviations are included in the front of this report.

CHAPTER-II

REVIEW OF LITERATURE

Review of literature is an essential part of any study. It is a way to discover what other researchers have conducted in the area selected by the present researcher. It is also a way to avoid investigating problems that have already been definitely answered. Review of literature means to keep in view the relevant literature available so that it will help the analytical part of the study in one hand and will determine the depth of concepts needed for interpretation of the data obtained. Review of literature gives the framework of the research process. In this regard, it can be said that review of literature is useful in research because it provides the insight and general knowledge about the subject matter of the research. The review of literature accomplishes the following functions.

2.1 Conceptual Review

Conceptual review is basically the review of books and other magazines, journals, articles etc, for developing conceptual aspects of the researcher. Conceptual review assists to know the theories of the study area. Therefore, the researcher has reviewed the following conceptual aspects.

2.1.1 History of Advertising

Archeologists have found evidence of advertising dating back to the 3000s BC; among the Babylonians. The outdoor display, usually an eye-catching sign painted on the wall of a building was one of the first known methods of advertising. Many such signs were uncovered by archeologists, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town (Sonthoki, 1989:106).

“Advertising by ‘word’ of mouth is probably the earliest form of advertising, because oral skills were developed before reading and writing. Advertising was

given the commercial status the day man entered into the process of exchange (Sonthoki, 1989:106).

Word of mouth praise of products was the way of advertising used in medieval times. This gives rise to a simple but effective form of advertising, the use of so-called towncriers. The criers were citizens who read public notices aloud. Merchants also employed these town criers to shout the praises of their wares. Even in Nepal, during Rana Regime, town criers walked through the streets announcing the opening and closure of gambling periods during the Laxmi Puja and other occasions. This form of advertising was called 'Jhyali Pitne' in Nepali (NTV Views Survey, 2055:12).

'Jhyali' means a certain type of an instrument which produces music and "pitne" means 'to beat'. This is so called because the town-crier beat the "Jhyali" while making announcement or informing the public. The town criers were forerunners of the modern announcer who delivers radio and television commercials.

Although graphic forms of advertising appeared early in history, printed advertising made little headway until the invention of the movable type printing press by German printer Johannes Guttenberg about 1450. This invention made the mass distribution of posters and circulars possible. The first advertisement in English appeared in 1472 in the form of a handbill announcing a prayer book for sale. Two hundred years later, the first newspaper ad was published offering a reward for the return of 12 stolen horses (Sonthoki, 1989:245).

Another major technological breakthrough in the field of advertising was the invention of photography in the late 1880s. Prior to this invention, advertisements were illustrated only by drawings. Photography adds credibility to advertisements as it shows products as they are visualized by an artist.

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. Latter half of the 16th century witnessed newspapers in the

form of newsthbooks and by the middle of the 17 century, there were special advertising periodicals. ThBy 1675, newspaper published excellent news books. By the end of 17 century, newspapers were well established in England undertaking advertising on a regularbasis (Sonthoki,1989:246).

Advertising agencies initially focused on print. Then, a new powerful advertisingmedium, radio started on Nov 2, 1920 in Pittsburgh, Pennsylvania. The introduction ofthese broadcasting medium created new opportunities and by the end of the 1920s,advertising had established itself in radio to such an extent that advertisers wereproducing many of their own programmers. The early 1930s produced dozens of radiodramatic series in America that were known as sponsored by soap companies(Sonthoki,1989:247).

Though television had been introduced in 1940, it was not immediately embracedbecause of the high cost of TV sets and the lack of programming. In the 1950s, theAmerican economy soared which lead to the rise in the sale of TV sets and theadvertising that paid for the popular new shows (Sonthoki,1989:247).

Soon TV becomes the largest advertising medium which surpassed radio as anadvertising medium.The tone of the advertising is also changing. No longer does advertising simply presentthe product benefit. Instead it creates a product image.

The changes in advertising correspond with social, economic and political changes ofthe country. There are so many advertisements of products and services on televisionand in the popular press today which were not there only a few years ago. We can seemany advertisements of domestic airlines like Necon air, Buddha air etc on NepalTelevision. There are many advertisements of cosmetic products, noodles etc. in masscommunication media like newspapers, radio etc. Before, people were not bombardedwith as many advertisements as seen today. Never before mere have been so manyexcellent advertisements about offering prizes by noodles like Wai-Wai, Mayos etc.

The face of Nepal has changed and people are more sensitive about the particular typesof products and services which best satisfy their needs. Life styles are

changing. Advertisements help people in their buying decision. Since people are faced with many products that satisfy their particular need, decision making process has become complicated. In this regard, advertisements come to their rescue. People have started to take decision on the basis of advertisements they preferred. For instance, some teenagers choose the cosmetic that is well advertised from among other cosmetics which are not much advertised. The importance of advertising is growing day by day and so does the field of advertising. No one can predict what new forms of advertising may take in future. The most recent advanced form is advertising through internet i.e., by creating different websites in the internet etc.

2.1.2 Meaning of Advertising

Advertising is a form of mass communication which is designed to promote the sale of a product or service or a message on behalf of an identified sponsor. Most advertising is designed to promote the sale of a particular product or service. However some advertisements are designed to promote an idea or influence behavior such as encouraging people to not use illegal drugs or smoke cigarettes, informing people about family planning etc. Such type of advertisements is often called public service advertisement (PSAs). Some advertisements are also made to promote an institution, such as the Red Cross or Maiti Nepal and these are known as institutional advertising.

The basic purpose of this type of advertising is to encourage people to volunteer or donate money to the institution. We can say that the basic purpose of advertising is to draw an attention of people towards particular product, service or an idea. However, in today's world of competition, it is not enough for the advertisements to draw the attention of buyers.

They should be able to persuade the consumers to use the advertised product, service or an idea. Then, only the goal of an advertisement is achieved.

“Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor (Kotler, 1994:249).

Advertisement consists of all the activities involved in presenting to a group, 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.

According to American marketing Association advertising is any paid form of nonpersonal presentation of goods, services or ideas for action, openly paid for by an identified sponsor (Stanton, 1989:448).

The above definitions include many features of advertising. Firstly, advertising is non-personal. There is not any kind of face to face interaction in advertising. Physical presence of the sender is not required in advertising. The message is transmitted through one or more than various types of mass communication media such as television, radio or newspaper. Because of its impersonality, the audience does not feel obliged to pay attention or respond. As such advertising cannot be as compelling as a company sales representative. However, advertising enjoys the advantage of mass communication. In this regard, advertising is the most cost efficient method of communication. It is an efficient way of reaching a large number of geographically dispersed buyers at a low cost per exposure.

Secondly, advertising is sponsored by an identified sponsor. The sponsors may be individuals, group or an organization. The sponsor who controlled the advertising is identified. In other words, public knows the sponsor behind the advertising as they are openly identified in the advertisements (Agrawal, 2000:393).

Thirdly, advertising is a paid form of promotion of ideas, goods or services. Payments should be made by the sponsor to the media which carry the message. The spenders not only include business firms but also museums, social organizations, professionals etc. "Advertising is one of the most widely used promotion tools. It is used by business, non-government organizations, charities and service institutions (Agrawal, 2000:304).

Last but not the least, advertising has a message. It carries a verbal or visual message. The message, thus carried, is encoded by the sender and decoded by the receiver. In the above mentioned definition of W.J. Stanton, there is a clear distinction between advertising and advertisement. Advertisement simply is the message where advertising is a process which includes programming the series of activities which are necessary to plan and prepare the message and present it to the target market.

Many experts believe that advertising has important economic and social benefits. There are also some people who say that some advertising is deceptive or encourages an excessively materialistic culture or reinforces harmful stereotypes. However, the majority of people believe it as an important buying guide.

Some other definitions of advertising are as follows:

“Advertising is the means by which we make known what we have to sell or what we want to buy (Jakins, 1985:3).

Advertising is one of the most important reinforcing elements of the promotional mix for the objective of successful sale of a product (Cateora, 1997:479).

Thus, advertising is a paid form of non-personal mass communication and promotion of ideas, goods or services by an identified sponsor to the target market. And advertising uses mass communication media as mentioned in the above last definition.

2.1.3 Purpose of Advertising

Advertising is used for business as well as non business purposes. Non business purposes of advertising mostly include disseminating government information or promoting political and social causes etc. However, advertising is widely used for business purposes.

“The end purpose of business product advertising is to create sales. Yet, because advertising is only one of the marketing forces that influence purchase, it

often is assigned a more limited role in the sales creation process. This role may be different at different times (Victor, 1984: 585).

Every stage of product life cycle need advertising but volume of it may be low and high depending upon the nature and stages. Advertising creates demand for the goods and makes it possible for the introduction of mass production, installation of up to date machinery and consequent reduction of cost of the articles. Advertising is beneficial not only to the producer and retailer but also to the consumer.

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

-) It helps retailer in multiplying sales.
-) It assists to increase the demand of the product.
-) It conveys message to the prospective consumers.
-) It makes the public conscious.

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

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

Likewise, by the advertising, public know about the various goods and services previously unknown to them so it educates the public and enable them to select the most

suitable goods and services by comparing goods and services launched by the various manufacturers. It creates curiosity and interest of people. After interest is aroused advertising also makes people acquire after, and seek further information about goods and services advertised. So we can say that advertising is such thing which makes networks among various parties as consumers, public, manufacturers, retailer and so on.

In other hand, consumer behavior is a function of a complex process so it is difficult to say that advertising is only one variable that influences the behavior of the consumer. Advertising objectives can also be classified as per their objective in terms of informing, persuading or reminding. Example of information type objective includes making prospective consumer aware of a new product, announcing a new price, and explaining how a product works. Persuading objectives include attempting to build brand preference and loyalty and changing a consumers' attitude about particular brand characteristics. Objective having to do with reminding includes communications telling consumers where and when to buy the product. Boyd, (Westfall and Stasch, 2002: 731).

2.1.4 Types of Advertising

Advertising can be divided into two broad categories (a) consumer Promotion advertising and (b) Dealer Promotion. In addition to this two types of advertising there can be other types of advertising also such as product advertising, institutional advertising, primary demand advertising, secondary demand advertising, indoor advertising, outdoor advertising, press advertising, electronic advertising and so on.

Consumer advertising is the type of advertising which is directed at the public whereas trade advertising is directed at wholesalers or distributors who resell to the public. Consumer advertising can be further divided into national advertising and local advertising. National advertising is directed at consumers throughout the entire country. This type of advertising usually aims to create awareness among the public of a product or service, or it tries to build loyalty to a product or service.

Local advertising aims to inform public in a particular area where they can purchase a product or service. Advertising to the public also take the form of institutional advertising, image advertising, cooperative advertising or informational advertising.

Rather than trying to sell a specific product, institutional advertising seeks to create a favorable impression of a business or institution. It is designed solely to build prestige and public respect. For non-profit institutions, such advertising helps support the institution's activities i.e., by encouraging blood donations or cash contributions for the work of an organization like the Red Cross. However, profit earning business (Borden and Marshall, 1974:3)

2.1.5 Methods of Advertising

Medium is the instrument or the way through which the advertisements are put before the public. It is the vehicle that carries the messages to the right readers, viewers, listeners or passers by. In advertising agencies there are media planners and media buyers who are highly experienced experts. The media owner exploits the advantages of their media in order to sell air time, space or sites.

One of the functions of advertising is to select medium from among the available alternatives that will maximize the number of people reached and the frequency with which they are reached. The advertisers must first set the target market they want to reach and then they must decide (a) the desired frequency of the message exposure in order to effect the change in behavior that will affect the sales of their brand (b) the maximum number of the people in the target market that can be reached with the desired frequency. The greater the frequency desired, the smaller the reach obtainable with a given budget.

The media selection is a complicated process because not only is it necessary to choose among major media types, such as television, radio, newspaper, but also specific selections must be made within each general type. For instance, if magazines are chosen, specific magazines and even issues must be selected. Similarly, in case of radio and television, there is not only the question of what

networks or stations, but what programs, what day or days of the week, time etc. to be considered as well.

The classification of different mediums into different groups differs from author to author. The eastern concept and the western concept of classification are different. For example, author Chuna-wala with other four authors in their book Advertising Theory and Practice have classified advertising media as broadcast and non-broadcast media. Broadcast media include radio and television whereas the non-broadcast media include videos, cables, network, cinemas etc. Besides these media, there is print media which includes newspaper and magazines. These three media are called the “mass media” or “technological media”. In addition to these three media, they have explained the outdoor media like hoarding, posters, banners, transit media etc. However, the media can be classified as:

1) Print Media

The print media also can be classified in to:

- (a) Newspaper, magazines
- (b) Other papers

2) Electronic Media

The electronic media includes:

- (a) Radio
- (b) Television
- (c) Video
- (d) Cinema
- (e) Electronic signs
- (f) Sky-writing

3) Direct Advertising Media:

The direct advertising media is also in four types

- (a) Envelop enclosure
- (b) Catalogue and booklets
- (c) Sales letters
- (d) Gift novelties

1. Print Media of Advertising

Print media is one of the pioneer media where all the information is in written forms. In today's world of visualization, print media are still preferred more for advertising. This may be due to its wide reach. Print media can be classified into following categories:

- a) Newspaper: - Daily, Weekly, biweekly
 - # Morning edition, Evening edition.
- b) Magazines: - Weekly, Fortnightly, Monthly and Annual
 - # Fashion, Women, Sport, Tourism, Geography, Films etc.

a) Newspaper Advertising:-

Newspaper as a mean of communication has become a part of life. It is really hard to imagine life without newspaper. Many people are habitual to start the day with newspaper. "Newspaper is one that gives news, views, ideas, interpretations, opinions, comments and explanations regarding the social, economic, political, educational, moral, cultural, ecological, methodological developments and the like (Sontakki, 1989:140). We can find news and views of different types in the newspaper. There are economical, social, educational, political, moral, cultural, ecological etc. news and comments in newspapers.

Newspaper has been one of the largest media used to advertise the product, service or idea. It is estimated that 45% of the space in the newspapers is used for advertisements. It has continued to remain the most powerful message carrier. The role of newspaper as an advertising medium is increasing day by day and it will go on increasing with the development in the business field.

Newspapers are printed and circulated based on many aspects. They may be classified according to the coverage (area), frequency, language etc. The habit of reading newspaper among people is increasing day by day. As such the advertisement in the newspaper is receiving favorable response from the prospective customers. Newspaper as a medium of advertisement still occupies the first position in the American business society. It is said that every newspaper is read by at least three readers. The merits and demerits of newspaper are as follows:-

Merits of Newspaper Advertising:-

1) Wide Coverage:-

The newspaper medium enjoys the advantage of a wide coverage within and outside the country. With the addition of supplements on holidays, there is something of interest for everyone. It reaches to the readers of every age and income group. We can take an example of weekly newspaper "Saptahik" in Nepal which is read by every age and income group.

2) Quick Response:-

Newspaper is usually read at leisure time. As the readers are fresh and in receptive mood, the advertisements published in newspaper have a better chance of creating a favorable response from the prospective buyers.

3) Regularity:-

Regular advertisements in the newspaper continuously remind the reader about the product, service or an idea. Moreover, seeing the same advertisement in the newspaper leaves a strong impact on the mind of the prospective buyers. There is also a high believability among the reader about the published advertisement.

4) Flexibility and Timely Announcement:-

There is a great flexibility as any changes or modifications can be made in the advertisement published in the newspaper. Besides, the announcement can be made on time, as the newspaper appears every morning or evening in the regular time.

5) Economical:-

The cost of advertising is low as compared to other media. This cost becomes even lower if there is an increment in the circulation because more the circulation, lower the cost per reader.

Demerits of Newspaper Advertising.

1) Short Life:-

The life of advertisement in the newspaper is very short. A reader may read the newspaper for 10-15 minutes so the life of advertisement published in the newspaper is even shorter than that. Besides, the newspaper becomes old as soon as the next edition comes into the circulation. So the life of newspaper is only one day.

2) Lack of Quality Reproduction:-

Mostly the paper used in the newspaper is of cheaper quality so the reproductions of the advertisement lack the finer details of the layout. If we compare the reproduction of the advertisement of newspaper to that of magazines, or other media, we can see that there is a vast difference between them. Both the color and

B/W production of the advertisement are of poor quality in newspaper as compared to magazines or the other media. Due to this, there is a greater possibility that the readers are not attracted to the advertisement published in newspaper.

3) Waste in Circulation:

The advertisement in the newspaper may be wasted as the circulation may not cover the desired group of customers. It may be due to illiteracy of people. In a developing country like Nepal, there is a great chance of waste in circulation of newspaper as the illiteracy rate is high here. If the target market is illiterate villagers, the use of newspaper as advertising medium is out of question. The newspaper is restricted to the certain literate group only.

4) Duplication:-

The repetition of advertisements in newspaper has two negative impacts. On the one hand, it increases the cost of advertisement and on the other hand, duplication of advertisement irritates the prospective buyers.

b) Magazines Advertising:-

Magazines are the periodicals, which may be published weekly, fortnightly, monthly, quarterly or annually. Usually, magazines are printed in better quality papers with good articles. It is read at leisure time. It can be either special or general interest magazine. Special magazines are the type of magazines which are specialized in one particular field. Examples of such magazines are sports magazines, fashion magazines etc. whereas general magazines cover a lot of areas. They include variety articles on different subjects. One example of such magazine is "Reader's digest". The chief advantages of magazine advertising are: the manner in which magazines select their audiences/ simultaneous, uniform coverage of the entire nation; thoroughness with which the magazine is read; covered with its longer life and its multiple areas.

Opportunities offered the advertiser to reproduce in life like fashion, full, sol or if hechooses, his products in use and its consumer advantages; and completeness ofpresentation". There are some disadvantages of magazine as well.

Merits of Magazine Advertising:

1) Long Life:-

Unlike the newspaper, magazines have long life. The life of newspaper is one daywhere as the life of magazines is certainly more than one day. And the life of anadvertisement will depend on the period of the time between one issue to anotherissue. For example, the annual magazine has one year duration. Most readers have ahabit of collecting the good magazines for the longer period. As a result, theadvertisement published in magazine has long life.

2) Visual Display:-

Since the magazine usually use good quality papers, the advertisements published inmagazines also look good with true to life color display. Such advertisements haveexcellent pictorial reproduction. Besides, the message can also be supported by detailfigures, drawings and color combination which make it more clear and lasting.

3) Selectivity:-

Magazines are printed to meet the needs of the people of different age, income,occupation, sex etc. For instance, sports magazines are mostly read by youngsters.Similarly, fashion magazines are mostly, read by teenagers as well as office goingladies. So an advertiser can select the appropriate magazine to allure their selectedmarket segments. For example, advertisement of a football on a sport magazine,advertisement of cloth store like Benetton in fashion magazine etc.

4) Loyalty and Prestige:-

Educated people usually purchase and read the well-known good magazines. They even relate their prestige to some magazines. It is a belief among them that reading magazines like Times, Reader's Digest, Cosmopolitan bring prestige to them. This group of people is loyal to the magazines and don't switch to other magazines. They believe in advertisements published in the magazines.

5) Geographical Flexibility:-

Magazines usually have a national and international coverage. Many people in many countries read them. Magazines like Reader's Digest, Cosmopolitan, and Femina etc are read by the people in more than one country. The customers of many types of magazines are worldwide so the advertisements published have great reach.

Demerits of Magazine Advertising

1) Inflexibility Regarding Changes:-

Magazines are inflexible regarding the changes in advertisements. As magazines have a set date for issue, the advertisements have to be given to the magazines a long time before the issue date. The period becomes longer in case of colorful advertisements. So the advertisers have to get the advertisement layout before the issue date. Last minute changes, if any, cannot be made, as space in the magazines is already allotted.

2) Costly:-

Because of the high quality of papers and also the various technical aspects used in printing of advertisement, the cost of advertisement in magazine is definitely higher than that in newspaper. And also as the number of persons subscribing the magazine is also limited, the cost of advertisement per reader is high.

3) Some Waste in Circulation:-

If the particular product's target is local market, its advertisement in the national and international magazines is wasted and unfruitful. Because of the high cost involvement, small businessman doesn't prefer to advertise their product in magazines.

4) Restricted Frequency:-

Frequent communication with reader is restricted as the magazines are printed on the periodical basis.

2. Radio Advertising

Radio is one of the most popular media that reaches to ear of mass public. There are usually two types of radio broadcasting i.e., FM and AM. FM is frequency modulation in which signals are received with great regularity and with clear sound whereas AM is amplitude modulation in which sound wave length varies in size though the frequency remains constant.

“Advertising is carried on in radio either by the use of short commercials, also known as ‘spot advertising’ or by the use of sponsored programs. In spot advertising, short advertisements of the duration of a few seconds are introduced as a part of the usual broadcasting programs. The advertisements may consist of jingles, dialogues, and opinions of well known personalities or such other advertisements. Sponsored programs going on for fifteen minutes or more may be prepared by advertisers, for combining a popular program with advertising (Sherlakar, 1996:314).

In a country like Nepal, advertisement through radio can have a great impact on the prospective buyers because other media like television and newspaper cannot reach to the remote place. Due to the lack of electricity and the expensive cost of the Television sets people from remote places are deprived of it. On the other hand, due to the high illiteracy rate in villages, press media cannot provide the necessary impact on the prospective buyers.

Radio broadcasting first started on the United Kingdom and spread to the other countries. In Nepal, Radio Nepal was established on 20 Chaitra, 2007. Some merits and demerits of radio advertising are as follows:-

Merits of Radio Advertising:

1) Human Touch:-

The radio advertising has a human touch. The advertisements in the form of jingles, dialogues of the live broadcasters and opinions of well known personalities from their own mouth are more effective. The listeners can listen to their favorite anchor's voice.

In some programs, the listeners can present their opinions and broadcast their voice on air as well, which appeals to the mass.

2) Selectivity:-

There are many local and national radio broadcasting systems that the listeners as well as advertisers can select among them. The listeners tune in to the most interesting and good station as per their choice. The advertisers can take into consideration the listening habit of their target customers and broadcast the advertisement according to them. They can select the programs or station and time of broadcasting suitable to their target customers.

3) Economical:-

Radio advertisement is comparatively cheaper than other media of advertising. As it covers to the mass in every hook and corner of the country, per listener cost is definitely cheap. In other words the advertisement cost, thus, is cheap for the advertiser. In a country like Nepal, where due to low literacy level, press is wastage and television cannot reach the remote places, the importance of radio is high. Radiosets are also available in relatively cheap price so the poor people can also afford them. As such radio advertising is also economical.

Demerits of Radio Advertising:

1) Short Life of Message:-

The message broadcasted through radio has a short life. The advertisement through radio is wasted if the target listener is not listening to the advertisement. The life of message ends. Even if the listeners listen, he cannot refer back to the message because the life of advertisement ends with the completion of the announcement.

2) Lack of Illustration:-

Visual display is not possible through radio. Other media have this advantage over radio medium. As such advertising through radio may not be effective. Radio advertising only tries to impress listeners through hearing only. It uses word, sound and music for the advertisements.

3) Time Limit:-

There is a certain time allotted to the advertisement in radio. As the allotted timings, the advertisement is also limited. The advertisement must not be lengthy as an advertiser cannot buy long announcement timings so there is always limited time in radio.

4) Wastage:-

Radio advertisement covers the mass so specific coverage of special groups like youth, old age etc is not possible. Besides, listeners are more interested on music, news so the advertisements are often not given attention. As such, there is wastage of advertisements.

3. Television Advertising

Television is one of the most powerful media in today's world. It is the latest medium of mass communication and is now extensively used for advertisement. The invention of television was a lengthy, collaborative process. An early

milestone was the successful transmission of an image in 1884 by German inventor Paul Nipkow. His mechanical system, known as the rotating disk, was further developed by Scottish scientist John Logie Baird, who broadcast a televised image in 1926 to an audience at the Royal Academy of Science in London. However, television becomes popular by 1950s in America and within a decade it was spread over to European countries, Canada, Australia and Japan. It gains popularity in Nepal much later. "Television broadcasting in Nepal started on regular basis on 2041 B.S. (1985). Television broadcasting services of Nepal Television (NTV) which started with limited resources, now broadcast its program for 114 hours a week basis through its 3 studios, regional program production and broadcast center in Kohalpur (Bankke) and Murtidanda (Ilam), Nanijedanda Bhedetar (Dhankuta), Jaleswar (Mahotarri), Hetauda (Makwanpur), Daunge (Nawalparasi), Pulchowki (Lalitpur), Kakani (Nuwakot), Sarangkot (Kaski), Tansen (Palpa), Butwal (Rupandehi), Harre (Surkhet) and 11 broadcast centers in other locations in the kingdom. It is estimated that about 47% of the population living in 32% of area of Nepal can watch the programs of Nepal Television (NTV). Programs to increase broadcasting capacity and extending reception area coverage are underway (Economic Survey, 1999-2000:108).

Television as a medium of communication uses a scientific synchronization of sound, light, motion, color etc. Because of these dominant characteristics of television, television advertising is gaining popularity day by day.

Fifteen years ago when the Nepal Television (NTV) began its first transmission there was hardly one minute of advertising in a two hours transmission. Today, the Nepal Television (NTV) has an average of 16 minutes 30 seconds of advertising per day of transmission (NTV Viewers Survey 2055).

The merits and demerits of television medium are as follows

Merits of Television Advertising:

The main advantages of television advertisement are as follows:

1) Deep Impact:-

As television combines sight, sound and motion, advertisement through television is most impressive and effective. Television advertisements have the capability of affecting the eyes, ears and the feelings of the viewers. True to life presentation can be made through television. Availability, outlook, special features, utilities etc. information of the products can be easily demonstrated through television advertising. It appeals to the senses of viewers and can draw their high attention.

2) Life Like Presentation:-

Advertisement through television has a dominant advantage of life like presentation which no other medium has. Advertisement with movement, color, sound, and sight is more appealing than that without these characteristics. As such television advertising is the most advanced form of advertising.

3) Selective and Flexible:-

Television is a flexible medium as changes can be made at any time. The advertiser can change the content of advertisements at any time. They can edit and retake their advertisement if they are unsatisfied with the result though the process is costly. They can also select the suitable time; channel etc. to broadcast their advertisement more effectively. There are a wide variety of channels so the advertisers have more alternatives to choose. They can also choose on the basis of the interest of their target customers and the coverage of the television like local, national, international etc.

4) Mass Communication:-

Television is one of the mass communication media. It has been observed that a person normally watches television for three hours a day. As such people come

acrosstelevision advertisement more often than other form of advertisement. The effect oftelevision advertisement is so much that the people can't help themselves singing theadvertisement jingles or act like the actors in the advertisements. There are varieties ofprograms that every viewer has something of interest. While watching the programs,the viewers also come across the advertisements of the sponsor products. They areregularly reminded about such products. In this way, television advertising appeals tothe mass.

5) Better Distribution:-

Television advertising is beneficial to not only the producer but also to the middleman. When the producer advertised their product through the most advanced medium liketelevision, the middlemen like wholesalers, retailers etc also get the benefits in theform of maximization of sale and profit.

Demerits of Television Advertising:

There are some limitations of television advertisement which are as follows:

High Cost:-Television is very expensive medium of advertising. Therefore, the small business unitcannot afford television advertisement. In India, the cost of advertising throughtelevision for only ten seconds is Rs. 45,000 to Rs.70,000. This is about 800 timesmore than the cost of radio advertisement. In Nepal, the rate of advertising throughtelevision is different for Nepali product and foreign product. In ordinary time,television advertising for ten second cost Rs. 900 for Nepali product and Rs. 1800 forforeign product. This rate is doubled if advertisement is to be transmitted at primetime. (Statistics: 2045). Now, television advertising is much expensive and isincreasing.

2) High Clutter:-

“For a long time, television enjoyed the dominant position in media mix, other mediawere neglected. Then media researchers began to notice television's reducedeffectiveness, which was due to increased commercial clutter (advertisers beamedshorter and more numerous commercials at the television audience,

resulting in poorer audience attention and impact.), increased “zipping and zapping” of commercials, and lowered commercial TV viewing owing to the growth in cable TV and VCRS (Kotler, 1994:614). Many advertisements are broadcasted one after another in Television. Seeing too many advertisements for different products, the prospective buyers often get confused irritated and hence, lose interest in advertisements and switch on to another channels for programs avoiding advertisements.

3) Short Life:-

Advertisement in television comes at once and then gone. It is like a flash of communication which cannot be referred back as in newspapers and magazines. As such, the life of television advertisement is short. The frequency of television advertisement will have to be more to have an impact on the prospective buyer and it is so expensive.

4) Low Reach:-

In a country like Nepal, where there is vast difference in urban and rural life style, not all people afford to enjoy television. This is due to the fact that it is very expensive. Rural poor people cannot afford to buy it. More over, in many villages of Nepal still there is no electricity facility. So the advertisement which target audience also includes rural people, television medium is not effective as it cannot reach to them.

2.1.6 Advertising as a Part of Marketing Activities

“Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others (Kotler, 1994:614).

Marketing consists of activities that facilitate exchanges such as selling, buying, product planning, production, branding, pricing, packaging, advertising, sales promotion etc. For an exchange to happen, four conditions must be satisfied.

Firstly, there must be two or more individuals, groups or organization. Secondly, each party must have something of value to exchange with other party.

Thirdly, there must be willingness on part of one party to give up its “something of value” in exchange for the “something of value” held by the other party. This something of value can be product, service or idea or it can be financial resources like money or credit. Lastly, there must be communication between the two or more parties.

Advertising is one of the components of marketing. There are four Ps in the marketing mix i.e., product, place, promotion and price. Advertising falls under promotion mix.

The common characteristic of all marketing activities is that they are performed to achieve the common goal of increasing the sales of product, service or an idea. The marketing activities are distinguished from each other on the basis of the methods they use to accomplish this common goal. For example, sales promotion uses the short term incentives to encourage trial or purchase of product or service whereas direct marketing uses telephone mail and other non-personal contact tools to communicate with specific customers and prospects. Personal selling uses the method of face to face interaction with one or more prospective purchasers to facilitate the sale of product or service whereas public relations and publicity uses a variety of programs in order to promote the company's image or its individual products. In contrast to all this, advertising uses various mass communication non-personal media like television, radio, newspaper etc to present and promote the ideas, goods or services to the target market.

2.1.7 Advertising and Personal Selling

“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 (Longman, 1971:17).

This definition distinguishes the advertising and personal selling on the basis of number of individuals to whom the communication is directed. However, there are some striking differences between personal selling and advertising. Some of these areas follow:-

1) Non-personal Communication:-

Unlike personal selling, in advertising a company communicates with its target consumers through non-personal media. Personal selling involves an interactive relationship between two or more persons. As a result, customer's immediate reaction to the communication can be seen and the sales person can make immediate adjustment on the spot.

2) Paid but Independent Media:-

Personal selling and advertising both are paid form of communication. The difference is that the salesmen are a company's employ but advertising media are not. Media are engaged only on a task/assignment basis. As soon as the assigned task of communicating the message is over, the media get disengaged and work independently.

3) Objective:-

The objective of advertising is usually to create a favorable impression towards the advertised product or service so that the consumers are prepared to receive the message through personal selling and buy the product.

4) Audience:-

Unlike personal selling, in advertising the message is directed towards a broad spectrum of consumers. In personal selling, consumers are approached individually.

5) Intensity of Communication:-

Personal selling is more intensive in the transactional phase, whereas advertising is relatively more intense in pre- and post- transactional phases. In the former, advertising develops consumer's favorable predisposition while in the latter it prevents or dilutes past-purchase dissonance." Personal selling also makes the buyer feel more obliged to listen to the sales talk. The buyer responds to the salesperson even if the response is simply "Thank you" (Gandhi, 1985:295).

2.1.8 Advertising and Sales Promotion

Sales promotion involves marketing activities, other than advertising, publicity, or personal selling that increases sales and dealer effectiveness. The forms of sales promotion include trade shows, demonstrations, samples, contests, coupons, rebates etc.

According to American Marketing Association "Sales promotions are those marketing activities other than personal selling and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, show and expositions and various non-recurrent selling efforts not in the ordinary routine."

Sales promotion tools are generally short term measures which are designed to stimulate quicker and greater purchases of products or services by consumers or traders. Sales promotion is also called as aggressive selling". The major differences between advertising and sales promotion are as follows:-

1) Management Perspective:-

In sales promotion, the management's perspective is relatively short term for example, arrest of declining sales or facilitating new product purchase where as in advertising, management's perspective may be both short term and long term. For example, the long term perspective may be to build up the company image with no immediate increase in sales.

2) Media:-

There is a vast difference between the media of communication in advertising and sales promotion. Sales promotion tools include coupons, contests, premiums, prizes, product samples and the like whereas the advertising media include audio-visual, press, outdoor etc.

3) Timing:-

Although advertising and sales promotion are used as communication media in all the three phases of transactions, advertising is more pronounced in pre- and post-transaction phase whereas sales promotion is more pronounced in the transaction phase. Thus, sales promotion serves as an important adjunct to selling. Sales promotion invites the buyers to engage in the transaction now. Sales promotion provides incentive to the consumers to buy the product which results in immediate sale, (Gandhi, 1985:295).

4) Frequency:-

Sales promotion is less repetitive and frequent than advertising. Advertising is more repeated as its impact is long-term and cumulative whereas sales promotion is conducted when certain objectives are to be achieved for example, by offering product samples to introduce new product.

2.1.9 Advertising and Publicity

Publicity is another medium of communication through which a company makes known its target consumers about its product, service or an idea. It has been defined by the American Marketing Association as non-personal stimulation of demand for a product, service or business unit by planting commercial significant news about it in a public medium or obtaining favorable presentation of it on radio, television or stage that is not paid for by the sponsor.

As publicity is not paid for, its appearance is not always certain and its presentation is not programmed. The major advantage of advertising over publicity

is that the advertiser can control their advertisement about the product or service or idea as he pays the media for the time or space. Advertiser is also guaranteed about the transmission of the message. However, publicity has some advantages too. Publicity as a medium of communication is often used by companies because of its effectiveness in transmitting the desired message, generating sales and achieving other objectives.

Many companies often feed to the press slanted stories and features of sponsors which lends credibility to the message. This arouses interest in consumers who are otherwise indifferent to advertisements.

2.2 Review of Major Past Studies

There are some similar studies which had been conducted previously about advertising in Nepal. Professionalism and highly advanced marketing and advertising practices have not institutionalized here in Nepal. However, the Nepalese business environment is also influenced and the entrepreneurs have recognized the need of advertising. For this, some research studies are conducted on advertising and sales promotion by different researchers of university students of masters' level.

Nepali, (2008), in this study on “Advertisement Through Television: Impact of Consumer Behaviour” had the following objectives.

-) To identify the present situation of TV advertising of NTV.
-) To know what kind of advertising they prefer and
-) To know how the different groups of people perceive the advertisement from television and their reactions about advertising.

Major findings of this study were

-) Advertisement help to recall the brand or product name while buying.
-) Mostly children, young and old age people prefer musical advertisements where as others prefer good wording advertising.

-) Considering sex, female consumer prefers musical advertisement rather than advertisements with good wording and vice-versa, while considering the education factor people below SLC and uneducated people prefer musical advertisement.
-) Repetition of advertisement attracts people's attention and people prefer to choose advertised product, if the price and quality of both product are same.
-) Most of people gave first preference to advertisements from TV followed by newspaper, radio, magazine, cinema respectively and many people watch NTV advertisement.

Thapa, (2009), on the topic "The Role of Advertising Brand Loyalty" (with special reference to soft drink) had the following objectives.

-) To analyze the effectiveness of advertising on brand loyalty of consumers product.
-) To evaluate the role of advertising for brand loyalty in Nepalese Market.
-) To determine consumers' importance to advertising and other promotional tools while making selection decision.

Major findings of this study were

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

Shrestha, (2010), in this study on “The Marketing of Cold Drink in Narayangarch” with the following objectives.

-) To find out the popular media of advertising for the cold drinks which can easily attract the potential consumers on each company's branded cold drink.
-) To find out the relationship between the brand preference and advertising.
-) To find out the best choice of consumers on cold drinks on the basis of selecting brands, advertising, habitual, testing and asking question and personal inspection.

Major findings of this study were

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

Another study by **Bhattra, (2011)**, on the topic "A Comparative Study on the Effectiveness of Promotional Tools on Sales" had the following objectives.

-) To find out what promotional tools is more acceptable by the Nepalese customers.
-) To find out what mode is more wisely used by the marketers as sales promotional tools.
-) To find out which promotional tools are best to attract the customers.
-) To find out whether the sales promotion does impact on the sales of bowling.

Major findings of this study were

-) People are aware of advertising as a promotional tool rather than other promotional tool and the people watch/listen/read advertisement to get information and entertainment.
-) The person gets information or knows about bowling game from advertisement more than from their friends.
-) Price discount and cash price are two major sales promotions that attract the customer towards products or services used by bowling center and cash prize and price discount type of promotional tool is most appreciated by Nepalese customers.
-) Advertising helps to aware the customers and induces them to play bowling game where as sales promotion induces them to play bowling game repeatedly

Karki,(2012), has done a study on “The Communication Effect of Advertising and Brand Preference of Instant Noodles” which have the following objectives.

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

The major findings of the studies were as:

-) Most of the educated people of Kathmandu are aware of brands (The Rara and the Maggi) of instant noodles because of their advertisement.
-) Most of the uneducated people in Kathmandu would not say anything about the advertisements.
-) In the case of electronic media radio, the Rara has attracted its consumers mainly with the help of vocals. After then comes expressions and music while music has played a leading role to attract the customers in case of Maggi’s advertisement. After the setup expression and vocals come orderly.
-) Of all advertising media available in Nepal, Electronic media 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 slide comes orderly.

-) Advertising qualities of instant noodles have made no change in brand preference.

2.3 Research Gap

Research gap focuses that the researcher how much trying to give new things from his/her study with compare to previous studies held by different researcher. Due to changing the time and circulation of environment the previous and present may be different in many ways. This is a research gap between the present research and previous research. Though many affiliated researchers have been done in this area but these have been very few exclusive researchers on this subject.

Definitely, a study is conducted to find out certain objectives and that is totally up to the intention of the researcher about what does he/she want to find out to present those findings in a generalized way. So a research is done in an area where the things which are not covered before by any other studies or the areas may be a new one completely.

Similarly to carry out this study has been also guided by a distinct objectives and it has some distinct features that has been the sole reason for these study to be undertaken. The basic features of this study are to:

-) Present the impacts of advertising on consumers' attitude and behavior.
-) To examine Most preferred product of consumer.
-) Identify the advertisement type.

CHAPTER-III

RESEARCH METHODOLOGY

Research in common parlance refers to a search for knowledge is composed by means repeatedly or again and again and “search” means to investigate or find. Research methodology is a way to systematically solve the research problem. Research methodology may be defined as “a systematic process that is adopted by the researcher in studying problem with certain objective and view”. In other word, research methodology describes the methods and process applied in the entire aspect of the study focus of data, data gathering instrument and procedure, data tabulating and processing and methods of analysis. It is really a method of critical thinking by defined and redefining the problems, formulating hypothesis or suggested solution and collecting and organizing and evaluating data, making deduction and making conclusions. Research methodology is a path from which we can solve research dilemma systematically to accomplish the basic objective of the study. It consists of a brief explanation of research design, nature and sources of data, method of data collection and methods of tools used for analyzing data.

3.1 Research Design

A research design is the arrangement of conditions for collection and analysis of data that aim to combine relevance to the research purpose with economy in procedure. Research design in the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to objective of this study. To achieve the objective of this study, descriptive and analytical research design has been used. It is the process which gives us an appropriate way to reach research goal. It includes definite procedures and techniques which guide in sufficient way for analyzing and evaluating the study. This study is carried out by using both quantitative and qualitative analysis methods. Mostly, secondary data has been used for analysis, but the discussion and personal interview with the concerned employees of the selected banks are also used for qualitative analysis. Hence, research design of this study is based on descriptive and analytical method.

3.2 Nature and Sources of Data

The two types of data are used in this study, one is from consumers and other is sales data from the manufacturers. Mainly, the nature of this study is based on the primary data. The primary data collect from the different places of Kathmandu valley and secondary data are collected from the dealer of Coca-Cola Kathmandu office. And from the annual report of Nepal Bottlers Nepal.

3.3 Population and Sample

The population of this study is the whole drinkers of cold drink in the Kathmandu valley and some respondent are sample. There were 150 samples from the whole population of the study. Samples were taken from different places of Kathmandu valley Kalanki, Chabhil, Koteshwor and Lagankhel. Respondent are male as well as female between age group of 25 to 50 . A random sampling method is uses and various brand of coca-cola such as coke, sprite, fanta will be used for the study purpose.

Table: 3.1

Classification of Respondent

Location	Male	Female	Total
Chabhil	18	13	31
Kalanki	17	16	33
Koteshwor	21	21	42
Lagankhel	25	19	44
Total	81	69	150

Source: Field Survey, 2012

3.4 Data Collection Technique

To collect the actual information about the media habit of people the questionnaire was developed and other relevant questions would be asked in the spot directly. So here the emphasis will be given to respondents background i.e. age, sex, marital

status, education etc. media habit, perception about media, and message reception through advertisement.

3.5 Tools for Analysis

This study would mainly base on primary data from the field visit, interviewing and questionnaire survey. The collected information would be presented in appropriate table. They were categorized and tabulated according to the objective of the study.

The collected data and information were manually processed and analyzed in a descriptive way.

CHAPTER-IV

PRESENTATION AND ANALYSIS OF DATA

First type is a survey conducted in Kathmandu to explore what the consumer think about the Advertising activities which have been doing by the Coca-Cola manufacturing company (NBL). This research is mainly of exploratory type so the researcher tried to give more accurate picture of the impact of the sales on advertising. So two way of collection and interpretation of data is considered and given in this study. We first analyze, and interpret the survey data and response taken from the market place from the real consumer.

4.1 Presentation of the Primary Data

This segment consists of the presentation of the primary data collected through the questionnaires in the tabulated and graphical notation from with the description of each information gathered serially matching with the order of the objectives of this study. Hence, the collected primary information is presented below in the following way:

4.1.1 Respondent's Profile

Only 150 questionnaires distributed for collection data. The researcher has taken response from the market place from the real consumer. All 150 questionnaires distributive in Kathmandu and cent percent questionnaire collected, the following table given the details.

Table: 4.1
Demographic Analysis

Gender	No.	Present
Female	90	60
Male	60	40
Total	150	100

Source: Field Survey, Oct 2012

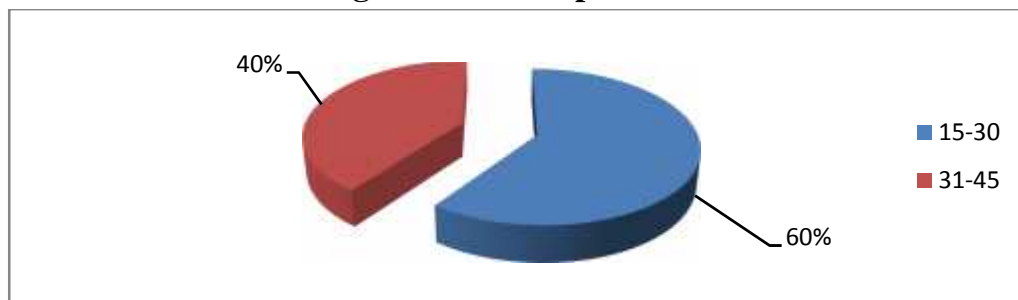
The above table shows that out of total respondents male respondents are 60 percents and female respondents are 40 percent.

Table: 4.2
Age level of Respondents

Age	No.	Percent
15-30	90	60
31-45	60	40
Total	150	100

Source: Field Survey, Oct 2012

Figure: 4.1
Age Level of Respondents



The above table shows the age level of the respondents. As shown out of total 60percent fall in to the age group of 15-30 and remaining 40 percent in to age group of 31-45.

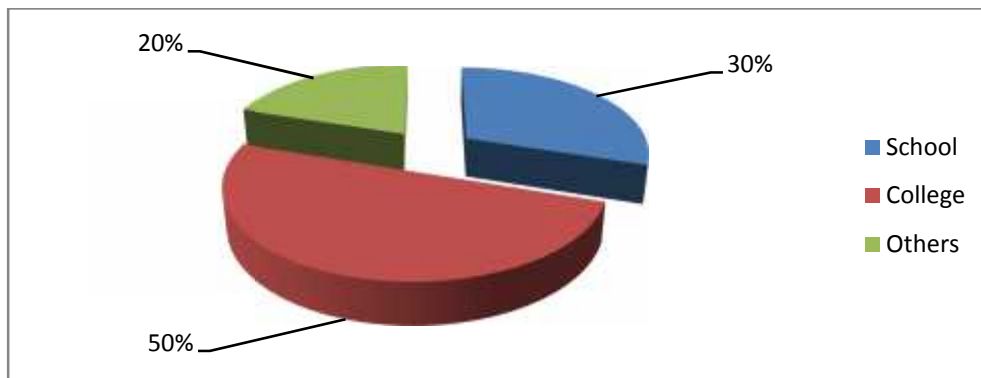
Table: 4.3
Education Level of Respondents

Level	No.	Percent
School	45	30
College	75	50
Others	30	20
Total	150	100

Source: Field Survey, Oct 2012

Figure: 4.2

Education Level of Respondents



Out of total respondents 30 percent are school level students. College level students are 50 percent and remaining are Jobholders and other workers.

4.1.2 Consumers Cold Drink Drinking Habit and Behavior

To know about consumer habit the researcher start from very preliminary questions like “Do you drink cold drinks?” To the very specific question like “Do you stick on any special brand of cold drink?” The following series of table presents the response behavior.

Table: 4.4

Drink Habits

Particular	No.	Percent
Yes	144	96
No	6	4
Total	150	100

Source: Field Survey, Oct 2012

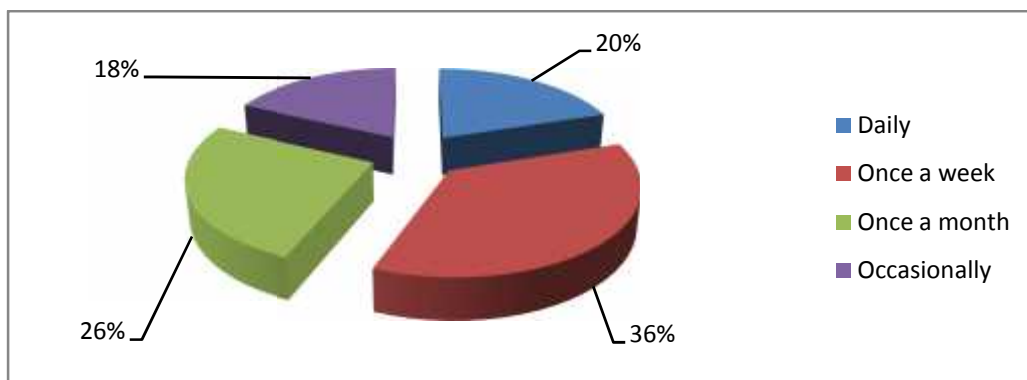
The response on above table shows that out of total respondents 96 percent drink cold drink and only 4 percent responded do not drink.

Table: 4.5
Drinking Frequency

Particular	No.	Percent
Daily	30	20
Once a week	54	36
Once a month	39	26
Occasionally	27	18
Total	50	100

Source: Field Survey, Oct 2012

Figure: 4.3
Drinking Frequency



The table shows the frequency of drinking cold drink of the people 20 percent of the people drink daily, 36 percent people drink once a week, 26 percent people drink once a month and 18 % of people drink cold occasionally in Kathmandu valley.

Hypothesis No 1

H₀: There are no significance differences among frequency of drinking.

H₁: There are significance differences among frequency of drinking.

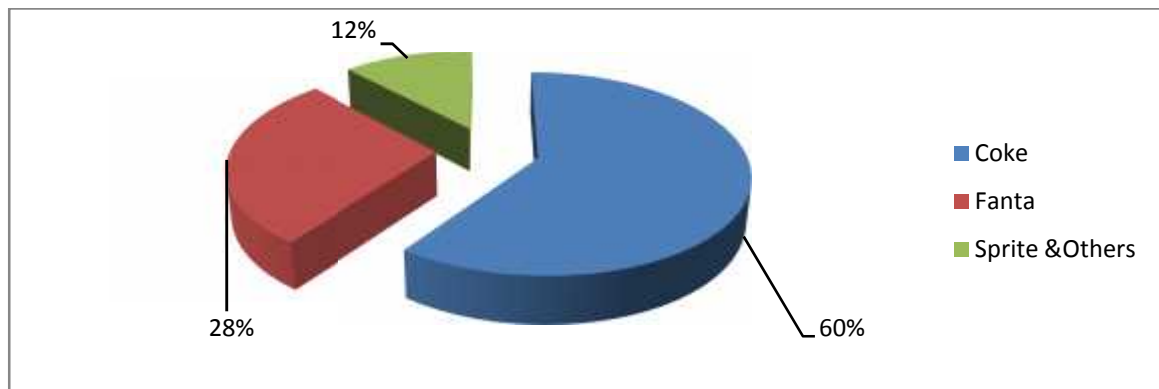
The tabulated value of χ^2 at 5% level of significance for 3df is 7.81. Calculated value 11.76 is greater than tabulated value (7.81). So H_0 is rejected so we can say that there are significant differences among frequency of drinking.

Table: 4.6
Brand Preference

Product	No.	%
Coke	90	60
Fanta	42	28
Sprite & Others	18	12
Total	150	100

Source: Field Survey, Oct 2012

Figure: 4.4
Brand Preference



The above table shows that the brand preference of the individual. 60% choose coke, 28% people choose Fanta and 12% people choose Sprite and other brands.

Hypothesis No. 2

H_0 : Consumer is brand loyal.

H_1 : Consumer is not brand loyal

The calculated value is 53.92. The tabulated value of χ^2 at 5% level of significance for 2df is 5.99. Calculated value is much greater than tabulated value. So, H_0 is rejected i.e. Consumers are not brand loyal.

4.1.3 Means of Advertisement on Cold Drinks (Coca- Cola)

To know consumers opinion and their think about means of advertisement that cold drink company perform. The researcher has picked up the subject with very simple question such as "Do you know about the means of Advertisement that cold drink manufacturers perform?" The following is the table relating with promotional work.

Table: 4.7

Popularity of Means of Advertisement

Particular	No.	%
Yes	135	90
No	15	10
Total	150	100

Source: Field Survey, Oct 2012

The above table reveals the popularity of means of advertisement which provide by manufacturer of cold drinks. According to the table 90% of people know about the means of Advertisement and the only 10% of people are unknown about the Advertisement.

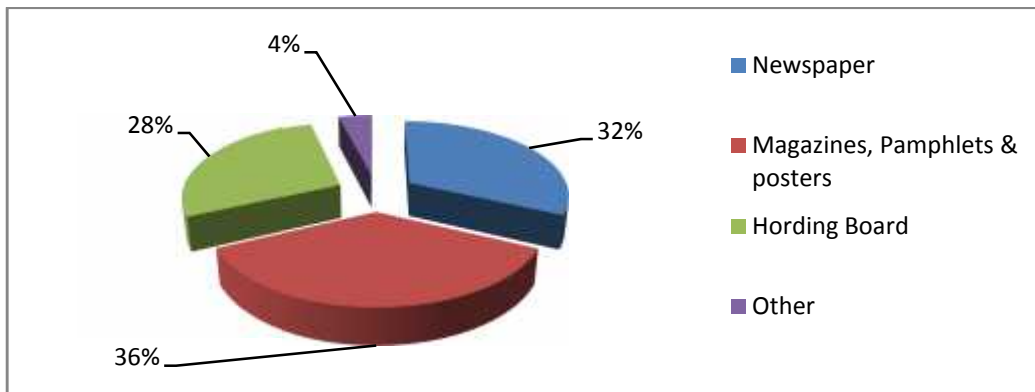
Table: 4.8

Aware of Advertisement

Particular	No.	%
Newspaper	48	32
Magazines, Pamphlets & posters	54	36
Hording Board	42	28
Other	6	4
Total	150	100

Source: Field Survey, Oct 2012

Figure: 4.5
Aware of Advertisement



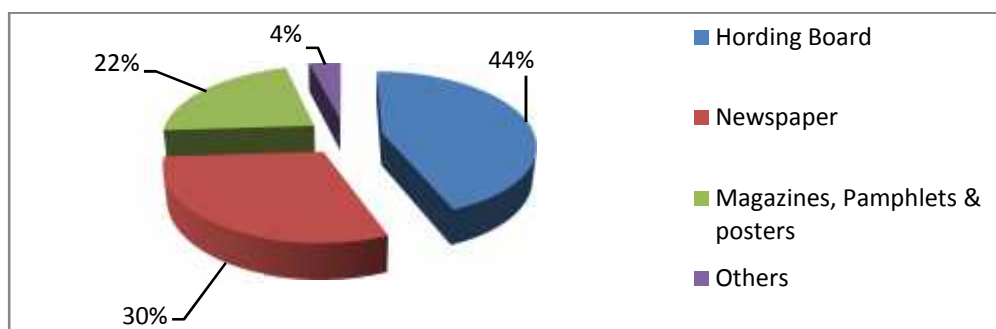
Out of the total respondents 36% people are aware of the Magazines, Pamphlets & posters, 32% aware of Newspaper, 28% Hording Board and 4% of people aware of other Advertisement works.

Table: 4.9
Effectiveness of the Advertisement Tools

Particular	No.	%
Hording Board	66	44
Newspaper	33	30
Magazines, Pamphlets & posters	45	22
Others	6	4
Total	150	100

Source: Field Survey, Oct 2012

Figure: 4.6
Effectiveness of Advertisement Tools



The table shows the effectiveness of the advertisement tools. Out of the Total respondents 44% of people choose hording board. 30% on newspaper, 22% Magazines, Pamphlets & posters and 4% of people choose other advertisement tools.

Table: 4.10

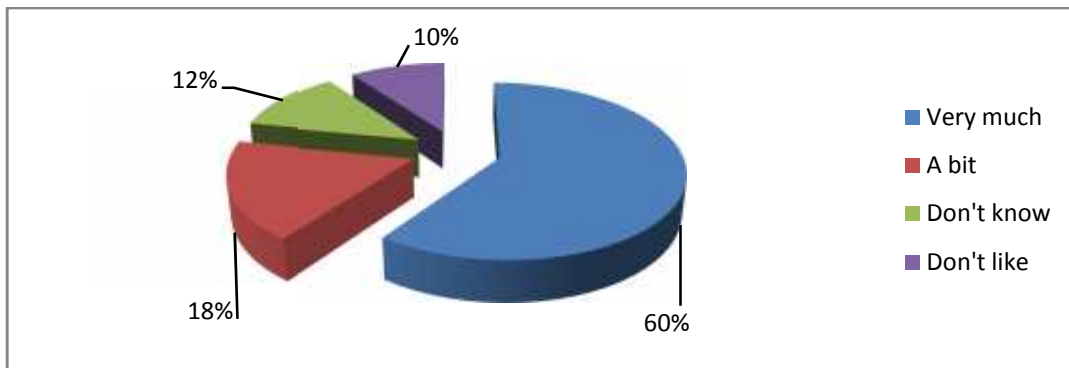
Interest on Watching Advertisement

Particular	No.	%
Very much	90	60
A bit	27	18
Don't know	18	12
Don't like	15	10
Total	150	100

Source: Field Survey, Oct 2012

Figure: 4.7

Interest on Watching Advertisement



The above table shows the interest of the people on watching advertisement. Out of the total respondents 60% of people like watching very much. 18% like a bit, 12% of people are indifference of these advertising and 10% of people are against of these advertisement.

Hypothesis no.3

Ho: There is no relationship between contents and consumer behavior.

Ho: There is relationship between contents and consumer behavior

Calculated value of χ^2 is greater than tabulated value ($33.36 > 7.8$). So null hypothesis (Ho) is rejected. So we can say that there is a relationship between contents and consumer behavior i.e. consumer are like watching advertisement.

Table: 4.11

Participation in Contents

Particular	No.	Percent
Yes	108	72
No	42	28
Total	150	100

Source: Field Survey, Oct 2012

The table depicts that 72 percent of people taking parts in contents and 28 percent of people do not taking any parts in contents.

Table: 4.12

Win Prizes

Particular	No.	Percent
Yes	36	24
No	114	76
Total	150	100

Source: Field Survey, Oct 2012

Table: 4.13

Encourage to Consumer More

Particular	No.	Percent
Yes	84	56
No	66	44
Total	150	100

Source: Field Survey, Oct 2012

The above table shows that if promotion scheme should be change 56 percent of people are encouraged to consumer more cold drink and 44 percent of people are not affected by any scheme.

Table: 4.14

Brand Switching

Particular	No.	Percent
Yes	111	74
No	39	26
Total	150	100

Source: Field Survey, Oct 2012

The above table shows that 74 percent of people switch their brand if they do not provide any promotion package. And 26 percent of people are brand loyal so they do not change their usual brand.

4.1.4 Media Graphic

To know which media is suitable to convey the messages of sales promotion, which media is more popular, the researcher wants to ask some question like. "Do you watch/read/listen the programs and news from T.V. paper and Radio?" The following is the table relating with media.

Table: 4.15
Habit on Watching Programs

Particular	No.	Percent
Yes	150	100
No	0	0
Total	150	100

Source: Field Survey, Oct 2012

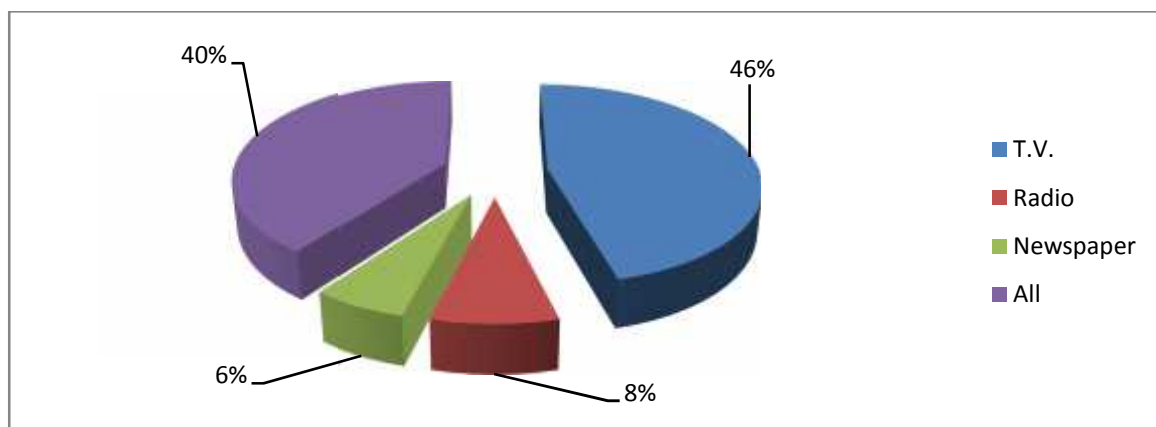
The table shows that sent percent of people watch/listen/read the programs and news on T. V. radio and paper respectively.

Table: 4.16
Media on Advertisement

Particular	No.	Percent
T.V.	69	46
Radio	12	8
Newspaper	9	6
All	60	40
Total	150	100

Source: Field Survey, Oct 2012

Figure: 4.8
Media on Advertisement



Media Choice

The table shows that 46 percent of people choose T.V. 8 percent choose radio, 6 percent choose newspaper and 20 percent of people choose all these media to watch/listen/read the programs and news.

Table: 4.17

Interest on Advertisement

Particular	No.	Percent
Yes	135	90
No	15	10
Total	150	100

Source: Field Survey, Oct 2012

Out of total 50 respondents 90 percent of people show interest on advertisement and 10percent of people not interest on advertisement.

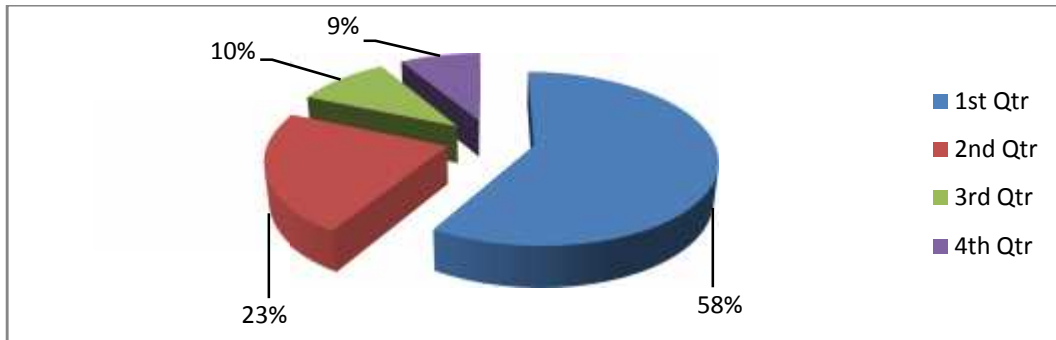
Table: 4.18

Media selection

Particular	No.	Percent
T.V.	66	44
Radio	18	12
Newspaper	15	10
All	51	34
Total	150	100

Source: Field Survey, Oct 2012

Figure: 4.9
Media Selection



The above table indicates that 56 percent of people select electronic media (include T.V. and radio) 10 percent select print media (newspaper) and 34 percent of people select both print and electronic media.

Hypothesis No. 4

Ho: There is no relationship between media selection and consumer habit.

H1: There is a relationship between media selection and consumer habit.

Tabulated value of x^2 for 3df at 5 percent level of significant is 7.81. Calculated value of x^2 is greater than tabulated value ($16.72 > 7.81$). So null hypothesis (Ho) is rejected i.e. there is relationship between media selection and consumer habit.

4.1.5 Retail Shopkeeper's Opinion

To know what shopkeeper think about sales promotion program the researcher ask some question to them. The following is the table relating with sales person.

Table: 4.19
Know about promotion Task

Particular	No.	Percent
Yes	144	96
No	6	4
Total	150	100

Source: Field Survey, Oct 2012

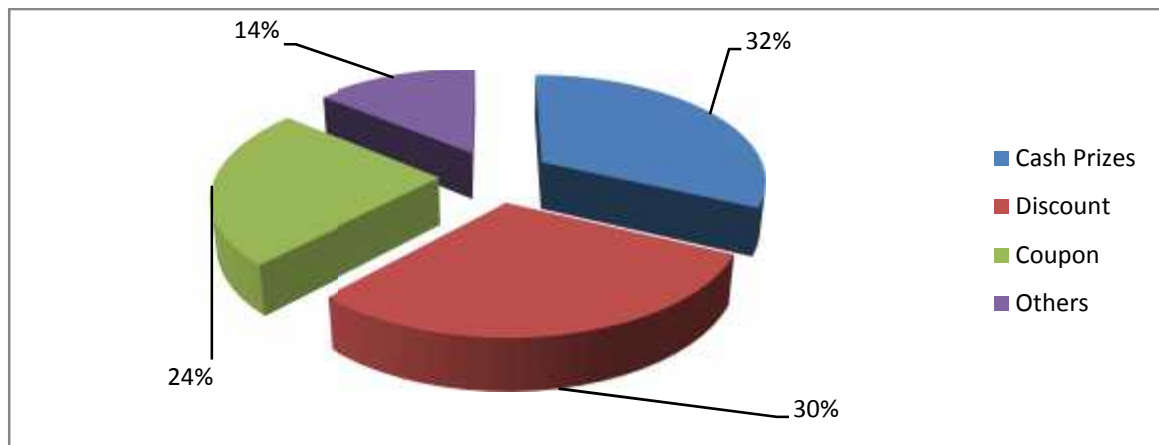
The above table shows the coverage of promotion 96 percent of people know about at any one promotional work that manufacture promote and only 4 percent of people do not know about promotion.

Table: 4.20
Aware of Promotion

Particular	No.	Percent
Cash Prizes	48	32
Discount	45	30
Coupon	36	24
Others	21	14
Total	150	100

Source: Field Survey, Oct 2012

Figure: 4.10
Aware of Promotion



Out of total respondents 32 percent retailer are aware of cash prizes, 30 percent aware of discount, 24 percent coupon and remaining 14 percent of people aware of others promotional works.

Hypothesis No. 5

Ho: There is no signification difference between promotion and retailer i.e., retailers are aware of promotion.

H1: There is signification difference between promotion and retailers i.e., retailers are not aware of promotion.

Tabulated value of χ^2 at 5 percent level of significance for 3df is greater than calculated value ($7.81 > 3.90$). So we accept null hypothesis

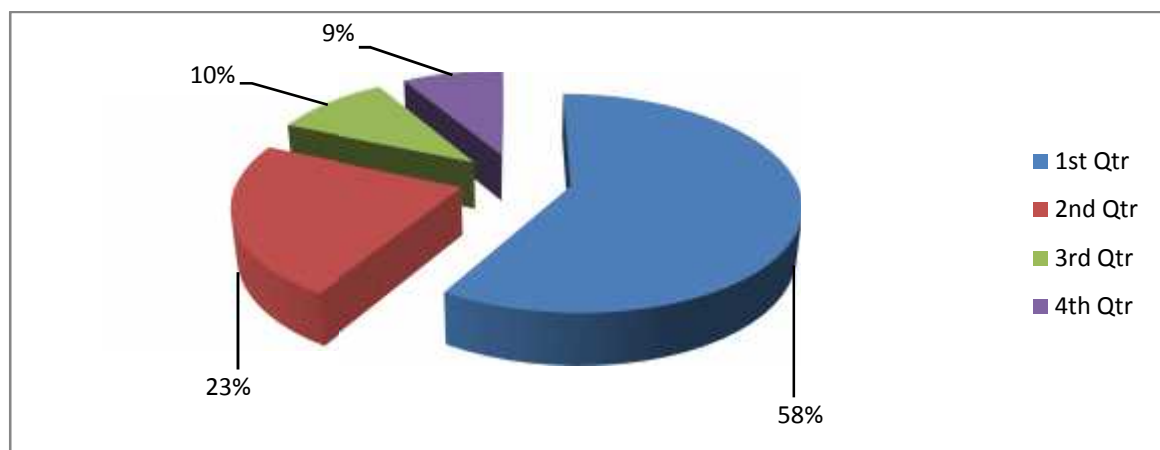
(Ho) i.e. consumers are aware of promotional tasks.

Table: 4.21
Encourage to Sales Value

Particular	No.	Percent
Cash	48	32
Discount	45	30
Coupon	39	26
Others	18	12
Total	150	100

Source: Field Survey, Oct 2012

Figure: 4.11
Encourage to Sales Value



The above table shows that the coverage of promotional tools.32 percent of retailer is encouraged by cash prize. 30 percent encouraged by discount. 24 percent encouraged by coupon and remaining 14 percent of retailer are encouraged by others tools to sales more.

Hypothesis No. 6

Ho: There is no significances difference between promotion and sales.

H1: There is significance difference between promotion and sales.

Tabulated value of χ^2 at 5 percent level of significance for 3 df is greater than its calculated value ($7.81 > 3.90$). Null hypothesis (Ho) is acceptable i.e. sales and sales promotion is related.

Table: 4.22
Taken Parts on Contents

Particular	No.	Percent
Yes	147	98
No	3	2
Total	150	100

Source: Field Survey, Oct 2012

The above table shows that 98 percent of sales person (Shopkeepers) are involving at one contents and only 2 percent of are not taken parts on these contents.

Table: 4.23

Win Prizes

Particular	No.	percent
Yes	138	92
No	12	8
Total	150	100

Source: Field Survey, Oct 2012

The table show that 92 percent of people win prize and only 8 percent of people do not win any prize.

Table: 4.24

Effectiveness of Sales Promotion

Particular	No.	Percent
Yes	114	76
No	36	24
Total	150	100

Source: Field Survey, Oct 2012

The above table shows that effectiveness of sales promotion. 76 percent of retailers are affected by promotion but 24 percent of retailers are not affected by promotion.

Table: 4.25

Effect of Sales promotion on Sales

Particular	No.	Percent
Yes	120	80
No	30	20
Total	150	100

Source: Field Survey, Oct 2012

From the above table 80 Percent of retailer of says that they are affected by promotion work. if any product do not provide any promotion package they switch their brand but 20 percent of retailer are brand loyal.

4.2 Major Finding of the Study

The major objective of the present study to see advertisement tools are effective or not on the sales of the cold drink. The whole research is sub divided on the basis in interpretation and analysis i.e. effect of impact of advertisement to the consumer and shopkeepers view point.

On the basis of analysis of the major findings are:

-) The person who drinks occasionally and prefers coke brand more than others.
-) People are aware about advertisement activities out of them most people know about hoarding board than newspaper than Magazines, Pamphlets & posters. But hoarding board is effective than others tools.
-) As the observation shows that the trend of all two brands is increasing. The coca-cola drinker's have not particular choice of brands. So the concept of brand loyalty is not founding Nepalese cold drink market. So they can easily be directed towards one particular brand through proper marketing.
-) All media is not popular among the people. Only electronic media (specially.) is very popular among the people and the people who watch and listen media notice the ads, the percentage of the people notice ads for entertainment are higher than for information.
-) It is found that coca-cola distributor generally conduct 3 months special promotion package one times in a year. In this time they achieve 50 percent sales target of year.
-) Large number of people is interested on promotional contents that the manufacturer launches various occasions. Retailers are interested on promotional program.

) They are aware of hoarding board then other advertisement work Sales promotion programmed has positive impact on retailers and most of them taken parts on contents.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Marketing is indispensable in today's market. Only those firms which have a sound marketing strategy can exist in market. Marketing is all about understanding needs and demands of the customers. To know their needs and wants, communication is very important in order to promote their products with the motive to gain customers attention and attraction. It has been a fact that product just can be sold because of attractive prices alone. But to generate sales and profits, the benefit of the products must be commercial to the customer.

Advertising is the best way to communicate and reach the mass people at the same time. It directs a message at a large number of people with a single communication. Effective advertising should generate awareness of both company and the product, it should help to create an interest and desire for product and stimulate regular and potential customers to purchase the products. The main purpose of this study is to analyze impact of advertising on sales.

Due to the globalization of the business, the world has become so close that a company can easily access to the market of the other part the world. The companies are facing through challenges to market their product. Over the years, the thrust has shifted from efficient productions to the swift marketing. Marketing department has developed different techniques to the market the different products.

Nepal is country of rural markets which are far from modernized system. The economy is characterized by low average per capita income. Though the concept of buying Nepali products is nowhere, because of low availability of local brands, consumers have been buying foreign products and brands since very long. This report has given the current picture of people's preference on media. Different people have different media habit and meaning of media for each of them might also be different. Some people take media as a source of information, while some

take it as a source of entertainment. The media owner has ability to serve and meet the requirements of the media users, which will help in making them the best in the media market.

The concept to pickup this subject for research came into mind because the Nepalese companies are using this technique very much but nobody has tried to do research and find out its effectiveness in Nepalese market the researcher work on this topic because this is virgin and challenging area for research. In Nepal the increasing importance of advertisement in marketing, as compared to media advertising, over the past fifteen years is the result of success achieved thoroughly sales promotion. The reason behind this has been the challenge of competition faced by business and industry during the latter part of this century.

Coca-Cola company (brands:- coca-cola, sprite, fanta) which was established in the private sector who constantly offer prizes and other tools as a promotional techniques. This companies practice the sales promotion method to achieve the following objectives.

-) To offset the impact of a new competitive products.
-) To create demand for a new product to pursue other brands users to get rid of competition to establish sales habit to the initial users to increase immediate sales. to recover loss in sales. to meet competition. to simplify and encourage to work of salesmen to sell.

The questionnaires were distributed in Kathmandu and the sales data taken from distributor. Out of collected data, chi square (x^2) method of statistic were used to see the different result. Chi square test's result show that electronic media is shows that the increase in promotional expenses causes the overall sell of the coca-cola is very high.

5.2 Conclusion

The present study finds that besides the consumers have not particular choice of brands. So the concept of brand loyalty is not found in Nepalese consumer. So, they can easily be directed towards one particular brand through proper advertising activities. In summary, increasing sales of one brand does not affect negatively to the sales of other brand. They all can increase their sales through promotional activities and create own separate new market.

The overall conclusion of this study would be the following.

-) Electronic media is most accepted by the people. So far advertisement purpose the electronic media is very suitable.
-) The person who drinks occasionally and prefers coke brand more than others.
-) People are aware about advertisement activities out of them most people know about hoarding board than newspaper than Magazines, Pamphlets & posters. But hoarding board is effective than others tools.
-) All media is not popular among the people. Only electronic media (specially.) is very popular among the people and the people who watch and listen media notice the ads, the percentage of the people notice ads for entertainment are higher than for information.
-) It is found that coca-cola distributor generally conduct 3 months special promotion package one times in a year. In this time they achieve 50 percent sales target of year.
-) Large number of people is interested on promotional contents that the manufacturer launches various occasions. Retailers are interested on promotional program.
-) They are aware of hoarding board then other advertisement work Sales promotion programmed has positive impact on retailers and most of them taken parts on contents.

-) As the observation shows that the trend of all two brands is increasing. The coca-cola drinker's have not particular choice of brands. So the concept of brand loyalty is not founding Nepalese cold drink market. So they can easily be directed towards one particular brand through proper marketing.

5.3 Recommendations

The success and failure of the industries depend on the sales of the products. The whole world is running after the sales. Sales are the very pivotal activities of any industries. Companies expense huge amount for research on consumer habit and its impact on human behavior. So the advertisement is the key factor to increase sales. On the basis of findings of the present study, the following recommendations are advised to the industries. If the recommendations are properly applied the positive impact can be seen.

-) Advertisement is just a tool to inform public about the market availability, nature of product, its price and usefulness. Just the increment in promotional budget cannot boost the sales of the product. Every product has its target group. The advertisement gets successful only if it is able to reach its target group.
-) The study indicated that the advertisement of any product leaves good impact on the consumer behavior
-) Findings proved that the advertising have impacts on the sales of the coca-cola. But the company launches the special sales promotion package for only 3 or 4 months. It is strongly advised that sales promotion programs should be launched at least 6 months, be it, the programs has to be broken into two parts, and the expenses made on the promotion should be lower down a bit. If it is done the overall average sales for the year will be increased substantially.
-) The electronic media is very popular among the people. So the heavy media coverage should be acquired. The advertisement should be more

entertaining which can able to cater the need of brands information too, should be introduced.

-) At the last, sales promotion covers a wide range of short term incentive tools designed to stimulate the consumer market, the trade, and the organizations own sales force. Sales promotion expenditures now exceed advertising expenditures and are growing at a faster rate. So as in Nepal too, the use of this marketing techniques is increasingly high. Thus, the use of sales promotion is very important if the use would be in a proper way.
-) Hording board is also one of the powerful tool to grab attention of the customer but these days government has restricted the alcoholic companies to place their hording board in public place but I don't think that opportunities has totally been closed because companies are still putting their board in the highway , tourist places, etc.
-) If the suggestions are to be followed properly by the industries, the positive impact on the sales as well as on the image of the companies and also the image of the cold drinks among the consumers would be positive.

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APPENDICES

APPENDIX-I

Questionnaire to the Customer

Fill in the following information

Name:

Address:

Office:

Complete the following questions marking on the best answers:

1. Your Age: 15-30 31-45
2. Gender: Male Female
3. Education : Up to Intermediate (+2) Graduation Above

Graduation

4. Do you like to drink cold drinks?
 Yes No
5. How often do you have cold drinks?
 Daily Once a Week Once a Month Occasionally
6. When you think of cold drinks which brand name comes into your mind?
 Coke Fanta Sprite Others
7. Do you watch Television programs?
 Yes No
8. Which media do you prefer most to collect information about cold drinks?
 Radio TV Newspaper/ Magazine All
9. Do you like advertisement in media?
 Yes No

10. Do you know about the promotional works that have been done by Coca Cola Company?
- Yes No
11. Where do you hear about these promotional activities of Coca Cola?
- Radio TV Newspaper/ Magazine All
12. Which of these following promotional activities do you know about?
- Item Prize Coupon Cash Prize Others
13. Which of the following promotional activities do you prefer most?
- Item Prize Coupon Cash Prize Others
14. How do you like the contest performed by the Coca Cola Company?
- Very Much A Bit Don't Know Don't Like
15. Have you ever participated in Coca Cola contest?
- Yes No
16. If yes, have you ever won prize from Coca Cola contest?
- Yes No
17. Do you like to have cold drinks because of promotional scheme?
- Yes No
18. Do you like to stick to Coca Cola or switch to other brands because of promotional scheme?
- Stick with Coca Cola Go to other brands

APPENDIX-II

Questionnaire to the Retailer

Fill in the following information

Name:

Address:

Name of the Shop:

Complete the following questions marking on the best answers:

19. What is your profession?

Service Business Others

20. Do you sell cold drinks of Coca Cola Company?

Yes No

21. Which of the following cold drinks offer your customer most?

Coca Cola Fanta Sprite Others

22. Do you watch Television programs?

Yes No

23. Which media do you prefer most to collect information about cold drinks?

Radio TV Newspaper/ Magazine All

24. Do you like advertisement in media?

Yes No

25. Do you know about the promotional works that have been done by Coca Cola Company?

Yes No

26. Where do you hear about these promotional activities of Coca Cola?

Radio TV Newspaper/ Magazine All

27. Which of these following promotional activities do you know about?

2

Discount Coupon Cash Prize Others

28. Which of these following promotional activities do you prefer most?
 Discount Coupon Cash Prize Others
29. What sort of promotion tools do you include to sell more Coca Cola brand?
 Item Prize Coupon Cash Prize Others
30. How do you like the contest performed by the Coca Cola Company?
 Very Much A Bit Don't Know Don't Like
31. Have you ever participated in Coca Cola contest for retailer?
 Yes No
32. If yes, have you ever won prize from Coca Cola contest?
 Yes No
33. Do these promotional tools help you to encourage to sale more of any special brand?
 Yes No
34. Do you like to stick to Coca Cola or switch to other brands because of promotional scheme?
 Stick with Coca Cola Go to other brands

APPENDIX-III

QUESTIONNAIRE TO THE DEALER

Complete the following questions marking on the best answers:

35. What kind of customer comes to your Coca Cola dealer?
 Foreign Domestic
36. Which Cold Drinks are available in your dealer?
 Coca Cola Pepsi Fruit Juice Others
37. Which of the following cold drinks offer your customer most?
 Coca Cola Fanta Sprite Others
38. Do you watch Television programs?
 Yes No
39. Which media do you prefer most to collect information about cold drinks?
 Radio TV Newspaper/ Magazine All
40. Do you like advertisement in media?
 Yes No
41. Do you know about the promotional works that have been done by Coca Cola Company?
 Yes No
42. Where do you hear about these promotional activities of Coca Cola?
 Radio TV Newspaper/ Magazine All
43. Which of these following promotional activities do you know about?
 Discount Coupon Cash Prize Others
44. Which of these following promotional activities do you prefer most?
 Discount Coupon Cash Prize Others

45. Do these promotional tools help you to encourage to sale more of any special product?

Yes No

46. If yes, which product do you sale more?

Coca Cola Fanta Sprite

47. Which product do you sell in very low quantity?

Coca Cola Fanta Sprite

48. Does your organization apply any promotional tool to increase sales volume on your own?

Yes No

49. If yes, what short of promotional tool has your organization applied?

Advertising Personal Selling Publicity Others