

Chapter 1

Introduction

1.1 Background of the Study

Today's world is the world of advertisement. World without advertisement, can't be imagined. But advertisement has not come up to this point at once. It has crossed so many steps to come here. Although there is not any concrete evidence when the advertisement got started but it is assumed that it got started since the beginning of human civilization. Or if we observe minutely it has its existence before the beginning of human civilization. Along with the development of human civilization advertisement also made its gradual advancement.

Before the invention of printing press public announcers were used to disseminating government necessary information to public.

It is believed that after the invention of John Gutenberg's printing press in 1438 AD advertisement formally developed. Since then with the help of different media like newspaper, Radio, Television and now the advertisement has come up to this point of development. Today it has been refined and developed in such a way that it is impossible to imagine a world without advertisement.

In Nepal, for the first time advertisement was published only after the entrance of printing press. The advertisement in the back cover page of the writer Krishna Giri's book "**mochhasidhi**" is the first proved advertisement in Nepali Language (Nepal & Humagain, Baisakha 16-31, 2060).

Radio Advertisement in Nepal started with the regular transmission from 2007 B.S. then the advertisements were also started to be broadcasted from Radio. At the beginning Radio Nepal had broadcasted translated Nepalese advertisement based on the Hindi tunings. But later on after 2030 B.S. Radio Nepal rejected some such advertisement and started to produce advertisement in Nepalese Language (Kiran & Humagain, Baishakha 16-31, 2060). And then when Television started its service in 2042 B.S. Television advertisement began in Nepal. Before the restoration of democracy in 2046 B.S there were limited numbers of media specially owned by government and the advertising industry is also limited.

After the restoration of Democracy in 2046 B.S, the advertisement industry flourished in real

means. Large numbers of Newspapers, fm stations and private television channels were opened in Nepal.

Along with this flourish of mass media, the arena of the advertisement also widened. Now a days, large number of newspapers and magazines are published nationally and regionally. Like wise the number of television is also nearly a dozen. More importantly, at this time, the fm stations have made progress heavily in Nepal .Now; More than four hundred radio stations are transmitting their service regularly. And more then four hundred fifty radio stations have already got license for transmission (nepalradio.org, 2065). Because of the complex geographical location of the country, radio is seen as the more effective means of communication in comparison to others. Almost 65% of the country is covered by one or more of the fm radio signals for comfortable tuning to the radio frequencies. This percentage increase to 75 when calculated for the lowest signal level that can be received by a highly sensitive radio set (Equal access Nepal, 2007). Even in Humla, Jumla and Dolpa, the districts regarded as the remotest part of the country, there is radio stations established and are running programs effectively (Antenna Foundation Nepal, 2066).

These show in the context of Nepal, fm stations have more access and effectiveness in comparison to the other means of commusnication.

In Dhandadhi Municipality there are already six fm radio stations established. The first private commercial radio station is Dinesh fm station. The dwellers of this district are supposed to be the top listeners of fm radio and providing their advertisement through radio station in the country. In this way the means of communication get developed and along with this the advertisement also gets well developed. Although there is not the authentic data of advertising trade in Nepal, the specialists related to this field claim that more than 300 corer's business happen in this field yearly In this way along with the extension of the advertisement, not only the big business houses but also the small entrepreneurs and advertisers also started to allocate money for the advertisement of their products and services. But the results of the expenses made on the advertisements have not been satisfactory in terms of its returns. And the other hand, the increasing numbers of the means of communication have created more competition among themselves (Humagain D. R., 2065). Due to lack of concrete study and sound information regarding advertisement, the investment of the advertisers has gone waste in one side and in

another side it has invited unhealthy competition among the media. They just decrease the amount of advertisement to gain it in comparison to the other because besides it they don't have any idea how to attract advertiser. And, ultimately this will be unproductive to the media houses (Guragain, 2065).

Regarding the issue neither the state nor the private sector has done sufficient. AC Nelsen Nepal has conduct research in this field to some extend but they are out of common peoples' reach as only limited industrial houses are using them. In such situation, if the study is done it will benefit advertisers, media houses and to all the related people.

Now days, in one side the means of communication that flourished after the restoration of democracy in Nepal is suffering from financial crisis and on another hand advertisers are frustrated for not getting the benefits that they expect from the advertisements. The basic financial source of the Nepalese media houses is the income of advertisement (Guragain, 2065). But due to lack of proper study and research in the field has created problems in the whole area. To some extent, some big media houses located at capital are being able to have the access of the advertisements but the situation is very poor outside the valley.

Although all forms of media are suffering from the same problem but the locally opened radio stations have large numbers of its listeners, investments and dependent manpower, so if the study is done in this field the large number of people and community will get benefit from it.

1.2 Development of Advertising in Nepal

In the early stage, the needs and wants were very limited and the products were also very limited. With the passage of time, consumption habit changed and society entered into the Malla period between 936 to 1825 B.S. At this period people came to know about the product of other people. The king at that period was very liberal, King was interested to understand the needs, wants, desires, pains and pleasures of the people, the announcer proclaimed about the products to the people, they also demonstrated the products at cultural shows, festivals and Jatras etc.

Even during the Rana period, public announcer went through the streets announcing the opening and closing of gambling period during the Laxmi Pooja and other accessions. With the passage of time things have changed Nepali newspapers and magazines fractured advertisement.

(Nepal's earliest recorded ad Source: AAAN)

The roots of formal advertising can be traced back to a printed advertisement that appeared on the back cover of a book called Moksh Siddhi in 1919 B.S. The advertisement taken out by Manoranjan Press, Thahiti, promoted their various publications. The next instance of a Nepali advertisement on print is found in 1945 B.S. when Gorkha Bharat Jeevan brought out advertisements on the cover of Gorkha Hasya Manzari, published by the Gorkha Bharat Press, Banaras, India.

With time, improvements were made in media and communication services and Nepali advertising followed suit. It can be safely said that the milestones, and spurts of progress in the advertising sector have coincided with the developments in mass media. The start of Gorkhapatra in 1958 B.S. is not only a landmark in the field of Nepali media but can also be taken as the real start of Nepali advertising.

While Gorkhapatra Sansthan can be attributed as having initiated regular print advertising, another publication major, Kantipur Publications deserves credit for taking print advertisements to another level through full colour printing. The use of colour opened up new possibilities, and as a result, major progress was made by the advertising sector.

With the national daily Gorkhapatra churning out advertisements on a regular basis, the advertising sector caught momentum, and the next major development came in the form of an advertising agency, Laxman Upadhaya's Nepal Advertisers. The main objective of the agency was to publish flashy and attractive advertisements in the print media. Three years later, following in the footsteps of Upadhaya, Keshav Lamichane started Nepal Printing and Advertising Agency owned by Keshav Lamichane. This agency held the accounts of prime clients like Janakpur Cigarette Factory, Royal Nepal Airlines Corporation and Nepal Bank Limited.

Nepal got a taste of yet another medium of mass communication through the introduction of radio broadcasting in 2002 B.S. Instituted by Prime Minister Padma Sumshere and run by Kashi Raj Pande from a powerhouse of Nepal Electricity Corporation in Tundikhel, the service was shortlived, and was discontinued due to protest from other Ranas.

Regular radio broadcasting commenced on Magh 17, 2007 B.S. with the start of Nepal Radio (now Radio Nepal). It initially did not offer advertising services, and due to the lack of reliable records, the presence of advertising content in the later years cannot be ascertained. The real

impetus for radio advertising however came after private fm stations came in operation in 2047 B.S. A new trend began with stations like Hits fm creating advertisements in house, and effectively mixing their program content with advertising content.

With the start of regular TV transmission by Nepal Television on Poush 14, 2042 B.S., a new era dawned in the context of Nepali Media. But unlike print and radio, the ushering in of TV did not bring about any dramatic changes or growth in the advertising sector, possibly due to various resource and technical constraints.

The starts of private TV channels have added to the choice of content before the viewers, but the medium is as yet a little charted domain as far as advertising possibilities and opportunities are concerned(Advertising Agency Association Nepal).

1.3 Radio in Dhangadhi

In Dhangadhi, Dinesh fm was first radio. It establishing audio tower in Dhangadhi in 2063 B.S. At that time different types of programs such as News, environment conservation, social awareness were broadcasted in daily and weekly basis. Dinesh fm started its transmission for the first time in 2063 BS in Dhangadhi. In its early days Dinesh fm was broadcasted for 8 hours a day, which was later, extended up to 18 hours. At that time News, Talk-shows, Musical Programs, Health and Agriculture related programs were broadcasted.

It was after the establishment of Dinesh fm that the locals of Dhangadhi found themselves able to advertise their local products and services on radio. Especially, the advertisements of local government offices, Local NGOs, local Fancy stores, jewelry shops, hotel and restaurants, schools/colleges, Medical services etc. along with the national advertisements were aired in fm

At Present 6 fm stations, namely:

Dinesh fm 93.8 Mhz

Radio Dhangadhi 90.5 Mhz

Khaptad fm 98.2 Mhz

Radio sudersandesh fm 104Mhz

Radio paschime today 88.8 Mhz

Ghodaghodi fm 93.2

1.3.1 Dinesh fm 93.8 Mhz

Dinesh fm 93.8 Mhz run by Dinesh group. And it formally started its regular transmission from 7th Falgun 2063, it broadcasts hourly news along with other entertainment and information based programs.

Its major coverage area is almost all districts of the Seti Zone. It can also be heard in some part of Eastern and Western Kalikot Surkhet Mahendranagar, and some parts of Bihar state of India.

Dinesh fm produces and broadcasts news, discussion, educational, comedy and musical and many other types of program targeting its different listeners. Its major programs are: Kaya Kairan, Nepal Darpan, BBC Nepali Sewa, Dhangadhi diary ,have a nice day,Hip hop romance.

1.3.2 Radio Dhangadhi 90.5

Radio Dhangadhi 90.5 fm is commercial radio in Dhangadhi Kailali, with a 1500 watt capacity transmitter, covers a Seti and Mahakali zone.

Its transmission is well received Bhagang, Bajura Baitadi, Mahendranagar district of Seti and Mahakali Zone and some other parts of Kalikot, Surkhet, Bardia.

Dhangadhi fm produces and broadcasts comedy and musical and many other types of program targeting its different listeners. Its major programs are: B up to date ,Once more Triveni Gauthau ka kura ,Ghumda ghumai,Seti samachar,etc;(Radio Dhangadhi 90.5 Mhz Broucher, 2069).

1.3.3 Khaptad fm 98.2

Khaptad fm was established in 2066 in geta in dhangadhi.it has 500 watt trasmission capacity.it is commercial fm in the district. It's trasmission is well received seti and mahakali zone. khaptad fm produces and broadcasts news, discussion, educational, comedy and musical and many other types of program targeting its different listeners. Its major programs are: Kaya Kairan, Nepal Darpan, BBC Nepali Sewa, Chito mitho ,Congratulation, Man ko sathi ,and, Hip hop romance song.

1.3.4 Radio Pachimetoday 88.8

Radio Paschim today was established in 2067 BS from Taranagar Dhangadhi.it has100 watt transmission capacity. it has heard in Kailali district. it provides different types of programme .

Radio Paschim today produces and broadcasts different programs like news, discussions, music, educational, and comedy programs targeting to its varied listeners

1.3.5 Ghodaghodi fm 94.5

Ghodaghodi fm was establishing in 2066 BS Ghodaghodi fm 94.5 Mhz run by local people group. Formally started its regular transmission from 5 Magh 2066, it broadcasts hourly news along with other entertainment and information based programs.

Its major coverage area is almost all districts of the Seti Zone. It can also be heard in some Ghodaghodi fm produces and broadcasts news, discussion, educational, comedy and musical and many other types of program targeting its different listeners. Its major programs

1.3.6 Sudur sandesh fm 104 Mhz

This fm was established in 1st kartik 2013 . It has 100 watt transmission capacity. it is a community based radio station in Dhangadhi. It broadcasts hourly news along with other entertainment and information based programs. Its transmission is well received district of Seti Zone and some other parts Mahakali zone. Radio Suder Sandesh produce many informative and entertaining programme like, Kaya kairan Ghumgham, Bhawona ka chal haru ,Talk time etc.

1.4 Statement of the problem

“Now a days Entrepreneurs are knocking the door of council urging to monitor whether their advertisement were broadcasted or not .They are also confused about the effectiveness of their advertisement”

It was the statement made by Rajendra Dahal ,the then president of Nepal press council, at a programme of Station manager’s organized by Equal Access Nepal in asad 9-10,2065B.S. At kathmandu.

Likewise, Managing Director of Ujayalo fm writes on his article in a book “Nepal ma Radio Ko Eak Dasak; Bikash, Bahas ra Samajik Sarokar “published by Martin Chautari.

“A decade ago it was not the serious matter of thinking whether the radio will get advertisement or not but now it has been the time to think of the answer previously if the advertiser asked, why should I provide advertisement to your radio?” He adds “In the past 10 years Nepalese society has accepted fm radio is the only means which has core approach in to the society. But still fm

radio is out of the mainstream. The area of Business occupied by fm station is least in comparison to the print and television though they have little access in the society.”

The Above statements are the evidences that any concrete studies has not been done regarding the effectiveness of the radio advertisement in Nepal. Because of this lacking, not only the advertisers but the owners of the radio media are also facing problems. If the objective study is done on the issue both the parties will be beneficial.

Though there is not any authentic data but it is assumed that the volume of the advertisement is around three hundred crore and only the negligible portion of its amount goes to the fm radio media.

Generally, two types of advertisement are broadcasted in Local radio stations. They are: National and Local/ retail. But, because of the various reasons national (centrally Received) advertisements are decreasing day by day in local radio stations. Limited numbers of national and multinational companies, rapid increment of local fm stations, and stillness of the advertising industry are some of them. In such situation local stations are to be dependent on local /retail advertisement (Chaulagain, 2066).

In another side local radio is the only option for local advertiser to disseminate their products and services for urban and rural population. Geographical complexity, illiteracy and the poverty has made the access of other means of communication limited in the rural areas. So the local Radio is the easy and cheapest means of communication for the advertiser to communicate with those populations than any other media available in local market. That’s why if the study is made regarding the impact of local or retail advertisement on consumer behavior it will be a good advantage to both the parties: local advertiser and the local radios. To some extent, local radio itself involved in the production of local advertisement .So, it will benefit both the parties if they are well informed about what types of advertisement are effective and appropriate for different age group and community

1.5 Objective of the study

The broader objective of this study is to find out the impact of retail advertisement in consumer behavior. It has following objectives.

- 1.5.1 To know the programs of people prefer to listen on local radios?
- 1.5.2 To find favorite place for purchasing consumer goods.
- 1.5.3 To find Source of information - how people received the first information about the products and services available in local market.
- 1.5.4 To know the trust of consumer on retail advertiser.

1.7 Limitation of the study

The study will confine within the Dhangadhi municipality and some surrounding rural areas of this Municipality. Every research has its limitations even this research has its limitation, which are as follows:

- 1. The study only covers the programs, advertisement, listeners and advertisers of Radio Dhangadhi 90.5 Mhz, Dinesh fm 93.8 Mhz
- 2. The study only concentrates on retail advertisement in local radios i.e. Radio Dhangadhi 90.5 Mhz, Dinesh fm 93.8 Mhz
- 3. Random sampling has been undertaken to collect information from the respondent of Dhangadhi municipality and some surrounding rural areas
- 4. Because of lack of research in this topic, secondary dates are limited.
- 5. The study period is also one of the limitations of the study and this study is prepared to fulfill the partial requirement of MBS program of T.U.

1.8 Organization of the study

This study is presented in the five chapters' namely 1st introduction, 2nd Review of Literature, 3rd Research Methodology, 4th presentation, and analysis of data and key findings 5th summary, findings and recommendations.

Chapter 1

First chapter deals with introduction. This includes general background; development of advertising in Nepal; evolution of radio in Dhangadhi; Introduction of Dinesh fm & Radio Dhangadhi's statement of the problem; objective of the study; rational for the area selection; limitation of the study and organization of the study.

Chapter 2

Second chapter deals with the review of available literature. It includes review of related books, Surveys, and previous unpublished Master Degree Dissertation and related study etc.

Chapter 3

Third chapter explains the research methodology used in the study. It includes research design, population and sampling (both qualitative and quantitative), sources of data, method of data collection, work plan & method of data analysis etc.

Chapter 4

The fourth chapter, the important chapter of the study will be the presentation and analysis of data as well as major findings of the study.

Chapter 5

The fifth and last chapter covers the summary of the study, the main conclusion that flows from the study and offers some recommendations as well as suggestions for further improvement.

Chapter 2

Review of Literature

Review of literature comprises of review of previous research study articles concerned with this study and other studies with a view for supplement the present research and such review adds to the dimension of the study. This chapter deals with review of books, review of research papers, review of unpublished publication and relevant study on this topic.

2.1. Review of Books

2.1.1 Meaning of Advertising

“An advertising is an announcement to the public of a product, services or idea through a medium may be print such as newspaper, poster, banners and hording, electronic radio, television, video, cable phone or any other" (Chunawalla & sethia, 4th edition)

Advertising is a mass communication and transmitted through the mass media i.e. radio, television, magazines and newspapers. It is probably the most wide spread form of promotion. It is used for communicating some business information to the present and prospect customer. Advertisement usually provides information about the advertising firms, its products, product qualities, place of availability of its products etc. Advertising is the most common tools companies use to direct persuasive communication.

"Any paid form non-personal presentation and promotion of ideas, goods and services of an identified sponsor"(Kotler, 2004)

“Advertising is a big business, it is multidimensional; it is a form of mass communication; a powerful marketing tool; a component of the economic system; a means of financing the mass media; social institution and an art of farm on instrument of business management, a field of employment and a profession” (Chunawalla & sethia, 4th edition)

Advertising as a means of mass communication has therefore made mass selling possible. It is perhaps the best-known mass communication channel as a means forceful communication; advertising promotes the sale of goods, services, images and ideas through information and

pervasion. But one thing must be well understood that advertising by itself cannot sell the products. It cannot sell products of poor quality, product which are too costly or items which do not come up to the expectations of the public. Advertising only helps in selling.

Advertising is a process, which gives information to the public about the product. It is a part of promotion activities, advertising has an identified sponsor. It is paid publicity sponsored by advertiser. The American Marketing Association has defined Advertising as “Advertising is any paid form of non personal presentation of goods, services or ideas for action openly paid for by an identified sponsor”

Above definition reveals the following features of advertising: -

a) **Any form:** - This means advertising may be any form of presentation. It may be a sign, symbol, an illustration an advertising message in a newspaper or magazine. A commercial on the radio or on a television a circular dispatched through the mail or a pamphlet handed out at a street corner a sketch or a message on a billboard or a poster.

b) **Non-personal presentation:** -An advertisement carries a message, which motivates and inspires customers to purchase a particular product. But there is no face-to face direct contact with the customer. That is why; it is described as a non-personal form of presentation. It simplifies the task of sales persons by creating awareness in the minds of potential customers.

c) **Paid form of communication:** - Advertising involves cost. It is not free. The costs are

- 1 Development cost
- 2 Production cost
- 3 Media cost
- 4 Administrative cost

d) **Identified sponsor:** the organization, disclosing ideas, message, and information must sponsor -Advertising. On disclosure of the name of the sponsor in propaganda may lead to distortion, deception and manipulation.

e) **Advertising promotes products(Goods, services, ideas for action):-**

It is well known that advertisements are employed to communicate information about product & services. Most definition neglects the use of advertising to promote ideas, images & ideologies.

Advertising not only promotes the public awareness message of social organization like, family planning, environment protection. It also advertises the ideologies & candidates of political parties.

Today's in present scenario organization handle advertising in different ways. In small companies, advertising is handling by someone in the sales or marketing department, who works with an advertising agency. But a large company has its own department, whose manager reports to the vice president of marketing. The job of advertising department is to develop the total budget, develop jingles & other forms of advertising. Most companies today use an outside agency to help create advertising campaigns and to select and purchase media.

It is a very tough job for a marketing manager to develop an advertising program. So while developing an advertising program, marketing manager should concentrate on the given five areas.

- i) Mission: - What are advertising objectives?
- ii) Money: -How much can be spent?
- iii) Message: - What message should be sent?
- iv) Media: -What media should be used?
- v) Measurement: - How should the result be evaluated?

Above five Areas are known as 5ms in marketing.

2.1.2. Types of Advertising

Advertising serves many purposes and many advertisers, from the individual who places a small classified advertisement in the local newspaper & local radio to the big spender who uses TV to sell popular brands to the nation's millions. Anyone can be an advertiser and advertising touches everyone.

It is possible to identify seven main categories of advertising namely

- a) Consumer
- b) Business to business
- c) Trade
- d) Retail

- e) Financial
- f) Direct response
- g) Recruitment

a. Consumer Advertising:

There are two types of goods bought by the general public, consumer goods and consumer durables, which together with consumer services are advertised through media addressed to the appropriate social grades.

Consumer goods: these are the numerous goods to be found in the shops, those which enjoy repeat sales like foods, drinks, confectionery and toiletries being called fast moving consumer goods (FMCGs). Pharmaceuticals which are packaged, branded and retailed are called over the counter (OTC) medicines to distinguish them from the ethical pharmaceuticals which are sold to pharmacists from fulfilling doctor prescriptions.

Consumer durables: Usually more expensive and less frequently bought, consumer durables are of the permanent nature than consumer goods and include clothes, furniture, domestic appliances, entertainment goods like radio, television, and Video and mechanical equipment from lawn- mowers to motor-cars. They include “brown goods” such as TV set n “White Goods” such as washing machines.

Consumer services: The service industries (including leisure industries) have shown remarkable growth in recent decades. They include services for security and well-being like banking, insurance investment, repairs and maintenance, and those more to do with pleasure such as entertainments, hotels, restaurants, travel and holidays.

b) Business to Business advertising:

The purpose of the business to business advertising is to promote non-consumer goods and services. These may include raw materials, components and accessories; plant and machinery; services such as insurance; office equipment and supplies.

c) Trade advertising:

Trade advertising is addressed to distributors, chiefly wholesalers, agents, importers/exporters and numerous kinds of retailers, large and small. Goods are advertised for resale.

The purpose of trade advertising is to inform merchants and traders about goods available for resale, whether it reminds them about well-established brands, introduces new lines or as is often the case, announces special efforts to help retailers sell goods e.g. price reductions, better trade terms, new packages, consumer advertising campaigns or sales promotion schemes. Such advertising invites enquires and others and also supports the advertiser's field salesmen when they call on stockiest.

d) Retail Advertising:

Retail advertising lies between trade and consumer advertising. The most obvious examples are those for department stores and supermarkets, but it can include the advertising conducted by any supplier including local shops/ stores, restaurants or educational institutions etc.

e) Financial advertising: It is probably difficult to put a limit on what can be contained under the heading, but broadly speaking financial advertising includes that for banks, savings, insurance and investments. In addition to advertising addressed to consumer and clients it can also include company reports, prospectuses for new share issues, records of investments in securities and other financial announcements.

The object of financial advertising may be to borrow or lend money, conduct all kinds of insurance, sell shares, unit trusts, bonds and pension funds or report financial results.

f) Recruitment advertising:

This form of advertising aims to recruit staff (including personnel for the police, armed forces and other public services) and many consist of run-on classified advertisements or displayed classified. Although other media such as radio and television or sometimes used

2.1.3. Meaning & Purpose of Retail Advertising

i. Meaning of retail advertising:

Retail advertising is any advertising placed by a company, organization, or individual operating in a limited geographical area such as a city or within a state. Retail /Local advertising do not include advertising placed directly with media in local markets by nationwide advertisers, or regional advertising activities that encompass multistate geographic areas. (Americian Marketing Association)

Retail advertising is advertising which promotes local merchandisers' goods and services which also referred to as Local Advertising. (University of texax)

Here we have a form of advertising which lies between trade and consumer advertising. The most obvious examples are those for department stores and supermarkets, but it can include the advertising conducted by any supplier including petrol station, restaurants or insurance broker. (Jefkins, 1999)

Retail advertising is advertising used by a retailer to reach customers within its geographic trading area (independency.wordpress.com).

Retail Advertising is advertising by retailers direct to consumers (Monsha University, Australia)

ii. Purpose of retail advertising:

a) To sell the establishment, attract customers to the premises and, in the case of a shop, increase what is known as 'store traffic', that is the number of people passing through the shop. If they can be encouraged to step inside they may possibly buy something.

b) To sell goods which are exclusive to the store. Some retail distributors are appointed dealers for certain makes, such as supermarkets, sell 'own label' or private label' goods which manufacturers pack in the name of retailer. There are also small symbol group shops which sell goods from one wholesaler.

c) To sell stock of the shop, perhaps promoting items which are seasonal, or presenting a representative selection, or making special offers. The latter could be regular policy, or could be organized as shopping events such as winter or summer sales.

iii. Special characteristics

Retail advertising is characterized by four main aspects: creating an image of the shop, establishing its location, variety or special kind of goods offered, and competitive price offers. Nearly always, the object of the advertising is to persuade people to visit the shop, although telephone ordering is a growing feature.

2.1.4 History of Advertising

The history of advertising takes us in to dim past many centuries ago. Advertising by word of mouth is probably the earliest form of advertising and we may assume that it began as soon as one man desired to barter with another. (brewster, plammer, & toberts, 1954)

Advertising is as old as human beings. There is semblance of advertising in the many activities of a human being, especially those, which influence others, either favorably or otherwise. A baby crying for its feed, a girl owing the prince charming, a doting wife desirous of having a new sari are all aspects of advertising. They want to communicate, to persuade, to influence and to lead to some action. All this has been a part of human life almost from the time it took shape. We shall go a step further and state that the persuasive form of communication that is advertising pre-existed human life. We can take for instance, the dancing daffodils or sweet smelling roses that silently invited butterflies to achieve the objectives of pollination. These were fruits, flora and fauna all advertising them even before man exist .Yes but advertising informally is interwoven with nature and the evolution of the world.

The origin of advertising can be traced back to the beginning of commerce. Perhaps some form of advertising has existed as long as we have had buying and selling. The nature of such advertising was dependent upon the media available for carrying the message of the sellers to the prospective buyer. Before the days of the newspaper and the magazine, the media available were signboards and town criers.

Johns Gutenberg invented movable type in 1438. It made possible new advertising media and first forms of mass advertising including printed posters, handbills and newspaper advertisements. In London in about 1472 the first printed advertisement in English, tacked on church doors announced a prayer book for sale.

During the 16th century, newspapers were largest among the prints and these newspapers were in the form of newsletters. The first newsletter was started in 1622 in England. By the end of the 17th century, newspapers were Well-established in England undertaking advertising on a regular basis.

Sampson, in his history of advertising, published in 1974, points out that "signs over shops and

stalls" seem naturally to have been the first efforts in the direction of advertisements, and they go back to the remotest portions of the world's history.

Though the first major form of advertising were signs but this means of advertising has been reduced by the increase in literacy, the development of the printing press and other marks of progress. The famous coffee advertisement printed as a handbill in 1652 is illustrative of the early beverage advertisements.

In the period of 1840-1900 there were various remarkable changes in advertising due to the development in transportation, education, photography, advertising agencies and so on. The invention of photography in the late 1880's was an important aid on advertising. The origin of radio broadcasting on Nov 2 1920 has added another significant milestone in the field of advertising. Likewise, after the invention of television in 1941, the use of television advertising grew rapidly. Today television is one of the largest advertising mediums in terms of total money spent by advertisers. Recently, the invention of computer has brought new prospects in the horizon of advertising.

The tremendous influence of advertising influence of advertising in marketing today has made it a major social and economic force.

The history of advertising can be categorized in to three broad periods:

a) The Pre-Marketing Era: - Buyers and sellers communicated with each other-though in primitive ways-since the beginning of commerce, up to the 18th century. The media used during this period were clay tables, town criers and primitive signboards.

b) The mass communication Era: - After the mid 1700s till the early 1900s advertisers were able to reach large population groups with faster printing processes, and later through radio and television. Newspaper advertising begins with the invention of movable type printing by Johann Gutenberg in 1438. This changed communication methods and practices the world over. The first printed ad in English is said to have been printed about 40 years after Gutenberg's invention; it was a handbill of rules guiding the clergy at Easter that was put up on church door. Radio broadcasting (1920), FM broadcasting (1936), Television broadcasting and motion picture all were emerged as the major advertising medium in this era.

c) **The research Era:** - Since the 1950s advertising has reached a sophistication of different level. Advertisers have developed new techniques to understand and segment audience and target them. The development of the Internet has catapulted this to still newer levels. Emergence of computer also helps in advertising in great deal.

2.1.5 Advertising and Consumer

Advertising is helpful to consumer, because it contains information about the thing they want. Promotional elasticity measures the responsiveness of sales to change in the amount of advertising with constant price. In one form it is the ratio proportionate change in sales to the proportionate change in the advertising that causes the change. (Dean, 1970)

The communicator must start with the audience, because the audience determines what is to be said and who is to say it.

It is important to know what kind of message and media is suitable for communicating to the target audience. For this only answer to study about the consumer behavior. Psychological, sociological, cultural and anthropological factors of the group provide the way for the communication process between the consumers. Such understanding makes the advertiser capable of designing the message, which is more appropriate to them.

It is often said that, advertiser often cross the limits of reasonableness and give false promises and introduce unbelievable descriptions to excite the curiosity of the people, who are easily led away by such falsehood. That is of course, not advisable, in the interest of the advertisers. Such exaggerations of merits and superlative claims might induce readers to make wrong judgments of facts but these advertisements do not secure any lasting effect, and prove eventually wasteful.

But today, advertising is not only an informative measure but also device. Its purpose is not only to inform but also to persuade; hence, these two things are interlinked and are very difficult to separate.

The statement in the advertising appears to be more informative but the tone is suggestive of certain action and sometimes the language used in advertising is so forceful as to create curiosity to see the product and desire to buy it. In fact, the effect and success of advertising is judged from the favorable reaction that it can create with the customer. Hence continuous hammering the advertising message affects the consumer.

“The first time a man looks at an advertisement, he does not see it.

The second time he does not notice it.

The third time he is conscious of its existence.

The fourth time he faintly remembers having seen it before.

The fifth time he reads it.

The sixth time he turns up his nose at it.

The seventh time he reads it through and says oh brother.

The eighth time he says “here’s that unfounded things again!

The ninth time he thinks he wonders it amounts to anything.

The tenth time he thinks he will ask his neighbor if he has tried it.

The eleventh time he wonders how the advertiser makes it pay.

The twelfth time he thinks that perhaps it may be worth some thing.

The thirteenth time he thinks it must be a good thing.

The fourteenth time he remembers that he has wanted such a thing for a long time.

The fifteenth time he is tantalized because he can not afford to buy it.

The sixteenth time he makes a memorandum of it.

The seventeenth time he swears his poverty.

The eighteenth time he counts his money carefully.

The nineteenth time he sees it, he buys the article, or instruct his wife to do so.” (Bogart, 1976)

Many advertisers tell their story over and over again seems an essential part of persuading the consumer much as repeated articulation of food and a bell was essential in the conditioning of parlor’s dogs. Thus the advertiser’s objective in repeating his message may be quite different from that of merely extending his reach. He may want to deliver messages repeatedly to the same people in order to reinforce a message already delivered.

Advertising is a persuasive communications and it is said its persuasive affects that:

“...Business firms spend much money on advertising to shape – and some insist, distort – consumer demands, we are terrorized into buying wants to sell. The sequence “consumer demand – corporate price and production” is inverted often to become “corporate advertising – consumer demand – high price and profit.”

But advertising forces no one to make a purchase, it exerts any sinister power of hypnosis to compel anyone. Advertising makes notification of choice freely available and this is a

cornerstone of any free society.

The alternative of persuasion is coercion and nobody wants it. A few dishonest men abuse advertising. But advertising has to be true, Repeated sales are not possible with false advertising. A pragmatic businessman is always truthful. His advertising is regarded objectionable because the consumers have moral concern over such products. As liquor, cigarette, contraceptives, etc., or they do not like the appeals used such as of fear or sex, or show their objection to the techniques such as excessive repetition of the message, loud volume or silliness of presentation. But an enlightened advertiser never gives rise to such objections.

2.1.6 Role of Advertising in Product Promotion

As the saying goes in business “To sell you tell,” the importance of advertising is basically the act or the business of turning people’s mind towards product is about by description, by depicting or just by demonstration. It thus communicates the ideas about the product in order to motivate consumers towards its purchase. It is one of the strategically tools available to businessman to convey his desired message to the destined recipients. Advertising can not itself cause sale but can only help to contribute towards sale success. The most common objectives of advertising are as follows:

-)] To promote or motivate prospect to find out more about a product or service.
-)] Create awareness.
-)] Remind and reassure.
-)] Induce preparedness to try.
-)] Educate or convey information.
-)] Project a new brand image.
-)] Project a corporate image.

The effectiveness of advertising is determined in relation to change in sales of advertised products. Therefore advertising needs to be rightly timed, transmitted through right media, made with right copy and right illustration.

Advertisement that is transmitted in wrong time will fail in its objective to convey desired message to desired group. Advertising produced with bad illustration may rather confuse

customer than motivate them. Similarly advertising transmitted through wrong media will be less effective. Periodical media are published advertisement at fixed on regular intervals such as in newspaper; direct media includes direct distribution of messages to desired groups of people. Sign media includes inscription that are printed, hand lettered or printed on paper, and cardboard, metal, plastic or other materials. Broadcasting media include Radio and Television.

Radio media a prime concern of this study is found to be more effective media then any other media. It is a source of information, entertainment and companionship to million of people and typically provides a backdrop to other activities for lengthy periods, e.g. domestic task, study, driving. Radio is found more effective than other media is because

- a. It has an impact of sound; the human voice is a powerful selling aid. It can convey emotion and authority and, when backed by music, can attract attention or create atmosphere.
- b. Local radio stations are the part of the community and, as such benefit from being extremely close to their listeners.
- c. A radio is portable and can be listened to anywhere and while doing other thing.
- d. Radio advertising is usually quick and easy to produce. This coupled with the fact that radio is live, immediate and topical allows advertiser to add urgency and importance to advertiser message.
- e. The coverage of radio advertising is more, and cost of advertising is less then other media.

Advertisement is always broadcasted in radio along with the specific program. Advertisement doesn't have listeners of its own, but it depends upon the listeners of the program along which it is being broadcast. Therefore effectiveness of advertisement depends upon timing of transmission. Popularity of programs along with which is transmitted and above all the popularity of the station it is being transmitted through. The relation between radio and advertisement is a two way process.

A radio station depends heavily on advertisement. It broadcasts for its revenue earning. To earn maximum revenue radio station needs to be an effective media for advertiser, to be an effective media it should be popular among the listeners.

2.2. Review of Research and Survey

The radio broadcasting in Nepal has started after the establishment of Radio Nepal in 1st April 1951. After the restoration of democracy in 2046 B.S., numerous fm stations are established through out the country. Now, more than 400FM stations are in airing and about100 licenses have been issued (nepalradio.org, 2013). Almost all districts are covered by FM radio Signals.

Various studies and researches have been done during this period focusing on radio. But all the studies and researches cover the physical coverage (Geographical Coverage) of Radio Stations, effectiveness of the Radio and the listenership of programs. From the past few years, some Radio program production and distribution houses are conducting surveys and studies about their programs.

But these surveys and studies don't cover the advertisement aspect of Radio.

- a. The first radio survey has been done by New Era in 1974.
- b. The next survey has been conducted in 1989 by Research inputs development associates.
- c. In 1997 A.D. Radio Nepal has done a broader survey but the survey focused on its programs only.
- d. Some other surveys have been conducted by PANOUS South Asia in 2002.

In recent years, some wide surveys have been conducted by Equal access Nepal and BBC trust Nepal. But all are focused on radio programs and its coverage area. These studies also don't cover the advertisement issues of Radio. But some findings are really helpful for radio advertisers & others also.

2.2.1 Broadcasting Audience Survey (BAS) by Equal Access Nepal

The BAS survey conducted by Equal access Nepal in 2007 has some interesting findings regarding radio.

-) The survey shows that 65% of the country is covered by one of more of the FM radio signals for comfortable tuning to the radio frequency. This percentage increases to 75% when

calculated for the lowest signal level.

-) The survey shows housewives and shop owners are the most radio listening group in the country (32%) while students (13%) are found to be the next most listening group in the country.
-) The studies show 82.4 percent people have radio accessibility at their home while only 59% people have TV accessibility at their home.
-) And 99.2 % populations have accessibility of radio at locality the number for TV is 96%.
-) The accessibility of radio at home in rural population is 82.4 % and urban population is 83.4%, but the accessibility of TV at home in rural is 53.1% and urban is 82.3%.
-) The accessibility of other Medias newspaper, magazine and internet is only 12.8, 4.6, & 0.9 percent respectively at home in totality. The access of these media in rural is only 6.7%, 1.9%, & 0.2% respectively.
-) The survey show radio is the most preferred (97.6%) sources of information and entertainment. While 92.4% population preferred TV.
-) Internet is the least preferred (9.4%) source for information and entertainment.
-) Newspaper and Magazine is preferred by 47.4% and 12.9 % respectively.
-) The rural population (98%) preferred radio and urban population (99.3%) goes with TV.
-) Radio is most preferred sources for information and entertainment by both male (98.7%) and female (96.5%) than the TV preferred by male (93.3%) and (91.4%) female.
-) The survey also finds out that the most preferred media is Radio , 64.1 percent people preferred radio media while 35percent preferred TV and 0.8 and 0.1 Percent preferred newspaper and internet respectively when asked to chose only one.
-) The study finds out the preference time of listening radio in morning is 6:00am-7:30am, Midday is 12:00am – 3:30pm, and Evening is 6:00pm to 10:00pm.

2.2.2 Baseline Survey by BBC World Service Trust, Nepal

Similarly, BBC trust, Nepal has also conducted the survey at 2008, the findings of the survey are:

1. 90% of the population listens to the radio and more than 80% watch TV.
2. The majority listen to radio for up to 2 hours every weekday and up to 3 hours on a weekend or holiday.
3. News and current affairs, music and drama are popular radio programs genres.
4. 92% trust the media than any other institution in Nepal- national and local politicians are the least trusted group.

2.2.3 Advertisement Effectiveness Study

In our country, there hasn't been done any significant study regarding the effectiveness of radio advertisement. But in several developed countries a lot of studies have been done regarding the effectiveness of Radio Advertising.

In 2002 A.D. Commercial radio Australia has done "*Targeting time poor study 2002*" some of its findings are as follows:

-) During the day time radio is twice effective at reaching customer than TV.
-) Radio is over 7 times more effective at reaching customer than the Newspapers.
-) Radio Share of time (136mins) is over seven times more than newspapers (19mins) per day.
-) Moving just 20% of TV budget to Radio has increase brand awareness by 22%.s
-) 20% of TV budget on radio increase sales by up to 15%.

Radio Ad Lab, Research compendium @ 2002, has accumulated some major findings about radio; the findings were occurred in more than one study or which were identified in relatively recent and robust studies. (RALResearchCompendium @ 2002)

The Major Findings about Radio Advertising

-) Radio ads do result in the recall of ads, copy points, and brand names.
-) The effectiveness of Radio ads differs significantly from ad to ad, suggesting a wide variation in the quality of Radio ads.
-) The best Radio ads appear to be as potent as the average TV ad.
-) The effectiveness of Radio ads (as measured by recall) is highest when the ad...
 -) is longer and
 -) contains early and frequent brand mentions
 -) with relatively few different ideas within the ad,
 -) And is aired in a shorter pod or at the beginning of a pod.
-) The effect of humor in Radio ads varies by product.
-) Radio ads can, and often do, cause images to appear in the listener's mind.
-) Radio ads are capable of achieving significant recall even when listeners are distracted.
-) Radio's impact on recall is about 80% as potent as TV's—for a single exposure.
-) Thus, when costs are contrasted with impact, Radio is more cost effective than TV, and Radio can increase the impact of a campaign when added to TV.
-) In one recent UK study, moving 10% of a TV budget into Radio raised recall by 15%.
-) At the same GRP levels (and less cost), Radio can affect sales and recall as much as TV.

2.3. Study of Master's Degree dissertation

P.R Pandey(2065), "A Study of advertising in Nepal" has following objectives

Objectives:

The study has the following objectives:

1. To find out the present position of advertising in Nepal.
2. To find out the existing patterns and brands.
3. To identify the constraints hindering the use of advertisement as in effective methods of promotion.
4. To suggest measure to enable advertising to play its role effectively.

Findings:

The study merely based on primary data and the major findings of the study are:

1. Advertising is the main method of promotion practiced in the country.
2. Effects of advertisement are generally not evaluated but advertisers think that advertising has favorable impact on their customers, sales and profits.
3. Advertisements related to business are presented in simple language and are found to be more effective.
4. The advertisers, advertising agencies and the mass media are yet to create an environment of mutual understanding and help.
5. Advertiser thinks that advertising has favorable impact on their customer sales and profits. Customers responses are favorable to advertising through most of them are economically backward and uneducated.

Mr. S.K Upadhaya(2066), “Radio advertising and its impact on purchasing act in consumer goods” has following objectives:

1. To study the availability and comparative cost of different forms of advertising in Nepal.
2. To study the impact of radio advertising on customer purchase behavior.
3. To study the change in sales of firms due to the radio advertising.

The major findings of the study are:

1. Both consumer and advertisers recognize the need of advertising specially media in the present context of the Kathmandu market.
2. For promoting product advertising media available in Nepal the radio advertising is ranked top in the list.
3. Most of the consumers consider utility aspect while buying the products.
4. The major percentage of listens to radio advertising seldom. The percentage of regular listeners is very few.
5. The effect of advertising is to be seen on new products rather than on hold or existing products.
6. The effective forms of media to reach the heart of consumer are radio, cinema and periodicals which first, second, and third respectively.

Anusha B.C. (2067), “Television advertising; its impact in consumer behavior” has following objectives:

1. To examine the popularity of television on in urban areas among different people.
2. To analyze the effectiveness of television advertisements and its influence to the buying habits of the consumers.
3. To identify the type of television advertisements consumer prefer.
4. To provide valuable suggestions and recommendation for and effective television campaign.

The major findings of the study are:

1. Advertising strategy should be formed on the basis of target consumers. So marketers are suggested to implement effective advertising strategies which can captivate the attention persuasion and motivation of the consumers.
2. Consumers have high expectations towards ads. They demand more attractive and motivation of the consumer.
3. Most male and female population prefers musical advertisement.
4. Most people buy the products when they need them. So a successful advertisement in the one which can create need among people and allure the people to the market to buy the product.
5. Consumers prefer to buy advertised products than the not advertised products.
6. The advertising budget should be used more effectively by the company and the effectiveness of this expenditure should also be measured etc.

A. Paudel (2067) “Impact of FM advertising on consumer behavior” has the following objectives:

1. To identify the present advertising situation of Koshi FM.
2. To analyze the effectiveness of FM advertisements and its influence on the buying habits of consumers.
3. To examine how different group of people perceived and react about the FM advertisement.
4. To identify the types of fm advertisements those consumers prefer.

The major findings of the studies are as follows:

1. Advertising strategy should be formed on the basis of target consumer.
2. Fun advertisement should be more informative.
3. FM is one of the most popular media.
4. Most popular media in Biratnagar are TV, FM, Newspaper, Radio, Magazines respectively.
5. Advertisers are suggested to make genuine advertisement as the deceiving and misguiding advertisement has negative impact on consumer on long run.
6. Advertisers are suggested to conduct market research to conduct market research from this to time to have proper understanding of the target customers.

Chapter 3

Research Methodology

3.1 Introduction

Research methodology is the way to serve systematically about the research problem. It is the method or process to solve defined problems. This study has been primarily based on primary sources of data. Primary data were collected from questionnaires in Dhangadhi. To deal with research problem this chapter focuses on research design, sources of data, data collection instruments, and population, sampling and data tabulation.

3.2 Research Design

Research design is the specification of procedures for collecting and analyzing the data necessary to help identify or react to a problem or opportunity

Research design is planning of research program before it starts. It includes explaining research matter, when, why, how much research will be done, what kind of data how, when, where will be collected, how samples are collected, research time period, schedule, data analysis and reporting techniques etc. Thus, a research design is a plan for the collection and analysis of data. It presents a series of guideposts to enable the researcher to progress in the right direction in order to achieve the goal.

In short we can say that, research design is the specification of procedures for collecting and analyzing the data necessary to help identifying or react to problem or opportunity.

The study has both the quantitative and qualitative components. The quantitative component has been targeted a representative sample of general Nepalese population. The respondent to the survey is an adult having attained at least 10 years of age and has been drawn ensuring due representation of both urban and rural areas. The respondents will be selected using stratified sampling technique. The population will be grouped in three strata age, gender and living are and sample will be selected randomly form these strata ensuring equal representation. This randomly selected respondent will be interviewed face-to-face with the help of a structured questionnaire.

The qualitative component is to be administered to complement the findings that emerge out of the quantitative research component.

3.3 Sources of Data

For this study both primary and secondary data are used but the study primarily based on primary data.

3.3.1 Primary Data

Primary data were collected from questionnaires in Dhangadhi municipality and its surrounding area. 100 Questionnaires were filled up by respondents of different area, age, and gender.

3.3.2 Secondary Data

Secondary data has been collected from Kailali development committee, Dhangadhi municipality, publications of CBS, FM stations in Dhangadhi Radio Nepal publications, survey reports of Equal access Nepal and BBC Trust Nepal & different online portals etc.

3.4. Coverage

3.4.1 Universe of Study

The collection or the aggregate of objects or the set of results of an operation is called population. Population refers not only to people but the totality of all observations that have selected for study. Population is also known as universe.

In the study the people of Dhangadhi municipality and its surrounding areas including different living area (i.e. Urban & Rural), age and gender is universe of the study. The population has been grouped in three strata Age, Gender and Living Area.

3.4.2 Sampling Design

A small portion chosen from the population for study is called a sample and the number of units in the sample is known as the sample size. The method of selecting a small portion of the population to draw conclusion about the characteristics of the population is known as sampling

a) Sampling Design (Quantitative Component)

For this study the population is divided into three strata Age, Living area and Gender & A total of 100 respondents have been sampled for survey. It is to be noted that the sampled sizes have been worked in order to ensure due representation of the strata. The stratified purposive sampling method has been used to collect the sample.

The respondents are selected objectively to fulfill the objectives of the study. The researcher has tried his best to be fair in course of selecting samples.

b) Sampling Design (Qualitative Component)

i) Target Respondents

Male and Female of Dhangadhi municipality and its surrounding rural areas of age 10- 60 years.

ii) Methodology & Area Coverage

The study is based on both quantitative and qualitative nature and carried out through general survey method. The eligibility criteria were ascertained on the basis of the following parameters

Age Group

Children- below 15 years

Youth- 16 to 30 years

Adults- 31-45 years

Old- above 45 year

Gender

Male

Female

Retailer's Advertising / Retail Advertising

Those firms who sell the products and services to the final users or customers are called retailers. They buy products from producers or different wholesalers and distributors and sometimes they produce product and services too. The retailers also need to promote their business activities. For promotional activities they prefer to give advertising in different media available in their locality.

So they also are becoming a good source of advertisement for various media. Due to easy accessible and high coverage in locality local radio is taken as an effective advertising media by most of retailers. So in this study, those retailers who are advertising on local radio as advertiser are concern. Geographical area of the study is Dhangadhi municipality and surrounding areas. And retailers as advertisers such as grocery shops/ stores, hotels and restaurants, cafe, medical services, Jewelry shops, cosmetic stores, fancy stores, electric and electronics stores, tailoring etc.

Residence (Living Area)

Urban Area Dhangadhi Municipality is taken as urban Area for this study.

Rural Area- The surrounding areas of Dhangadhi Municipality is taken as the rural area such as Jugeda Phulbari,Hasulia, are taken as a rural area.

Besides that the proposed sample plan has been outlined in the table below.

Age	Urban		Rural		Total
	Male	Female	Male	Female	
Children	6	6	6	7	25
Youth	6	6	7	6	25
Adult	6	7	6	6	25
Old	7	6	6	6	25
Total	25	25	25	25	100

3.5) Data Collection Instruments

Questionnaire is used to collect the primary data.

Questionnaire has been prepared and filled by the different respondents. This questionnaire is prepared to support the objectives of this research and researcher administered the questionnaires and data for final analysis.

3.6) Method of Data Processing

Both quantitative and descriptive techniques will be used to present and analysis the data. The data may be subject to computer analysis on the basis of average, percentage, and graph.

3.7) Data Tabulation

The consistency of the answer provided by the respondent was checked and tabulated according to age, gender and their living area basis. Different sets of table have prepared for every important questionnaire simple listing method is used for the tabulation of data and different response made by them is presented on percentage basis as well.

Chapter 4

Presentation and Analysis of Data

Data are collected *from* Dhangadhi Municipality and surrounding areas. They are gathered from questionnaire; tabulated and analyzed according to the objectives. A total of 100 numbers of questionnaires were filled up from the sample of different age, gender, and population (i.e. people from urban and rural area). The main objective of the study is to know the views of different people about the retailer's advertising on local radio and its impact of consumer behavior.

The responses of various respondents with different questions have been analyzed as follows.

4.1 MOST PREFERRED RADIO PROGRAM

4.1.1 Most Preferred Radio Program (by population)

Table 1.1

Population	Sample size	News (%)	Discussion (%)	Musical (%)	Educational (%)
All	100	35	16	43	6
Rural	50	36	8	48	8
Urban	50	52	20	22	6

(Source: Primary data from questionnaire)

The above table 1.1 shows the most preferred programs by population. I took 50 samples from each area and asked them about their most preferred program.

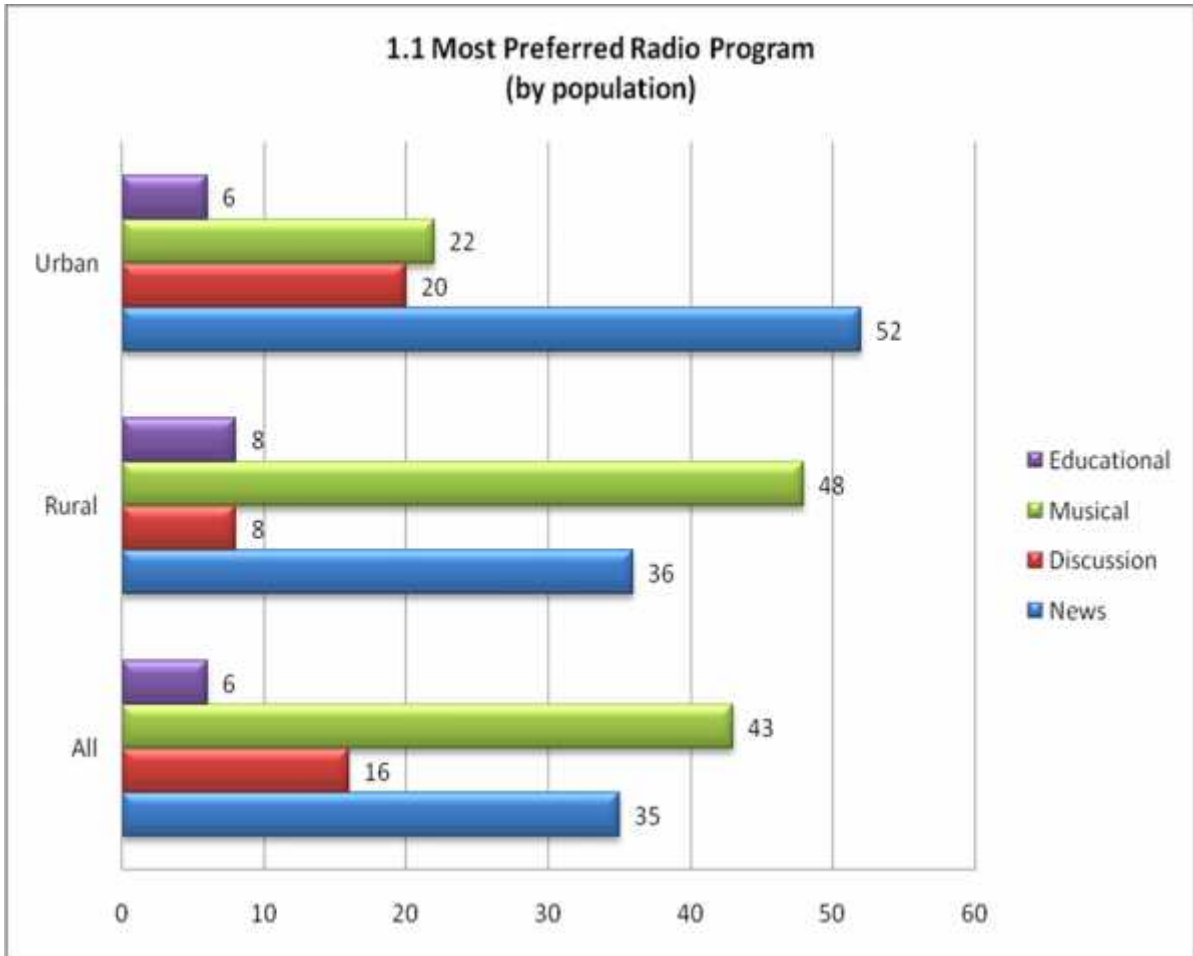
The table shows large number of population (43%) prefers musical programs; News is preferred by 35% respondents and discussion and educational programs are preferred by 16% and 6% respondents in all. Where most of the rural respondents (48%) prefer musical programs; 36% of them go in favor of news and only a small number of them (8%) go with educational and discussion programs.

The table shows News as the most preferred program by urban respondents. More than half (52%) of the respondents prefer news, while 22 % of them prefer musical programs and 20%

indicate discussions as loved program. Educational programs are preferred by least number (6%) of respondents.

The above given table 1.1 can be shown in multiple bar diagram also.

Figure 1.1



(Source: Primary data from questionnaire)

4.1.2 Most Preferred Radio Program (by gender)

Table 1.2

Population	Sample size	News (%)	Discussion (%)	Musical (%)	Educational (%)
Female	50	18	12	64	6
Male	50	52	20	22	6

(Source: Primary data from questionnaire)

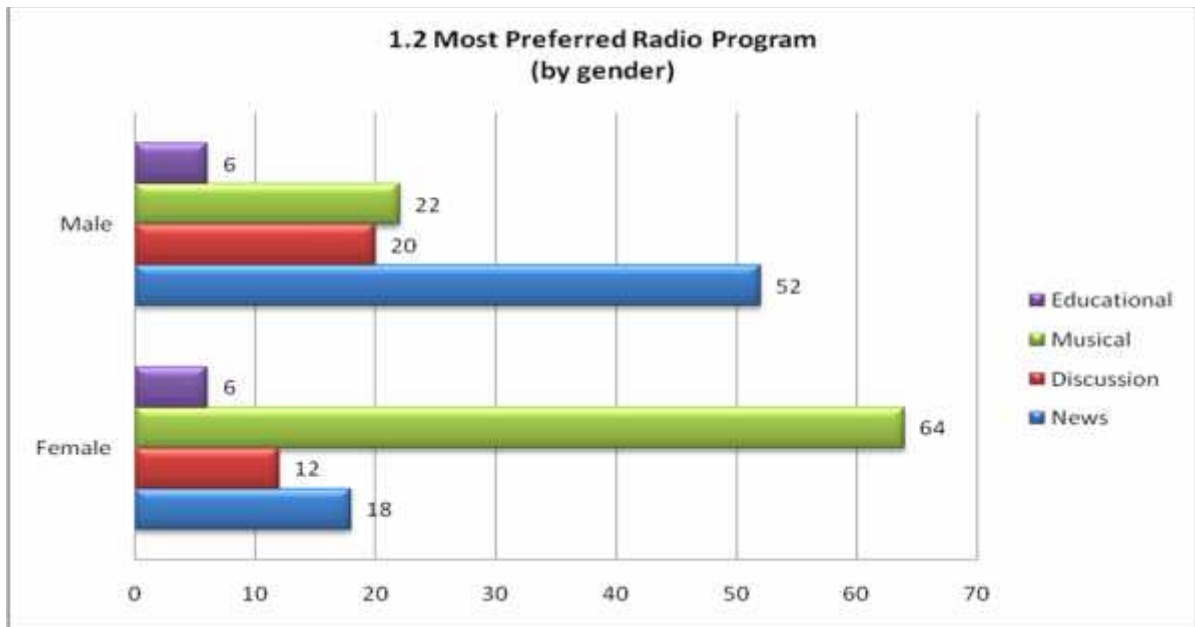
The above table 1.2 shows the most preferred radio program by gender. I took 50 samples from each gender and asked them about their choice regarding radio programs.

The table shows musical programs are the most popular in female listeners, 64% of female respondents like musical programs where news and discussions are preferred by 18% and 12% female respondents. Only 6% female respondents showed interest on educational programs.

The majority of male respondents (52%) prefer news; the music and discussion programs are preferred by 22% and 20% male respondents, respectively. The educational programs are preferred by negligible (6%) male respondents only.

The above given table 1.2 can be shown in multiple bar diagram also.

Figure 1.2



(Source: Primary data from questionnaire)

4.1.3 Most Preferred Radio Program (by age)

Table 1.3

Age	Sample size	News (%)	Discussion (%)	Musical (%)	Educational (%)
Children	25	8	0	72	20
Youth	25	36	4	52	4
Adult	25	52	28	24	0
Old	25	44	32	24	0

(Source: Primary data from questionnaire)

The above table 1.3 shows the most preferred radio program by age group. I took 25 samples from each age group and asked them about their most preferred radio program.

The data show majority of children (72%) prefer musical programs. Educational programs are preferred by 20% children; 8% children chose news as the most preferred radio program & no one preferred discussion programs.

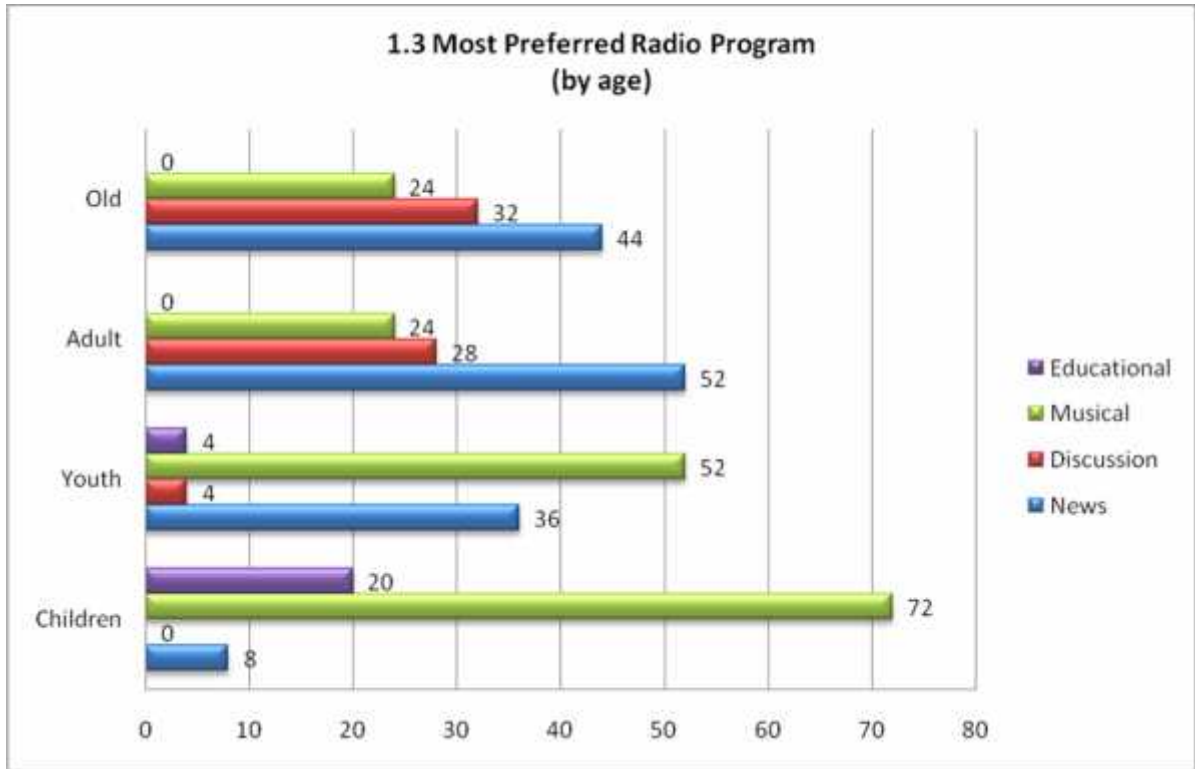
While more than fifty percent of youth respondents preferred musical program, 36% of them preferred news; discussion and educational programs are preferred by only 4% of youth respondents.

News is the most preferred program by adult respondents, 52% of adult respondents chose news as the most preferred radio programs, while discussion and musical program are preferred by 28% and 24% adult respondents, respectively. And no one went with educational program.

The large number of old respondents (44%) chose news as the most preferred radio program. where discussion and musical programs are preferred by 32% and 24% old respondents respectively.

The above given table 1.3 can be shown in multiple bar diagram also.

Figure 1.3



(Source: Primary data from questionnaire)

4.2 MOST PREFERRED RETAIL ADVERTISEMENT

4.2.1 Most Preferred Retail Advertisement (by population)

Table 2.1

Population	Sample size	Straight/Live reading (%)	Jingle (%)	Comedy (%)	Drama (%)
All	100	10	45	32	13
Rural	50	12	50	28	10
Urban	50	8	40	36	16

(Source: Primary data from questionnaire)

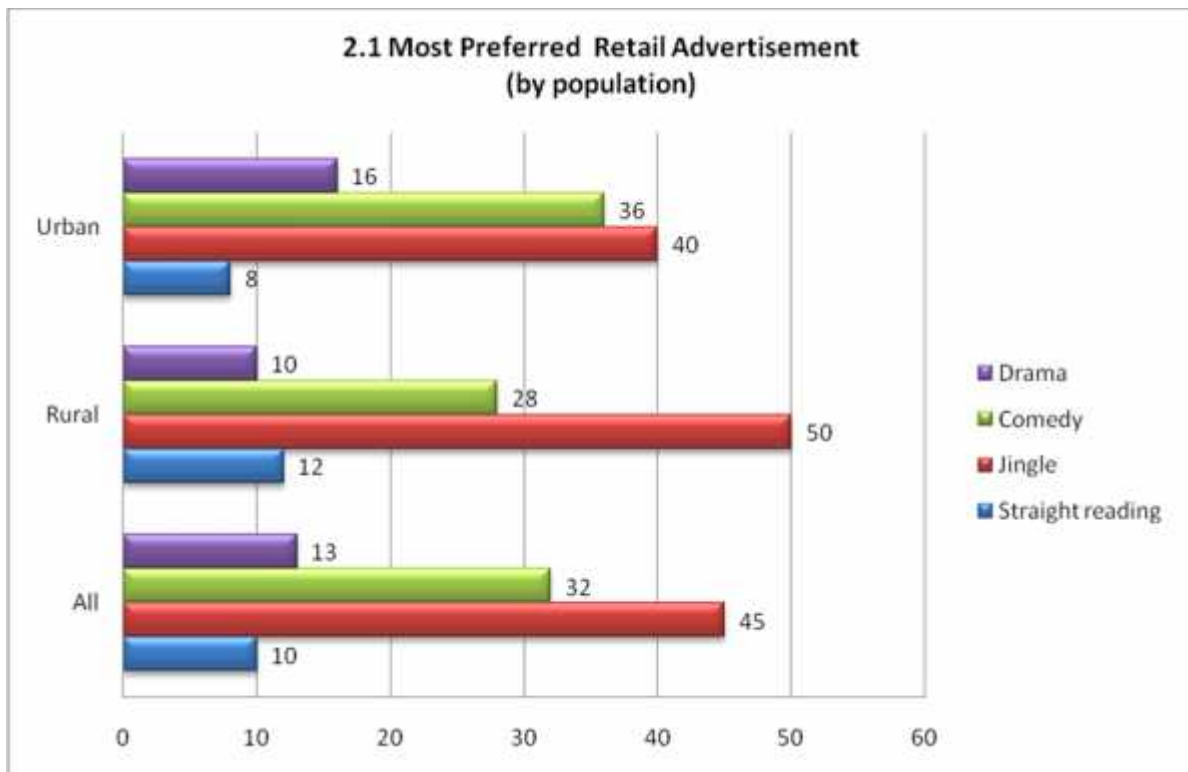
The above table 2.1 shows the most preferred retail advertisement on local radio by population. I took 50 samples from each area and asked them about their most preferred advertisement on local radios.

The table shows majority (45%) of respondents prefer jingle. The comedy advertisement is preferred by the 2nd large (32%) number of respondents. Straight reading is the least preferred (only 10% preferred) advertisement and 13% preferred drama.

The table shows, majority of both urban (40%) and rural (50%) respondents prefer jingle; comedy advertisement got the 2nd position in both rural (28% prefer) and urban (36% prefer) respondents. Drama is least preferred (10% preferred) by rural population where negligible number of (only 8% preferred) urban respondents preferred straight/live reading.

The above given table 2.1 can be shown in multiple bar diagram also.

Table 2.1



(Source: Primary data from questionnaire)

4.2.2 Most Preferred Retail Advertisement (by gender)

Figure 2.2

Gender	Sample size	Straight reading (%)	Jingle (%)	Comedy (%)	Drama (%)
Female	50	0	78	18	4
Male	50	20	12	46	22

(Source: Primary data from questionnaire)

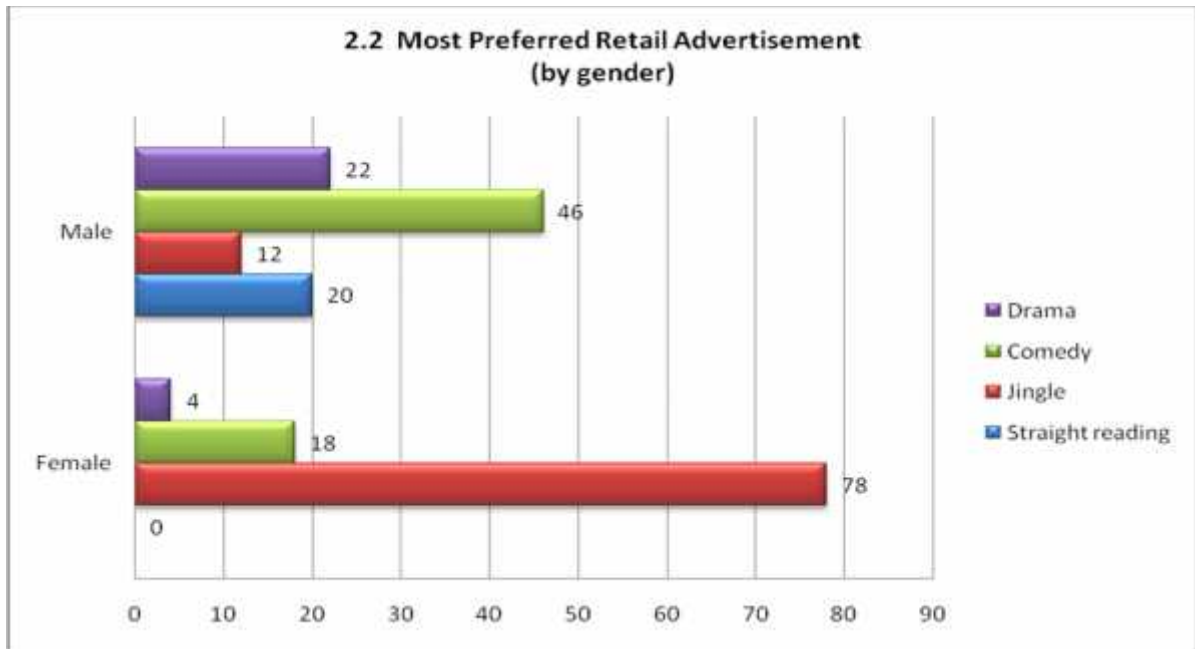
The above table 2.2 shows the most preferred advertisement by gender. 50 respondents from each gender is taken as sample and asked them about their most preferred retail advertisement.

The table shows jingle is preferred by majority (78%) of female respondents. While negligible number (4%) of female respondents prefers drama. Comedy is preferred by 18% of female respondents. No one (female respondent) is in favor of straight/live reading.

Most of the male (46%) respondents prefer comedy advertisement where 22% prefer drama. The jingle is least preferred by male (only 12% prefer) respondents. A significant number of (20%) male respondent shows their love for straight/live reading.

The above given table 2.2 can be shown in multiple bar diagram also.

Figure 2.2



(Source: Primary data from questionnaire)

4.2.3 Most Preferred Retail Advertisement (by age)

Table 2.3

Age group	Sample size	Straight/Live reading (%)	Jingle (%)	Comedy (%)	Drama (%)
Children	25	0	48	36	16
Youth	25	8	60	12	20
Adult	25	20	40	36	4
Old	25	12	32	44	12

(Source: Primary data from questionnaire)

The above table 2.3 shows the most preferred retail advertisement on local radio by population. I took 25 respondents from each age group and asked them what type of advertisement they most prefer on radio?

The table shows most of the children (48%) love jingle, comedy is preferred by 36% and 16% prefer drama. No one respondent (Children) went with straight/live readings.

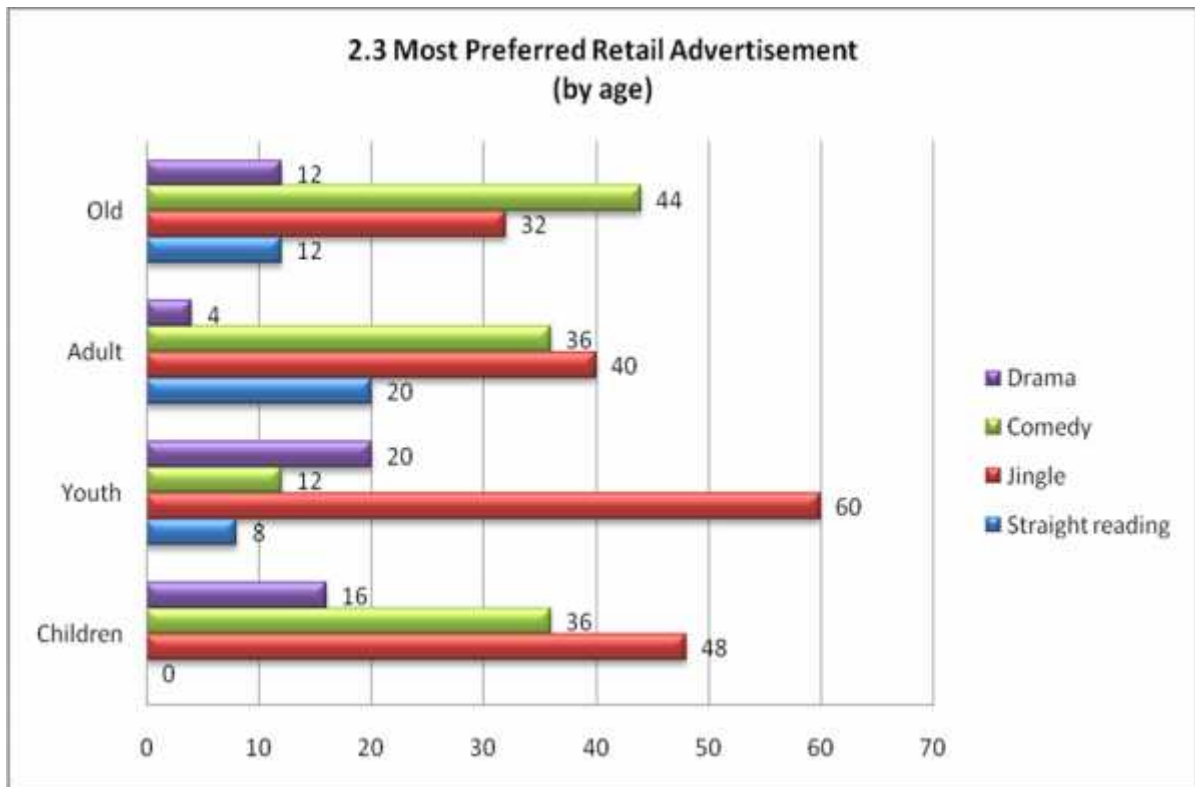
Where, majority (60%) of youth indicate jingle as most preferred program. 20% of them love drama and 12% prefer comedy. straight/Live reading is least preferred by youth.

Large numbers (40%) of adult prefer jingle; 36% of them like comedy and 20% straight/Live reading. Drama is the least preferred (4%) by adult respondents.

But the table shows old respondents prefer comedy (44%) where jingle is preferred by 32% ; drama and straight/Live reading is preferred by 12% of old respondents.

The above given table 2.3 can be shown in multiple bar diagram also.

Figure 2.3



(Source: Primary data from questionnaire)

4.3 VISITING HABIT OF CONSUMER

4.3.1 Visiting Habit of Consumer (by population)

Table 3.1

Population	Sample size	Generally (%)	Regularly (%)	Sometimes (%)
All	100	20	45	35
Rural	50	24	48	28
Urban	50	16	42	42

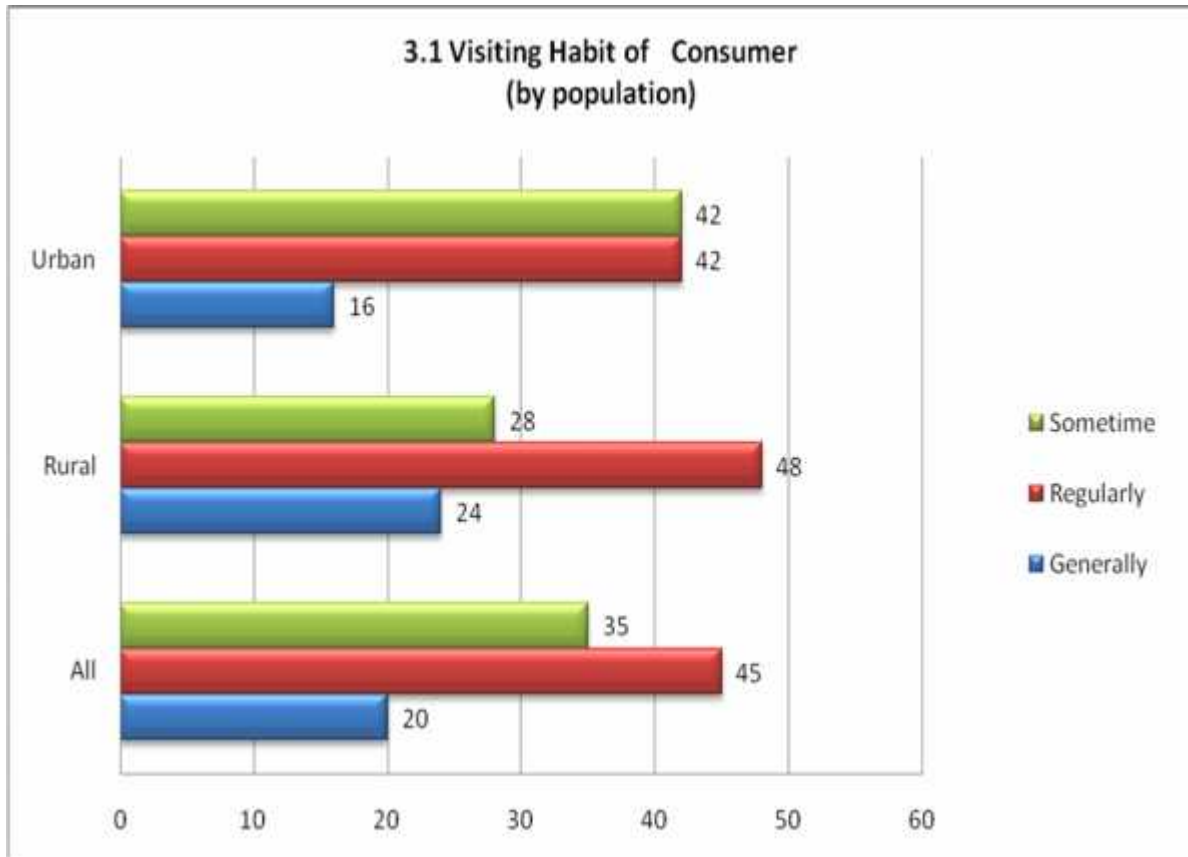
(Source: Primary data from questionnaire)

The above table 3.1 shows the visiting habit of consumers to the retail advertisers by population. I took 100 samples including rural and urban are and asked them, How often do you visit to the Advertised retail establishment (local/retail advertiser) after listening to its advertisement in local Radio?

The table shows most of the (45%) respondents regularly visit to the retail/local advertiser after listening to its advertisements & 20% visit generally while 35% of them visit sometimes. The regularly & generally visiting habits of rural respondents (24% & 48%) are more than the urban (16% & 42%). The table shows Almost half (42%) of the urban respondents visit sometimes where only 28% of rural respondents visit sometimes.

The above given table 3.1 can be shown in multiple bar diagram also.

Figure 3.1



(Source: Primary data from questionnaire)

4.3.2 Visiting Habit of Consumer (by gender)

Table 3.2

Gender	Sample size	Generally (%)	Regularly (%)	Sometimes (%)
Female	50	26	58	16
Male	50	14	32	54

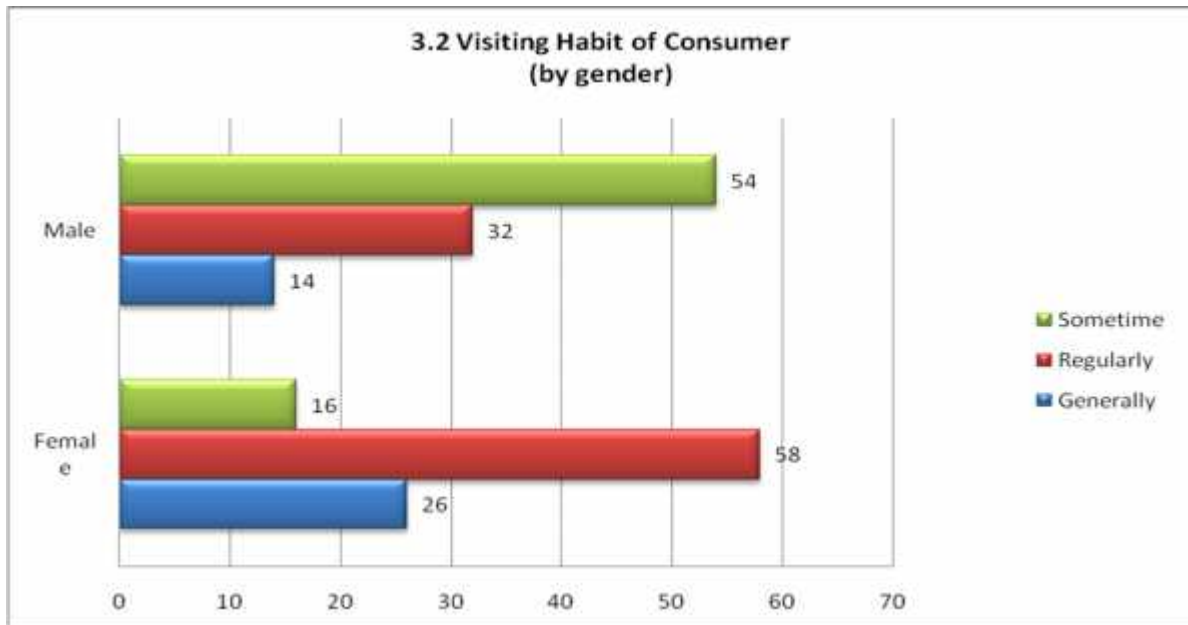
(Source: Primary data from questionnaire)

The table 3.2 shows the visiting habit of consumers to the retail/local advertiser by gender. I took 50 samples from each gender and asked them, how often do you visit to the Advertised retail establishment (retail/local advertiser) after listening to its advertisement in local Radio?

The table shows the number of female regular visitors (58%) is significantly more than the male regular visitors (32%). The table shows one fourth of (25%) female respondents generally visit to the retail/local advertiser after listening to its advertisement in local radio where only a small number of (14%) male respondents visit to the retailers (retail/local advertiser). The table shows majority of the male (54%) respondents visit only sometimes to the retail/local advertiser where small number of female (16%) respondents visit sometimes.

The above given table 3.2 can be shown in multiple bar diagram also.

Figure 3.2



(Source: Primary data from questionnaire)

4.3.3 Visiting Habit of Consumer (by age)

Table 3.3

Age	Sample size	Generally (%)	Regularly (%)	Sometimes (%)
Children	25	8	68	24
Youth	25	8	68	24
Adult	25	48	0	52
Old	25	16	44	40

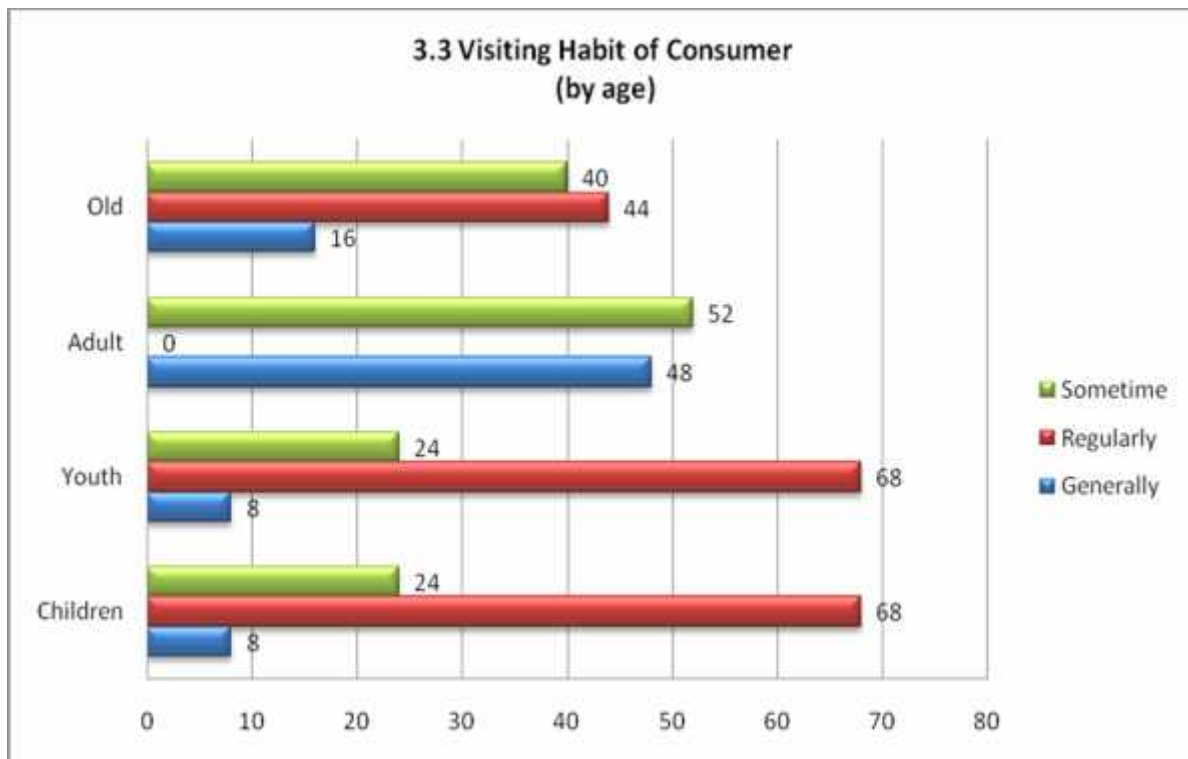
(Source: Primary data from questionnaire)

The above table 3.3 shows the visiting habit of consumers by age group. I took 25 respondents from each age group and asked them how often they visit the retail/local advertiser after listening to its advertisement in local radios?

The table shows that children and youth are the most regular visitors (68%) where adult respondents don't visit regularly. Majority of adults (52%) visit sometimes to the retail/local advertisers after listening to its advertisement on local radio. The table shows 44% old people visit regularly and 40% visit sometimes.

The above given table 3.3 can be shown in multiple bar diagram also.

Figure 3.3



(Source: Primary data from questionnaire)

4.4 PURCHASING PRACTICE

4.4.1 Purchasing Practice (by population)

Table 4.1

Population	Sample size	Always (%)	Generally (%)	Sometimes (%)
All	100	47	20	33
Urban	50	34	24	42
Rural	50	60	16	24

(Source: Primary data from questionnaire)

The above table 4.1 shows the purchasing practices of consumers by population. I took 50 respondents from each area and asked them, how often do you purchase products and services from advertised retail establishment (shops/stores etc.)?

The table shows most (47%) of the respondents always purchase goods and services from the advertised retailer, where 20 % purchase generally and 33% purchase sometimes.

The table shows always purchasing habits of rural respondents (60%) is more than the urban respondents (34%) where generally purchasing habits of urban (24%) is more than rural (16%). Most of the urban respondents (42%) purchase only sometimes where less than one fourth (24%) of female respondents purchase sometimes from the advertised establishments.

The above given table 4.1 can be shown in multiple bar diagram also.

Figure 4.1



(Source: Primary data from questionnaire)

4.4.2 Purchasing Practice (by gender)

Table 4.2

Gender	Sample size	Always (%)	Generally (%)	Sometimes (%)
Male	50	28	20	52
Female	50	66	20	14

(Source: Primary data from questionnaire)

The above table 4.2 shows the purchasing practices of consumers by gender. I took 50 samples from each gender and asked them, how often do you purchase products and services from advertised retail establishment (shops/stores etc)?

The figure indicates most of the (66%) of female respondents always purchase goods and services from the advertised retail establishment. where majority (52%) of male purchase only sometimes.

The figure indicates the always purchasing habit of female is more than double of male. While equal number of both (20%) purchases generally and only a small number (14%) of female purchases sometimes.

The above given table 4.2 can be shown in multiple bar diagram also.

Figure 4.2



(Source: Primary data from questionnaire)

4.4.3 Purchasing Practice (by age)

Table 4.3

Age	Sample size	Always (%)	Generally (%)	Sometimes (%)
Children	25	72	8	20
Youth	25	72	4	24
Adult	25	20	32	48
Old	25	36	36	40

(Source: Primary data from questionnaire)

The above table 4.3 shows the purchasing practices of consumers by age group. I took 25 samples from each age group and asked them, how often do you purchase products and services from advertised retail establishment (shop/store etc)?

The table shows most (72%) of the children have always purchasing habits while least of the adult (36%) have always purchasing habits. The table shows majority of children (72%) and youth (72%) always purchase while most of the adult (48%) and old (40%) purchase sometimes. Generally purchasing habits of old (36%) is most among the others.

The above given table 4.3 can be shown in multiple bar diagram also.

Figure 4.3



(Source: Primary data from questionnaire)

4.5 FAVOURITE PLACE FOR PURCHASING CONSUMER GOODS

4.5.1 Favorite Place for Purchasing Consumer Goods (by population)

Table 5.1

Population	Sample size	Home location (%)	Don't consider (%)	Have a fixed store (%)
All	100	44	13	43
Rural	50	46	12	42
Urban	50	42	14	44

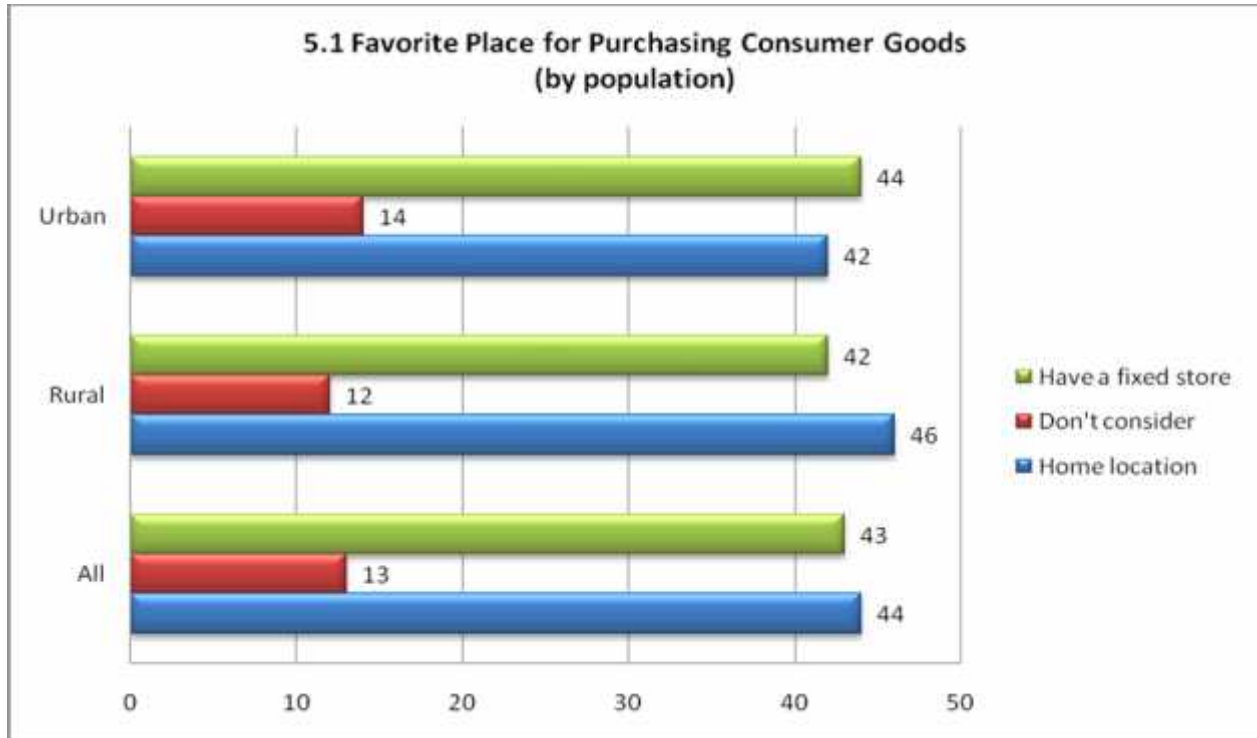
(Source: Primary data from questionnaire)

The above table 5.1 shows the favorite place of consumers to purchase consumer goods by population. I took 50 samples form each area i.e. Urban and Rural. And asked them where do you purchase your consumer goods, generally?

The table shows most of the respondents either purchases in home location or they visit to fixed store/shops in all. Merely 13% people don't consider where they purchase consumer goods. The majority of the rural (46%) population purchase consumer goods to home location but urban population (44%) purchase in fixed stores/shops.

The above given table 5.1 can be shown in multiple bar diagram also.

Figure 5.1



(Source: Primary data from questionnaire)

4.5.2 Favorite Place for Purchasing Consumer Goods (by gender)

Table 5.2

Gender	Sample size	Home location (%)	Don't consider (%)	Have a fixed store (%)
Female	50	36	6	58
Male	50	52	20	28

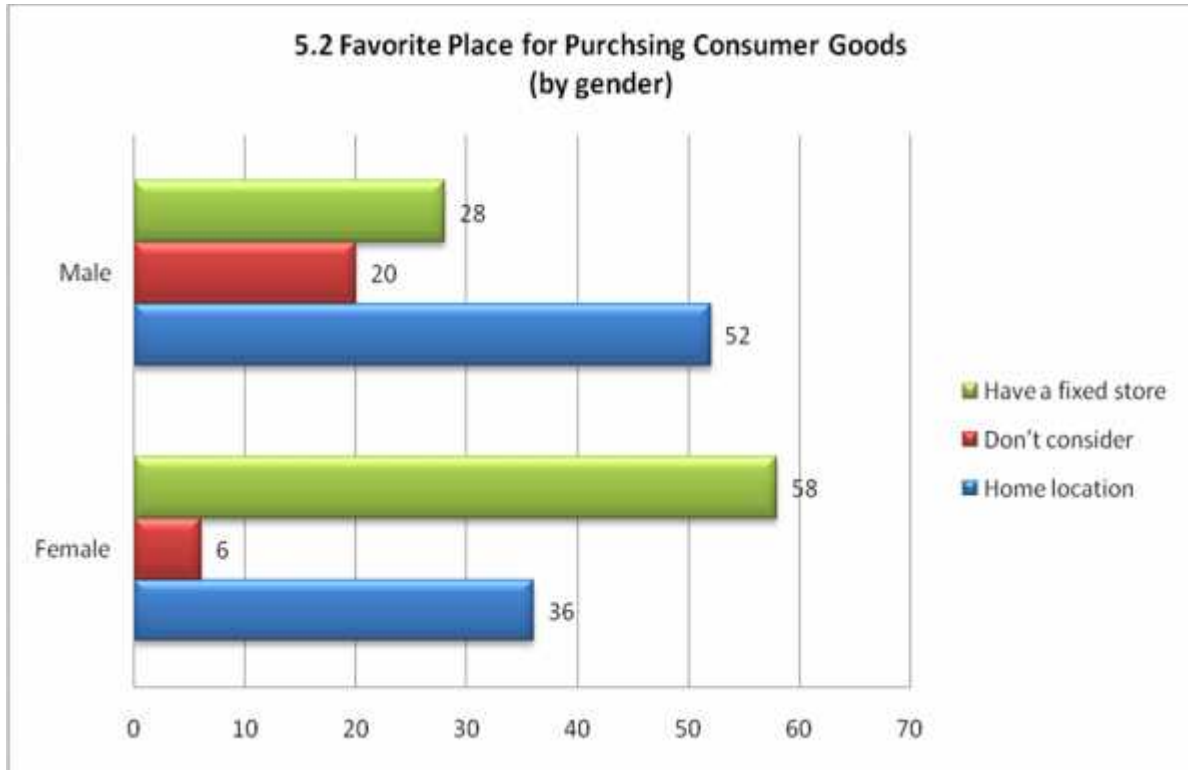
(Source: Primary data from questionnaire)

The above table 5.2 shows the favorite place of consumers to purchase consumer goods by gender. I took 50 samples from each gender and asked them about their choice for purchasing consumer goods.

The table shows the majority of the female (58%) purchase consumer goods at a fixed shop/store. While majority of the male (52%) purchase at home location. The table shows only a small number of both female and male (6% of female & 20% of male) doesn't think about the location or shops/stores while purchasing the consumer goods.

The above given table 5.2 can be shown in multiple bar diagram also.

Figure 5.2



(Source: Primary data from questionnaire)

4.5.3 Favorite Place for Purchasing Consumer Goods (by age)

Table 5.3

Age	Sample size	Home location (%)	Don't consider (%)	Have a fixed store (%)
Children	25	80	4	16
Youth	25	60	0	40
Adult	25	20	20	60
Old	25	16	28	56

(Source: Primary data from questionnaire)

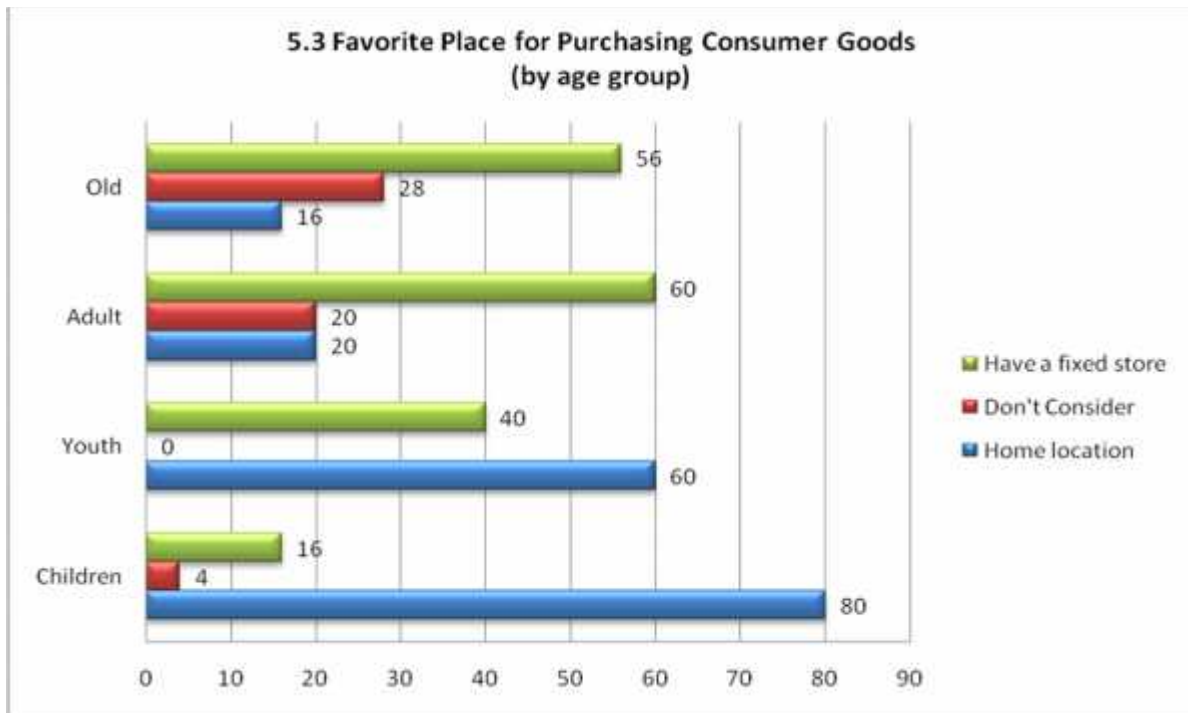
The above table 5.3 shows the consumers' favorite place for purchasing consumer goods. I took 25 samples from each age group and asked them about their favorite place for purchasing consumer goods.

The table shows majority of the children (80%) and youth (60%) purchase consumer goods from home location while the majority of the adult (60%) and old people (56%) purchase consumer goods at fixed store/shop.

And table shows only a small number of people from all age group (up to 28%) don't consider place for purchasing the consumer goods.

The above given table 5.3 can be shown in multiple bar diagram also.

Figure 5.3



(Source: Primary data from questionnaire)

4.6 FAVORITE PLACE FOR PURCHASING CONSUMER DURABLES

4.6.1 Favorite Place for Purchasing Consumer Durables (by population)

Table 6.1

population	Sample size	Home location (%)	Don't consider (%)	Have a fixed store (%)
All	100	11	0	89
Rural	50	8	0	92
Urban	50	14	0	86

(Source: Primary data from questionnaire)

The above table 6.1 shows the consumers' favorite place for consumer durables by residents. I took 50 samples from each area and asked them where do you purchase your consumer durables, generally?

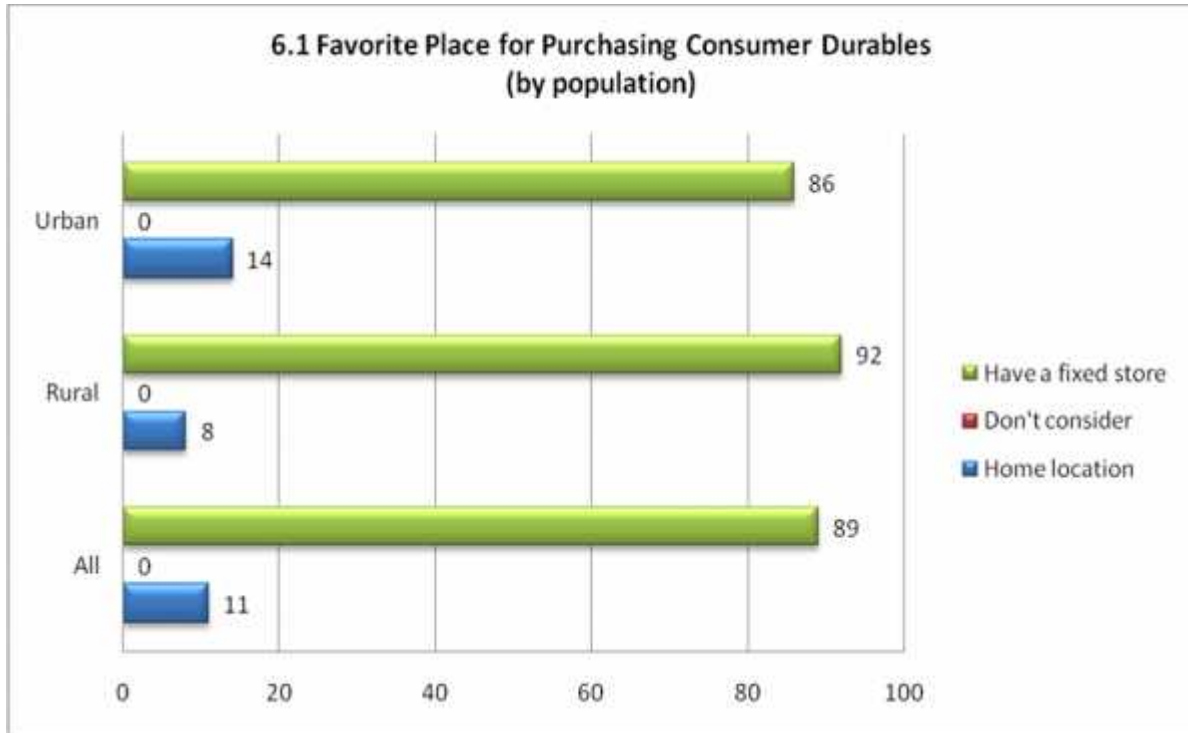
The table shows the majority of the populations (89%) have fixed stores to purchase consumer durables on all. Only a small number of (11%) people purchase it at home lactation and no one purchases consumer durables without considering the shop/store or location.

The table shows nearly all of the rural population (92%) has fixed store/shops to purchase consumer durables while 86% of urban population has a fixed store.

The table shows no one purchase consumer durables without considering the shops/stores and location.

The above given table 6.1 can be shown in multiple bar diagram also.

Figure 6.1



(Source: Primary data from questionnaire)

4.6.2 Favorite Place for Purchasing Consumer Durables (by gender)

Table 6.2

Particular	Sample size	Home location (%)	Don't consider (%)	Have a fixed store (%)
Female	50	6	0	94
Male	50	16	0	84

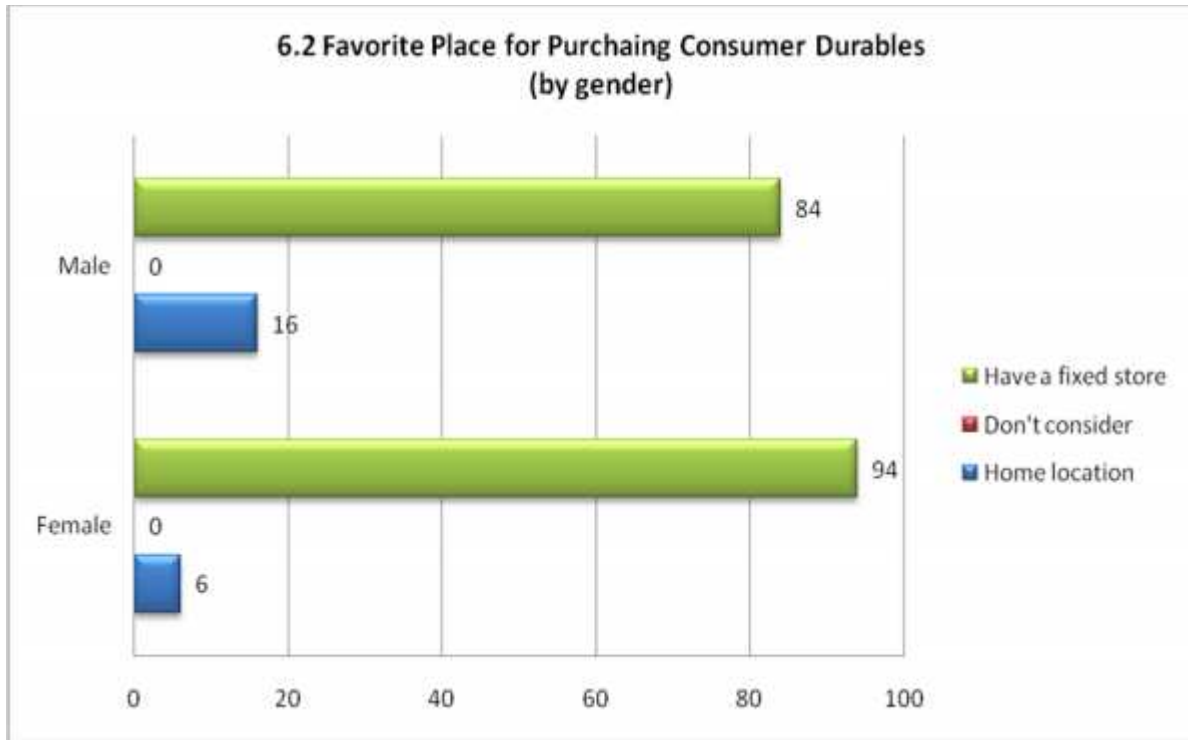
(Source: Primary data from questionnaire)

The above table 6.2 shows the favorite place for purchasing consumer durables by gender. I took 50 samples from each gender and asked them about their favorite place to purchase consumer durables.

The table shows nearly all of the female (94%) and majority of male (84%) purchase consumer durables from fixed stores/shops. Only some female (6%) & male (16%) purchase consumer durables at home location.

The above given table 6.2 can be shown in multiple bar diagram also.

Figure 6.2



(Source: Primary data from questionnaire)

4.6.3 Favorite Place for Purchasing Consumer Durables (by age)

Table 6.3

Age	Sample size	Home location (%)	Don't consider (%)	Have a fixed store (%)
Children	25	16	0	84
Youth	25	12	0	88
Adult	25	4	0	96
Old	25	12	0	88

(Source: Primary data from questionnaire)

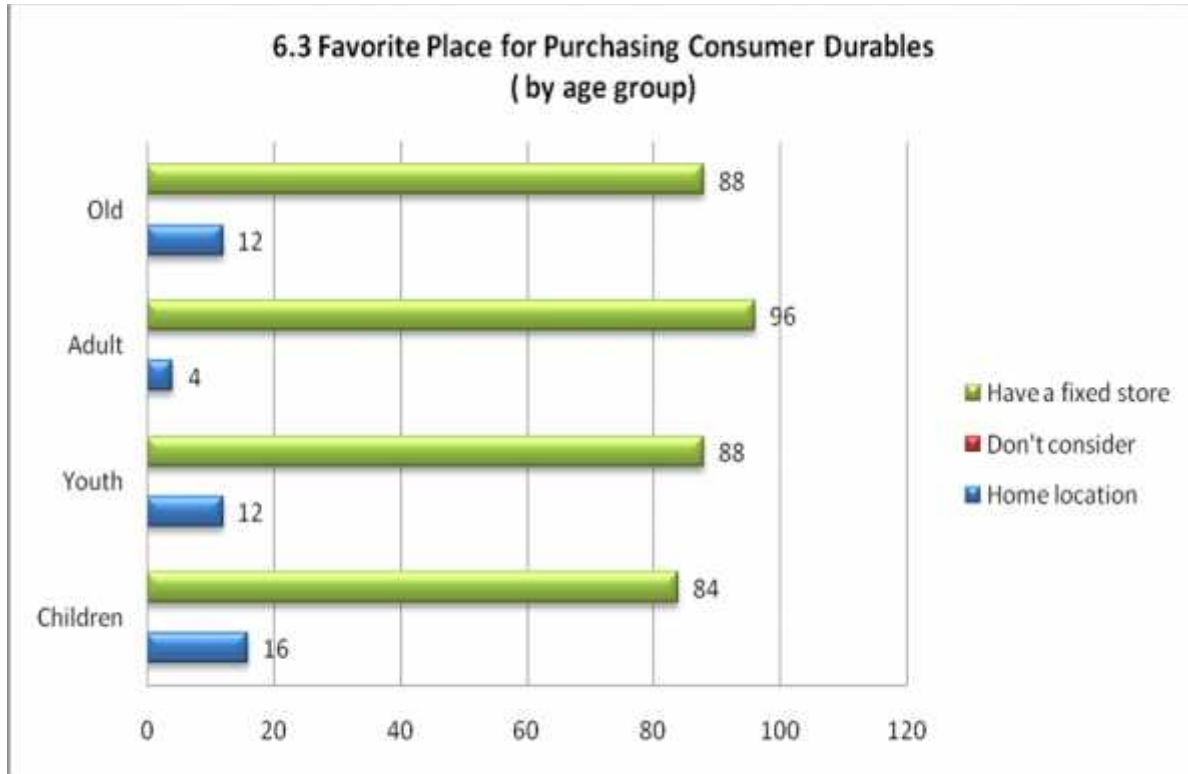
The table 6.3 shows the consumers favorite place for purchasing consumer durables by age. I took 25 samples form each age group and asked them where do you purchase your consumer durables, generally?

The table shows large numbers of people in each age group (by age, are and gender) have fixed stores/shops to purchase consumer durables. And only some people in each group (by age, are

and population) purchase it at home location.

The above given table 6.3 can be shown in multiple bar diagram also.

Figure 6.3



(Source: Primary data form questionnaire)

4.7 SOURCE OF INFORMATION

4.7.1 Source of Information (by population)

Table 7.1

Population	Sample size	Local Radio (%)	Newspaper (%)	Cable TV (%)	By others (%)	Can't say (%)
All	100	65	8	15	1	11
Rural	50	86	0	0	2	12
Urban	50	44	16	30	0	10

(Source: Primary data from questionnaire)

The table 7.1 shows the sources of information regarding products and services available in the local market. I took 50 samples from each area and asked them how do you get the first information about the products and services available in local market?

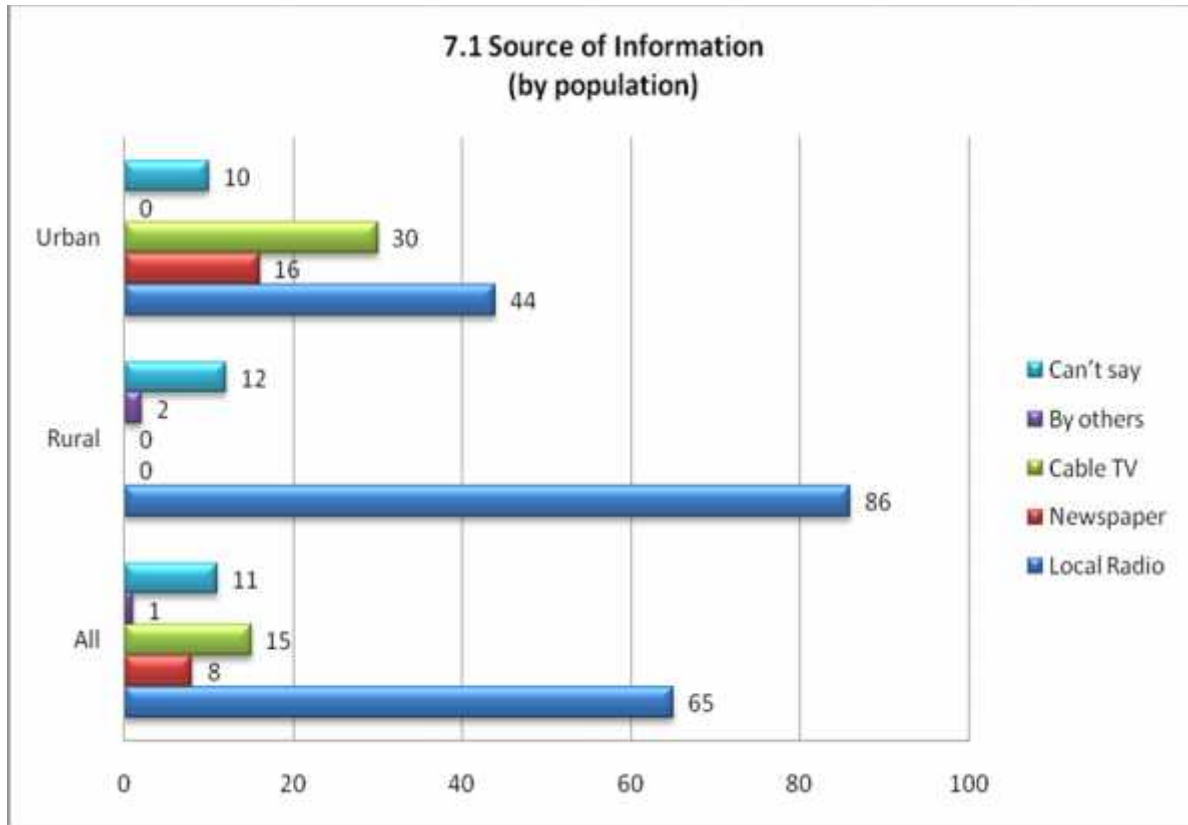
Form the above data, it is clearly seen that the majority of the population (65%) receive information from radio for the first time. Only a few numbers of respondents (15% & 8%) get the information through Local cable TV and Local newspapers respectively. A small number of (11%) respondents can't say through which medium they get information for the first time.

The table shows a large number of rural respondents (86%) get information through local radio and a good number of urban respondents (44%) also get it through local radio. The table shows no one of the rural respondents get information about products and services available in local market through local cable TV or Local Newspapers. But significant number of urban population (30%+16%) gets information from local cable TV and local Newspapers.

Where some rural (12%) and urban (10%) people aren't confirmed through which medium they get information first.

The above given table 7.1 can be shown in multiple bar diagram also.

Figure 7.1



(Source: Primary data from questionnaire)

4.7.2. Source of Information (by gender)

Table 7.2

Particular	Sample size	Local Radio (%)	Local Newspaper (%)	Cable TV (%)	By others (%)	Can't say (%)
Female	50	78	8	14	2	0
Male	50	54	8	16	0	22

(Source: Primary data from questionnaire)

The table 7.2 shows the sources of information for products and services available in the local market by gender. I took 50 respondents from each gender and asked them how do you come to know the products and services for the first time available in the local market?

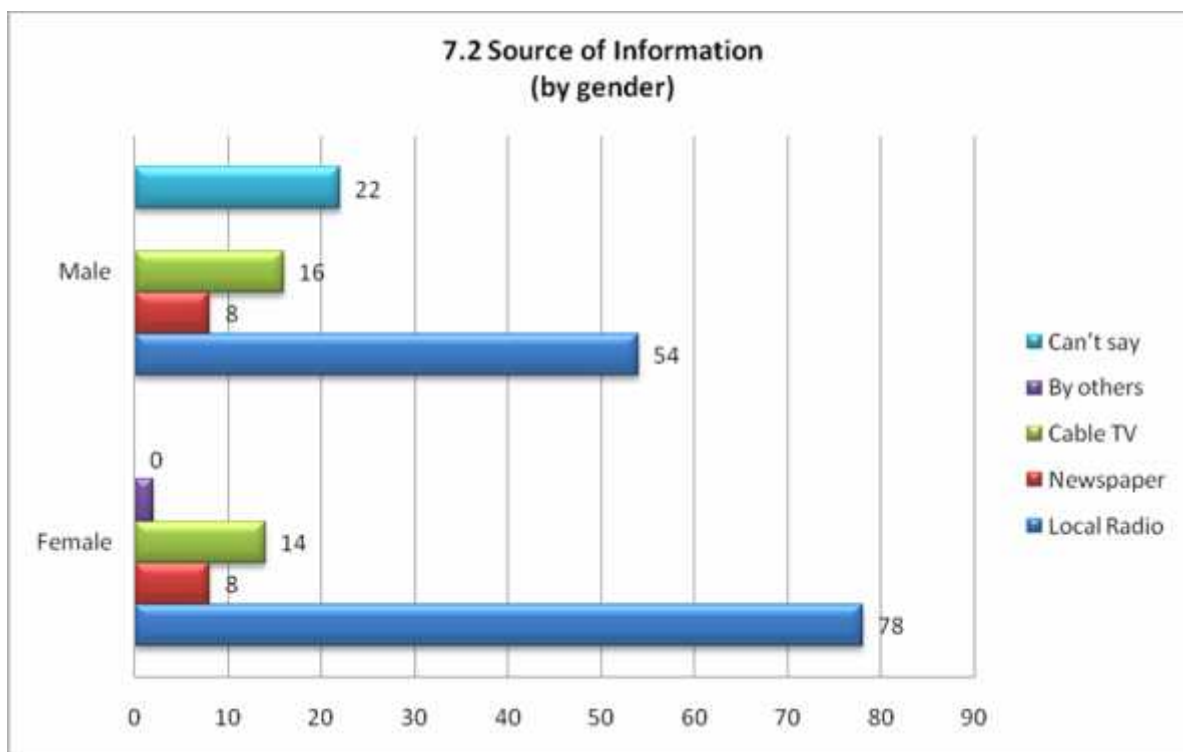
The figure indicates that majority of both female (78%) and male (54%) get information

from radio where 16% male and 14% female from local cable TV 8% of both male and female from local Newspapers.

Whereas significant numbers (22%) of male don't sure about the media through which they get first information.

The above given table 7.2 can be shown in multiple bar diagram also.

Figure 7.2



(Source: Primary data from questionnaire)

4.7.3 Source of Information (by age)

Table 7.3

Age	Sample	Local Radio (%)	Newspaper (%)	Cable TV (%)	By others (%)	Can't say (%)
Children	25	80	0	20	0	0
Youth	25	88	12	0	0	0
Adult	25	44	32	20	4	0
Old	25	48	12	20	0	20

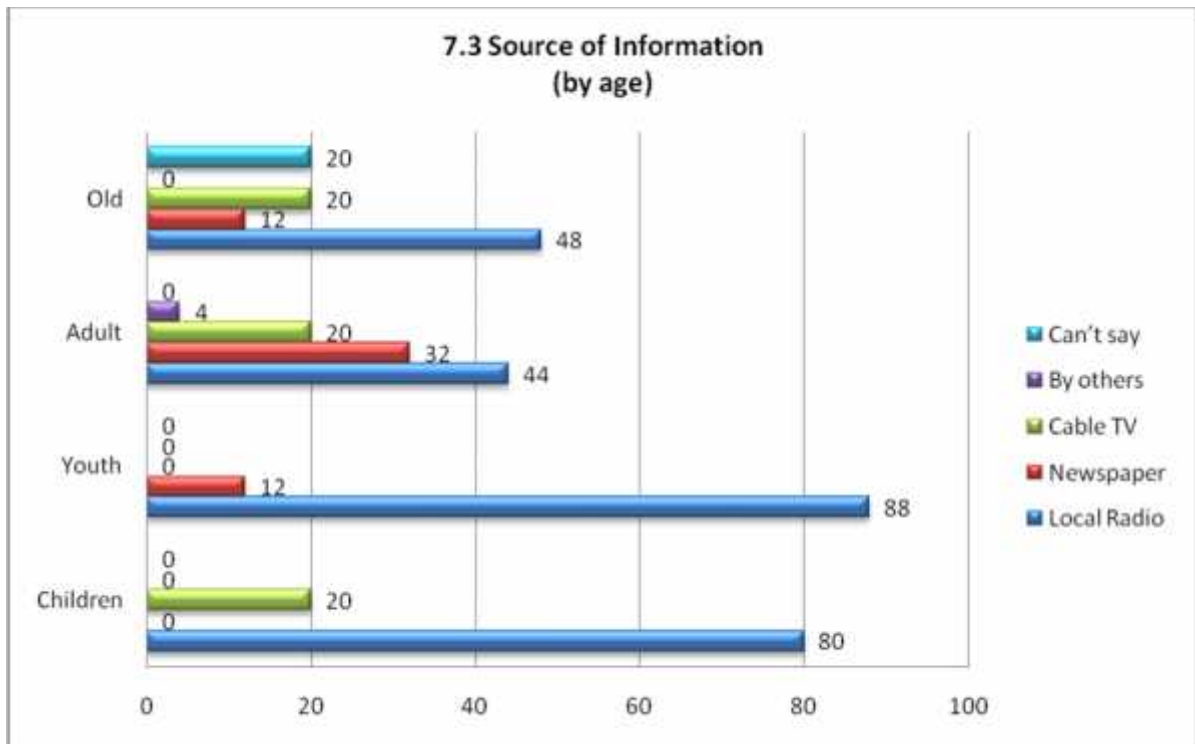
(Source: Primary data from questionnaire)

The above table 7.3 shows the sources of information for the products and services available in the local market by age group. I took 25 samples from each age group and asked them how do they come to know about the products and services available in the local market for the first time?

Form the above table, it is clearly seen that large number of all age groups get the information for the first time through radio. Where 20% of children, adult and old people get the information from local cable TV; 12% of youth, 32% of adult and 12% of old people get it from Local Newspapers. Where 20% of old people are not sure about the source and only 4% of adult gets first information from other sources.

The above given table 7.3 can be shown in multiple bar diagram also.

Figure 7.3



(Source: Primary data from questionnaire)

4.8 MOTIVATIONAL FACTOR

4.8.1 Motivational Factor (by population)

Table 8.1

population	Sample size	Price /Quality (%)	New arrivals/ Fashion (%)	Discounts (%)	Service (%)	Replacement (%)
All	100	14	19	39	18	10
Rural	50	22	14	40	12	12
Urban	50	6	24	38	24	8

(Source: Primary data from questionnaire)

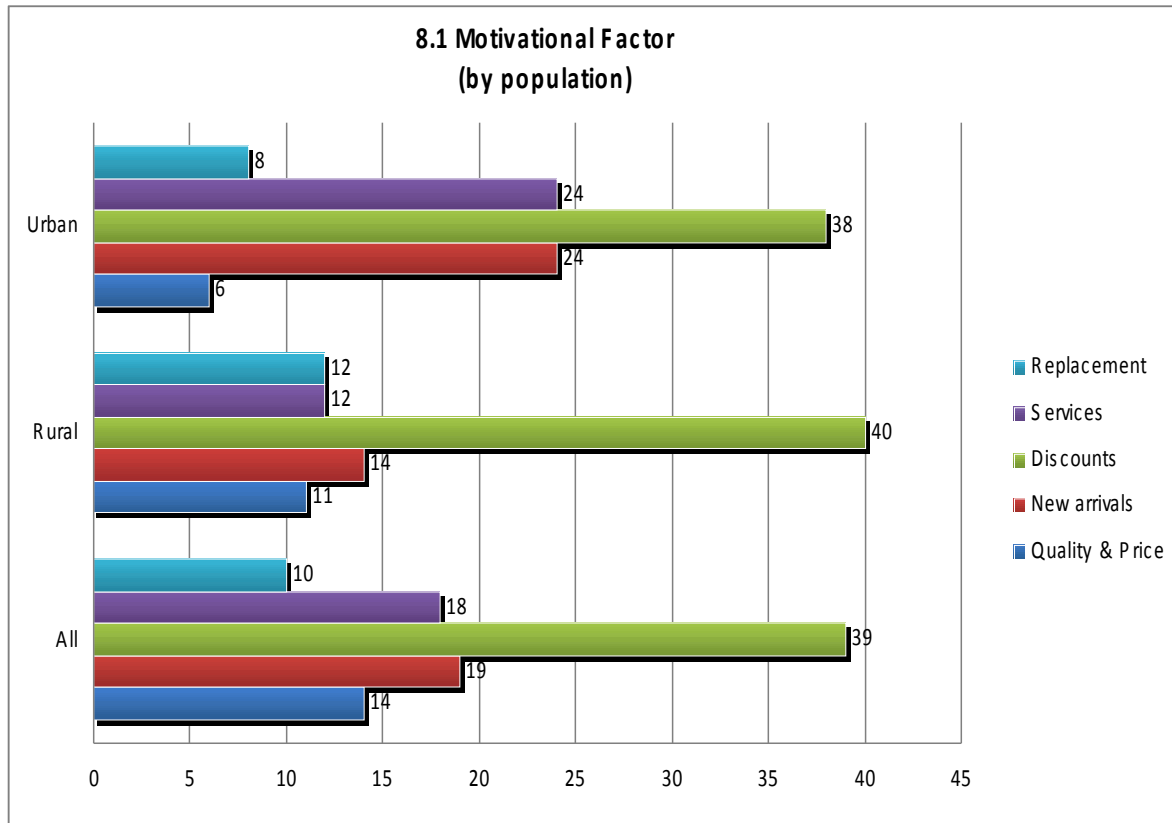
The above table 8.1 shows the motivational factors of consumers by population. I took 50 samples form each area and asked them, what offerings in retail advertisement motivate you most to purchase goods and services?

The above table 6.1 shows majority of respondents (39%) are highly motivated by discounts offers; 19% are motivated by new arrivals/fashion; 18% from service offers; 14% from quality & price and 10% from replacement offers.

Where most of the both rural(40%) and urban (38%) respondents also take discounts as highly motivational factor; 2nd large number of rural (22%) respondents take quality and price as highly motivational factor while only least (6%) of urban respondents take price and quality as motivational factor; a significant number (24%) of urban respondents take new arrivals/fashion and service as a highly motivational factors where only small number (14% & 12%) of rural respondents take it as a motivational factor; and replacement offer is preferred 12% & 8% rural and urban respondents.

The above given table 8.1 can be shown in multiple bar diagram also.

Figure 8.1



(Source: Primary data from questionnaire)

4.8.2 Motivational Factor (by gender)

Table 8.2

Gender	Sample size	Price/Quality (%)	New arrivals/Fashions (%)	Discounts (%)	Services (%)	Replacement (%)
Female	50	24	18	48	10	0
Male	50	4	20	30	26	20

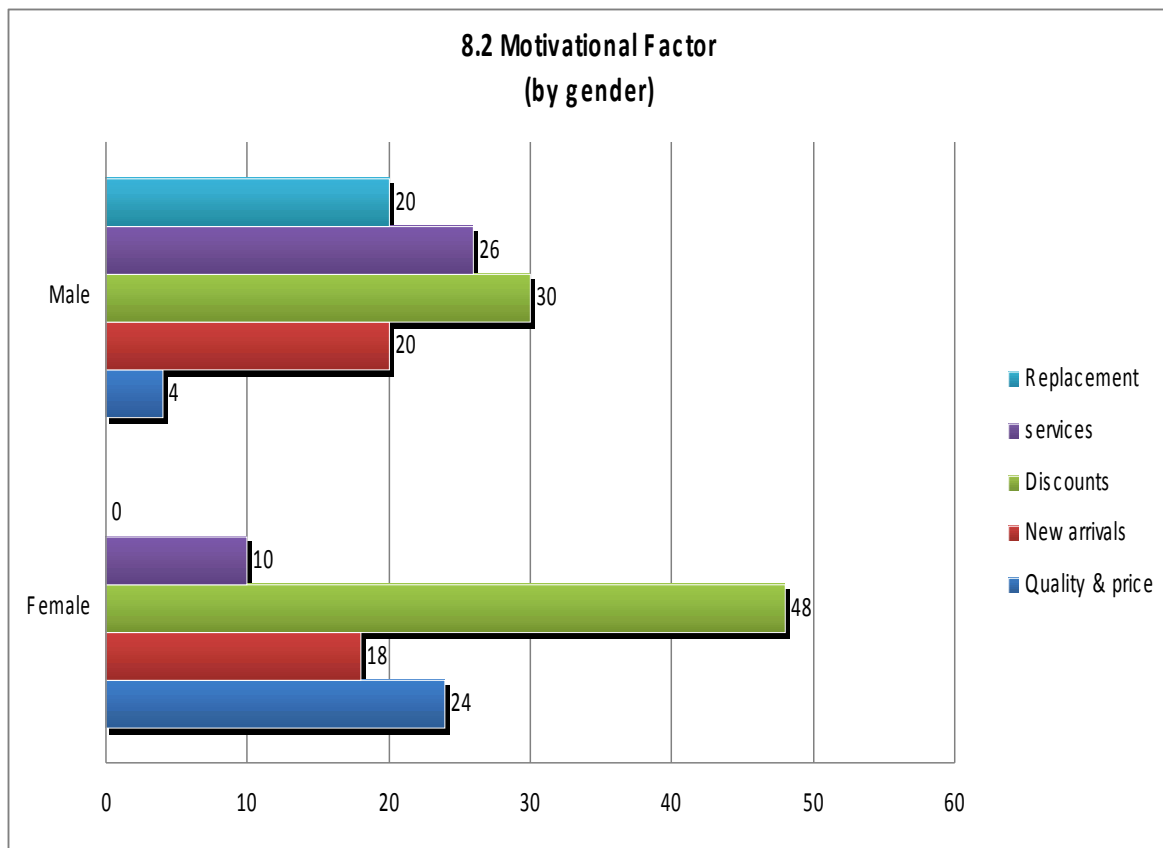
(Source: Primary data from questionnaire)

The above table 8.2 shows the motivational factors by gender. I took 50 samples from each gender and asked them what offerings in retail advertisement motivate you most to purchase goods and services?

The table shows discount offers as highly motivational factor for large number of both male (30%) and female (48%) respondents. The table shows 2nd large numbers of female respondents take price and quality as motivational factor while negligible (4%) number of male respondents takes price and quality as a highly motivational factor. The table shows almost one fifth of both female (18%) and male (20%) respondents take new arrivals/fashion as highly motivational factor and 26% of male respondents take service as motivational while only 10% female respondents take it as motivational factor. No one of female respondent goes with replace facilities while significant of male respondents take it as highly motivational factor.

The above given table 8.2 can be shown in multiple bar diagram also.

Figure 8.2



(Source: Primary data from questionnaire)

4.8.3 Motivational Factor (by age)

Table 8.3

Age	Sample size	Price/Quality (%)	New arrivals/ Fashion (%)	Discounts (%)	Services (%)	Replacement (%)
Children	25	0	28	72	0	0
Youth	25	24	48	28	0	0
Adult	25	20	0	24	36	20
Old	25	12	0	32	36	20

(Source: Primary data from questionnaire)

The above table 8.3 shows the motivational factors of consumers by age. I took 25 samples from each age group and asked them what offerings in retail advertisements motivate you most to purchase goods and services?

The table shows, majority of children (72%) respondents are motivated by discount offer while new arrivals and fashion motivate large number (48%) of youth respondents. The table shows service is the motivating factor for large number of adult (36%) and old (36%) respondents.

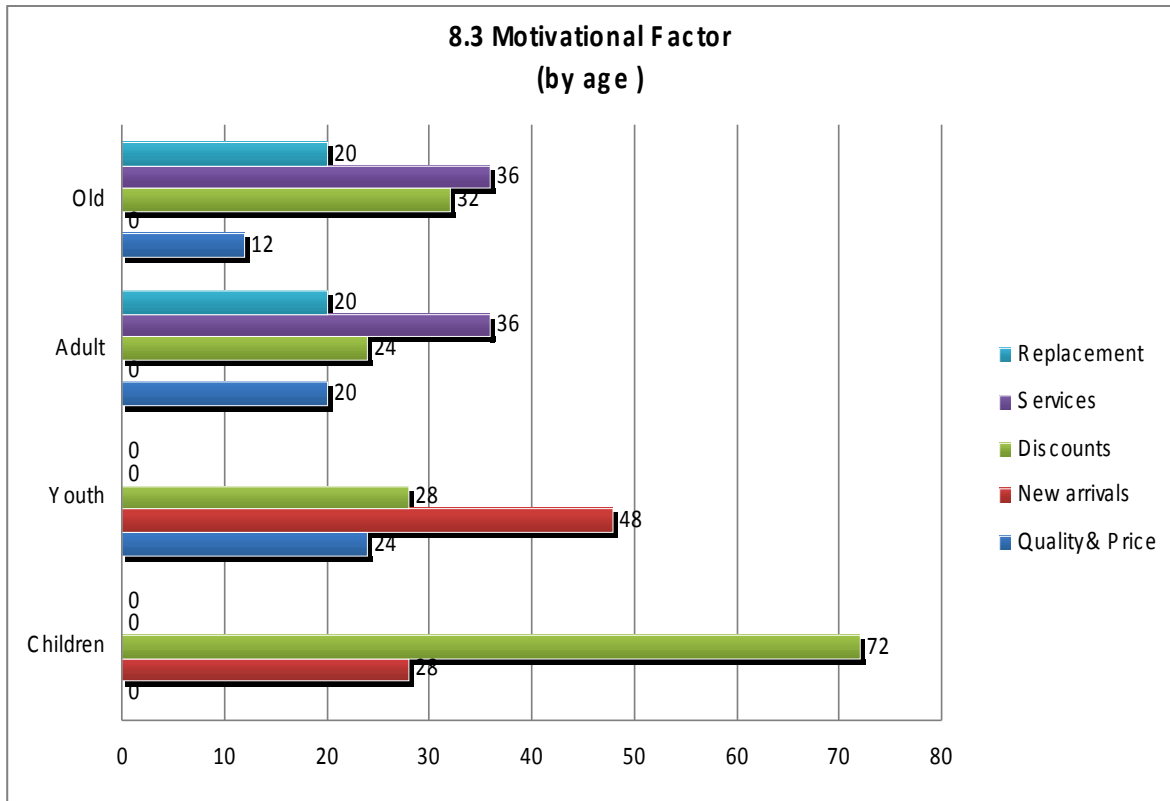
The data shows, price & quality; services and replacement facilities don't motivate children where significant numbers (28%) of children are motivated by new arrivals and fashion.

The table also shows service & replacement facilities don't motivate the youth respondents but discounts; price & quality motivate 28% and 24% youth respondents respectively.

The table shows 20% of both adult and old respondents are motivated by replacement facilities while 20% adult and 12% old respondents take it as motivational factor.

The above given table 8.3 can be shown in multiple bar diagram also.

Figure 8.3



(Source: Primary data from questionnaire)

4.9 TRUST ON RETAIL/LOCAL ADVERTISER

4.9.1 Trust on Retail/ Local Advertiser (by population)

Table 9.1

<i>Population</i>	<i>Sample size</i>	<i>Fully (%)</i>	<i>Generally (%)</i>
<i>All</i>	<i>100</i>	<i>58</i>	<i>42</i>
<i>Rural</i>	<i>50</i>	<i>72</i>	<i>28</i>
<i>Urban</i>	<i>50</i>	<i>44</i>	<i>56</i>

(Source: Primary data from questionnaire)

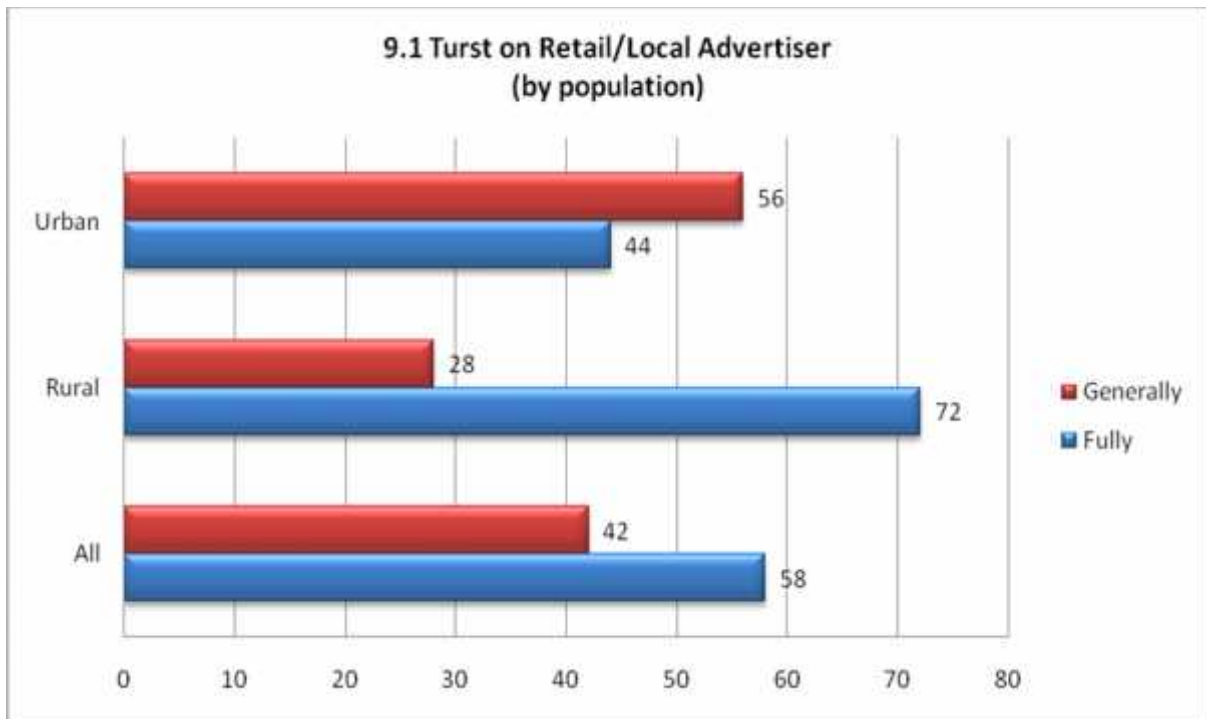
The above table 9.1 shows the trust on retail/local advertisers by population. I took 50 samples from each area and asked them about their trust/belief on retail/local advertisers.

The table shows majority (58%) of respondents fully trust on retail/local advertisers.

The figure indicates that large numbers (72%) of rural respondents fully trust on retailer/local advertisers where less than half (45%) of urban respondents only fully trust on retail/local advertisers.

The above given table 9.1 can be shown in multiple bar diagram also.

Figure 9.1



(Source: Primary data from questionnaire)

4.9.2 Trust on Retail/Local Advertiser (by gender)

Table 9.2

<i>Gender</i>	<i>Sample size</i>	<i>Fully (%)</i>	<i>Generally (%)</i>
<i>Female</i>	<i>50</i>	<i>64</i>	<i>36</i>
<i>Male</i>	<i>50</i>	<i>52</i>	<i>48</i>

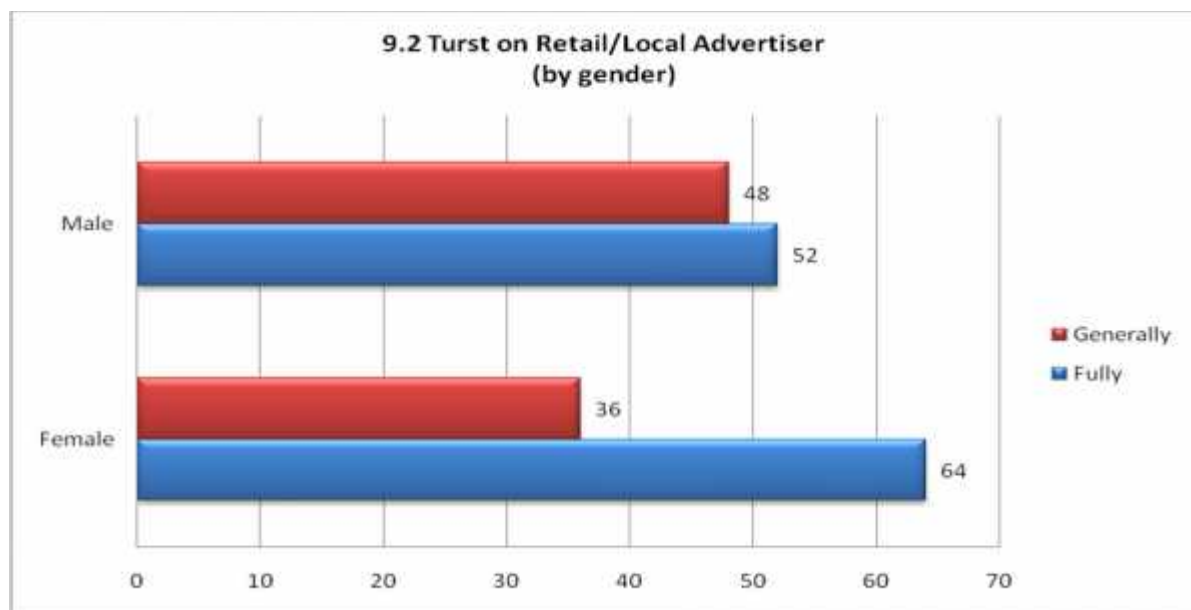
(Source: Primary data from questionnaire)

The above table 9.2 shows the trust/belief of consumers on retail/local advertisers by gender. I took 50 samples from each gender and asked them how much do you believe that retail/local advertisers provide you fair price and quality goods and services?

The table shows majority of both female (64%) and male (52%) respondents fully trust on retail advertisers. The figure shows female (64%) respondents full trust on retail advertisers than male (52%) respondents.

The above given table 9.2 can be shown in multiple bar diagram also.

Figure 9.2



(Source: Primary data from questionnaire)

4.9.3 Trust on Retail/ Local Advertiser (by age)

Table 9.3

<i>Age</i>	<i>Sample size</i>	<i>Fully (%)</i>	<i>Generally (%)</i>
<i>Children</i>	<i>25</i>	<i>76</i>	<i>24</i>
<i>Youth</i>	<i>25</i>	<i>64</i>	<i>36</i>
<i>Adult</i>	<i>25</i>	<i>44</i>	<i>56</i>
<i>Old</i>	<i>25</i>	<i>48</i>	<i>52</i>

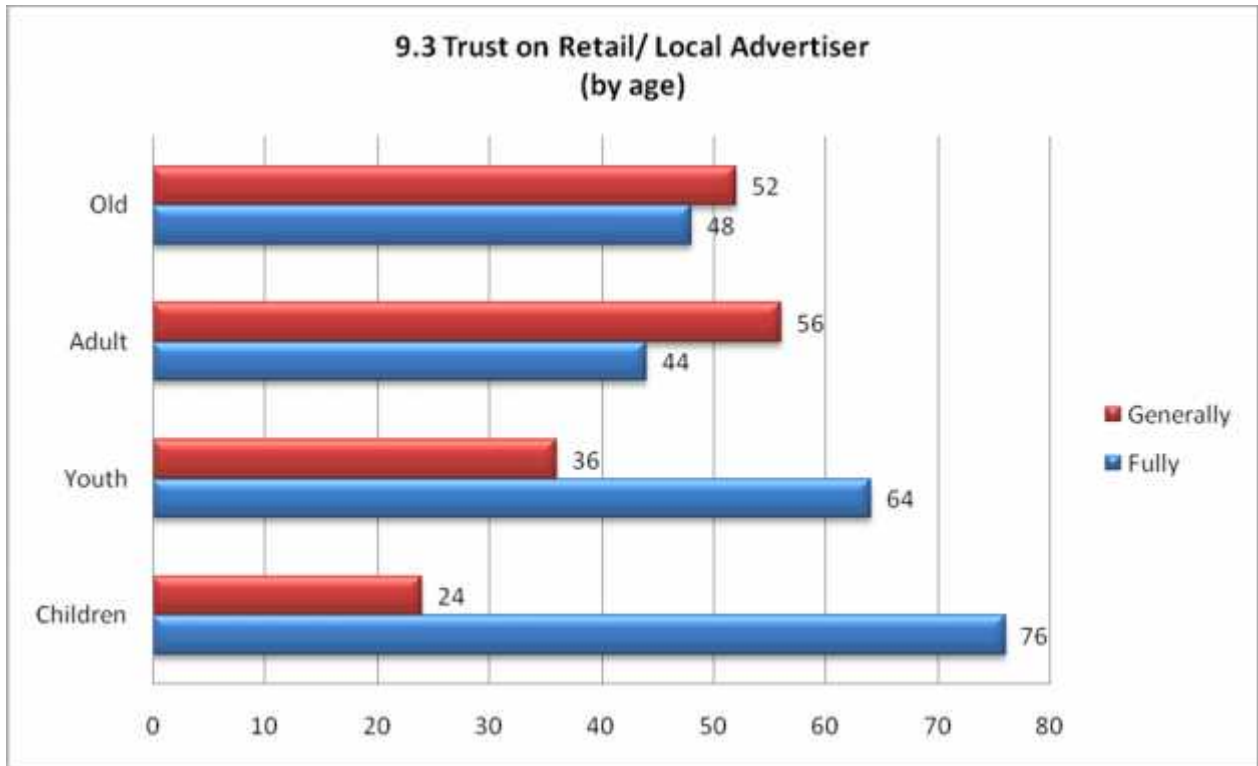
(Source: Primary data from questionnaire)

The above table 9.3 shows the trust of consumers on retail/local advertisers by age group. I took 25 samples from each age group and asked them to how much do they believe that local advertisers provide them fair price and quality goods and services?

Form the above data, it is clear seen that majority of children (76%) and youth (64%) respondents fully trust on retail/local advertiser where majority of adult (56%) and old (52%) respondents trust generally.

The above given table 9.3 can be shown in multiple bar diagram also.

Figure 9.3



(Source: Primary data from questionnaire)

4.10 Key Findings

After analyzing the data collected from the respondents of Dhangadhi municipality and surrounding rural areas of municipality, following findings have been accumulated. The key findings of the study and the analysis have been presented elaborately.

- 1. Musical programs are the most preferred programs of all. Most of the rural, female, children, and youth respondents prefer musical programs most; where as urban, male, adult and old respondents prefer news. Significant numbers of urban, male, adult and old people also prefer discussion programs. Educational programs are least preferred by all (area, gender and age group) expect children.***

2. *Jingle is the most loved advertisement among the all respondents where as comedy; drama and straight/live reading are most favored retail advertisement, respectively.*
3. *Most of the both urban and rural population prefer jingle. Majority of the female like jingle where as male love comedy. Most of the respondents of all age groups prefer jingle except old group. The 2nd most ideal advertisement for children & adult is comedy; for youth is drama and for old is comedy.*
4. *Almost half of the respondents (45%) regularly visit to retailers (retailer advertisers) after listening to its advertisement on local radios. Rural, female, children and youth respondents have regular visiting habits than the respondents of urban, male, and other age groups.*
5. *Almost half of the respondents always purchase goods and services from retailers who have given advertisements on local radios. Majority of rural, female, children and youth respondents always purchase goods and services from advertised retailers where as about half of the urban, male, adult and old respondents purchase occasionally.*
6. *Almost half of the respondents purchase consumer goods near to home location and half of them have fixed stores/shops. There is not any significant difference between urban and rural respondents regarding purchasing practice of consumer goods. Majority of female, children and youth purchase consumer goods from fixed store/shops where as male, adult and old purchase it from home location.*
7. *Almost 90% of the respondents have fixed store/shops to purchase consumer durables. More than 80% of respondents of (area, gender and age) visit fixed store/shop to purchase consumer durables. Only, negligible number of respondents purchases at home location.*
8. *Majority of the respondents get first information about products and services (available in local market) through local radios. It is a major source of information about goods and services to both urban and rural population. But significant urban population (including children, youth, adult and old) also get information from local Cable TV Network and Local Newspapers whilst rural population totally depends on radio.*

Majority of the all age groups acquire information from local radio. And a good number of old are not clear about the source of information they received the first information.

9. Discount offer is the most motivating factor for majority of the respondents to induce them to make buying decision. Majority of urban and rural; female and male respondents think discount offer is the most motivational factor. Price and quality are least considered factor. Only urban (6%) and male (4%) do so. Where as least preferred motivational factors to rural (only 12%) and female (none) respondents are service and replacement offers respectively.

10. Majority of children feel discount as the most motivational factor where as most of the youth go with new arrivals/fashions. Most of the adult and old respondents think service as the most motivational factors.

11. Majority of the respondents fully trust on retail advertisers (retail advertisement). Where as rural respondents trust more on retail advertisers (retail advertisement) than urban respondents. The number of female respondents who fully trust on retail advertiser is higher than the number of male respondents. Majority of the children and youth fully trust on retail advertisers at the same time as majority of adult and old generally trust retail advertisers.

Chapter 5

Summary, Conclusion and Recommendation

5.1. Summary

Advertising has very much become a part of our lives. With the market glutted with endless brands of products, the consumer is influenced largely by advertising in his decision making process. The industries too lean very heavily on advertising to survive in the ruthlessly competitive market.

Although different mediums of advertisement are available in today's advertising world, but all these media have its own merits and demerits. Advertisers with big budgets can choose and use one of the mediums along with their necessity or even can use more than one medium of advertisement at the same time. While in contrast with them the local advertisers may have fewer options. No other mediums than Radio are available in most of the places, especially rural areas, while in some urban areas advertisers have more options like Radios, TVs, Local Newspapers, scrolling on local Cable TVs etc. but they have very limited access. That is why; Radio has been established as a reliable medium of advertisement for the local advertisers.

Despite being the most reliable medium for advertisement, no proper studies have been conducted on to find out the competency of the advertisements aired on Radio.

Therefore if such study is conducted, the advertisers as well as Radio owners will be benefited directly and they will be able to identify what types of advertisements may prove more effective among different listeners varying on region, gender and age group.

The major purpose of the study is to find out the impact of retailer's advertisement on consumer's buying behavior. For this the listeners living in Dhangadhi and its surrounding were taken as resource.

The study shows that most of the people get information about available products and services in the local market by the means of Radio advertisement. Most of the people prefer to buy products and services on the basis of what they have listened on Radio. They believe that the local

advertisers provide them quality goods and services at reasonable price. Most of the consumers like to shop at nearby shops for consumer goods and have fixed stores/shops to purchase consumer durables. Most of the listeners prefer Jingle and comedy type advertisements, whereas most of the people like to listen musical and news programs on radio. What the study shows is, since the choice differs with age, gender and location, the advertisers should try to find out their target audience and make advertisement accordingly.

5.2. Conclusion

From the analysis and interpretation of the above study, the following conclusions have been generated:

1. Retail advertisement has direct and positive impact over the people of all age groups, gender and region but the different age, gender and region may cause differences on their purchasing habit. That is why; the advertisers should make advertisement keeping in mind those various factors so as to make the advertisements effective.
2. Local Radios are the main source of locals to receive the first information about goods and services available in local market.
3. Comparatively Radio advertisements have more impact on the rural people than those who reside in urban areas.
4. Although there are many advertising media available in today's advertising world, Radio advertising is the most effective, cheapest and suitable means of advertising for retail advertisers.
5. Radio Media is affordable to the local advertisers, and it has high reach in people of both urban and rural.
6. In the context of the nation like Nepal with its geographical complexity, poverty and low literacy rate, nothing can be better and reliable than local radios as it is easily affordable, accessible and simple.

7. Significant number of urban people made some use of Cable TV networks and Local Newspapers, so advertisers should use Cable TVs and Local Newspapers along with the Radios, if their target is only the urban residents.
8. Advertisers need to be very clear that, Advertising is the one of the component among the others, which affects the buying behavior of consumers, so advertisers must consider other factors too.

5.2 Recommendation

After analyzing the data derived from the people of Dhangadhi and surrounding areas of Dhangadhi municipality. Some results have been obtained. Based on the key findings few recommendations are suggested, which obviously will help to find out the right decision about retail advertising and will be helpful to them who are interested in advertising, marketing and media.

1. The study shows majority of people prefer musical programs and news to listen on local radios. So, it is recommended that advertisers should place their advertisements on these programs if they are advertising for common products and services.
2. The study shows that most of the female, children, youth people prefer to listen to musical programs while most of the male adult and old people prefer to news, so it is recommended that advertisers should place their advertisements on musical programs, if their target consumers are females, children and youths and place on news if their target consumers are males and olds.
3. Though the study shows majority of people prefer musical programs and news but significant numbers also prefer other types of programs, so it is recommended that advertisers also should consider the facts while placing the advertisement.

4. The study shows majority of people prefer listen to jingles & comedy (45%+32%) type advertisements. So it is recommended that advertisers should use jingles and comedy type advertisements, if they are advertising for common products.
5. The study shows that most of the female, children, youth and adult prefer jingles while male and old age people prefer comedy type advertisements, so it is recommended that advertisers should use jingle if their target is female, children, youth and adult and they use comedy type if their target is male and old people.
6. Though majority of the people prefer jingles and comedy type advertisements; significant numbers of people also prefer other types of advertisements on local radio, so it is recommended that advertisers should also consider these facts.
7. The study shows that most of people (45%) of this region regularly visit retail advertisers after listening to its advertisement on local radio and most of the people (47%) always purchase while visiting the advertised establishments, so it is recommended that advertisers should advertise through local radios.
8. The study shows higher number of rural people, female and children have regular visiting (after listening to its advertisement) & purchasing (during visiting the retailers) habits than the urban, male and other age groups. So it is recommended that advertisers should advertise through radios if they are targeting rural people, children, youth and female.
9. The study shows most of people either goes to fixed stores/shops or nearby stores/shops to purchase consumer goods, only negligible people don't consider the location. The study shows most of male, rural, children, and youth prefer to purchase consumer goods at home location while female, urban, adult and old age prefer to purchase consumer goods to a fixed store/shops, so it is recommended that if advertisers target is female, urban people, adult and old they should use local radios.

10. The study shows majority of people including all ages, gender and areas have fixed shops/stores etc. to purchase consumer durables. So it is recommended the retailers who sell consumer durables should use local radios for advertisements.
11. The study shows majority of people come to know about products and services for the first time through local radios. Hence, radios are the major sources of information for people to know about products and services available in the market. So it is recommended that advertisers should use local radios if they are advertising common products and services.
12. But the study also shows a significant number (30%+16%) of urban people get information for the first time through local Cable TVs and local Newspapers also. So it is recommended that advertisers should use local cable TVs and local Newspapers along with local radios to communicate urban population.
13. The study shows most of the people (both urban and rural & male and female) are motivated by discounts offers so it is recommended that local advertisers must include the discounts offer (if there is discount scheme) in their local advertisements for common products and services.
14. The study shows most of youths are motivated by new arrivals/fashion and higher number of adult and old age people by service, so it is recommended that advertisers should include new arrivals/fashion offers (if there is) for youths and service offers(if there is) for adult and old people.
15. The study shows majority of people fully trust on local radio advertisement; so local advertisers are recommended to use radio media. But the study also shows majority of urban, adult and old people and significant number of others also trust generally on local radio advertisement. Hence it is recommended that advertisers mustn't exaggerate, misinform, and include false offers on local advertisements to get the full trust of all.

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7. How do you get the first information about the products and services available in local market?

- a. Listening advertisement on Local Radio ()
- b. Reading local Newspapers ()
- c. Through local Cable TV channels ()
- d. Being informed by others ()
- e. Can't say ()

8. What offerings in retail advertisement motivate you to purchase goods and services?

- a) Quality and fair price ()
- b) New arrivals/fashion ()
- c) Discounts offers ()
- d) Other services ()
- e) Replacement facilities ()

9. How much do you believe that the retail advertisers (shops/ stores/ restaurants etc) provide you fair price and quality goods and services?

- a. Fully ()
- b. Generally ()