

# CHAPTER I

## INTRODUCTION

### 1.1. General Introduction

Advertising plays crucial role in the promotion of a Business Organization Advertising consists of non-personal presentation of products or services through paid media like Radio, Television, News Papers, and Magazines etc. It involves the decision regarding the size of Advertising budget, message for advertisement, media selection etc.

An advertisement is an announcement to the public of a product, service or idea through a medium to which the public has access. The medium may be print (such as News papers, banners and hoardings), electronics (Radio, Television, and Cable Phone) or any other. An advertisement is usually paid for by an advertiser at rates fixed or negotiated with the media. It is a form of persuasive communication with the public. The communication is usually one sided, in one direction from the advertiser and to the public.

Advertising is the most visible marketing tools which seek to transmit an effective message from the marketer to a group of individuals. The marketer pays for sponsoring the advertising activity. Advertising, unlike salesmanship which interacts with a buyer face to face, is non-personal. It is directed at a mass audience; and not at an individual, as in personal selling.

Advertising aims at drawing attention to a product or service. It seeks to create and awareness about the existence of advertised product or service. It passes on information about the product or service in such a way that interest is created in the mind of the prospective customer about the product or service. There are convening arguments in favor of the product or service. All this leads us to a buying inclination.

Advertising can be understood as a form of communication that aims at bringing about some changes in behavior of the target audience, particularly the potential buyers or non-buyers towards the product or service advertised. Generally, theoretical model seeks to identify a stepwise behavioral progression of non buyers towards buying action.

A product, service and idea can be presented and promoted in a variety of ways and advertising is one of them. Advertising influence consumer's attitude and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumers. The techniques of advertising may be directed by on or more objectives of advertising depending upon the situation.

Advertising is the main tool of informing, convincing, influencing and persuading to the targeted segment and plays significant role on brand choice of consumer products. The advertiser needs comprehension of psychology. The effective advertising needs to be familiar with certain effects that lead to certain response. Advertising is a method of communication, which is one of the most important aspects of human behavior.

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

Today business organization, non-business social organization, political organization and governmental and non-governmental organizations are also using advertising as tools of promoting and presenting goods and services as well as political candidates for votes.

In the world advertising history we have found it during the mid time of 15<sup>th</sup> century, where sign over shops and stalls seem naturally to have been the first efforts in the direction of advertisement.

Before Television, Radio occupied the powerful media over a period of fifty years from 1920s to 1970s. Its supremacy has slashed by the arrival of the greatest and latest rival namely, television by 1950s in America and its impact was so deep that within a decade it was spread over to European countries as well as in Asia and other developing countries too, and our country Nepal is not an exception. In Nepal television was first commissioned in 2041 B.S. In the name of Nepal Television (NTV) and started only in 2044 B.S. Nepal Television currently covers 42% of the countries population and 32% of the land area. ([www.explorenepal.com/ntv](http://www.explorenepal.com/ntv))

Nepal Television is 23 years old now. The advertising of TV is more ever younger, more glamorous and more specialized as it provides scientific synchronization of sound, light color and immediately that no other medium does it.

Twenty-three years ago when Nepal Television began its first transmission there was hardly one minute of advertising in a two hours transmission. Today NTV has more than 30 minutes of advertisement per day of transmission and over the years the format and presentation of the NTV advertisements has changed dramatically. Initially the NTV laid visual over advertisements jingles which were already visual basic, a product packet a smiling face and the product being used whether it was a cake of soap or something else. Then the

trend began to change and new jingles and message especially for TV were composed. The visual became special effects and TV studio magic.

NTV advertisement has been changing during the time period. Still there are so many advertisements that are dubbed only in Nepali, despite of the fact advertiser are eager to make the advertisement more attractive, but the scenario is slowly changing over the time being. Some multinational and foreign collaboration companies have good and attractive advertising like Colgate, Coca cola and Pepsi etc. Likewise private television channels such as Kantipur Television, Image Metro, Channel Nepal, Nepal 1 and a TV have also been launched in the time being which have more and more advertisements.

In the modern world Television advertising plays a vital role in marketing the main cause of this is that it gives information to a large number of people that other medium of advertising. It can give message to millions of people through sound and visual pictures, which makes it more personal than the printed words.

The main purpose of advertising is to persuade the consumer to buy the products of services. The effectiveness of advertising depends upon the quality of the advertisement; in this way, there is direct relationship between advertising and the consumer. So it is very important to know the consumer behavior before advertising should be informative, attractive and demonstrative to create curiosity to see the product and a keen desire to buy it because its advertising directly appeals into influence the viewer. Hence-Television advertising is considered as most effective in today's world. The success of advertising is judged from the favorable reaction of the consumer.

Today, the 'word' advertising is a very common term known to us. It figures in each of our lives everyday. We see it on TV. In newspapers, in the sky, in the roads, in the magazines in the stores we visit, on the vehicles, on the walls and so on. It is a part of our daily life and everyone is conscious of it. Yet we have failed to trace in the exact meaning of the term 'advertising'. This has two specific meanings.

1. It is macro concept representing the entire advertising industry and is an institution.
2. It is micro managerial function of any organization to send the information to other members of the society (Advertising: Sontakki, C.N., Kalyani Publishers, 1999).

At present in Nepal, advertisement is no longer information oriented; this may be because of low purchasing power of the people and slow rate of industrial development in Nepal. There is no organization for setting disputes between media, client and agencies, that's why there is no strict rules and regulations regarding the payment of advertisement even there is no institution which study

in the advertisement field. The country lacks proper trained manpower, literate people, adequate transportation, communication and power facility. The professional unity amount among advertisement agencies is also missing. There is no system of recording excellent and creative works. As a whole we can say that the advertisement in Nepal is in its primary stage. Recently some private institutions have started to give awards to best advertisement and best advertisement agency, which is a milestone in promoting the advertisement sector.

After the movement of 1990, the government has shown commitment towards strengthening the private sector as a means for developing national economy. After the promulgation of the 1991 constitution there have also been opportunities for the development of the press. Government has been following a course of trade liberalization, deregulation and institutional reform and encouraging private sector development and foreign investment. The reform in industrial policy was implemented in the industrial Enterprises Act of 1987 which liberalized the requirements for establishing industries introduced regulations governing existing enterprises and cataloged various fiscal incentives and facilities for eligible industries. In line with these policies, the government had also realized the importance of advertisement and allowed the advertisement expenses to be deducted from the taxable amount. Recently the government has decided to implement Value Added Tax (VAT) on advertisement. Though, the policy of VAT is not so bad, our advertising industry is still in its infancy and the introduction of VAT can be premature. Not only this, our entrepreneurs also do not have sufficient fund to spend on advertising to compete with foreign enterprises. So in this situation, the government should make policies to encourage entrepreneurs to advertise their products as much as they need to realize the benefits of advertising. Even the communist giant China has been giving priority to advertising.

## **1.2 Statement of Problem**

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

It is very necessary to find out the effect of advertisement on the consumer so that the sale rate of commodity is increased. The more effective the advertisement the more selling takes place. Furthermore the effect of

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

But in Nepal, the advertisers are advertising their product without considering the consumer behavior. They do not consider about the consumer's deceive, regarding advertising and effect of advertising on buying attitudes of customers. That is why the advertisement fails to increase the goodwill of products among customers, but the trend is slowly changing nowadays.

Therefore, the present study focuses to analyze the present situation of TV advertisement in Nepal. Besides that, they should be further analyzed the viewers attitudes, their comments and suggestion through different sector of viewers which would be helpful to both advertisers and viewers in future.

### **1.3 Research Questions**

To fulfill the above mentioned objectives, following research question will be tried to be answered and analyzed.

1. Which is the effective electronic media of advertising?
2. What is the present situation of Electronic Media Advertising in Nepal?
3. What kind of Electronic Media Advertising is preferred by consumer and why?
4. How do different group of people perceives and react Electronic Media Advertising?
5. What is the role of advertising on consumer buying behavior?

### **1.4 Objectives of the Study**

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

1. To assess the effectiveness of Electronic Media Advertising.

2. To identify the present situation of Electronic Media Advertising in Nepal.
3. To identify the consumer preference towards electronic media advertising.
4. To examine how the different group of people perceive and react to Electronic Media Advertising.
5. To identify the role of advertising on consumer buying behavior

## **1.5 Significance of the Study**

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

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

## **1.6 Limitation of the Study**

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

### **a) Limited scope of the study**

This study is based on the TV advertising in Nepal. This study is simply presented to fulfill the partial requirement of M.B.S. programme. It is neither a Ph. D. thesis, nor any masterpiece of work.

### **b) Coverage of time period and area Constraints:**

The study covers the time period of five years from fiscal year 2064/2065 to 2067/2068. Due to various reasons the primary data are collected only from Butwal metropolitan city.

### **c) Financial & Time Constraints:**

The study is fully based on the students' financial resources and it is to be conducted and submitted within a time constraint. Further, the study is not a final study on the subject.

**d) Sample Size:-**

Due to time & resource constraints, only hundred twenty respondents are selected using sampling technique.

**1.7. Organization of the Study**

The study has been comprised into five chapters. The titles of each of these chapters are summarized and the contents of each of these chapters of this study are briefly mentioned here.

Chapter I	:	Introduction
Chapter II	:	Review of Literature
Chapter III	:	Research Methodology
Chapter IV	:	Presentation and Analysis of Data
Chapter V	:	Summary, Conclusion and Recommendation

The first chapter deals with the subject matter consisting introduction, statement of problem, objective of the study, significance of the study, limitations of the study and the organization of the study.

The second chapter concerns with the review of literature that are done from the various sources such as books, newspapers, journals, websites and past research study related with television.

The third chapter describes the research methodology adopted in carrying out the present research. This chapter deals with method and techniques that are used in the study. This study are based both on primary and secondary data. Primary data is collected by taking interview with different people and secondary data are collected from documents related to TV, newspapers, magazines, various *website*, dissertation submitted to the institute of management, etc.

The fourth chapter is concerned with the analytical framework. Data collected from questionnaires is tabulated and analyzed according to objective. Total questionnaires have been filled with people of different age groups. The main aim to do this is to know the views of different level of people about TV advertising and its impact on consumer behavior. In total, fourth chapter deals with presentation, analysis, interpretation and major findings of the data.

The fifth chapter is concerned with the summery, conclusions and recommendations.

The bibliography and appendices are incorporated at the end of the study.

## CHAPTER II

### LITERATURE REVIEW

This is the chapter, of literature review which deals with the literature of previous studies on the use of Electronic Media in Advertising. It covers studies research work, published articles conducted with Electronic Media Advertising, and Nepal Television. This chapter provides some conceptual approaches of advertising and review of related topics. This chapter provides different information about advertisements from various articles, books, dissertation, websites etc.

#### 2.1 Conceptual Framework

##### 2.1.1 History of Advertising

Advertising is the communication link between the seller and the buyer or the consumer. It does not simply provide information about products and services but is an active attempt at influencing people to do a particular work by an overt appeal to reason or emotion, in this way, advertising is not solely related to impart information to the buyer but it influences and persuades people to do a work or to abide by a belief. But there is another view point as well that is the marketing for the purpose of the promotion of business the business enter prizes use advertising to influence customer or buyers to buy a particular product service or an idea. They use it because it facilitates the communication process (Upadhyay, 1981).

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

"Modem advertising is a product of the industrial revolution of the nineteenth century. Before transportation and communication were developed, means of public expression were limited. But the desire of early attempts to influence the action of his fellows goes back to the beginning of the recorded history" (Upadhyay, 1981) The innovative spirit that has made the concept of writing to change gradually from writing on cave walls with stones to the present day to paper pen Waterman invented fountain pen in 1984.

Advertising is a potent tool of marketing and a component of overall promotion activities. The marketing operation of any business is guided by its marketing plan, which has the best possible mix of four variables, namely the nature of the product, the price of the product, the channels of distribution which take the

product to the consumer from the producer and the promotional activities. These variables are also called the 4 Ps. McCarthy developed the concept of four Ps Advertising is sub-component of the overall promotion component one of the 4 Ps (Sontokki, 2005).

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

"Advertising consists of all the activities involved in presenting to a group-non-personal oral or visual, openly sponsored message regarding a product service or idea. This message called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor" (Sontokki, 2005).

### **2.1.2 Definitions of Advertising**

Nepalese society has known advertising and its usefulness to the business. They know that even a superior product cannot be sold if the advertiser fails to speak about the product or service.

In the early stags, the needs and wants were very limited and the products were also very limited. The Nepali proverb "Bolneko Pitho Bikchha Nabolneko Chamal Pani Bikdama" points out that the Nepalese society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product cannot be sold if the marketer fails to advertise about it. It shows that advertising has been deep-rooted in our culture and was prevalent long back. Certainly, other forms of communications did advertising in those days. News spread by rumors Government used public announcers to communicate information and orders even in the late Rana period, public announcers went through the streets announcing the opening and closure of gambling periods during the Laxmi Puja and on the other occasions. There used to be such announcements were known as "Jhali" and announcing "Jhali Pitne". Perhaps the announcers came with an instrument of the same name and beat while making announcement.

Written government orders and information were posted on the walls were all the people could see them. Actually, we still have this practice in Nepal and in many other countries.

Even after the restoration of democracy, the role of effective advertisements was used simply as a means to provide some information to public. The nation of public appeal, creation of demand and attraction of need to wants were out of question. Later, as Nepal's trade with other countries increased

advertisement became more and more influential as more of different commodities from different nations were introduced into Nepalese market.

The Rising Nepal was first established in the year 1957 B.S. At first, it used to be called the Gorakhapatra only. It was not until much later that the paper began to advertise about commodities in Nepal.

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

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

### **2.1.3 Development of Advertising in Nepal**

In the primitive period of development the needs and wants were very limited and the products were also very limited. A very popular Nepal i proverb "Bolneko pitho bikchha nabolneko chamal pani bikdaina" points out that the Nepalese society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product cannot be sold if the marketer fails to advertise about it. It shows that advertising has been deep-rooted in our culture and was prevalent long back. Certainly, other forms of communications did advertising in those days. News spread by rumors Government used public announcers to communicate information and orders even in the late Rana period, public announcers went through the streets announcing the opening and closure of gambling periods during the Laxmi Puja and on the other occasions. There used to be such announcements were known as "Jhali" and announcing "Jhali Pitne". Perhaps the announcers came with an instrument of the same name and beat while making announcement.

The history of Nepalese advertisement is not so old. After the restoration of democracy in 1990, the role of effective advertisements was used simply as a means to provide some information to public. The nation of public appeal-creation of demand and attraction of need to wants were out of question later,

as Nepal's trade with other countries increased advertisement became more and more influential as more of different commodities from different nations were introduced into Nepalese market.

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#### **2.1.4 Development of Electronic Media in Nepal**

The History of Television broadcasting in Nepal starts from 2041 B.S. in the name of Nepal Television and started to telecast the program in 2042 B.S while the commercial telecasting started only after four years.

Today there are a number of television channels operating in Nepali language from Nepal and abroad. The Nepali television channels that have come into existence are as follows:-

- 1) Nepal Television
- 2) Ntv plus
- 3) Channel Nepal
- 4) Kantipur Television

5) Image Channel

6) Nepal 1

7) Sagarmatha TV

8) aV News

9) National

10) News 24

11) Terai

12) ABC

Like wise the History of F.M. (frequency modulation) program broadcasting in Nepal starts from Kartik 2052 B.S. (16\* November 1995) There are around 52 F.M. stations operating in many areas of Nepal. Kathmandu alone has around 11 F.M. stations while the other operates from various parts of the country.

### **2.1.5 Types of Advertising**

Advertising may be classified into the following six categories:

- (i) Product Advertising
- (ii) Service Advertising
- (iii) Institutional Advertising
  
- (iv) Public Relation Advertising
- (v) Public Service Advertising
- (vi) Financial Advertising.

(Advertising Theory and Practice: Himalaya Publishing House, Chunawalla, Kumar, Sethia, Subramanian, Suchak)

### **2.1.6 Advertising and Advertisement**

"Advertisement consists of activities involved in presenting to a group of a non-personal, oral or visual, openly sponsored message called as advertisement, is disseminated through one or more media and is paid for by identified sponsor" (Fundamentals of Marketing: William J. Stanton, 1994)

This definition clearly distinguished between advertising and advertisement is simply a message, but advertising is the process. The process includes programming the series of activities, which are necessary to plan and prepare the message and get to the intended market. Another point is that the public knows who is behind the advertising because the sponsor is openly identified in the advertisement itself. The sponsor should also make payment or the media which carries the message; because advertising is used fro help to sell product and services.

### **2.1.7 Some Definitions of Advertising**

The simplest definition of an advertisement is that it is a 'public announcement' (Advertising Theory and Practice: Himalaya Publishing House, Chunawalla, K-umar, Sethia, Subramanian, Suchak)

"Advertising consists of all activity involved in presenting to a group, a non personal, oral or visual, openly sponsored message regarding a product, service or ideas. This message called and advertisement is disseminated through one or more media and is paid for by the identified sponsor" (Advertising: B. N. Ahuja, S. Chhabra)

"Advertising includes these activities by which oral message are addressed to the public for the purpose of informing them and influencing them either to buy merchandise or service or to act or be inclined favorably towards ideas, institutions or persons featured". (Fundamentals of Marketing: William J Stanton 1994)

Advertising is a form of communication intended to promote the sale of a product or service to influence a particular cause to gain political support, to advance a particular cause or to elicit some other response desired by the advertiser". (Ibid)

Thus advertising is defined as a form of mass communication where as such message is distributed by marketers through different sources by sougning and acquired by the consumers. It is referred, as non-personal presentation because communications is only two viz. publication and electronic transmitter the radio and television.

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

advertising message or signature of the advertiser." (Advertising Management: Borden/Marshall: 1981).

All above mentioned definition except last one tells that advertising is a mass communication media, which help to sell goods.

### **2.1.8 Advertising and Consumers**

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

The advertiser wants best bargain for his money or increase their revenue. Skill in advertising lies in increase the revenue by selling more products or services. The communicator must start with the audience. Because the audience determines what is to be said, how it is to be said and who is to say it. So it is very important to know what kind of message is more effective for communicating the target audience. Advertising should be so simple that the target audience could know about it easily.

A study about the consumer behavior is necessary psychological, sociological. Culture and anthropological factors of the society that should be studied before designing the message for advertising. It is very important to know who is the target customers like children, adult, men, women, educated, uneducated etc.

So the effective advertising can be made, if not, there will be only waste of money and time. Advertiser should not give any false information about the goods or services which creates risk for the users.

### **2.1.9 History of Advertising in Nepal**

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

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

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

In order, Nepal printing and Advertising was the second, which was established in 2020B.S the advertising agency, started advertising service to the Nepal Bank Ltd, RNAC and Janakpur cigarette factory and some official and semi-governmental offices. It also started printing service as well as sponsoring advertising which were a difficult task at that time. There was scarcity of quality manpower servicing facilities for starting advertisement.

"The advertising agencies were developed according to the number of industries and tradition increased, once, there agencies increased heavily, 50 agencies in 2043 B.S. whereas 52 were registered in the end of Jestha 2052, 1035 agencies were registered the end of Jestha 2057 B.S.

At present, approximately 250 advertising agencies are running out of registered advertising agencies. "The reason behind the increasing number of agencies is because of the open policy of this Nepal's Government. For only Nepali who applies for the Advertising Agency with a Nepali citizenship and a scheme paper the government could give a formal permission. Such permission is provided by the development of industry as well as the Domestic and Industry Department."

Though the government had to give such large permission for advertising agencies but they were not fully approved by the communication media of the government itself. Out of 1035 Advertising Agencies permitted by the government, 45 from the NTV.<sup>22</sup> 50 from the Radio Nepal<sup>23</sup> and 57 from the Gorkhapatra Sansthan<sup>24</sup> got the approval for advertising. It is found that not more than 65 agencies had been approved by the Advertising Agencies Association of Nepal (AAAN)

### **2.1.10 The Advertising Electronic Media Available in Nepal**

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

### **a. The Radio Nepal**

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

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

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

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

The Eastern Development Region in Dharan

The central Development Region in Kathmandu

The Western Development Region in Pokhara

The Mid- Western Development Region in Surkhet and

The Far- Western Development Region in Dipayal

"The Radio Nepal uses a wide range of formats including feature, documentaries dramas talk shows, interviews, music shows, live commentaries etc. Recognizing the citizens' right to be informed under a multiparty democracy, me Radio Nepal attempts to provide informative, educational as well as entertainment programmes.

With regard to advertising, all materials and script for commercial time must conform to the requirements of the sensor. The agency and Advertising will be responsible for all material transmitted under contract and agree to indemnity Radio Nepal against all action, claims, and demand brought and made against Radio Nepal by reason of the said transmission.

Commercials tending to have an adverse impact on the society or those that contain obscene words or those that tending to perpetuate superstition will not be broadcast.

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

The concept of FM is still new to many people FM has been thrown open private producers. The marketing potential of the channel will depend as its ability to attract the listeners and the advertisers.

"In consonance with the policy of forgoing ahead in tune with the changing broad casting scenario the Radio Nepal launched the transmission of the first FM channel in Nepal on the 30th of Kartik 2052B.S(16th November 1995). The FM channel airs programme on MHz on the FM band through a new transmitter installed at Kathmandu. A state of the art studio with stereo facilities has been established at Singh Durbar with sufficient facilities to broadcast programme on live. "

It plays music and passes on information on public utility services like traffic airlines. The phone-in programmes have become very popular.

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

"With the aim of enabling private sector to broadcast recreational and information programmes 11 private sector agencies have been licensed to operate radio centers through FM system, out of which 7 agencies have already stated their operations'

"Currently, the FM channel has been serving Nepali, Indian and western music, talk shows on the various relevant themes, live telephone interviews etc. The Radio Nepal, FM Kathmandu, has adopted a policy to sell airtime to interested parties from the private sector in order to facilitate a wider programming of interesting programmes for the discerning urban audiences."

The audio re-kindles the visual association of a previously viewed advertisement FM is the ideal medium for niche marketing which required tailor made advertising for specific demographic segments.

In local areas FM is catering services and is a better medium of advertisement

### **b. The Marketing Division**

The Radio Nepal has adopted a policy of selling commercial airtime to interested parties. "Promotional advertisements in the forms of jingles and other format as well as sponsored programme are aired."

Radio has become an integral part of our daily lives. We rely on clock radios to wake-up early in the morning. In fact Radio has become the daily companion of millions of people for its unique character Radio is not obsolete in urban areas but it is less used mere. Whereas rural areas are concerned, it is still much useful means of media.

In order to make the coverage of rural areas, one must have to resort to radios. FM bands, as they are accessible by most of the people and even the places where there is no electricity. Therefore, its utility may not be under estimated as still 19,509,05534 people live in rural areas and 53.405% of population has radios.

### **c. The Nepal Television (NTV)**

Credit goes to J.L Baird who invented Television and there after the supremacy of radio which reigned over a period of 50years from 1920,s to 1970,s was

slashed by its arrival in America. It was effective then and still is. Its impact was so deep that within a decade it spread over to European Countries, Canada, Australia, and Japan.

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

"Television broadcasting in Nepal started on regular basis on 2041 B.S (1985). Television broadcasting services of Nepal Television (NTV) which with limited resources, now broadcast its programme for 114 hours a week basis through its 3 studios, regional programme production and broadcast center in Kohalpur (Banke) and Murtidanda (Ilam), Nanijedanda Bhedetar (Dhankuta), Jaleshwar (Mahottari) Hetauda (Makwanpur), Daunge (Nawalparasi), Pulchauki (Lalitpur), Kakani (Nuwakot) Sarangkot (Kaski) Tansen (Palpa), Butwal (Rupandehi) Harre (Surkhet), and 11 broadcast centers in other locations in the kingdom .

It is estimated that about 42% of the population living in 32% of area of Nepal can watch the programme of Nepal television (NTV) programme to increase broadcasting capacity and extending reception area coverage are underway."

"To make Nepal Television broadcast viewable throughout the kingdom, by using satellite broadcasting, preliminary infrastructure preparation work has been started. To associate private sector in broadcasting Nepal Television (NTV) has arranged broadcasting of their programme by making its air time available to the broadcasting agencies of private sector from last year. There are 117 licensed cable TV operators in private sector out of which 99 have already started their services."

"Fifteen years ago when the Nepal Television (NTV) began its first transmission there was hardly one minute of advertising in a two hours transmission. Today the Nepal Television (NTV) has an average of 16 minutes 30 seconds of advertising per day of transmission and over the years the format and presentation of the Nepal Television has changed dramatically.

Initially the Nepal Television (NTV) should lay visual over advertisements Jingles which were already being broadcasted on the Radio Nepal. The visual were basically a product packet- a smiling face and the product being used whether it was biscuits or soap. Then the trend began to change. Now Jingles and message especially for television were composed, the visual became more sophisticated with the use of available special effects and television studio magic. Really, television is more effective in comparison to radio transmission.

Time has changed the pattern and style of the programmes of NTV. However, the standard of the advertisement produced by NTV lacks desired standard.

Some of the telecasts for NTV are produced in India. Still, there are so many advertisements, which are dubbed only in Nepali; despite of the fact the advertisers are eager to make the advertisement more attractive, impressive and informative.

Some multinational and foreign collaborated companies have good and attractive advertising. We can take the example of Coke, Pepsi, Liril and others, whereas some has to resort to the national advertising. Still there is a need to improve the quality and effectiveness of advertising. There is a need for research for comprehensive media research.

It is difficult to have television for everyone- as not all can afford it. More than 40% of the people are below the poverty level. Though some of them can afford for it, however, due to technical problem, the reception is poor and not all can have the opportunity to use and watch all TV programmes. Only 23.80 % people have television sets.

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

The progress report of NTV presented by Ministry of Finance gives knowledge of telecasted programmes.

**Table 2.1  
NTV Progress Report**

S.N	Particulars	Unit	2064-65		2065-066		2066-067
			Actual	Aim	Aim	Progress	Aim
1	Total telecasted period	Hrs.	3480	1005.2	3400	3400	3555
2	Among telecasted period						--
	Scheduled programmes	Hrs	2890	109%	2800	2900	4000
	Advertisement programme	Hrs	180	130	190	400	800
	Sponsored programmes	Hrs	670	117.4	435	700	2860

Source: Sarkari Sansthan Karya Pragati Ra Lakshya Vivran (2064/065-066/067) Ministry of Finance

The following table shows viewers of Nepal Television (NTV) on the basis of Time and Region, the outcome of viewer survey.

## **2.2 Advertising and other Promotional Tools**

Electronic Media is one of the elements of promotion. "Promotion is the company's attempt to stimulate sales by directing persuasive communication to the buyers. (Kotler, 1999). Electronic Media is a component of marketing and one of its principle promotional arms. The characteristic of all marketing activities is that they are undertaken to increase the sale. There are many tools of marketing which help to increase the sale of goods or services. All these tools are called promotional tools. The characteristics of all these tools are that they are undertaken to increase the sales of goods and services These tools are distinguished from one another by the methods they used to attain goal. The main difference between advertising and other promotional tools is that advertising is controllable to a large extend and reaches a diverse group of audience at the same time.

### **2.2.1 Advertising and Sales Promotion**

Electronic Media is usually addressed to large group of people but the distinction can be made as follows. Sales promotion is the temporary offer of a material reward to customers or sales prospects, whereas advertising is the communication of information. (Advertising: Kenneth A. Longman 1971) From the definition, it is apparent that Electronic Media may well be the

medium through which a sales promotion on after is made. The distinction is also bringing out an important fact about Electronic Media. An Electronic Media by definition transmits a persuasive message, but the element is not necessarily the ads itself. When a sales promotion offered is the subject of and advertisement the promotion is the persuasive element and advertisement is an information channel.

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

### **2.2.2 Electronic Media and Salesmanship.**

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

### **2.2.3 Electronic Media and Publicity**

Publicity is an effort to make available certain information to the public. It is the sum total of those activities that are directed to the flows of information to the knowledge of public. Perhaps, the association of teachers of marketing and advertising America once gives the best definition. According to its terminology "Publicity is any form of non personal presentation of goods, services or ideas to a group, such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for". In this sense, Electronic Media is only a type of publicity. That is, term "Publicity" is more comprehensive than the word Electronic Media itself. Therefore it can be said that all Electronic Media is publicity but all publicity is not advertising.

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

## **2.2.4 Some Electronic Media**

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

### **) Cinema**

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

## ) **Radio**

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

## ) **Direct Mail**

Direct mail is the utilization of the postal agency to distribute advertising materials and sales literature to customers and prospective buyers. The message is planned to go directly from the advertiser to the customer. The

## ) **Television**

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

## ) Websites

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

### 2.2.5 Some Advertising Media Available in Nepal

Nepal has all media of advertising these days. The development of media of mass communication dates back to the initial years of the Rana period. Prior to this, pamphlets were used and people used to speak at loud voices to advertise in the temporary market or the *haat bazaar*.

#### a) The Radio Nepal

The Radio Nepal was established on the 20th Chaitra, 2007 B S. (1st April 1951). Initially, the transmission was done through a 250 Watt transmitter. Over the years, the Radio Nepal has strengthened its institutional capacity and diversified itself in terms of program format, technical efficiency and nationwide coverage. Radio Nepal now has programs on the short wave as well as on the medium wave frequencies and most recent development is the launching of FM. channel.

#### b) The Role of the Radio Broadcasting in Nepal:

The radio broadcasting is the cheapest and quickest means of mass communications in Nepal. In a mountainous country like Nepal, radio broadcasting has proved a very effective medium in disseminating information educating people and entertaining the message. It has been providing various programs aimed at creating mass awareness. The people in hilly areas and many of the remote villages have no access to motor able roads, communication and entertainment facilities. Illiteracy, being a common feature among the people, little use is made of the newspaper, which has very limited and delayed circulation. Therefore, the radio has been the most suitable means of disseminating information and providing entertainment to the mass in Nepal.

The transmission capacity of Radio Nepal is the short wave and the medium wave, and recently they have launched Frequency Modulation (F.M.) in many

areas of the country. The short wave transmission of Radio Nepal is estimated to reach listeners throughout the kingdom. But, the medium wave transmission hovers from 80% to 90% of the population. There are five medium wave transmission stations in Nepal.

- i. The Eastern Development Region in Dharan
- ii. The Central Development Region in Kathmandu
- iii. The Western Development Region in Pokhara
- iv. The Mid Western Development Region in Surkhet
- v. The Far Western Development Region in Dipayal.

From these transmissions, the radio broadcasts various regional languages as Magar, Gurung, Newari, Rai, Bhojpuri, Maithali etc.

### **b) F.M. Radio**

After the promulgation of the 1991 constitution of Nepal, there has been a steady development in the media field and as a result various FM stations have been launched and started its transmission. Radio Nepal launched the first FM channel in Nepal on the 30th Kartik, 2052 B.S. (16th November, 1995). The FM channel airs programmes on the 100 MHz on the Frequency Modulation band through a 1 Kilowatt transmitter installed at Khumaltar, Lalitpur. There are other stations through which Radio Nepal broadcasts through FM band in various parts of the country like Illam 100 MHz, Birgunj 100 MHz, Hetauda 95 MHz, Bharatpur 103 MHz, Jomsom 100MHz, Jumla 100 MHz, Dang 100 MHz, Budikhola 100MHz, Humla 100MHz. A state of art studio with stereo facilities has been established at Singha Durbar with sufficient facilities to broadcast programs live. Similarly private FM Radio Stations like Kantipur, Radio city. Hits, Image, Sagarmatha etc in Kathmandu and many FM stations in various parts of the country like butwal F.M, Tinau, radio Lumbini, Kalika, Synergy, Palpa, Bheri, etc operate commercially and in community as well. These all stations provide cheap and effective advertisement in the local areas where they operate.

### **c) Printed Media**

The first newspaper, in the modern sense is said to have appeared in the Netherlands in the year 1529 A.D. Archer's weekly news first published in May 23rd 1622 is however regarded as the earliest newspaper. Nepal was late by 279 years in entering the field of newspaper. "History of Nepalese newspaper is undoubtedly a recent phenomenon. Unlike the United States, magazines entered

the field of journalism prior to the advent of newspaper in Nepal. The pioneer of Nepalese journalism was Motiram Bhatta, a Nepali poet who edited and published the first Nepali monthly "Gorkha- Bharata- Jeevani" printed at Banaras in India in the year 1886. It was Motiram Bhatta who collaborated with Krishna Dev Pandey in setting up the Pashupati press, the first print in Kathmandu. A Nepali monthly Sudha Sagar was printed and published in that press in 1898. The same Pashupati press printed the first Gorkhapatra during the premiership of Dev Sumsher Jung Badahur Rana in 1901. (T.B.Karki 2033)

In 1662 A.D., the Gorkhapatra Corporation was set up to run the paper on commercial basis with public participation. Gorkhapatra Corporation expanded its field by publishing the first English newspaper. The Rising Nepal. Nowadays Gorkhapatra is a daily newspaper and its circulation reaches to most of the districts of the kingdom. Gorkhapatra Corporation these days publishes the Rising Nepal and magazines like Yuvamanch, Muna, Madupark etc.

There are many other local, regional, national papers, magazines etc on daily, weekly, fortnightly, monthly, quarterly, half-yearly basis published in the country. Today modern technologies have pierced into this print media giving more color, mixing and life to the advertisements.

#### **d) Cinema**

Film is perhaps the most revolutionary creation in the visual artistic expression. Since its birth, like a hundred years ago, this ever-expanding medium has had a profound influence in our societies, particularly in the field of communication. Within decades of its appearance, it reaches a maturity that was no parallel in the history of other forms of art. Today, particularly for developing countries, this potential medium of mass communication has become a basic necessity without, which an effective communication is impossible to put through.

This medium is considered as a best medium because looking at the 48% literacy rate in Nepal, films represent an effective advertising medium in reaching the message.

The presentation of cinema starts in 2006-2007 B.S. Prior to this English and Indian movies were shown in Singh Durbar for the dignitaries. After that, films were also made in Nepali languages and the first film in Nepali was Raja Harishchandra produced in Bombay, India. Now films are not only made in Nepali in Nepal but Bhojpuri, Maifhali, Newari, Gunmg and other languages too. The Nepali film industry has made a lot of progress in the last fifty years.

#### **e) Nepal Television**

Nepal Television (NTV) is perhaps one of the youngest television stations in Asia, It started as a project in January 1985 under the Sixth Development Plan (1980-1985) in which a provision was made "to undertake feasibility study of

the establishment of television in the country and to begin TV transmission service at selected places if found feasible from economic and technical standpoints." Despite doubts felt by many, it began its experimental transmission for Kathmandu Valley in a very modest manner with VHP equipment and in the UHF band. In those days there were only about 400 TV sets, the majority of which were used basically for video purposes. Some of these receivers were also used for receiving Doordarshan signals. The thirst for TV programmes was growing. When Nepal TV went on air with its thirty minutes transmission, the number of TV sets increased dramatically. A 100 watt transmitter was then set up to cover Kathmandu valley during this experimental transmission. Regular transmission of two hours commenced by the end of 1985. In February of 1986, Thus mostly geared to Established as an electronic medium to enhance the country's socio-economic development, Nepal Television currently covers 42% of the country's population and 32% of the land area. Programmes are inform and educate the general mass. With the extension of the network transmission hours have also increased 119 hours per week.

#### **f) NTV Present Status**

In the media history of Nepal, NTV has maintained a steady pace in its network development. Since grown from 2000 viewers in the capital to approximately 3 million viewers across the country spread most in the southern plains and urban areas. The biggest drawback for NTV to have its signal reach to as many people as possible has been the difficult terrain of the country, 75% of whose land area consists of the land area in the south bordering, India is the only stretch, which is easily accessible to all kinds of communication

Now, twenty-one years later, NTV has transmitting station and sub stations linked by off air reception at different strategic points on top of hills and mountains in different parts of the country. The central transmitter in Katmandu is located at top of the highest hill, Phulchki (9075 feet). It is linked to the master control room via micro-wave. The transmitting tower is further 300 feet in height. The signal from this transmitter is then picked by off air antennas of different parts of the country. In this way, NTV's transmission, which was available only to the capital in the beginning now, reaches 61 % of the total population. However, the total number of viewer is far less due to the unavailability of electricity.

Considering the difficult terrain of the country, it would almost be impossible for NTV to reach the entire population without the use of satellite. Therefore, NTV has been using the satellite technology on 30 Ashad 2058 (July 4, 2001) to transmit its program nationwide and also abroad. NTV now covers more than 23 countries of Asia and is linked with the internet to me whole world having access to internet.

### **g) Foreign channels**

Due to the increase in global economy, more and more new channels have come into existence since the beginning of this decade. Consumerism has helped in establishing more and more TV channels. AS TV has a huge impact in daily lives of the people and the craze of TV is increasing day by day in every economy, TV has been a very profitable business. Big houses are into TV producing. Due to the cable network it has been possible to view a large number of TV channels not only in urban areas but in remote areas as well. As Nepal is heavily linked with India socially, economically, culturally, so a wide number of consumers watch Indian channels. But with the spread of education, other foreign channels are also liked by the Nepali people. Due to the competition in this field, TV channels have gone in one special sector like News channels, Film channels, Serial channels, Comedy channels, Animal channels, Children channels, Mythological channels, Sports channels etc.

### **h) Programming**

Since the time of its inception, Nepal TV has been offering various programmes to its viewers- from news, information, and education to entertainment. The objective of Nepal Television, as mentioned earlier, is to educate and inform the general mass in helping to uplift the country's socio-economic condition. Further, it also helps to preserve and promote the country's culture. To this regard it has always planned its programme accordingly with entertainment programmes transmitted at regular intervals.

Bulk of the transmission, about 30%, is covered by news and current affairs and current affairs related talk programmes. There are three news bulletins a day, each with duration of 20 minutes, two of them in Nepali and one in English. There is also a weekly news bulletin for those with hearing impair.

Another fifty percent is covered by various other programmes produced by either NTV or by local production houses. The percentage of foreign programmes is twenty percent, (*website: www.ntv.org.np*)

The ratio between educational, entertainment and information programmes presents a good balance and the percentage of local productions proves NTV's interest in encouraging local productions, and to avail itself as a medium of education for the mass.

In the early years, the duration of NTV's transmission was only two hours per day. Keeping in pace with local production and the demand of its viewers, the transmission time increased steadily. Today it stands at one hundred and nineteen hours per week.

### **i) Business Division**

Since the last few years the Government's *financial contribution to Nepal TV* has only been made for the expansion of its network. It has to sustain itself for its day-to-day operation. Furthermore, the system of TV license fee which would otherwise go to the state TV is yet to be implemented. To this regard a portion of NTV's programmes are commercial. It is with this revenue that the day-to-day operation is met.

The Business Division looks after marketing commercial programmes as well as selling commercial spots. It also markets NTV produced documentaries based on Nepal's culture and traditions to TV organizations around the world. Over the years the revenue generated by the Business Division has increased in pace with the increase of employees and the expansion of the network.

#### **j) International Relations**

The International Relations Section which falls under the General Manager's office handles all international affairs at the primary stage. This includes all correspondence, negotiations, coordination, liaison, co-productions, guest relations etc.

#### **2.2.6 Rate Structure for Advertisement**

- a) Ordinary Time: Spots placed before 6:30 or placed anywhere during regular programme as per NTV's convenience.
- b) Fixed Time: Spots before and after the programme as per advertiser's release order (except Prime Time, super promo Time & Special Time).
- c) Prime Time: Spots release before the Nepali News and other programme decided by NTV.
- d) Super Prime Time: Spots before special programme.

**Present Rate for Advertisement Product**  
**Table 2.2**

Time Category	Spot Duration	N.C. Rs.
Ordinary Time	10 Sec.	2,160/-
	20 Sec.	3,120/-
	30 Sec.	4,240/-
	60 Sec.	8,000/-
Fixed Time	10 Sec.	3,240/-
	20 Sec.	4,680/-
	30 Sec.	6,360/-
	60 Sec.	12,000/-
Prime Time	10 Sec.	4,860/-
	20 Sec.	7,020/-
	30 Sec.	9,540/-
	60 Sec.	18,000/-
Super Prime Time	10 Sec.	6,210/-
	20 Sec.	8,970/-
	30 Sec.	12,190/-
	60 Sec.	23,000/-

*(source- www. ntv.org.np)*

**Terms & Conditions**

Advertisements are accepted in Nepali & English languages only.

- a) Payment in full must be made in advance for any advertisement order.
- b) All materials for commercial time must conform to the requirements of the censor of Ministry of Information & Communication. The decisions of NTV for approval of materials will be final and shall not be contested by the Agency/Advertiser. NTV reserves the right to refuse to transmit any advertisement material or programme without assigning any reason. In such cases NTV will refund the money paid for the order.- NTV reserves the right to change the rates and conditions without any prior notice. However, NTV will allow advertisers 10 days from the date of the announcement of change in rates and conditions to cancel or amend their contracts.
- c) Agency commission will be as per NTV's rules.
- d) Apart from the above mentioned rates, the rates for special programme and for live transmissions will be fixed accordingly.

Nepal Television (NTV) began its regular transmission towards the end of 1985 on an experiment basis, and became a full fledged corporation under the Communication Act of His Majesty's Government in 1986. In the media history of Nepal, NTV has maintained a steady pace in its network development. Its signal, in the beginning, covered only the valley of Kathmandu. The second and third phase of expansion enabled access to NTV's signal to 22% of the population. The popularity of NTV grew to such an extent that it resulted in the hastening of the Organization's fourth phase of expansion. A separate transmitter to cover Banke and Bardia was also established in Kohalpur. By the end of 1998 the station in Kohalpur will be linked to the central station.

Currently the signal covers 32% of the population and 44% of the acountry's land area. (*source- www. ntv.org.np*)

### **2.2.7 Review of Related Studies in Nepal**

In order to proceed further the related literatures have been reviewed and their objectives, findings and methods have been given as follows:

In order to proceed further, the related literatures have been reviewed and their objectives, findings and methods have been given as follows:

**Pandey (1980)** in his study entitled, "**Advertising in Nepal**". The main objectives of the study were: a) to identify the present position of advertising in Nepal, b) to find out the existing Patterns and brands, c) to identify the constraints hindering the use of advertising as an effective method of promotion, and d) to suggest measure to enable advertising to play its role effectively. This study is conducted on the basis of primary data. His major findings revealed that advertising is the main method of promotion practiced in the country. Effect of advertising is generally not evaluated. Advertising in the company is handled by persons in the senior position, when there is a separate advertising section in the company. The advertising programmes are not well coordinated with other elements of marketing and promotional strategy. In regard to the services rendered by the advertising agencies, none are full service agencies and except a few agencies concentrating on inserting the advertisements prepared by the advertisers and specialists service groups such as block makers, printers, artists etc. Publication media, radio and cinema are the most used media for commercial advertising. But there are few alternatives. The Gorkhapatra is the only medium with any significant circulation. Advertisement related to business is presented in simple language and are found to be more effective. Both the advertisers and the advertising agencies recognized the need for advertising in the present context of their markets in Nepal. The advertisers, advertising agencies, and the mass media are yet to

create an environment of mutual understanding and help. Advertisers think that advertising has favourable impact on their customers, sales and profits. Customers responds are favourable to advertising through most of them are economically backward and uneducated.

**Upadhyaya (1981)** in his study entitled, "**Radio Advertising and its Impact on Purchasing Act in Consumer Goods**" is notable here which has following objectives: a) to study the availability and comparative cost of different forms of advertising in Nepal, b) to study the impact of the radio advertising on the consumer purchase behaviour, and c) to study the change in sales of firm due to the radio advertising. This study has also been made on the basis of primary as well as secondary data. His major findings of the study were:

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

**Giri (1985)** in his study entitled "**A Study on the Communication Effect of Advertising and Brand Preference of Instant Noodles**". The study has following objectives: a) to analyze the popular media of advertisement, its strengths and weaknesses, b) to analyze the advertising appeal and relation between brand preference and advertisement qualities of instant noodles, c) the study was based on primary data filled by educated people of Kathmandu. His major findings of the study were:

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

the help of vocals. After then comes expression and music while music has played a pleading role to attract the customers in case of Maggi's advertisement. After the set up, expression and vocals come orderly.

The newspaper advertisement of the Rara has created more of its gain than in case of the advertisement of the Maggi. Advertisement qualities of instant noodles have made no change in brand preference.

**Pant (1993)** in his study entitled "**A Study on Brand Loyalty**" and has the following objectives: a) to examine brand awareness of the Nepalese consumers, b) to find out whether Nepalese consumers are brand loyal, i.e. what percentage of Nepalese consumers are brand loyal?, c) to identify the correlation of brand loyalty and d) to recommend measures helpful or important for developing marketing strategies and for conducting further researchers on brand loyalty.

This study is based on primary data. Respondents, to whom the questionnaires were served, have filled in the data. His major findings of the study were:

Nepalese consumers give high importance to brand in both the consumer durable goods and the consumer non-durable goods. Most of the consumers are found buying the products brand rather than by inspection. Brand awareness of the Nepalese consumers is found to be high. Brand loyalty is independent of the consumer's store loyalty.

Brand loyal consumers are not to be influenced by special deals such coupons, free samples, discounts etc. The brand loyal consumers are found to be least influenced by price activity and advertisement."

**Sharma (1996)** in his study entitled "**The Movies Stars Endorsement in Advertising**" and the dissertation has the following objectives: a) to examine the role of movies-stars endorsement in advertising is creating brand awareness among the audiences, b) to find out the role of movie stars endorsements enhancing the advertisement message recall, c) to find out the contribution of the movie stars endorsed in advertising to create believability of the advertisement message contents, d) to examine the audiences perception of the product brand for which movies-stars have been endorsed in their advertisements, and e) to find out whether the movie-stars endorsement create positive attitude towards the advertisements.

This study is also based on primary data. His major findings of the study were:

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

among of the brand. An effective advertisement creates association of feelings with certain events or certain ways of life styles. The advertisers have ignored the matching of the product personality with the requirement of the life styles of the stars.

An effective advertisement is supposed to create positive attitudes towards it among the audiences. Because of high association of brand awareness and movie stars endorsement in advertising, the manufacturers of new products will be fruitful to endorse movie stars in product positioning. The product quality and movie stars endorsement in advertising can enhance the believability of advertisement message.

**Baral (1996)** in his study entitled "**Communication Effects of Advertising and Brand Preference**" and has following objectives: a) to examine the effectiveness of advertising, b) to understand advertising and brand preference, c) Which is the popular media of advertising? and d) What are there strengths and weakness while advertising of instant noodles?

This study was made on the basis of primary data. For this purpose school students were selected for collection of information. His major findings of the study were:

Instant noodles are in different product life cycle and they require different media and techniques of advertising in different stage. There is a high degree association between brand preference and advertisement qualities. The advertisements are still traditional and ordinary in nature and style.

It is necessary that advertising should be more attractive, informative and enjoyable both reader as well as listeners. Advertising should be constructed for the long term impression by making more moral and social responsibility. While selection advertising media the marketer should clearly analyze the objectives of advertising. The message and media should be unique and distinctive according to the requirement of the target market.

**Shrestha (1997)** in his study entitled "**The Role of Advertising in Brand choice and product positioning**" has the following objectives, a) to analyze the effectiveness of advertising on brand of consumer product, b) to evaluate the role of advertising in product positioning from the consumer perspective, and c) Do consumers give more importance to advertisement rather than any other promotional tools while making selection decision?

The study is based mainly on primary data filled by respondents of Kathmandu valley. His major findings of the study were:

Nepal Television is the most popular media within Kathmandu valley and Radio Nepal holds the second position along with among the youth generation FM broadcasting is also being popular. Most of the respondents are in favour of

entertaining types of television advertisement. Most of the marketers are using electronic media to advertise their product such as radio, TV are supposed to be the effective media while considering the present situation of Nepalese market. Advertising is the main sources of information about popular brand as well as mostly sensitive subject in the country in course of promotion. Consideration to different variables while purchasing is not significantly different due to the age, sex and family size.

**Thakur (2003)** in his study entitled "**The Role of Advertising in Brand Loyalty**" and has the following objective: a) to analyze the effectiveness of advertising on brand loyalty of consumer product, b) to evaluate the role of advertising for brand loyalty in Nepalese market, c) Do consumers give more importance to advertising rather than any other promotional tools while making selection decision?

The study is based mainly on primary data collected from respondents of Kathmandu valley. His major findings of the study were:

Both Coca-Cola and Pepsi Cola realize the essence of advertising in the present situation. Advertising is the main source of information about particular brand as well as most sensitive subject in the country in the course of promotion. Advertisement plays an important role in changing brand of soft drink. Soft drink holds the second position in consumption after tea among the drinks in Nepalese market.

Brand awareness of the Nepalese consumers is found to be high. Majority of the Nepalese consumers are found brand loyal. Most of the consumers' brand choice decision about mentioned products is dependent on themselves. Most of the consumers have given first preference to the taste of the product while the quality of the product is considered second important factor in case of soft drink. Most of the consumers' first choice as soft drink is coke than others.

Pepsi holds the second position among consumers in Nepalese markets. Most of the consumers like entertaining advertisements than other types advertisements. Most of the consumers have shown satisfactory level of reaction about advertisement believability. It is found that advertisement has a great contribution for purchase of soft drink.

Most of the consumers prefer the advertisement of Coke than that of Pepsi. Consumer's first reasons of brand switching are taste and quality of the product. Consumers' second reason of brand switching is advertising.

Advertising plays an important role in brand loyalty behavior of consumers in case of soft drink. Role of variables are independent of age, sex and family size while selecting soft drink. The role of advertisement in changing brand habit is found effective. The taste and quality of the product are the major considerable

factors for brand loyalty. The effective advertising in time is regarded as the best tool for brand loyalty.

The role of advertising is regarded important for brand loyalty in the course of soft drink. The above-mentioned are the major research works carried out by different researchers on the related subject in the marketing in T.U.

**Sharma (2005)** in his study entitled "**The Role of Advertising in Product Positioning and Brand Choice**" (With special reference Coke and Real Juice) has the following objectives a) to examine the effectiveness of advertising on product positioning, c) to analyze the effectiveness of advertising on brand choice, c) to evaluate the role of advertisement in product positioning in Nepalese market, c) to evaluate the importance of advertisement for making buying decision than any other promotional tools.

The study is based mainly on primary data filled by the respondents of Butwal city. His major findings of the study were:

Advertising is considered the prime process to provide information about a particular brand to the customer. Changing of brand is affected by advertisement. Nepalese consumers are providing to brands. Not all consumers are brand loyal however, most of them are so. Consumers themselves decide purchasing of soft drink. Brand preference of consumers is not imposed. Consumers have accorded first priority to taste and thereafter quality. Coke is considered the first preference of the customers. Real juice does not hold superior position in comparison to coke. Entertaining advertisement is liked by the most of the consumers. Advertisement plays important role in the purchase of soft drink.

Taste is considered first reasons for brand switching quality. Advertising is considered second important reason for brand switching. Age sex and family size are not important variable in selecting soft drink. Repeat of advertisement attracts consumers and tend them to brand loyal. The advertisement is crucial factor in changing brand. Real Juice holds 2<sup>nd</sup> choice of consumer. The product positioning is very important for the achieving the marketing good. Coke is positioned well in the Nepalese market. Attempt has been made to position Real Juice through price. Real juice is positioned as offering the best value for the money. There is large availability of Real Juice in the market.

**Shakya (2007)** in his study entitled "**A critical study on the Role of advertising and its impact on consumer behaviour (With special reference to the television Advertising)**" has the following objectives, a) to identify the present situation of advertising of NTV, b) to know what kind of advertisement consumer prefer, c) to examine how the different group of people perceive and react about TV advertising.

His major findings of the study were:

Most of the people under the study think that repetition of an advertisement attracts their attention than the non-repeated one. Most people feel inclined to buy product when they watch television advertisement. Most people of all level of age, education and gender watch television advertisement and they try to know more and more information from the advertisements. Considering the education factor of the people under the study, uneducated and above graduate people prefer good wording advertisement where as people below S.L.C., and graduate people prefer simple and entertaining advertisement.

Many people thin that the price of advertisement products are higher than the not advertised products. Most people buy the product when they need it, the sometimes people by product after produced by advertisement and similarly some people buy the products and services because of both reasons. Most people prefer to choose advertised product if the price and quality of both the product are the same. Advertisement with comes of Nepali channels are not very liked by the people under the study. Most people, said that advertisements helped to recall brand of products while purchasing them.

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

Under the gender factor, both male and female prefer to watch good wording advertisements equally.

## **2.8 Research Gap**

These are the major research works done by the different researchers relating to the advertising topic different researcher in marketing subject. Actually no research has been carried out so far in Nepal about “Role of Advertisement on Consumer Behaviour’ (With Special Reference to Electronic Media)” to find out media effectiveness. This study therefore has been conducted mainly to find out effective media and its impact on consumer buying behavior especially the electronic media. The present study- The Role of Advertisement on Consumer Buying Behaviour is based on the primary data collected from different sources to find the impact of Electronic Media Advertising to consumers buying behaviour. So, this study will be fruitful to those interested person, parties, scholars, professor, students, businessman and government for academically as well as policy perspective.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

Research Methodology is concerned with various methods and techniques which are used in the process of research studies. It includes wide range of research methods including the quantitative techniques for the purpose of data collection, presentation analysis and Interpretations.

The recent studies conducted to analyze the objectives and research problems related to the application of Electronic Media. The research methodology has been followed to attend the basic objective and the solution of the research problems.

#### **3.1 Research Design**

The research design is a plan, structure, and strategy to obtain the objectives of the study. The research was mostly based on the primary data and information. The study is based on survey research design. In this, impact of TV advertising has been evaluated. The opinions of people about TV advertising have been gathered. Hence, for this both questionnaire and published data are used. The questionnaire has been prepared in such a way that will help to find the different types of advertisement which are preferred by people, the people's reaction about advertisement, buying habits of advertised products, cause of product buying, consumer's favorite advertising media, reaction about repetition of advertisement, categories of advertising by people, impact of media on human mind, different information provided by advertisement and its comparative benefits, ability to recall commercial and other benefit of advertisement besides product awareness.

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

#### **3.2 Population and Sampling**

There are 120 respondents interviewed during the process of data collection. The samples under the study are collected on random basis. All the samples are

from Butwal metropolitan city of Rupandehi district. The sample from different age group, education level and gender helps a lot in comparison of the samples.

### **3.3 Data Collection Procedure**

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

(a) Uneducated

(b) Below SLC

(c) SLC

(d) Graduate

(e) Above Graduate

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

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

(iii) SLC represents those samples of the total population under study that have passed SLC and either reading in or above and have completed the intermediate level of education. The total

- number of sampling falling under this category is twenty four.
- (iv) Graduate level represents those samples of the total population, who have completed their graduation. The total number of population falling under this category is twenty frou.
  - (v) The above graduate level represents those sample of the total population who have already passed the masters level of education in any discipline. There are twenty people falling under this category.

The total population is further classified on the basis of gender. There are altogether sixty male and sixty female in each sample.

### **3.4. Data Analysis Procedure**

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

In order to accomplish the objective of the study, various graphs, diagrams including pie chart have been applied for the purpose of analysis. The result of analysis has been properly tabulated, compared, analyzed and interpreted as far as practicable.

### **3.5 Statistical Tools and Techniques Used**

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

Mean:

$$X = \frac{X}{N}$$

St, Deviation :

$$\frac{1}{n} \sum_{i=1}^n x_i z_i - \bar{x} \bar{z}$$

Correlation Analysis:

$$r = \frac{N \sum XY - \sum X \sum Y}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum Y^2 - (\sum Y)^2]}}$$

## **CHAPTER-IV**

### **PRESENTATION AND ANALYSIS OF DATA**

#### **4.1 Introduction**

This chapter includes the presentation and analysis of data. Analysis is based on both primary and secondary sources. The primary data are used to analyze the people awareness, benefits and their expectation from Television Advertisement. The secondary data are used to analyze to highlights the positive benefits of television advertisement to know the changing behaviours of buying pattern of consumers. The collected data have not been tested through sophisticated tools. Collected data have been analyzed as in percentage, simple average etc. The purpose of the analysis is to achieve the objectives set in the first chapter.

The advertising business in Nepal is flourishing day by day, which passes through an appropriate media like television, radio, press and magazine. The television advertising is not ordinary communication but marketing communication. Communication is an integral part of modern marketing without which communication is unimaginable in these days. Television advertising relays the message of different product in the easy touch of common people.

The sample populations of the study were 120 respondents belonging to different age group, which comprises of 60 males and 60 females. The major objective of this part is to analyze the view of different people regarding television advertisement. The views of people have been analyzed as follows:

## 4.2 Age-wise consumers' preference on TV advertisement

The table below shows the age level and their advertisement preference. The sample size of total people is 120 and it is divided into five groups of 24 respondents in each group. The detail situation of response has been presented in table- 4.1 below:

**Table 4.1**

**Age-wise consumers' preference on TV advertisement**

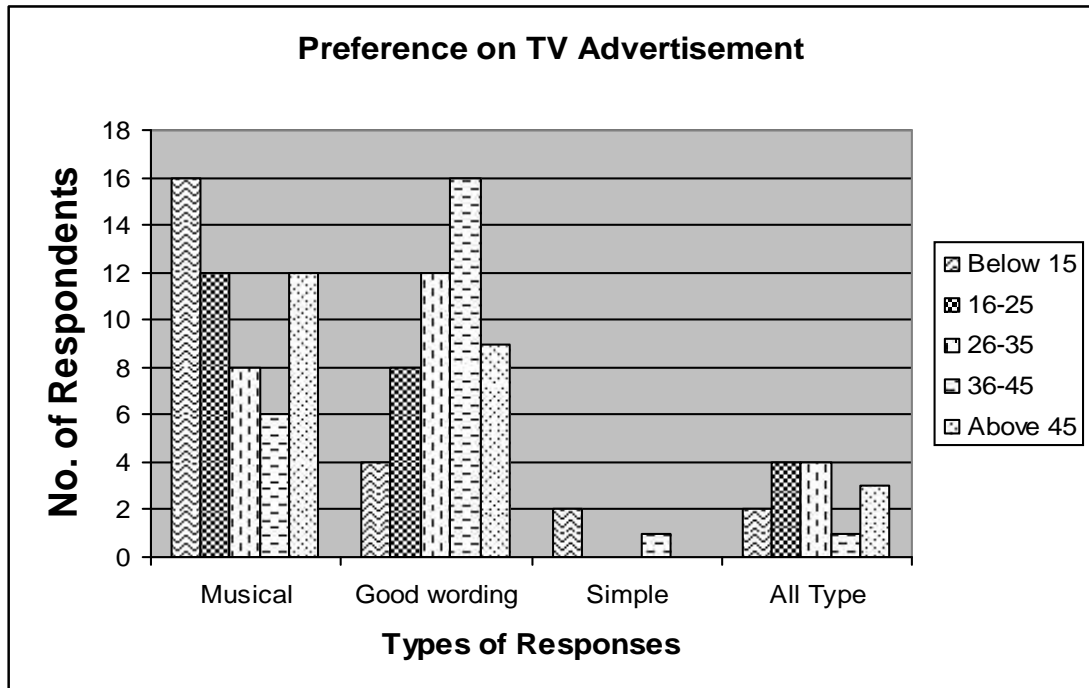
Description	Sample size	Musical	%	Good wording	%	Sample	%	All Type	%
Below 15	24	16	66.67	4	16.67	2	8.33	2	8.33
16-25	24	12	50	8	33.33	0	0	4	16.67
26-35	24	8	33.33	12	50	0	0	4	16.67
36-45	24	6	25	16	66.67	1	4.16	1	4.16
Above 45	24	12	50	9	37.5	0	0	3	12.50
Total	120	54	45	49	40.83	3	2.50	14	11.67

*Source: Field survey- 2011*

It was found that 66.67% of people i.e. Below 15 years preferred musical advertisement mostly, 16.67% of people are found to prefer good wording, 8.33% of people are found to prefer simple advertisement and 8.33% of people are found to prefer all the advertisement i.e. musical, good wording, and simple. The reaction of the people those fall in age group of 16-25 like this: 50% of people like in the musical, 33.33% of people like the good wording, whereas no one likes simple advertisement of this age group and 16.67% of people like all types of advertisement. Under the age group between 26-35, 50% of people preferred advertisement having good wording, 33.33% of people preferred musical and under the 36-45, 66.67% of the people preferred the advertisement of having good wording as same as the group of 36-45

followed by the people who like the musical 25% and 4.16% of people are those who like all the types of advertisement under the age group above 45 years like the musical advertisement (50%) mostly followed by good wording(37.5%), all types advertisement (12.5%) and simple advertisement is (0%). This can be shown on multiple bars diagram as below:

**Figure 4.1**



### 4.3 Literacy-wise consumers' preference on TV advertisement

The situation of consumers' preferences on the basis of literacy level of consumer is presented in table-4.2:

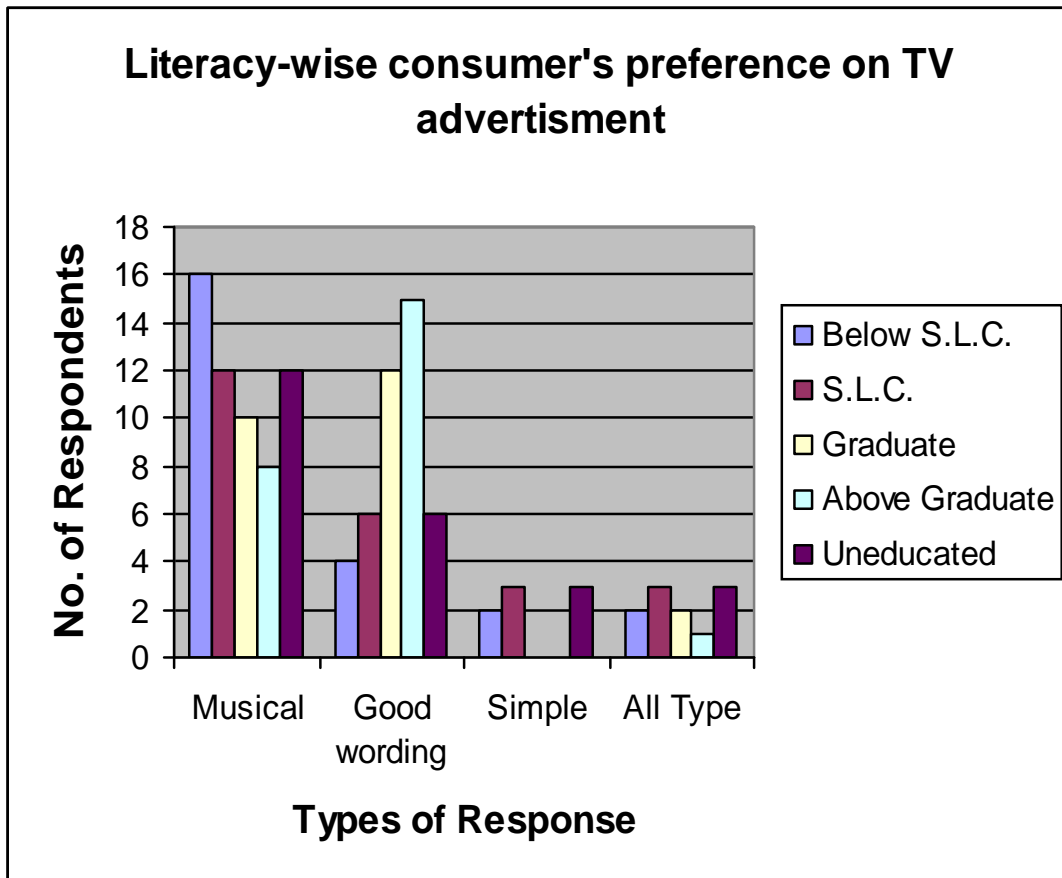
**Table 4.2**  
**Literacy-wise consumers' preference on TV advertisement**

Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Below S.L.C.	24	16	66.67	4	16.67	2	8.33	2	8.33
S.L.C.	24	12	50	6	25	3	12.5	3	12.5
Graduate	24	10	41.67	12	50	0	0	2	8.33
Above Graduate	24	8	33.33	15	62.5	0	0	1	4.17
Uneducated	24	12	50	6	25	3	12.5	3	12.5
Total	120	58	48.33	43	35.83	8	6.67	11	9.17

*Source: Field survey- 2011*

The above table shows that lower educated respondents preferred to musical advertisement. Regarding musical advertisement, 66.67% of people preferred below S.L.C. and 16.67% of people preferred good wording and 8.33% of people like the simple as well as all types of advertisements. In the sample size of 24 persons in S.L.C. level, 50% of people like musical advertisement and 25% of people like good wording and 12.5% of people like simple advertisement and 6.25% of people like all of the above advertisements. In graduate groups of people give the first priority in good wording like 50%, 41.67% of people preferred the musical advertisement and 8.33% of people preferred the all types of advertisements. The above graduate people liked good wording in 62.5% of the total person, 33.33% of people preferred musical advertisement and 4.17% of people preferred all types of advertisements. The people who are uneducated show their attitude to musical advertisements by 50% of them. Then 25% of people liked good wording, 12.5% of people like simple advertisements and as well as all types of advertisements. The above table shows that above graduate people focus on good wording advertisement and uneducated people and below S.L.C. is focused on musical advertisements. To understand the above information easily and quickly it has been presented with the help of multiple bar diagram.

**Figure 4.2**



#### 4.4 Preference of advertisements according to gender (Sex)

The situation of preferences of consumer on television advertisement according to the gender or sex is presented in table below:

**Table 4.3**  
**Preference of advertisements according to gender (Sex)**

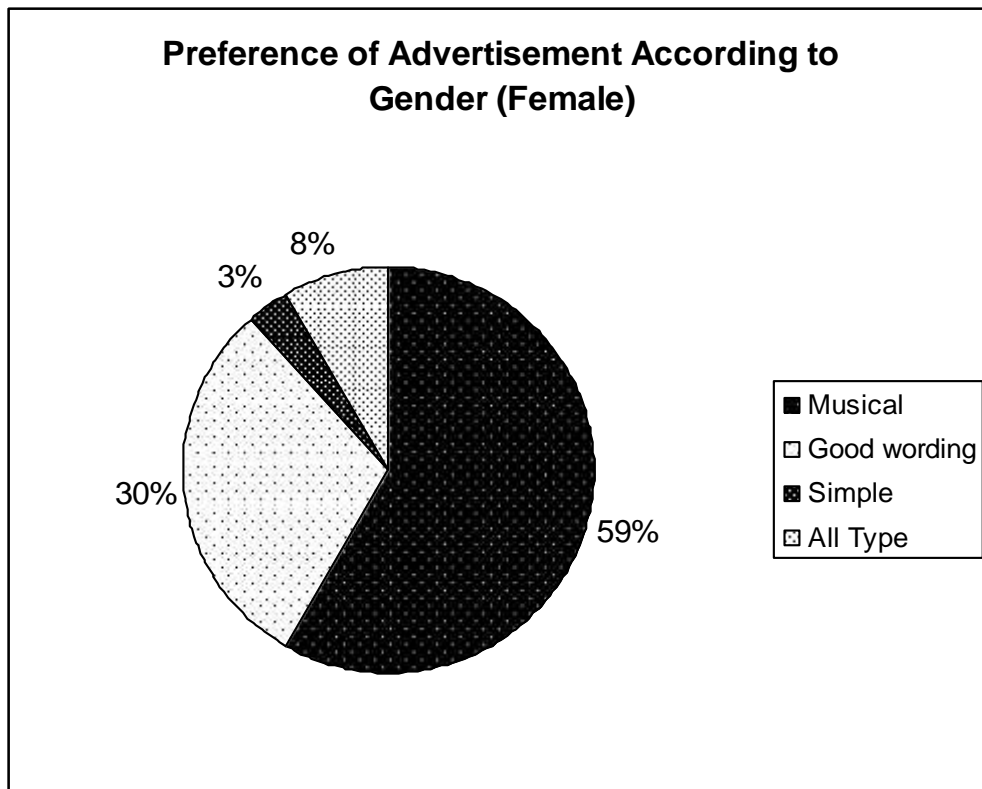
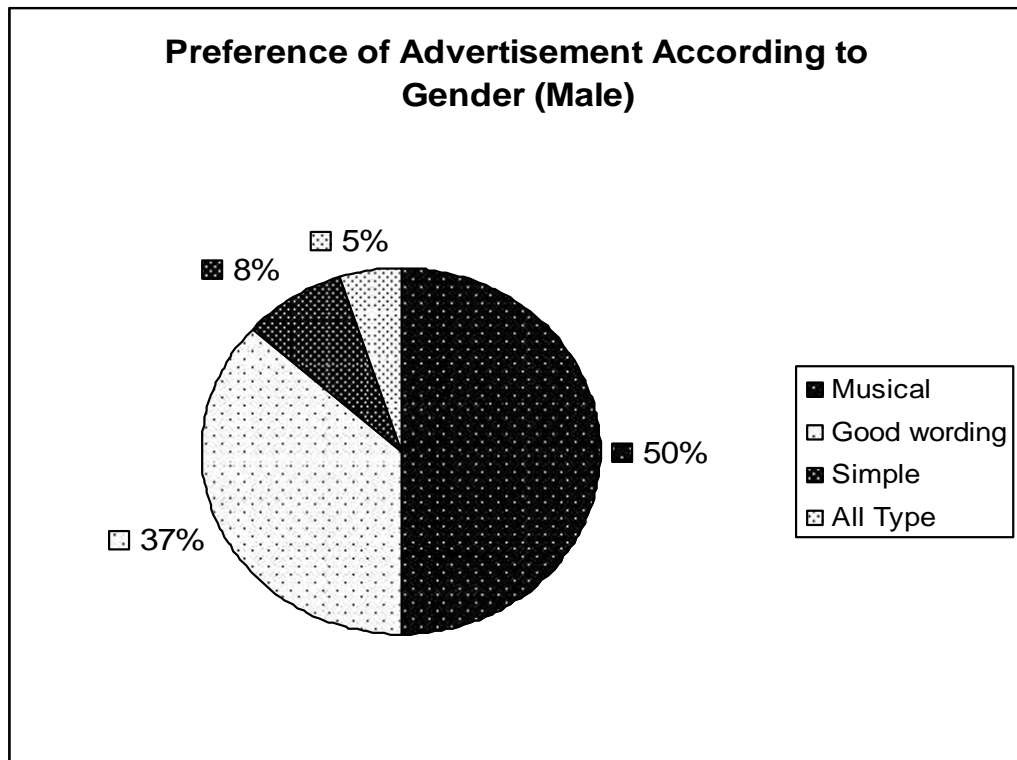
Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Male	60	30	50	22	36.67	5	8.33	3	5
Female	60	35	58.33	18	30	2	3.33	5	8.33
Total	120	65	54.17	40	33.33	7	5.83	8	6.67

*Source: Field survey- 2011*

The above table shows preference of advertisement according to gender. Out of 60 male, 50% of respondent are found to like the musical advertisements, 36.67% of respondent preferred good wording, 8.33% of respondent preferred simple advertisement and 5% respondent liked all types of the advertisements. Regarding female respondents, 58.33% of respondents like the musical advertisements, 30% of respondent like the good wording, 3.33% of respondents like simple and 8.33% of respondents like the all types of the advertisements.

From the analysis it can be concluded that the female consumers seems to give more priority to musical advertisement than the good wording advertisement than the male. Altogether, they preferred the musical advertisements than the good wording advertisements. For more clarity the above information is presented with the help of the pie-chart

Figure 4.3



## 4.5 Consumers' television watching habit

The table below presents the consumers television watching habits when the advertisement comes in the television:

**Table 4.4**  
**Consumers' Television Watching Habits**

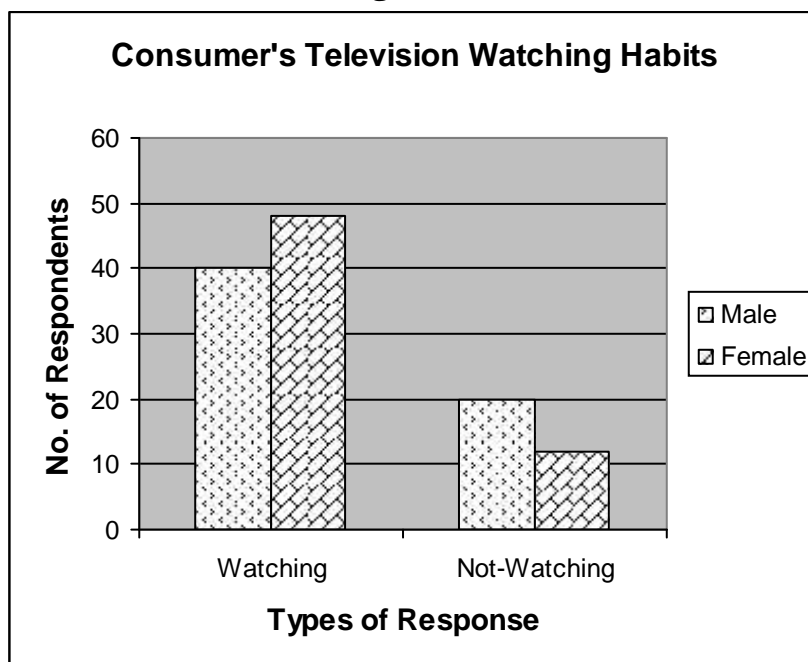
Description	Sample size	Watching	%	Not-Watching	%
Male	60	40	66.67	20	33.33
Female	60	48	80	12	20
Total	120	88	73.33	32	26.67

*Source: Field survey- 2011*

The above table presents that the habit of people watching television living in urban areas. Out of total sample population, 73.33% of people are found to have the habit of watching television. To analyze the figure of male and female,

66.67% male and 80% female, the percentage of women watching television seems to be higher by 14%. Likewise, 20% female are found not to have the habit of watching television whereas male percentage is only 33%. The above statistics is presented below through multiple bar diagram.

**Figure 4.4**



#### **4.6 Age-wise consumers' reaction to the television advertisements**

The people of different age groups react to the television advertisement differently like some of them tries to know what advertise meant, some of them may be curious about advertisement whereas some of them just watches the advertisement. The situation of consumers' reaction according to their age group is presented in table-5:

**Table 4.5**  
**Age-wise consumers' reaction to the television advertisements**

Description	Sample size	Try to know	%	Curious	%	Just watching	%
Below 15	24	6	25	3	12.5	15	62.5
16-25	24	12	50	4	16.67	8	33.33
26-35	24	14	58.33	2	8.33	8	33.33
36-45	24	10	41.67	0	0	14	58.33
Above 45	24	9	37.5	1	12.5	12	50
Total	120	51	42.5	12	10	57	47.5

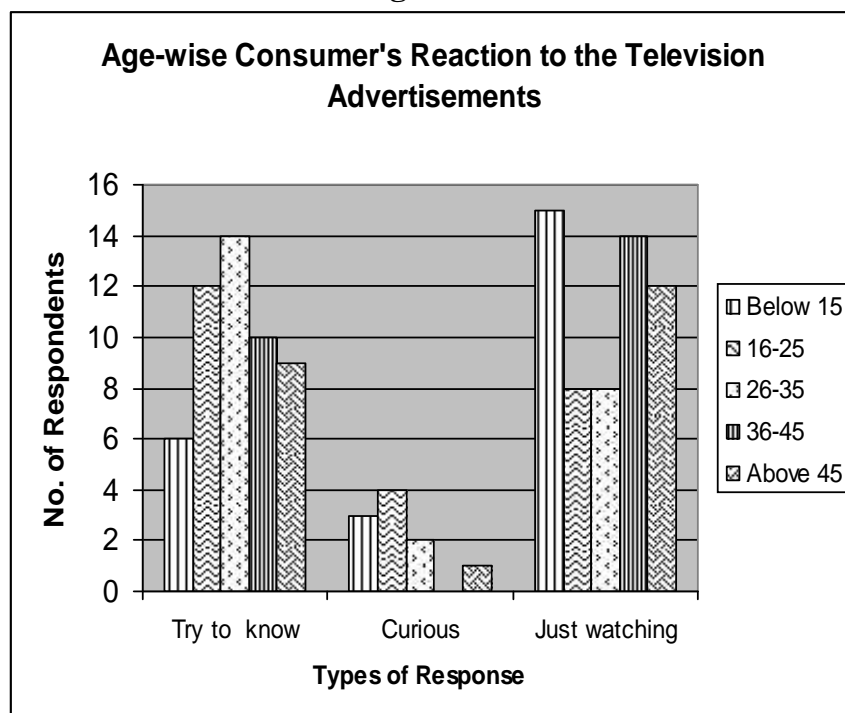
*Source: Field survey-2011*

The above statistics shows that the total sample populations belonging to different age group have not same opinion to the advertisement. The results regarding the consumers' opinion on advertisement indicated that , 25% respondents belonging to the first age group (i.e. below 15) replied that they wanted just to know the literal meaning of the advertisement, 12.5% respondents replied that they were really curious about the advertisement, whereas, 62.5% respondents were found to be passive television audience.

Likewise, among the respondents belonging to the second age group (i.e. 16-25), 50% respondents were found to be conscious only with the meaning of advertisement, 16.67% were found to be highly inquisitive to the advertisement while 33.33% were found to be mere audience. To analyze the third age group, i.e. 26-35, 58.33% respondents were exciting about the advertisement and only 33.33% respondents were only audience. In the fourth age group, (i.e. 36-45), 41.67% respondents were found to be conscious about the meaning of advertisement and no people were found to be highly interested to the advertisement, while 58.33% respondents were found to be only dull audience. To see the last age group (i.e. above 45) 37.5% were conscious with the simple meaning of advertisement and 12.5% were inquisitive to the advertisement whereas 50% respondents were found to be mere audience.

Thus, from the above data, almost 43% respondents were found to be only conscious about to what the advertisement meant and only 10% were highly interested to the advertisement while 47.5% were found to be dull audience. This is presented in below with the help of multiple bar diagrams.

**Figure 4.5**



## 4.7 Educational-wise reaction to the TV advertisement

The consumers' reaction to the television advertisement according their educational level is presented in table below:

**Table 4.6**  
**Education-wise reaction to the TV advertisement**

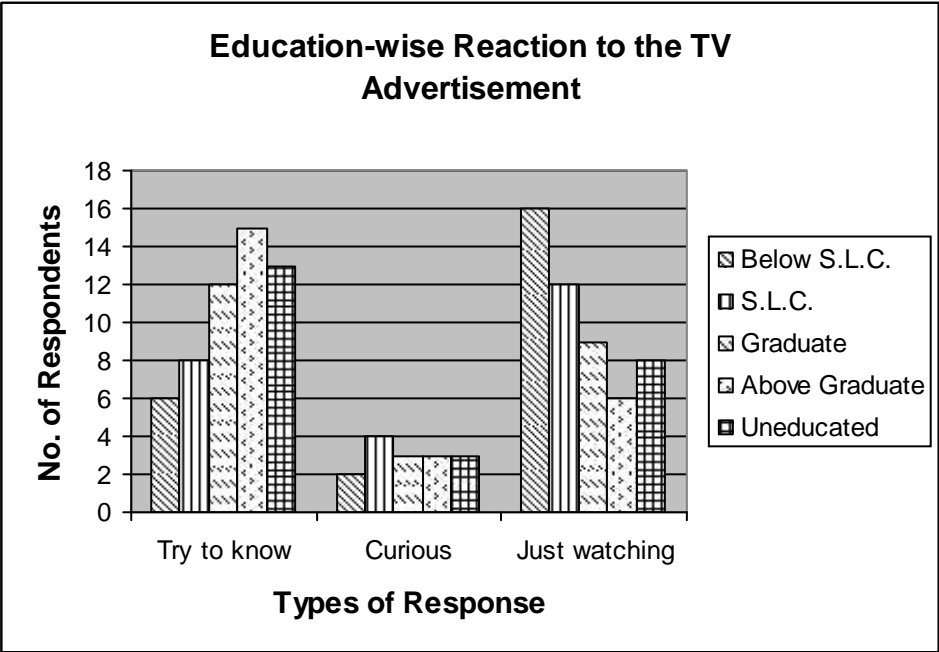
Description	Sample size	Try to know	%	Curious	%	Just watching	%
Below S.L.C.	24	6	25	2	8.33	16	66.67
S.L.C.	24	8	33.33	4	16.67	12	50
Graduate	24	12	50	3	12.5	9	37.5
Above Graduate	24	15	62.5	3	12.5	6	25
Uneducated	24	13	54.17	3	12.5	8	33.33
Total	120	54	45	15	12.5	51	42.5

*Source: Field survey-2011*

Above data indicates the reaction of the respondents in term of their educational status. 25% of the respondents having the qualification below S.L.C. opined that they wanted to know only the meaning of advertisement and only 8.33% of the respondents were found to be highly interested to the advertisement whereas 66.67% of the respondents were seemed to be mere audience.

In the second group having educational degree above S.L.C., 33.33% respondents' tries to know what advertisement meant, 16.67% were curious to the advertisement while 50% were only audience. The third group having graduate degree, 50% respondents viewed that they were only conscious to the meaning of advertisement, 12.5% were inquisitive to the advertisement whereas 37.5% were found to be only audience. In the fourth age group (i.e. having qualification above graduate degree), 62.5% respondents were found to be aware of the meaning, 12.5% were exciting to the advertisement while 25% were found to be the inactive audience. To see the ignorant respondents, 54.17% respondents wanted to know what advertisement meant, 12.5% respondents were highly interested whereas 33.33% were dull audience.

**Figure 4.6**



From the above statistics, the majority of the fourth respondents group is found to be particular on the meaning of advertisement. The second and the third groups were found to be highly curious about the advertisement whereas the first group was found to be dull audience.

## 4.8 Gender -wise reaction to the T.V. advertisement

The situation of gender-wise reaction to the television reactions is presented in the table below:

**Table 4.7**  
**Gender wise reaction to the T.V. Advertisement**

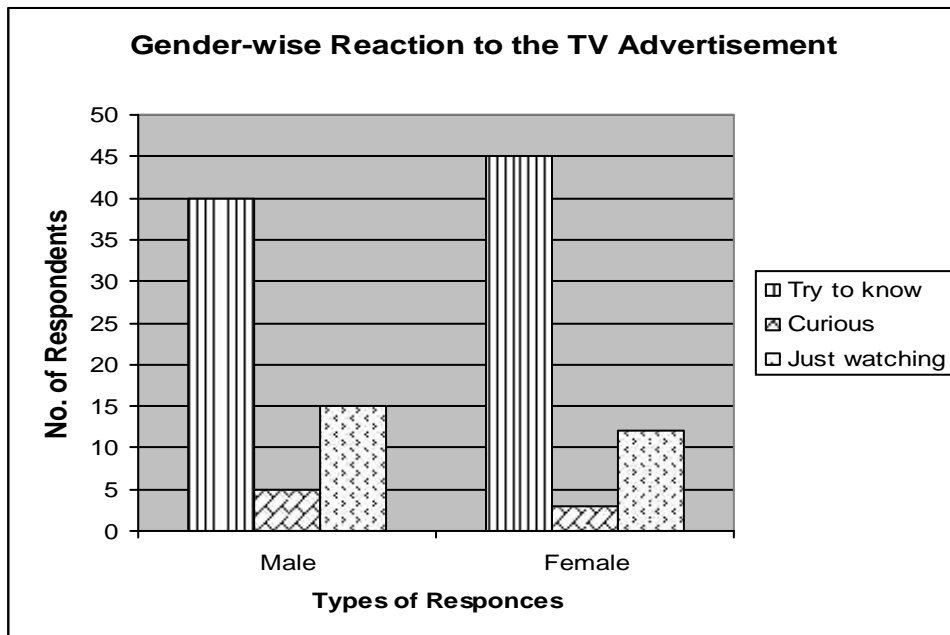
Description	Sample size	Try to know	%	Curious	%	Just watching	%
Male	60	40	66.67	5	8.33	15	25
Female	60	45	75	3	5	12	20
Total	120	85	70.83	8	6.67	27	22.5

*Source: Field survey-2011*

The above figure or data shows the gender wise reaction of advertisement. Out of total 60 male population, almost 67% of the respondents viewed that they were particular only to the meaning, 8.33% were curious to the advertisement and 25% were found to be mere audience. To see the female population, 75% respondents were found to be concerned with meaning of adv. Only 5% were curious to the advertisement whereas 20% respondents were found to be mere audience.

From the above data, it can be concluded that female population seems to be more concerned with the meaning of adv. whereas majority of male population is found to be interested to the advertisement. This can be presented with the help of multiple bar diagram as given below.

**Figure 4.7**



#### 4.9 Effect of advertisement on consumers' purchasing decisions

The consumers goods buying decisions is depends upon various factors like advertisement influence them to buy that product by introducing that product or that product was needed for them etc. The result of consumers' reaction in this regard is presented in table below:

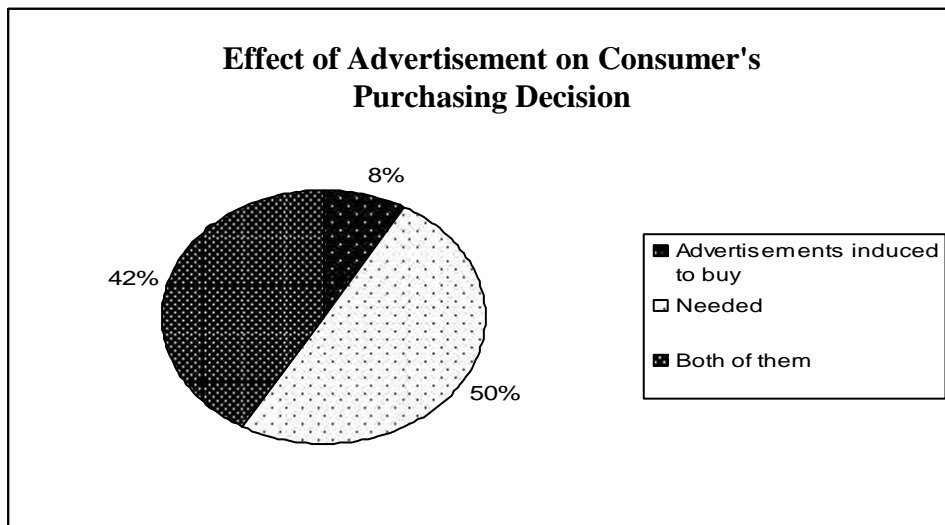
**Table 4.8**  
**Effect of advertisement on consumers' purchasing decisions**

Description	No. of respondents	Percentage
Advertisements induced to buy	10	8.33
Needed	60	50.00
Both of them	50	41.67
Total	120	100.00

Source: Field survey-2011

The above table shows that out of total respondents, 8.33% respondents were found to be the customers of the product because they were influenced by the advertisement, 50% responded that they became customer of the product because of their need not due to the effect of advertisement whereas 41.67% customers were found to support both of the reasons. Thus, from this above result it can be concluded that majority of the respondents used the particular product to fulfill their needs.

**Figure 4.8**



#### **4.10 Consumers preferences to the product**

Consumer prefers different product by considering various factors. Advertisement is also one of the important factors which affect the consumers' preferences of the particular product. The results of consumers preference to the various type of product is presented in table below:

**Table 4.9**  
**Consumers' preferences to the product**

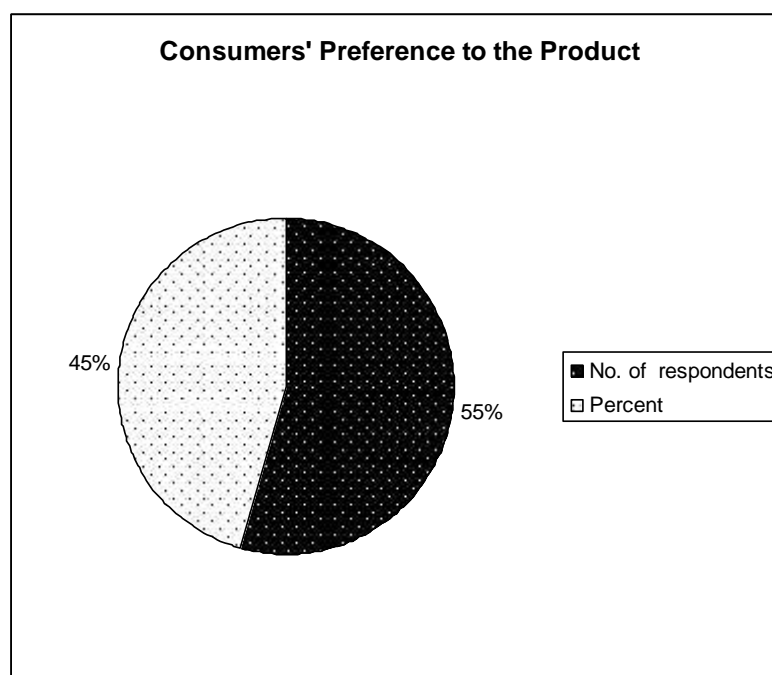
Description	No. of respondents	Percent
Product frequently advertised	100	83.33
Product not advertised	20	16.67
Total	120	100.00

Source: Field survey-2011

The above figure shows clearly and briefly the number of consumers' preferences to the product. Out of the total 120 respondents, 83.33%, responded that they prefer the frequently advertised product whereas 16.67%, respondents opined that they prefer to buy the product that is not advertised

From the above analysis it can be concluded that majority of the consumers give the priority or preference to the frequently advertised product.

**Figure 4.9**



#### **4.11 Consumers' preferences to the means of advertisement**

Consumers prefer different types of means of advertisement according to their needs, interests and priority. There are various types of means of advertisement available in the market like newspapers, magazines, television, radio, pamphlets etc. The situation of consumers' preferences to the various means of advertisement is presented in table below:

**Table 4.10**

### Consumers' preferences to the means of advertisement

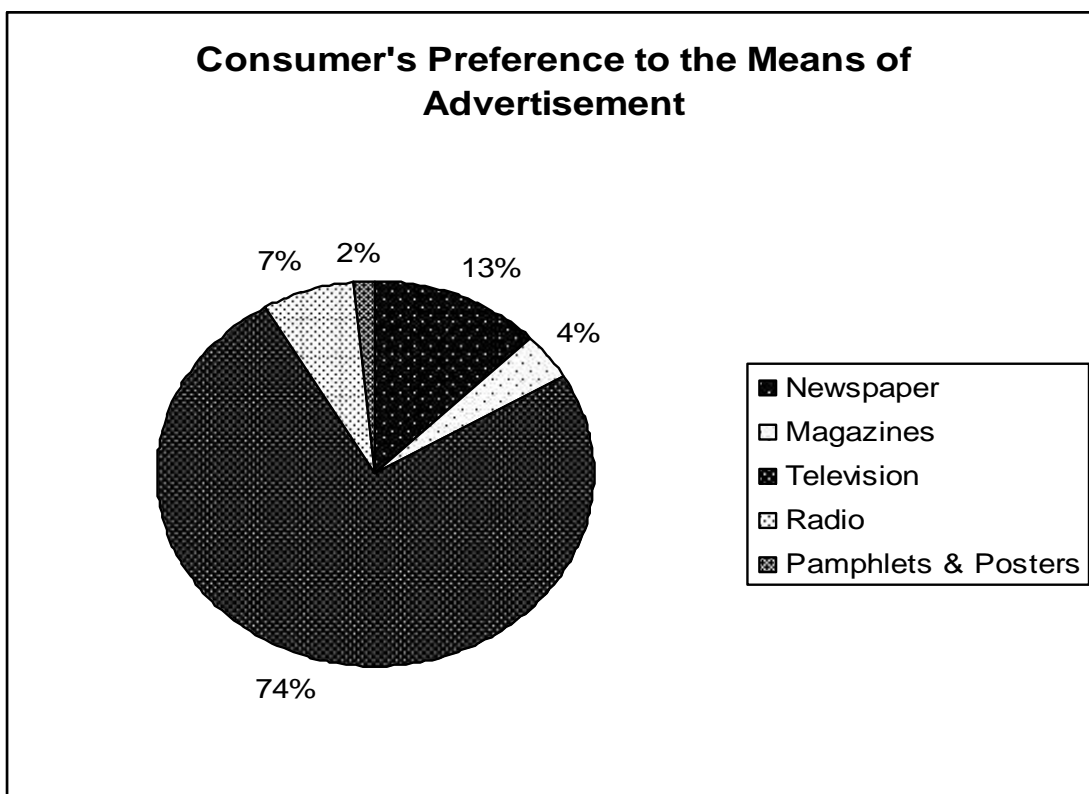
Description	No. of respondents	Percent
Newspaper	15	12.50
Magazines	5	4.16
Television	90	75
Radio	8	6.67
Pamphlets & Posters	2	1.67
Total	120	100

*Source: Field survey-2011*

The above statistics presents the number of respondents preferring the means of advertisement. Out of the total 120 respondents, majority of respondents, 75% responded that they prefer the television whereas rest of the respondents opined that they prefer Newspaper, Magazine, Radio and Pamphlets & Posters by 12.50%, 4.16%, 6.67%, 1.67% respectively.

From the above analysis it can be concluded that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.

**Figure 4.10**



#### 4.12 Impact of repeated advertisement to attract the consumers' attention

The repeated advertisement of various products through various means of advertisement sometimes attracts the customers' attention whereas sometimes that fails to attract. The impact of the repeated advertisement to attract the consumers' attention is presented in table below:

**Table 4.11**  
**Impact of repeated advertisement to attract the consumers' attention**

Description	No. of respondents	Percent
Attract consumers attention	80	66.67
Do not attract consumers attention	40	33.33
<b>Total</b>	<b>120</b>	<b>100.00</b>

*Source: Field survey-2011*

The above figure shows the number of consumers being attracted by repeated advertisement in the media (i.e. through television). Among the total 120 respondents, most of the respondents, 66.67% (i.e. 80 out of 120) were found to be attracted by the advertisements broadcast in the Television whereas 33.33% respondents (40 out of 120) were seemed to have no effect of the

advertisement. It shows that most of the advertisements are proved to be fruitful to lure the consumers.

#### **4.13 Consumers response to the adequacy of advertisement**

Consumers can receive various useful information regarding the product's usefulness or benefits, using techniques and its effects on their daily life etc. from the advertisement. The situation of consumers' response regarding the adequacy of advertisement is presented in table below:

**Table 4.12**  
**Consumers' response to the adequacy of advertisement**

Description	No. of respondents	Percent
Seek for additional information	100	83.33
Adequate information	20	16.67
Total	120	100

Source: Field survey-2011

The above table shows in brief the consumers' reaction to the adequacy of the advertisement. Among the total 120 respondents, 83.33% respondents wanted some more information to be added in the advertisements whereas for 16.67% responded that the content of the advertisements were adequate i.e. they are fully satisfy with information received from the advertisement of particular product. Therefore, from the above analysis it can be concluded that majority of consumers seem willing to add additional information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.

#### **4.14 Consumers' preference to the product having same price and quality**

Consumers may give different preference to the product having same price and quality due the effect of advertisement. The results of consumers' preferences towards such product due the impact of advertisement can be presented as follows:

**Table 4.13**  
**Consumers' preference to the product having same price and quality**

Description	No. of respondents	Percent
Advertised product	102	85

Not advertised product	18	15
Total	120	100

Source: Field survey-2011

The above table shows the preference of consumers to the product having same price and quality out of the total 120 respondents 85% respondents gives preference to the advertised product whereas 15% respondents gives preference to non advertised product. It proves that advertised products have good preference from the consumers.

#### **4.15 Impact of advertisement on customer**

Some advertisements create positive impact among the consumers regarding the advertised product while sometimes it may fail for this. The results of survey on this regard are presented in table below:

**Table 4.14**  
**Impact of advertisement on customers**

Description	No. of respondents	Percent
Positive impact	95	79.17
No impact	25	20.83
Total	120	100.00

Source: Field survey-2011

The above table shows the impact of advertisement on different customers. Among the total respondents 79.17% respondents responded that advertisement could leave good impact upon them about the advertised product whereas 20.83% respondents opined that advertisement could not leave any impact upon them. It proves that advertisement has played important role to leave positive impact towards the majority of people.

#### **4.16 Role of Advertisements to make the purchase decision**

Sometimes advertisement may play important role to introduce the product and influences for purchase whereas sometimes it may fail for this purpose. The result survey in this regard is presented in table below:

**Table 4.15**  
**Role of Advertisements to make the purchase decision**

Description	No. of respondents	Percent
Indifferent	95	79.17
Purchase	10	8.33
Do not purchase	15	12.5
Total	120	100.00

Source: Field survey-2011

The above table (4.15) shows the role of advertisement to attract the consumers. From the analysis it can be found that, out of the total 120 respondents, 79.17% respondents could not say whether they decide to buy the product or not after they saw the advertisement broadcast in the television and only a few percent of people i.e. 8.33% opined that they will purchase the product after they saw the advertisement broadcast in the television. However, 12.5% respondents opinioned that they will not purchase. It proves that advertisement helped to the majority of customers to recall the brands' name to a greater extent but the purchase decision is not fully depends upon the advertisement.

## 4.17 Major Findings of the Study

The major findings of the study are as follows:

1. Majority of the respondents (66.67%) below age level of 15 years preferred musical advertisement mostly and it is followed by 16.67% of good wording whereas 8.33% of respondents prefer simple advertisement and as well as all the advertisement i.e. musical, good wording, and simple. The reaction of the people those fall in age group of 16-25 shows that majority of the respondents 50% like in the musical programs, 33.33% of people like the good wording whereas no one likes simple advertisement of this age group and 16.67% of people like all types of advertisement. In the context of age group between 26-35, majority of the respondents 50% prefers advertisement having good wording and it is followed by 33.33% respondents of musical programs. In case of the age group of 36-45 majorities of the respondents 66.67% prefers the advertisement having good wording it is followed by the respondents like the musical programs of 25% while in relation to the age group above 45 years majority of them like the musical advertisement 50% and it is followed by good wording (37.5%).
2. In context to the education-wise preferences to the advertisement indicates that most of the lower educated respondents preferred to musical advertisement. Regarding musical advertisement, 66.67% of people of below S.L.C. prefer such programs while in case of respondents having S.L.C. level majority of them 50% like musical advertisement. Similarly, in case of graduate group they give first priority in good wording like (50%) and it is followed by 41.67% of musical advertisement. Likewise, majority of above graduate people like good wording (62.5%) and it is followed by 33.33% respondents who prefer musical advertisement and the most of people who are uneducated show their attitude to musical advertisements (50%).

3. In case of the preference of advertisement according to gender majority of the (50%) male respondent found they like the musical advertisements and it is followed by 36.67% respondents who prefer good wording. Regarding female respondents, 58.33% of respondents like the musical advertisements and it is followed by 30% of respondents who like the good wording. From the analysis it can be concluded that the female consumers seems to give more priority to musical advertisement than the good wording advertisement than the male. Altogether, they preferred the musical advertisements than the good wording advertisements.
4. In relation to the television watching habits, majority of the respondents (80%) found to have the habit of watching television. From the comparison of male and female respondents, the percentage of women respondents for watching television seems to be higher than male respondents.
5. The results regarding the consumers' opinion on advertisement indicated that majority of the respondents of the age group below 15 (62.5%) found to be a passive television audience i.e. they just watch the television. Likewise, among the respondents belonging to the second age group of 16-25 years half of respondents (50%) are conscious with the meaning of advertisement. In case of third age group i.e. 26-35 years majority of respondents (58.33%) were exciting about the advertisement and in case of fourth age group of 36-45 years 58.33% respondents were found to be watching television and majority of the respondents are not highly interested to the advertisement. Similarly, in case of last age group of above 45 years, 37.5% were conscious with the simple meaning of advertisement whereas majority 50% respondents are found to be mere audience.
6. In relation to the reaction of the respondents in term of their educational status the majority of the respondents (66.67%) having the qualification below S.L.C. are seemed to be mere audience. In the

second group having educational degree above S.L.C. only 33.33% respondents tries to know what advertisement meant while majority of them (50%) were only audience. The third group having graduate degree majority of the respondents 50% found that they are conscious to the meaning of advertisement. Similarly, in the fourth age group i.e. having qualification above graduate degree majority of (62.5%) respondents were found to be aware about the meaning and in case of uneducated respondents 54.17% respondents wanted to know what advertisement meant. From the analysis it can be concluded that the majority of the forth respondents group is found to be particular on the meaning of advertisement and the second and the third groups were found to be highly curious about the advertisement whereas the first group was found to be dull audience.

7. In subject to the gender wise reaction of advertisement most of the male (66.67%) respondents viewed that they were particular only to the meaning and in case of female population majority (75%) of the respondents were found to be concerned with meaning of advertisement. From the above data, it can be concluded that female respondents seems to be more concerned with the meaning of advertisement whereas majority of male population is found to be interested to the advertisement
8. In relation to the effect of advertisement on consumers' purchase decision majority (50%) respondents opined that they became customer of the product because of their need not due to the effect of advertisement whereas 41.67% customers were found to support both of the reasons. Thus, from this result it found that majority of the respondents used the particular product to fulfill their needs.
9. In context to the consumers preferences to the advertise product or not advertise product majority of the respondents (83.33%) responded that they prefer the frequently advertised product. From the analysis it is

found that most of the consumers give the priority or preference to the frequently advertised product than not advertise product.

10. In relation to the consumers preference to the means of advertisement majority of respondents 75% responded that they prefer the television and rest of the respondents prefer Newspaper, Magazine, Radio, Cinema, Pamphlets and Posters. From the above analysis it is found that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.
11. In subject to the impact of repeated advertisement to attract the consumers' attention most of the respondents, 66.67% were found to be attracted by the advertisements broadcast in the Television. It shows that most of the advertisements are proved to be fruitful to lure the consumers.
12. In relation to the consumers' response to the adequacy of the advertisement, majority 83.33% respondents want some more information to be added in the advertisements which indicate that the information included in television advertisement are not sufficient to influence the consumer and they are willing to add additional information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.
13. In subject to the preference of consumers to the product having same price and quality, most of the respondents (85%) gives preference to the advertised product as compare to non advertise product though they are similar in nature. It proves that advertised products have good preference from the consumers.
14. With respect to the impact of advertisement on different customers out of the total respondents most of the respondents 79.17% responded that advertisement could leave good impact upon them about the product. It proves that advertisement has played important role to leave positive impact towards the majority of people.

15. With respect to the role of advertisement to attract the consumer, majority of the respondents (79.17%) opinion that advertisement helped to the customers to recall the brands' name to a greater extent but the purchase decision is not fully depends upon the advertisement.

## CHAPTER V

### SUMMARY, CONCLUSION, AND RECOMMENDATIONS

#### 5.1 Summary

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

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

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

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

As the test of different people is different according to their age level, education level and gender i.e. advertiser must know what kind of product he is advertising. From the research anyone can know that children, women, old people and uneducated people prefer to watch musical and entertaining advertisements whereas graduate and above graduate people prefers advertisement with good wording rather than musical one. Similarly male

respondents prefer to watch advertisement with good wording than the female and so on. In this way we can conclude that advertisers have to advertise their product after knowing the opinion about the advertisement the people prefer.

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

## **5.2 Conclusion**

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

Different group of people, whether they are old or young, educated or uneducated, male or female prefer to watch television advertisement than other media and also are impressed by them and purchase goods. But consumer wants only those types of television advertisement that is informative, attractive, demonstrative, credible, relevant, full information about the product. Thus, in this age of consumerism, advertisements should present the true fact of the products in an attractive way for a long term business.

## **5.3 Recommendations**

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

1. Advertisers have to advertise their product considering their targeted consumer, such as if the targeted consumer are children i.e. below 15

then advertisement should be musical and entertaining. If the targeted consumer are below SLC level then advertisement should be simple and if they are SLC and graduate level then, advertisement should be entertaining.

2. Advertisers have to advertise their product, considering their targeted consumer such as, if the targeted consumers are young, old, graduate then advertisement should be entertaining.
3. Few advertisement telecasted are boring in nature and such advertisements should be replaced with new interesting advertisements.
4. Television advertisement must provide full information about the product, so that consumer can know everything about the product or service, such as price, quality, quantity, manufacturing date, expiry date etc.
5. All level of people whether they are young, old, educated or uneducated and male or female are interested to watch television advertising because television has both audio and visual facilities. So, it is better to use television-advertising media than any other to convey message effectively to the target audience.
6. Some advertisements are exaggerated, which is not a good practice and they lose the faith of consumers. Thus, to gain faith, advertisers must advertise their products with true information.
7. In comparison to unadvertised product people prefer to advertise ones so advertisement should be frequently telecasted to attract consumer's attention.
8. Advertisement generates curiosity about the product and also help to remember product or brand name while buying it. So advertiser should make those kinds of advertisement that can generate curiosity and make it memorable to the consumers.
9. Some advertisement makes negative attitude in the consumer's mind towards the product so advertisers should understand consumer's reaction about advertisement while making an advertisement.
10. Consumer are highly introduced about the product through advertisement, it is only one such type of tool which reaches to the mass economically, so marketers are suggested to advertise their products through modern effective electronic media i.e. Television.
11. At the time, when the consumer are already familiar about the product its brand then the producers are suggested to provide very entertaining types advertisement which creates positive image towards the products.

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[www.radionepal.org](http://www.radionepal.org).  
[www.ntv.org.np](http://www.ntv.org.np).



9. If an advertisement interests you what do you do?
- i. I look for more information     γ
  - ii. What I received is enough     γ
10. Has an advertisement ever deceived you?
- i. Yes     γ
  - ii. No     γ
11. How do you categorize most of the TV advertisements as?
- i. Quite good     γ
  - ii. Attractive     γ
  - iii. Satisfactory     γ
  - iv. Boring     γ
12. Do you feel inclined to buy a product when you hear an advertisement?
- i. Highly inclined     γ
  - ii. Inclined     γ
  - iii. Indifferent     γ
  - iv. Not so inclined     γ

13. If there are same kinds of product in the market in terms of quality at the price, which one would you buy?  
i. Advertised       ii. Not advertised
14. Does advertisement generate curiosity about the product?  
i. Yes       ii. No
15. Does advertisement make consumer buy any product?  
i. Yes       ii. No
16. Does advertisement help to recall brands or product name while buying?  
i. Yes       ii. No       iii. Can't say
17. Do you think that the price of advertised goods will be higher than the price of not advertised goods?  
i. Yes       ii. No       iii. Don't know