

CHAPTER- I

INTRODUCTION

1.1 Background of the Study

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

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

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

Different people have defined advertising in many ways; however they all mean nearly the same thing. Some of popular definitions of advertising are as follows: “Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Jain, 1991:3).

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

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

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

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

Many Important decisions have to be made before undertaking the advertising program. It is certainly one of the most important complex decisions areas facing business executives. Major decision areas in developing advertising program include setting the advertising objectives, deciding on the advertising message, deciding on the media and evaluating advertising effectiveness.

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

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

Television advertising first came into prominence in the 1950s in America (Jefkins, 1985:14).At first; the popularity of television was hindered by the expensive cost of TV sets and lack of programmers. But its impact was so deep that within a decade it was spread over the world. Nepal is not an exception. In Nepal, television was first commissioned in 2042 B.S. while the commercial telecasting started only in 2044 (NTV views Survey, 2055:12).

Television advertising has many advancing. Firstly; it combines sight, sound and motion. It is quite appealing to the senses. It arouses high attention and it has high reach. It has certain disadvantages also namely high absolute cost; high clutter;

Fleeting exposure and less audience selectivity. However, we cannot deny the fact that television enjoyed the dominant position in the media mix.

LUX:

Lux soap was first launched in 1916 as laundry soap targeted specifically at 'delicates'. Lever Brothers encouraged women to home launder their clothes without fear of satins and silks being turned yellow by Harsh Lyes that were often used in soaps at the time.

The flake-type soap allowed the manufacturer some leeway from lye because it did not need to be shaped into traditional cake-shaped loaves as other soaps were. The result was a gentler soap that dissolved more readily and was advertised as suitable for home laundry use.

Lux toilet soap was introduced in 1925 as bathroom soap. The name 'Lux' was chosen as a play on the word "luxury." Lux has been marketed in several forms, including bar and flake and liquid (hand wash, shower gel and cream bath soap).

Lux in step with the changing trends and evolving beauty needs of the consumers, offers an exciting range of soaps and Body Washes with unique elements to make bathing time more pleasurable. One can choose from a range of skincare benefits like firming, fairness and moisturizing. Lux stands for the promise of beauty and glamour as one of India's most trusted personal care brands. Since its launch in India in the year 1929, Lux has offered a range of soaps in different colours and world class fragrances. Lux is a beauty soap of film stars. Lux recognized the need for a compelling message about beauty that would resonate with women of today.

From the 1930s right through to the 1970s, Lux soap colours and packaging were altered several times to reflect fashion trends. In 1958 five colours made up the range: pink, white, blue, green and yellow. People enjoyed matching their soap with their bathroom colours.

In the early 1990s, Lux responded to the growing trend away from traditional soap bars by launching its own range of shower gels, liquid soaps and moisturizing bars. Lux beauty facial wash, Lux beauty bath and Lux beauty shower were launched in 1992.

In 2004, the entire Lux range was re-launched in the UK to include five shower gels, three bath products and two new soap bars. 2005 saw the launch of three exciting new variants with dreamy names such as "Wine & Roses" bath cream, "Glowing Touch" and "Sparkling Morning" shower gels.

Lux has recently launched its two fruit extract variants – New Lux Strawberry & Cream and Lux Peach & Cream contain a blend of succulent fruits & luscious Chantilly cream. The most recent addition in the brand is Lux Crystal Shine.

Brief Profile of Unilever Nepal Limited

Lux is key product of Hindustan Lever Limited and it is manufactured and marketing by Nepal Lever Limited in Nepal. HLL is a popular household name with its brands like surf, lux clinic plus, pepsodent and lifebuoy touching the lives of two out of every three Indians each day. Unilever had created a uniform corporate brand across the world in line with its future direction of one Unilever. The last of the Unilever subsidiaries to change their names were Nepal Lever, which became Unilever Nepal, and Nipon Lever, which became Unilever Japan. The parent company, which holds a little over 51% in the Indian subsidiary, has been patiently waiting for this change. Unilever Nepal Ltd. is Nepal's branch of Hindustan Lever Ltd. It was starting production of detergent powder in 1994 and from 1995 starting the production of toilet soap and from 1996 started production of close up tooth paste, shampoo. In these days company producing soap, shampoo, Tooth paste, Detergent, Hair care, skin care etc. the brief detail of the Nepal Lever Limited is presented in table given below:

Company Name	Unilever Nepal Ltd
Business type	Manufacturer
Product/ Service	Lux, close up, Pepsodent, clinic plus
Company Address	Basamade 5, Hetauda, Nepal
No. of Total Employees	101-500 people

Ownership and Capital

Year Established	1994
Legal Representative/ Business owner	CEO
Product/ Service	

Trade and Market

Main markets	North America, south America, western Europe, Eastern Europe, Eastern Asia, southeast Asia, Mid East, Africa, Oceania
Total Annual sales volume	US\$ Million – US\$ 2.5 Million

1.2 Statement of the Problem

Advertising is one of the most important tools that companies use to persuade target buyers to buy their product or services. There are many special and specific reasons for advertising. The reasons can be to announce a new product or service or an idea to expand the market to new buyers, to announce a modification, to announce a price change, to announce a new pack, to make a special offer etc. therefore, the advertising plays a crucial role in marketing. Today due to importance of advertising many companies are using advertising as their integral part. The role of advertisement is one of the major areas advertiser needs to consider. Deciding on the media is the crucial task the advertiser needs to undertake for the success of nay advertisements. Among various types of media, television enjoys the dominant position. Advertisement can reach to various countries at a time through television. It has worldwide approach.

In today's world, the popularity of television is increasing day by day. It is very useful for the advertiser to know the popularity of television among different people. Different types of advertisement through television appeal to the different customer differently. Careful analysis should be done in this regard for the success of any advertisement campaign. This is lacking in Nepal. Very few analysis and research is conducted regarding this. Hence, the main objective of this thesis is to provide useful information regarding the effectiveness of television advertising to different group of people particularly in urban areas. This survey will try to solve the questions like how popular the television advertisement is among different people in urban areas. Is it popular among youngster or middle –aged or is it

popular among older people? These all finding can be more useful for the adviser while selecting among media according to their product types.

There is several of television advertisement. It may be present in the form of slice of lifestyle, fantasy, mood or image, music, personality symbol, technical expertise, scientific evidence, testimonial evidence etc. Different people prefer different types of television advertisements. The selection of the target market and the product's nature plays a significant impact on choosing the media. The boundaries within which, the product are intended to be sold sets limitation on choice of media. Different people show different attitudes toward the same message aired, telecast and published. In Nepal many advertisers fails to give due important this regard. This leads to the failure of advertisement in generating due positive response from consumers. Thus, the understanding of the impact of any media on consumer behavior is extremely important for any advertiser. The Nepalese business houses can generate many ideas in the field of marketing area through this type of survey. In addition, the survey like this will be very helpful for the advertiser for the success of the television advertisement. From this context, in a developing country like Nepal, this type of study is must. In this ground the study deals with the following issues:

-) Which age group people prefer TV advertisement more?
-) Which educational level people prefer TV advertisement more?
-) Which gender people prefer TV advertisement more?
-) What are the reactions of people towards the TV advertisement?
-) Does TV advertisement affect the consumer's purchasing decisions?
-) Do consumers prefer advertised product?
-) Which means of advertisement consumers prefer more?
-) Does repeated advertisement attract the consumer's attention?
-) Does advertisement involve adequate information?

1.3 Objectives of the Study

The principal objective of this research work is to analyze the general impact of television advertising on consumer behavior. However, the specific objectives of the study are outlined as below:

-) To examine the consumers preferences on television advertisement.
-) To identify the consumers reactions to the television advertisement.
-) To analysis the effectiveness of the advertisements of cosmetic products.
-) To examine the factors that influence to buy the cosmetic product.

1.4 Significance of the Study

Advertising has proved to be effective (less costly) source of information in term of its audio- visual results than other sources. In today's modern business world, the need of advertising is indispensable. Every stage of product life cycle needs advertising, volume of which may be low and high depending upon the natures and stages. Advertising increases the demand for the products and services .It helps in the introduction of mass production, installation of up-to date machinery, and consequent reduction of cost of article. It is beneficial not only to the producer not only to the producer and retailer but also to the consumer.

1.5 Limitations of the Study

This research work is totally based on the analysis of primary sources of data and also supported by secondary sources of data.

-) The study covers only the television advertisement for the most advertised Lux products.
-) This research work is total base on the analysis of primary sources of data and it would be supported by second resource also.
-) The study is limited to a survey of respondents and interview of people within the urban areas of Kathmandu.

) Random sampling technique will be used to select the respondents for the purpose of interview.

1.6 Organization of the Study

This thesis has been divided into five chapters. They are:

- Chapter I:** Introduction
- Chapter II:** Review of Literature
- Chapter III:** Presentation and Analysis of Data
- Chapter V:** Summary, conclusions and Recommendations

The introduction chapter covers background of the study, statement of problem, objectives of the study, significance of the study, limitations of the study and organization of the study.

The second chapter focuses on review of literature. It contains the conceptual framework and review of past research design, sources of data, data gathering procedure, population and sample, research variables and data processing procedure.

The fourth chapter deals with, presentation, analysis, interpretation and major findings of primary data collected from questionnaires.

The last chapter covers the summary, conclusions and recommendations.

CHAPTER - II

REVIEW OF LITERATURE

2.1 Conceptual Framework

2.1.1 History of Advertising

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

"Advertising by 'word' of mouth is probable the earliest form of advertising, because oral skills were developed before reading and writing. Advertising was given the commercial status the day man entered into the process of exchange (Sontakki, 1989: 106)

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

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

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

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

During the 16th century, newspapers were the largest among the prints, and these newspapers were in the form of newsletters. The first newsletter was started in 1622 in England. Latter half of the 16th century witnessed newspapers in the form of news books and by the middle of the 17th century, there were special advertising periodicals. By 1675, newspaper published excellent news books. By the end of 17th century newspapers were well established in England undertaking advertising on a regular basis (Sonthokki, 1989; 246).

Advertising agencies initially focused on print. Then, a new powerful advertising medium, radio started on Nov 2, 1920 in Pittsburgh, Pennsylvania. The introduction of these broadcasting medium created new opportunities and by the

end of the 1920s, advertising had established itself in radio to such an extent that advertisers were producing many of their own programmers. The early 1930s produced dozens of radio dramatic series in America that were known as sponsored by soap companies (Sontakki, 1989:247).

Though television had been introduced in 1940, it was not immediately embraced because of the high cost of TV sets and the lack of programming. In the 1950s, the American economy soared which led to the rise in the sale of TV sets and the advertising that paid for the popular new shows (Sonthokki, 1989:247).

Soon TV becomes the largest advertising medium which surpassed radio as an advertising medium.

The tone of the advertising is also changing. No longer does advertising simply present the product benefit. Instead it creates a product image.

The changes in advertising correspond with social, economic and political changes of the country. There are so many advertisements of products and services on television and in the print media today which were not there only a few years ago. We can see many advertisements of domestic airlines like Necon air Buddha air etc on Nepal Television. There are many advertisements of cosmetic products, noodles etc. in mass communication media like newspapers, radio etc. Before, people were not bombarded with as many advertisements as seen today. Never before have there been so many excellent advertisements about offering prizes by noodles like Wai- Wai, Mayos etc.

The face of Nepal has changed and people are more sensitive about the particular types of products and services which best satisfy their needs. Life styles are changing. Advertisements help people in their buying decision. Since people are

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

2.1.2 Meaning of Advertising

Advertising is a form of mass communication and an indirect means of communicating message to target audience which is designed to promote the sale of a product or service. It is done by an identified sponsor. Most advertising is designed to promote the sale of a particular product or service. However some advertisements are designed to promote an idea or influence behavior such as encouraging people to not use illegal drugs or smoke cigarettes, informing people about family planning etc. Such type of advertisements is often called public service advertisement (PSAS). Some advertisements are also made to promote an institution, such as the Red Cross or Maiti Nepal and these are known as institutional advertising. The basic purpose of this type of advertising is to encourage people to volunteer or donate money to the institution.

We can say that the basic purpose of advertising is to draw attention of people towards particular product, service or an idea. However, in today's world of competition, it is not enough for the advertisements to draw the attention of buyers. They should be able to persuade the consumers to use the advertised product, service or an idea. Then, only the goal of an advertisement is achieved. The basic idea behind advertising is to draw the attention of the target audience

and make them see, read and know the advertisements transmitted from the appropriate media of communication such as radio, newspaper, poster and magazine etc.

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

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

According to American marketing Association advertising is any paid form of non personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor (Stanton, 1985; 448).

The above definitions include many features of advertising. Firstly, advertising is a non-personal form of presenting the goods, service and idea to the target audience. There is no face to face contact in advertising. Physical presence of the sender is not required in advertising. The message is transmitted through one or more than various types of mass communication media such as television, radio or newspaper. Because of its impersonality, the audience does not feel obliged to pay attention or respond. As such advertising cannot be as compelling as company sales representative. However, advertising enjoys the advantage of mass communication. In this regard, advertising is the most cost efficient method of communication. It is an efficient way of reaching a large number of geographically dispersed buyers at a low cost exposure.

Secondly, advertising is sponsored by an identified sponsor. The sponsors may be individuals, group or an organization. The sponsor who controlled the advertising is identified. In other words, public knows the sponsor behind the advertising as they are openly identified in the advertisements (Agrawal, 200:393).

Thirdly, advertising is a paid form of promotion of ideas, goods or services. Payment should be made by the sponsor to the media which carry the message. The spenders not only include business firms but also museums, social organizations, professionals etc. "Advertising is one of the most widely used promotion tools. It is used by business, nongovernment organizations, charities and service institutions (Agrawal, 200; 304).

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

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

Some other definitions of advertising are as follows:

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

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

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

2.1.3 Specific Reasons of Advertising

The primary reason for advertising by any organization is to promote the sale of a product or service. However there are many special and specific reasons for advertising. Following are some specific reasons for advertising (Cateora, 1997:479).

-) To announce a new product or service
-) To expand the market to new buyers
-) To announce a modification
-) To announce a price change
-) To announce a new pack
-) To make a special offer
-) To invite inquires
-) To sell direct
-) To test a medium
-) To announce the location of stockiest
-) To obtain stockiest
-) To educate consumers
-) To maintain sales
-) To challenge competition
-) To remind

-) To retrieve lost sales
-) To please stockiest
-) To please the sales force
-) To recruit staff
-) To attract investors
-) To export
-) To announce trading results"

Announcing a new product or service usually means a costly and dramatic launch. To create a market for a product is not an easy job. The buying public is conservative, skeptical and is hard to shift from established habits. The advertising has to be bold, dramatic, persuasive and convincing to promote something new. A long term campaign of advertising is required instead of a solitary big splash. The advertising should be persistent and insistent for the new product to create the market (Borden and Marshall, 1974:3).

Manufacturers also use advertising to expand the market to new buyers. Since, the products already have some market; the advertising is likely to have greater impact. People are frank jerkins, advertising already aware of the products. The produces have already been proved in professional, commercial or some other accepted use. The advertising used by the advertiser is more persuasive rather than informative in this case.

An existing product is sometimes modified. It may be given a 'face lift' with an additive, a new finish or casing such as a new pack or container etc. The product is advertised to announce a modification with an attempt to revive the sale of a product because of completion.

Advertisement announcing a price change is more common form. We can see many examples of these types of advertisements during festival discounts and hence change in price.

Some advertisements announce a new pack sometimes; a manufacturer may update a very old- established and probably old fashioned container. At that time, it is necessary to promote the product to assure the costumers that the product is the same or better in quality. Consumers may suspect that a new pack means a different or inferior product so the new pack is announce through advertisement assuring the consumers about the quality product.

For various reasons such as competition, slack season, the business houses may plan to give special offers need to be advertised. For example, Buddha Air announcing mileage card system offers to their regular clients traveling some sectors.

Some manufacturers advertised to sell direct while other advertise to test medium. The advertising objectives or reasons for advertising differ as per the advertisers' requirement. The other objectives of advertisements can be to educated consumers, to announce the location of stockiest, to challenge sales, to maintain sales etc (Borden and Marshall, 1974:3).

2.1.4 Types of Advertising

Advertising can be divided into two broad categories (a) Consumer promotion advertising and (b) Dealer promotion. In addition to this two types of advertising there can be other types of advertising also such as product advertising, institutional advertising, primary demand advertising, secondary demand advertising, indoor advertising, outdoor advertising, press advertising. Electronic advertising and so on. Consumer advertising is the type of advertising which is

directed at the public where as trade advertising is directed at wholesalers or distributors who resell to the public.

Consumer advertising can be further divided into national advertising and local advertising. National advertising is directed at consumers throughout the entire country. This type of advertising usually aims to create awareness among the public of a product or service, or it tries to build loyalty to a product or service. Local advertising aims to inform public in a particular area where they can purchase a product or service. Advertising, cooperative advertising or informational advertising.

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

2.1.5 Methods of Advertising

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

One of the functions of advertising is to select medium from among the available alternatives that will maximize the number of people reached and the frequency with which they are reached. The advertisers must first set the target market they want to reach and then they must decide (a) the desired frequency of the message

exposure in order to effect the change in behavior that will affect the sales of their brand (b) the maximum number of the people in target market that can be reached with the desired frequency. The greater the frequency desired, the smaller the reach obtainable with a given budget.

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

The classification of different mediums into different groups differs from author to author. The eastern concept and the western concept of classification are different. For example, author Chunawala with other four authors in their book Advertising Theory and practice have classified advertising media as broadcast and non-broadcast medias. Broadcast media include radio and television where as the not-broadcast media include videos, cables, network, cinemas etc. Besides these medias, there is print media which includes newspaper and magazines. These three media are called the "mass media" or "technological media". In addition to these three media, they have explained the outdoor media like hoarding, postures, banners, transit media etc However, the media can be classified as;

1. Print media

The print media also can be classified in to:

-) Newspaper, magazines
-) Other papers

2. Electronic Media

The electronic Media includes:

-) Radio
-) Television
-) Video
-) Cinema
-) Electronic signs
-) Sky- writing

3. Direct advertising Media

The direct advertising media is also in four types

-) Envelop enclosure
-) Catalogue and booklets sales letters
-) Sales letters
-) Gift novelties

2.1.5.1 Print Media of Advertising

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

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

a) Newspaper Advertising

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

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

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

Merits of Newspaper Advertising

) Wide Coverage

The newspaper medium enjoys the advantage of a wide coverage within and outside the country. With the addition of supplements on holidays, there is

something of interest from everyone. It reaches to the readers of every age and income group. We can take an example of weekly newspaper "Saptahik" in Nepal which is read by every age and income group.

) **Quick Response**

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

) **Regularity**

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

) **Flexibility and Timely Announcement**

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

) **Economical**

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

Demerits of Newspaper Advertising

) **Short Life**

The life of advertisement in the newspaper is very short. A reader may read the newspaper for 10-15 minutes so the life of advertisement published in newspaper

is even shorter than that. Besides, the newspaper becomes old as soon as the next edition comes into the circulation. So the life of newspaper is only one day.

) **Lack of Quality Reproduction**

Mostly the paper used in newspaper is of cheaper quality so the reproductions of the advertisement lack the finer details of the layout. If we compare the reproduction of the advertisement of newspaper to that of magazine, or other media, we can see that there is a vast difference between them. Both the color and B/W production of the advertisement are of poor quality in newspaper as compared to magazines or the other media. Due to this, there is a greater possibility that the readers are not attracted to the advertisement published in newspaper.

) **Waste in Circulation**

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

) **Duplication**

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

b) Magazines Advertising

Magazines are the periodicals, which may be published weekly, fortnightly, monthly, quarterly or annually. Usually, magazines are prints in better quality

papers with good articles. It is read at leisure time. It can be either special or general interest magazine. Special magazines are the type of magazine which are specialized in one particular field. Examples of such magazines are sports magazines; fashion magazine etc. whereas general magazines cover a lot of areas. They include varieties articles on different subjects. One example of such magazine is "Reader's digest". The chief advantage of magazines of magazine advertising are: the manner in which magazines select their audiences/simultaneous, uniform coverage of the entire nation; thoroughness with which the magazine is read; covered with its longer life and its multiple areas. Opportunities offered the advertiser to reproduce in life like fashion, full, sol or if he chooses, his products in use and its consumer advantage; and completeness of presentation". There are some disadvantages of magazine as well.

Merits of Magazine Advertising

1) Long Life

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

2) Visual Display

Since the magazine usually use good quality papers, the advertisements published in magazines also look good with true to life color display. Such advertisement has excellent pictorial reproduction. Besides, the message can also be supported by detail figures, drawing and color combination which make it more clear and lasting.

3) Selectivity

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

4) Loyalty and Prestige

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

5) Geographical Flexibility

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

Demerits of Magazine Advertising

1) Inflexibility Regarding Changes

Magazine is inflexibility regarding the changes in advertisement. As magazines have a set date for issue, the advertisement has to be given to the magazine long time before the issue date. The period becomes longer in case of colorful advertisements. So the advertisers have to get the advertisement layout before the

issue date. Last minute changes, if any, cannot be made, as space in the magazines is already allotted.

2) Costly

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

3) Some Waste in Circulation

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

4) Restricted Frequency

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

2.1.5.2 Radio Advertising

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

"Advertising is carried on in radio either by the use of short commercials, also known as 'spot advertising' or by the use of sponsored programs. In spot advertising, short advertisements of the duration of a few seconds are introduced

as a part of the usual broadcasting programs. The advertisement may consist of jingles, dialogues, and opinions of well known personalities or such other advertisements. Sponsored programs going on for fifteen minute or more may be prepared by advertisers, for combining a popular program with advertising (Sheralakar, 1996:314).

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

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

Merits of Radio Advertising

Ñ Human Touch

The radio advertising has a human touch. The advertisements in the form of jingles, dialogues of the live broadcasters and opinions of well known personalities from their own mouth are more effective. The listeners can listen to their favorite anchor's voice. In some programs, the listeners can present their opinions and broadcast their voice on air as well, which appeals to the mass.

Ñ **Selectivity**

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

Ñ **Economical**

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

Demerits of Radio Advertising

) **Short Life of Message**

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

) **Lack of Illustration**

Visual display is not possible through radio. Other media have this advantage over radio medium. As such advertising through radio may not be effective.

Radio advertising only tries to impress listeners through hearing only. It uses word, sound and music for the advertisements.

) **Time Limit**

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

) **Wastage**

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

2.1.5.3 Television Advertising

Television is one of the most powerful media in today's world. It is the latest medium of mass communication and is now extensively used for advertisement. The invention of television was a lengthy, collaborative process. An early milestone was the successful transmission of an image in 1884 by German inventor Paul Nipkow. His mechanical system, known as the rotating disk, was further developed by Scottish scientist John Logie Barid, who broadcast a televised image in 1926 to an audience at the Royal Academy of science in London. However, television becomes popular by 1950s in American and within a decade it was spread over to European countries, Canada, Australia and Japan. It gains popularity in Nepal much later. "Television broadcasting service of Nepal started on regular basis on 2041 B.S. (1985). Television broadcasting service of Nepal television (NTV) which \started with limited resources, now broadcast its program for 114 hours a week basis through its 3 studios, regional program

production and broadcast center in Kohalpur (Bankke) and Murtidana(Ilam) Bhedeter (Dhankuta), Jaleshwar (Mahotarri), Hetuda (Makwanpur), Daunne (Nawalparasi), Pulchocki (Lalitpur), kakani (Nuwakot), Sarangkkot (Kaski, Tansen (Palpa), Butwal (Rupandeh). Haerr (Surkhet) and 11 broadcast centers in other location in the kingdom. It is estimated that about 47% of the population living in 32% of area of Nepal can watch the program of Nepal television (NTV). Program to increase broadcasting capacity and extending reception area coverage are underway (Economic Survey, 1999-2000:108).

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

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

The merits and demerits of television medium are as follows:

Merits of Television Advertising

1) Deep Impact

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

2) Life like Presentation

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

3) Selective and Flexible

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

5) Mass Communication

Television is one of the mass communication media. It has been observed that a person normally watches television for three hours a day. As such people come across television advertising advertisement more often than other form of advertisement. The effect of television advertisement is so much that the people can't help themselves singing the advertisement jingles or act like the actors in the advertisements. There are varieties of programs that every viewer has something of interest. While watching the programs, the viewers also come across the advertisements of the sponsor products. They are regularly reminded about such products. In this way, television advertising appeals to the mass.

5) Better Distribution

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

Demerits of Television Advertising

There are some limitations of television advertisement which as follows:

1) High Cost

Television is very expensive medium of advertising. Therefore, the small business unit cannot afford television advertisement. In India, the cost of advertising through television for only ten seconds is Rs. 45,000 to Rs. 70,000. This is about 800 times more than the cost of radio advertisement. In Nepal, the rate of advertising through television is different for Nepali product and foreign product. In ordinary time, television advertising for ten second cost Rs. 900 for Nepali product and Rs. 1800 for foreign product. This rate is doubled if advertisement is to be transmitted at prime time. (Statistics: 2045). Now, television advertising is much expensive and is increasing.

2) High Clutter

"For a long time, television enjoyed the dominant position in media mix, other media were neglected. Then media researchers began to notice television's reduced effectiveness, which was due to increased commercial clutter (advertisers beamed shorter and more numerous commercial at the television audience, resulting in poorer audience attention and impact.)' increased "zipping and zapping" of commercials, and lowered commercial TV viewing owing to the growth in cable TV and VCRS(Kotler, 1994:614). Many advertisements are broadcasted one after another in Television. Seeing too many advertisements for

different products, the prospective buyers often get confused irritated and hence, loose interesting advertisement and switch on to another channels for programs avoiding advertisement.

3) Short Life

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

4) Low Reach

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

2.1.6 Advertising as a Part of Marketing Activities

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

Marketing consists of activities exchanges such as selling, buying, product planning, production, branding, pricing, packaging, advertising, sales promotion etc. For an exchange to happen, four conditions must be satisfied. Firstly, there must be two or more individuals, groups or organization. Secondly, each party must have something of value to exchange with other party.

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

Advertising is one of the components of marketing mix i.e., product, place, promotion and price. Advertising falls under promotion mix.

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

2.1.7 Advertising and Personal Selling

"When a persuasive communication is directed toward a single individual, it is an act of salesmanship. When it is directed towards a large number of individuals it is called advertising (Longman, 1971:17).

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

) **Non personal Communication**

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

) **Paid but independent media**

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

) **Objective**

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

) **Audience**

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

) **Intensity of Communication**

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

2.1.8 Advertising and Sales Promotion

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

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

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

1) Management Perspective

In sales promotion, the management' s perspective is relatively is short term for example, arrest of declining sales or facilitating new product purchase where as in advertising, management' s perspective may be both shot term and term and long.

For example, the long term perspective may be to build up the company image no immediate increasing in sales.

2) Media

There is a vast different between the media of communication in advertising and sales promotion. Sales promotion tools include coupons, contests, premiums, prizes, product sample and the like where as the advertising media include audiovisual, press, outdoor etc.

3) Timing

"Although advertising and sales promotion are used as communication media in all the three phase of transactions, advertising is more pronounced in pre-and post-transaction phase where as sales promotion is more pronounced in the transaction phase, Thus, sales promotion serves as an important adjust to selling(Gandhi,1985:295). Sales promotion provide incentive to the consumers to buy the product which result in immediate sales.

4) Frequency

Sales promotion is less repetitive and frequent than advertising. Advertising is more repeated as its impact is long-term and cumulative where s sales promotion is conducted when certain objective is not be achieve for example, by offering product sample to introduce new product.

2.1.9 Advertising and Publicity

Publicity is another medium of communication through which a company makes known its target consumers about its product, service or an idea. It has been defined by the American Marketing Association as non-personal stimulation of demand for a product, service or business unit by planting commercial significant news about it

in a public medium or obtaining favorable presentation of it on radio, television or stage that is not paid for by the sponsor.

As publicity is not paid for, its appearance is not always certain and its presentation is not programmed. The major advantage of advertising over publicity is that the advertiser can control their advertisement about the product or service or idea as they pay the media for the time or space. Advertiser is also guaranteed about the transmission of the message. However, publicity has some advantages too. Publicity as a medium of communication is often used by companies because of its effectiveness in transmitting the desired message, generating sales and achieving other objectives. Many companies often feed to the press slanted stories and features of sponsors which lends credibility to the message. This arouses interest in consumers who are otherwise indifferent to advertisements.

2.2 Review of Major Past Studies

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

The first on advertising fields is conducted in 1980 by Pandey (1999) entailed as “Advertisement in Nepal which is focused on the advertising situation and its environment in Nepal. The other objectives of this study are pattern and blends of advertising and the constraints prevailing in advertising practices in Nepal. His study was confined to the descriptive analysis of the situation of advertising business. It was natural to undertake such on advertising field at that time as the

advertising was still on development. Thus, the study did not touch the creative aspect of advertisement.

The major findings of the study stated is that the advertising is the main method of promotion practiced in the country. Advertising in the company is handled by persons at the senior level, when there is a separate advertising department in the company. Regarding to the services rendered by the advertising agencies, none can offer full services properly. A few agencies concentrating on producing interesting advertisement from the advertisers and other specialists service such as block makers, printers, artist's etc. publication media, radio and cinema are the most used media for commercial advertising. But there are very few alternative and the advertising programs are not well coordinated with the other elements of marketing and promotional strategy. The effect of advertising is generally not evaluated

In 1981 Upadhyay (1981) conducted a study regarding on 'Radio Advertising and its impact on purchasing acts in consumer goods. As radio was only the reliable medium of advertising in Nepal, he conducted the research on the radio advertising and its lively impact on purchasing acts in consumer goods. In his study he has listed twenty different findings regarding the radio advertising and its impact on purchasing decision. The objective of this study was to study the availability and comparative cost of different forms of advertising in Nepal to find out the impact of radio advertising on consumer buying behaviors and to study the influence of radio advertising on sales of the advertised product. Thus his study the strictly confined to the impact of advertising on sales consumer buying behavior.

Similarly, Baral (1995) conducted a study regarding the "advertising brand preferences of noodles. His study has been contributed to the evolution of communicative function of advertising and its impact on brand selection in the case of consumer non-durable goods. The objective of the study was to explore the

effect and communication of product brand attributes and its likely impact on consumer brand selection regarding the instant noodles case as the product. Thus, his study specifically dealt with the communicative aspect of advertising.

Another research conducted by Pant (1999) entitled "The study on brand loyalty focused to find out whether or not brand loyalty exists in the Nepalese consumer market while purchasing low involvement consumer products. Despite of this the objectives of the study are to analyze and overlook what is brand? What are correlates of brand loyalty and how far these correlates are decisive to make consumer brand loyalty in Nepalese market. What is the strategy further to be taken for making consumer brand loyalty?"

For this research work some consumer products are taken such as detergent soap, instant noodles, shaving blade, toothpaste and soft drinks. Through this study it is found that consumers give high importance to brand names at the moment of purchasing. They emphasize in brand. Brand awareness to the Nepalese consumer is found to be high and majority of the Nepalese consumers are found brand loyal. It is found that the factors such as sex, age, marital status, income, family size, store loyalty, specific deal, and favorite brand of the other member, of the family influence brand loyalty but the degree and direction of relationship varies across product. Major recommendations of the study are branding is necessary for the product benefits, qualities such as action or color, easy to pronounce, recognize and remember as well as distinctive. Brand loyalty is absolutely a great asset of a company. For the achievement of the great asset the marketing strategy of the company into product, price, place and promotion should be sound and well defined.

Shrestha (1998) has done one more attempt in the field of advertising. The study entitled "The role of advertising in brand choice and product position has been

conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers brand choice for low involvement goods are completely, partially or not impressed through advertisement, if there other promotional tool exist which has more weight in brand choice decision than advertising.

The other significant study on promotional effort conducted by Bhatta (2000) entitle "Sales Promotion and its effect on sales: A case of Beer market of Nepal. The objective of the study was to find out if the sales promotion is more wisely used by the manufacture as sales promotion tools, to find out the most media to advertise about the sales of beers in Nepal and to predict the sales of coming year if every factor remains same. This study specially deals with the most recent and widely used methods of sales promotion and its impact on product market.

In Nepalese product market there are various cosmetic products are available for consumer use. These product are manufactured by various national and international manufacturers and out of them Lux soap is one of the most favorites cosmetic product, which is produced and introduce into the Nepalese product market by Unilever Nepal Pvt. Ltd. And this is the sister concern of Hindustan lever Ltd. However, there are no previous research reports are available in Nepal in the field of marketing studies regarding the Nepalese cosmetic product. Likewise, there is no any research can be found with reference to lux soap through there is a necessity of such types of research in Nepal. Thus, researcher has attempted to prepare and present this report this report to fulfill the requirements of such reports.

CHAPTER- III

RESEARCH METHODOLOGY

This part of the study deals the methods and techniques, which are used, in this study. This study is based on primary sources of data. Primary data are collected by taking interview to different peoples, newspapers, magazines, NTV views survey 2006, dissertations submitted in the institute of management etc.

3.1 Research Design

The research is mostly based on the primary data. Hence, survey research design has been used. In this study media of advertising and impact of television advertising have been evaluated. The opinions of peoples about television advertising have been gathered.

3.2 Population, Sample and Sources of Data

Data used in this study are only primary in nature. The request data are collected through the questionnaire survey among the people of different age groups, gender, different education group etc. Covering the consumer of urban area. Thus, the people of different age group, and education group are the population of the study and among them 80 questionnaire are filled up as a sample from the population. The questionnaires are filled up with consumers selecting 40 males and 40 females which are the main source of primary data. And other required information or data are collected from the NTV viewers survey (official report), Nepal Television Rate Card, Introduction card of NTV, dissertation submitted to the institute of management etc

3.3 Sampling Procedure

A stratified random sampling technique is used to collect the required data covering the people various ground (age group, educational background, gender etc.) who use the cosmetic products.

3.4 Data Collection Techniques

A set of questionnaire has been prepared and filled up by the different level of people with the help of interview. This questionnaire is prepares to support all the objective of this research and researcher herself was presented to take interview with the people. While, some rewired data are gathered from NTV library, Central Burro of Statistics (CBS) central library etc.

3.5 Data Processing and Tabulation

The consistency of the answer provided by the respondents was checked and tabulated according to age, sex and education status. 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 as well. The sample data collected covering the various backgrounds are presented in table below:

The situation of gender wise data collection is presented in table-3.1

Table: 3.1
Gender-wise Sample Collection

Description	Sample size
Male	40
Female	40
Total	80

Similarly, the data collected from covering the various educational backgrounds is presented in table-3.2

Table: 3.2

Education- Wise Sample Collection

Description	Sample size
Below S.L.C.	16
S.L.C.	16
Graduate	16
Above Graduate	16
Uneducated	16
Total	80

Likewise, the situation of age-wise sample collection from various age group are presented in Table-3.3

Table: 3.3

Age- Wise Sample collection

Description	Sample Size
Below 15.	16
16-25	16
26-35	16
36-45	16
Above 45	16
Total	80

3.6 Analysis Techniques

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.

Statistical Tools

To draw the conclusion by analyzing the collected data simple statistical tool like arithmetic mean, multiple bar diagram, pie-chart are used and tabulation are used to implicit the comparative results.

Arithmetic Mean Average

The central values that represents the characteristics of the whole distribution or the values around which all item of the distribution tend to concentrate are called average. Arithmetic mean or arithmetic average is one of the important statistical measures of average. The arithmetic mean of a given set of observation is their sum divided by the number of observation that is denoted by

Multiple Bar- Diagrams and Graphs

Diagram and graphs are visual aids which give a bird's eye view of a set of numerical data which the information in a way that enables us to make comparison between two or more than two sets of data. Diagrams are in different types. Out of these various types of diagram one of the most important form of diagrammatic presentation of data is multiple bar diagram which is used in cases where multiple characteristics of the same set of data have to be presented and compared.

Pie-Diagram

A pie- diagram is a widely used aid that is generally used for diagrammatic presentation of the values differing widely in magnitude. In this method all the given data are converted into 360 degree as the angel of a circle is 360 degree and all components of the data are presented in terms of angels that total 360 degree for one set of data.

Percentage

Percentage is one of the most useful tools for the comparison of two quantities or variables. Simply, the word percentage means per hundred. In other words, the fraction with 100 as its denominator is known as a percentage and the numerator of this fraction is known as rate of percent.

CHAPTER- IV

PRESENTATION AND ANALYSIS OF DATA

This part of the study contains the presentation and analysis of data based on survey followed by their analysis. The main objective of this part is to analyze the view of different people regarding television advertisement. This part includes two sections. The first section includes the presentation and analysis of collected data where as the second section includes the major findings of the study.

4.1 Age- wise Consumer's Preference on TV Advertisement

The table below shows the age level and their advertisement preference. The sample size of total people is 80 and it is divided into five groups of 16 respondents in each group. The detail situation of response has been presented in table- 4.1 below:

Table: 4.1

Age wise consumer's Preference on TV advertisement

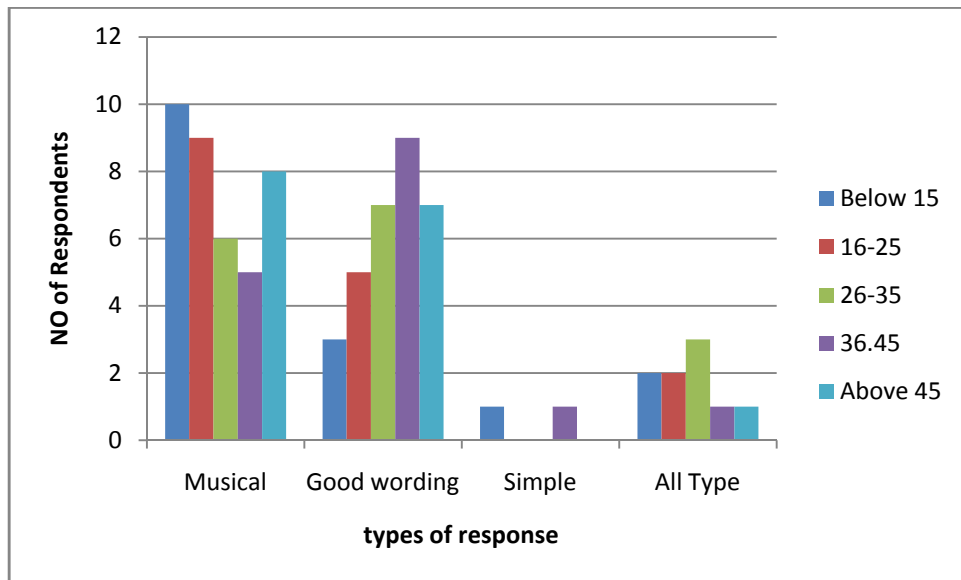
Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Below 15	16	10	62.5	3	18.75	1	6.25	2	12.5
16-25	16	9	57.25	5	31.25	0	0	2	12.5
26-35	16	6	37.5	7	43.75	0	0	3	18.75
36.45	16	5	31.25	9	56.25	1	6.25	1	6.25
Above 45	16	8	50	7	43.75	0	0	1	6.25
Total	80	38	47.5	31	38.75	2	2.5	9	11.25

Source: Field survey -2010

It was found that 62.5% of people (i.e. below 15 years) preferred musical advertisement mostly, 18.75% of people are found to prefer good wording, 6.25% of people are found to prefer simple advertisement and 12.5% 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; 56.25% of people

like in the musical, 31.25% of people like the good wording, whereas no one likes simple advertisement of this age group and 12.5% of people like all types of advertisement under the age group between 26-35, 43.75% of people preferred advertisement having good wording, 35.5% of people preferred musical and under the 36-45, 56.25% 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 31.25% and 6.25% of people are those who like all the types of advertisement under the age group above 45 years like the musical advertisement (47.5) mostly followed by good wording (38.75%) all types advertisement (6.25) and simple advertisement is (0%). This can be shown on multiple bars diagram as below:

Figure: 4.1
Preference on TV Advertisement



4.2 Literacy- wise Consumer's Preference on TV Advertisement

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

Table: 4.2**Literacy-wise Consumer's Preference on TV Advertisement**

Description	Sample size	Musical	%	Good wording	%	Simple	%	All Type	%
Below S.L.C	16	11	68.25	3	18.75	1	6.25	1	6.25
S.L.C	16	9	56.25	4	25	2	12.5	1	6.25
Graduate	16	6	37.5	8	50	0	0	2	12.5
Above Graduate	16	5	31.25	9	56.25	0	0	2	12.5
Uneducated	16	10	62.5	3	18.75	2	12.5	1	6.25
Total	80	41	51.25	27	33.75	5	6.25	7	8.75

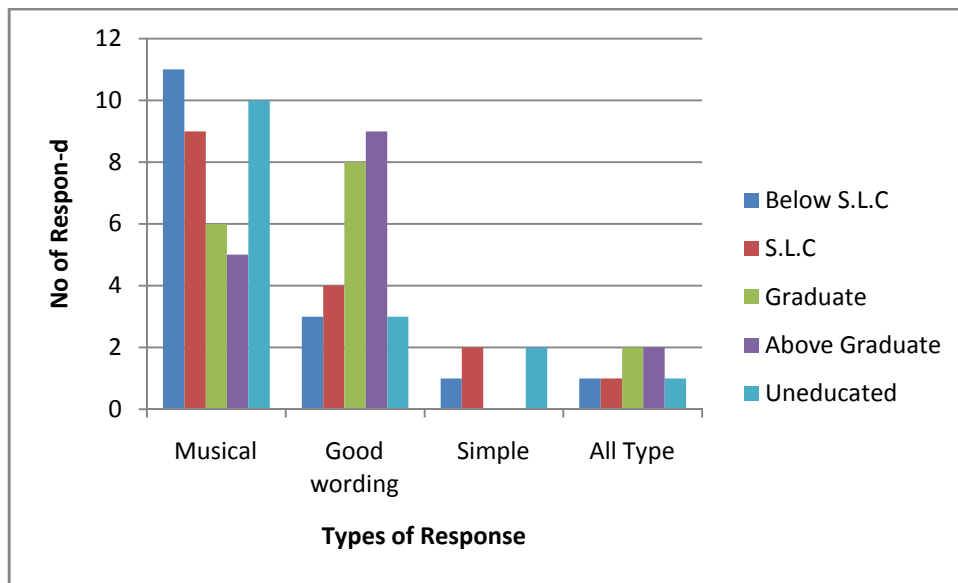
Source: Field survey -2010

The above table shows that lower educated respondents preferred to musical advertisement. Regarding musical advertisement, 68.75% of people preferred below S.L.C. and 18.75% of people preferred good wording and 6.25% of people like the simple as well as all types of advertisements. In the sample size of 16 persons in S.L.C. level, 56.25% 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%, 37.5% of people preferred the musical advertisement and 12.5% of people preferred the all types of advertisements. The above graduate people liked good wording in 56.25% of the total person, 31.25% of people preferred musical advertisement and 12.5% of people preferred all types of advertisements. The people who are uneducated show their attitude to musical advertisements by 62.5% of them. Then 18.75% of people liked good wording, 12.5% of people like simple advertisements and 6.5% of people like all type 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

Literacy-wise Consumer's preference on TV Advertisement



4.3 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	40	20	50	15	37.5	3	7.5	2	5
Female	40	25	62.5	10	25	1	2.5	4	10
Total	80	45	56.25	25	31.25	4	5	6	7.5

Source: Field survey-2010

The above table shows preference of advertisement according to gender. Out of 40 male, 50% of respondent are found to like the musical advertisements, 37.5% of respondent preferred good wording. 7.5% of respondent preferred simple advertisement and 5% respondent liked all types of the advertisements. Regarding female respondents, 62.5% of respondents like the musical advertisements, 25% of respondent like the good wording, 2.5% of respondents like simple and 10% 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

Preference of Advertisement According to Gender (Male)

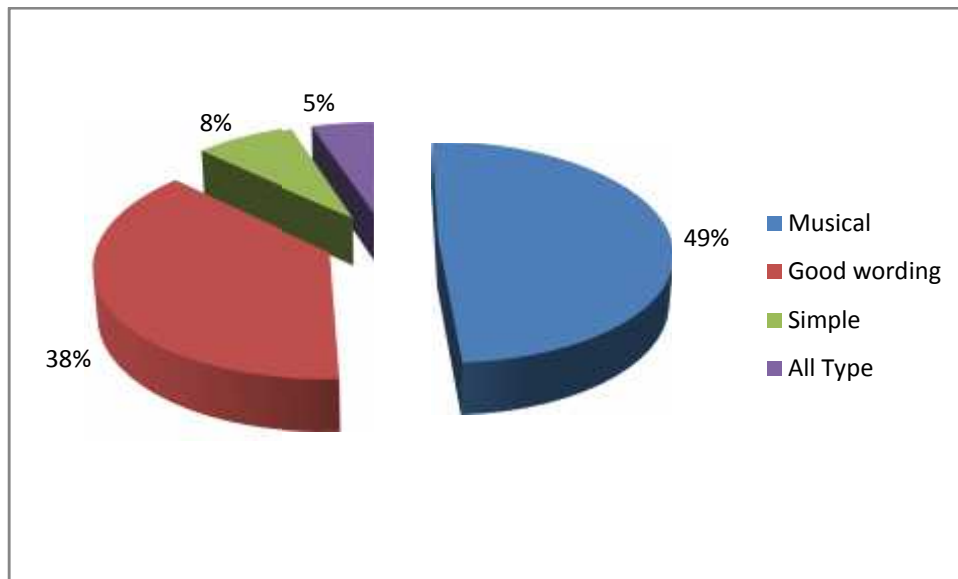
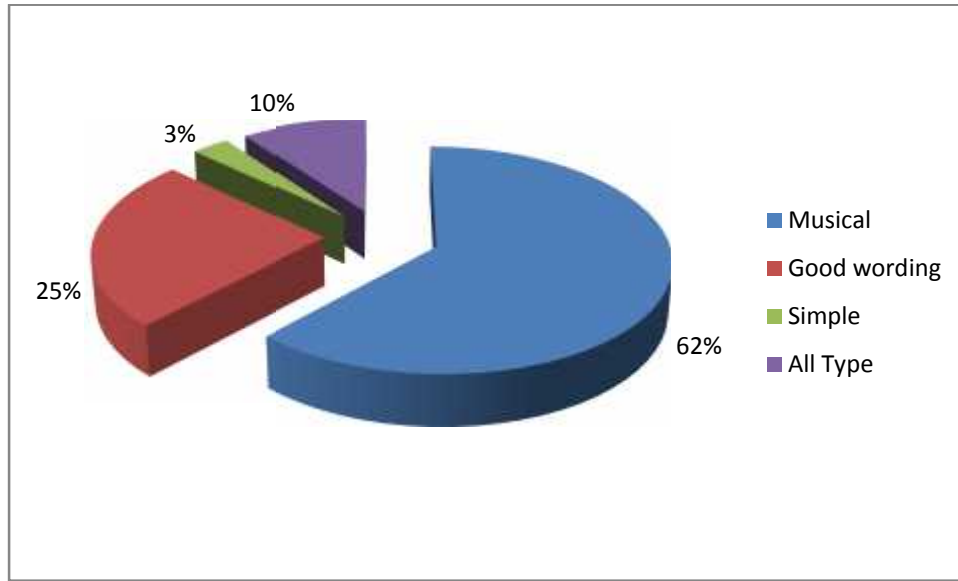


Figure: 4.4

Preference of Advertisements According to Gender (Female)



4.4 consumer's Television Watching Habit

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

Table: 4.4

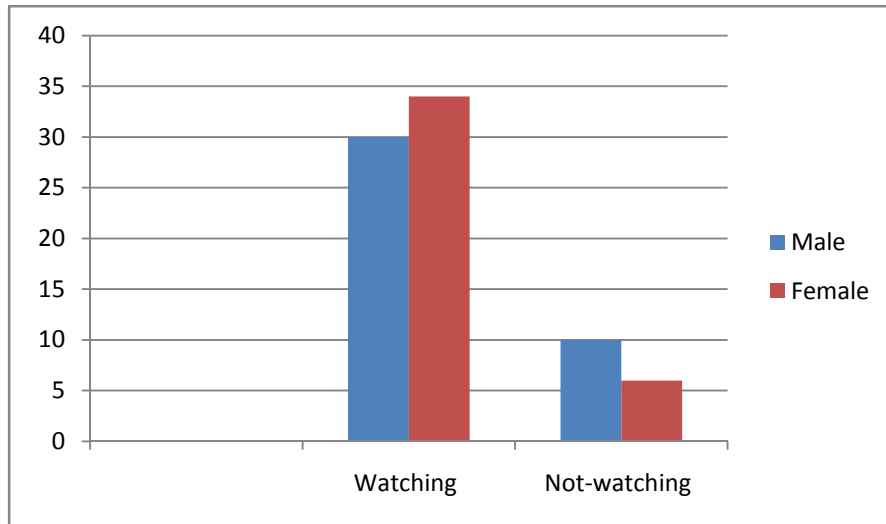
Consumer's Television Watching Habits

Description	Sample Size	Watching	%	Not-watching	%
Male	40	30	75	10	25
Female	40	34	85	6	15
Total	80	64	80	16	20

The above table presents the habit of people regarding the television watching. Out of total sample population, 80% of people are found to have the habit of watching television. To analyze the figure of male and female 75% male and 85% female have television watching habits. The percentage of women watching television seems to higher by 10%. Likewise, 25% female are found not to have

the habit of watching television whereas male percentage is only 15%. The above statistics is presented below through multiple bar diagram.

Figure: 4.5
Consumer's Television Watching Habits



4.5 Age- wise Consumers' Reaction to the Television Advertisements

The people of different age group 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 is presented in table-5:

Table: 4.5

Age-wise Consumers' Reaction to the Television Advertisement

Description	Sample size	Try to know	%	Curious	%	Just Watching	%
Below 15	16	5	31.25	2	12.5	9	56.25
16-25	16	8	50	3	18.75	5	31.25
26-35	16	9	56.25	1	6.25	6	37.5
36-45	16	7	43.75	0	0	9	56.25
Above 45	16	6	37.5	1	6.25	9	56.25
Total	80	35	43.75	7	8.75	38	47.5

Source: Field survey -2010

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 indicate the , 31.25% respondents belonging to the 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 meaning of the advertisement, whereas, 56% respondents were found to be passive television audience.

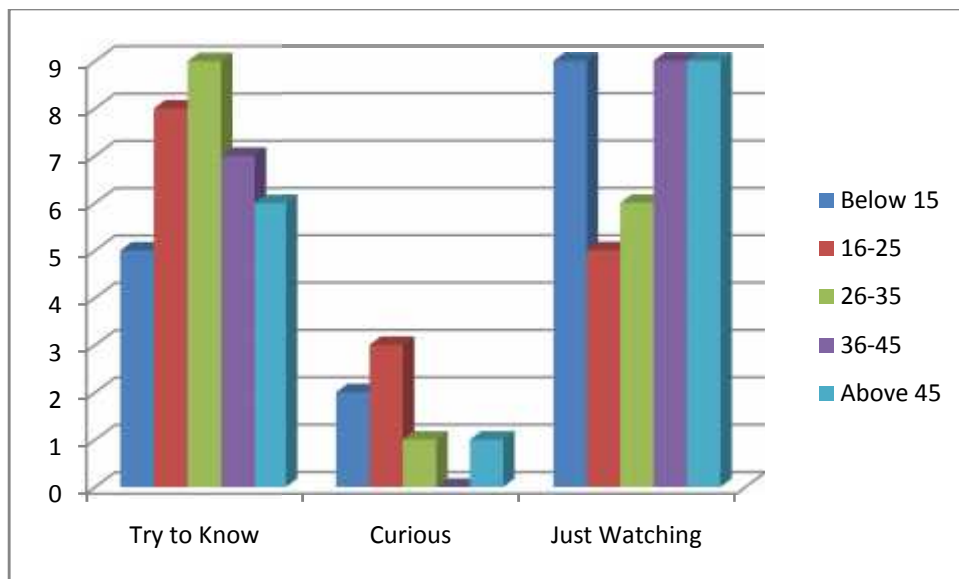
Likewise, among the respondents belonging to the second age group (i.e. 16-25), 50% respondents were found to be conscious only with the meaning of advertisement, 18.75% were found to be highly to the advertisement while 31.25% were found to be mere audience. To analyze the third age group, i.e. 26-35, 56.25% respondents were exciting about the advertisement and only 37.5% respondents were only audience. In the fourth age group , (i.e. 36-45), 43.75% respondents were found to be conscious about the meaning of advertisement and no people were found to be highly interested to the advertisement, while 56.25% 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

6.25% were inquisitive to the advertisement whereas 56.25% respondents were found to be mere audience.

Thus, from the above data, almost 35% respondents were found to be only conscious about to what the advertisement meant and only 8.75% 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: 4.6

Age-wise Consumers' Reaction to the Television Advertisements



4.6 Educational-wise Reaction to the TV Advertisement

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

Table: 4.6

Educational-wise Reaction to the TV Advertisement

Description	Sample size	Try to know	%	Curious	%	Just Watching	%
Below S.L.C	16	4	25	1	6.25	11	68.75
S.L.C.	16	5	31.25	2	12.5	9	56.25
Graduate	16	9	56.25	2	12.5	5	31.25
Above Graduate	16	10	62.5	1	6.25	5	31.25
Uneducated	16	9	56.25	1	6.25	6	37.5
Total	80	37	46.25	7	8.75	36	45

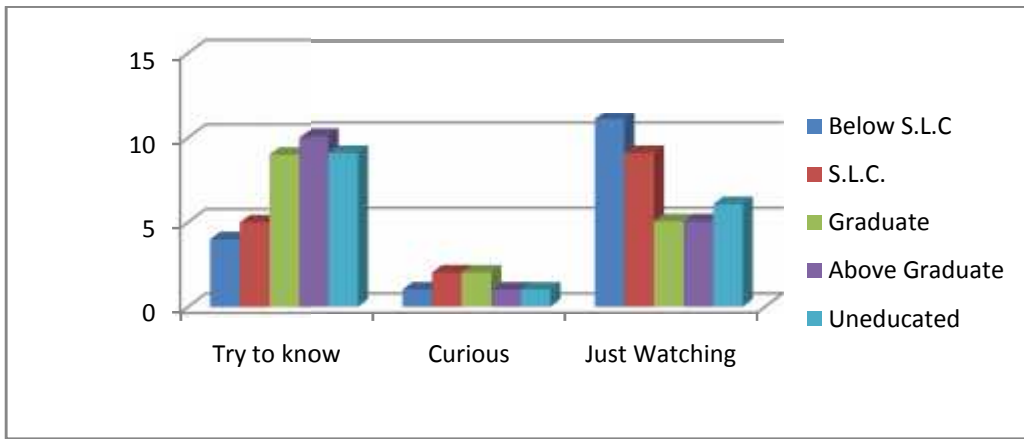
Source: Field survey -2010

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 6.25% of the respondents were found to be highly interested to the advertisement where as 68.75% of the respondents were seemed to be mere audience.

In the second group having educational degree above S.L.C., 31.25% respondents' tries to know what advertisement meant, 12.5% were curious to the advertisement while 56.25% were only audience. The third group having graduate degree, 56.25% respondents viewed that they were only conscious to the meaning of advertisement, 12.25% were inquisitive to the advertisement whereas 31.25% 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, 6.25% were exciting to the advertisement while 31.25% were found to be the inactive audience. To see the ignorant respondents, 56.25% respondents wanted to know what advertisement meant, 6.25% respondents were highly interested whereas 37.5% were dull audience.

Figure: 4.7

Educational – wise Reaction to the TV Advertisement



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.

4.7 Gender- wise Reaction to the 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 Advertisement

Description	Sample size	Try to know	%	Curious	%	Just Watching	%
Male	40	29	72.5	2	5	9	22.5
Female	40	31	77.5	1	2.5	8	20
Total	80	60	75	3	3.75	17	21.25

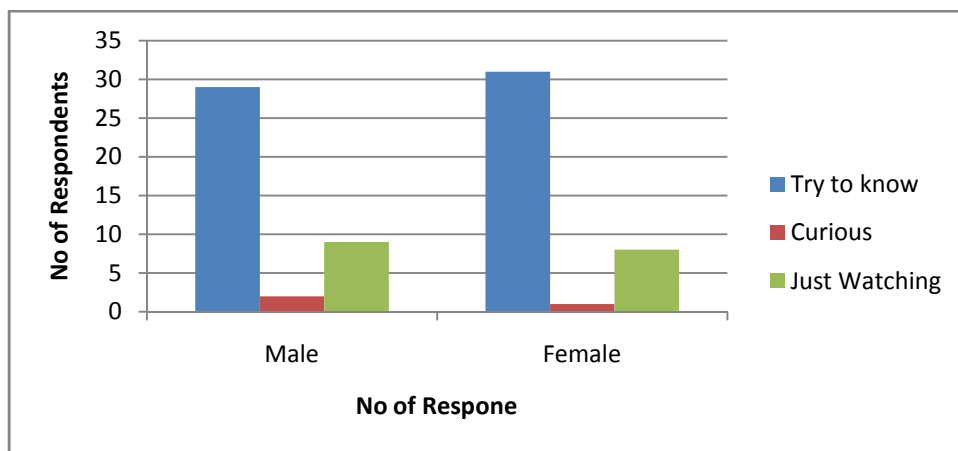
Source: Field survey -2010

The above figure or data shows the gender wise reaction of advertisement. Out of total fourth male population, almost 72% of the respondents viewed that they were particular only to the meaning, 5% were curious to the advertisement and 22.5% were found to be mere audience. To see the female population, 77.5% respondents

were found to be concerned with meaning of adv. Only 2.5% 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: 4.8
Gender-wise Reaction to the Advertisement



4.8 Effect of Advertisement on Consumer's 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 consumer's reaction in this regard is presented in table below:

Table: 4.8

Effect of Advertisement on Consumer's Purchasing Decisions

Description	No. of Respondents	Percentage
Advertisements induced to buy	5	6.25
Needed	40	50.00
Both of them	35	43.75
Total	80	100.00

Source: Field survey 2010

The above table shows that out of total respondents, 6.25% 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 43.75% 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.

4.9 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

Consumer's Preferences to the Product

Description	No. of Respondents	Percentage
Product frequently advertised	65	81.25
Product not advertised	15	18.75
Total	80	100.00

Source: Field survey 2010

The above figure shows clearly and briefly the number of consumers' preferences to the product. Out of the total 80 respondents, 81.25% responded that they prefer the frequently advertised product whereas 18.75%, 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 of preference to the frequently advertised product.

4.10 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

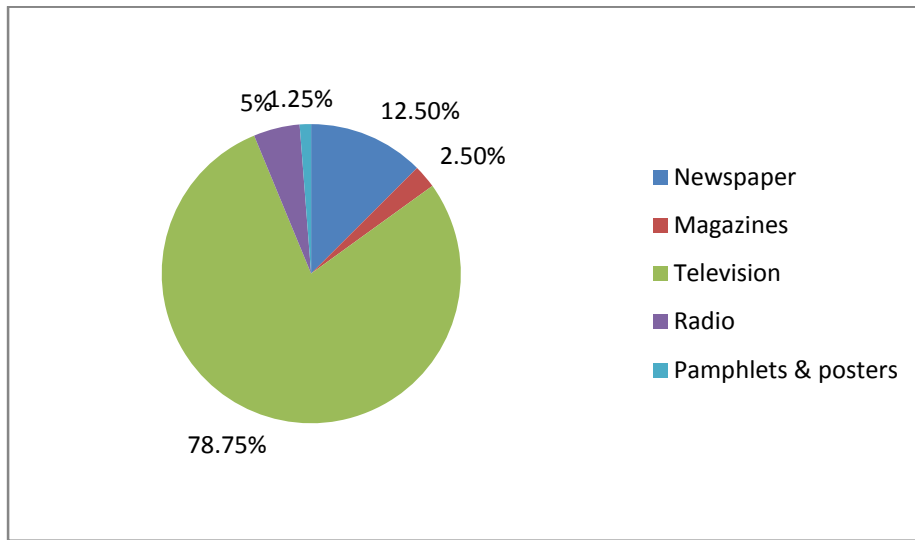
Description	No. of Respondents	Percent
Newspaper	10	12.50
Magazines	2	2.50
Television	63	78.75
Radio	4	5.00
Pamphlets & posters	1	1.25
Total	80	100

Source: Field Survey 2010

The above statistics presents the number of respondents preferring the means of advertisement. Out of the total 80 respondents, majority of respondents, 78.75% responded that they prefer the television whereas rest of the respondents opined that they prefer Newspaper, Magazine, Ratio and Pamphlets & Posters by 12.50%, 2.50%, 5.00%, 1.25% respectively.

Figure: 4.9

Consumers' Preferences to the Means of Advertisement



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 market of the goods manufactured.

4.11 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	50	62.50
Do not attract Consumers Attention	30	37.50
Total	80	100.00

Source: Field survey-2010

The above figure shows the number of consumers being attracted by repeated advertisement in the media (i.e. through television). Among the total 80 respondents, most of the respondents, 62.50% (i.e. 50 out of 80) were found to be attracted by the advertisements broadcast in the Television whereas 37.50% respondents (30 out of 80)

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.

4.12 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	65	81.25
Adequate information	15	18.75
Total	80	100.00

Source: Field survey-2010

The above table shows in brief the consumer's reaction to the adequacy of the advertisement. Among the total 80 respondents, 81.25% respondents wanted some more information to be added in the advertisements whereas for 18.75% 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.

4.13 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	70	85
Not advertised product	10	15
Total	80	100.00

Source: Field survey -2010

The above table shows the preference of consumers to the product having same price and quality out of the total 80 respondents 85% respondents gives preference to the advertised product whereas 15% respondents gives reference to non advertised product. It proves that advertised products have good preference from the consumers.

4.14 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	Percentage
Positive impact	65	81.25
No impact	15	18.75
Total	80	100.00

Source: Field survey-2010

The above table shows the impact of advertisement on different customers. Among the total respondents 81.25% respondents responded that advertisement could leave good impact upon them about the advertised product whereas 18.75% 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.

4.15 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 No: 4.15

Role of Advertisements to Make the Purchase Decision

Description	No. of Respondents	Percentage
Indifferent	67	83.75
Purchase	5	6.25
Do not purchase	8	10.00
Total	80	100

Source: Field survey-2010

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 80 respondents, 83.75% 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. 6.25% opined that they will purchase the product after they saw the advertisement broadcast in the television however 10% respondents opined 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.

4.16 Effectiveness of the Advertisement of Cosmetic Product

The advertisement of the different cosmetic product sometimes reaches to the target group while sometimes it may fails. The result of the effectiveness of the advertisement of cosmetic good is presented in table below:

Table No: 4.16

Effectiveness of the Advertisement of Cosmetic product

Description	No. of Respondents	Percentage
Seen	80	100
Not seen	0	0
Total	80	100

Source: Field survey-2010

Above table- 4.16 shows the effectiveness of advertisement of cosmetic product. From the analysis of table it can be concluded that 100 percent of the respondents are familiar with the advertisement of cosmetic product which indicated that the advertisement is very much effective to introduce the product to the customer.

4.17 Effectiveness of the Advertisement of Lux Soap

Different customers take advertisement of cosmetic product like Lux Soap differently. The result of the advertisement of Lux Soap is presented in table below:

Table No: 4.17
Effectiveness of the Advertisement of Lux Soap

Description	No. of Respondents	Percentage
Seen	80	100
Not seen	0	0
Total	80	100

Source: Field survey-2010

The above table shows that out of the total respondents all respondents pinned that they saw the advertisement of Lux Soap and they are familiar with this product which also indicates that the advertisement of Lux Soap is very much effective to familiarize the product to the various customers.

4.18 Factors Influence to Buy the Product (Lux Soap)

Many factors influences to the customers to buy the cosmetic product like Lux Soap. The results of the factors that affect the customers to purchase the Lux Soap are presented in table below:

Table No: 4.18
Factors Influence to buy the product (Lux Soap)

Description	No. of Respondents	Percentage
Quality	52	65
Price	16	20
Skim	8	10
Advertisement	4	5
Total	80	100

Source: Field survey-2010

The above table shows the factors which influence customers to buy the product. From the table, majority of the respondents (65%) responded that they are influenced by the quality of Lux Soap to purchase this product where as 20 percent are influenced by price, 10 percent are influenced froth skim attached in the product and rest 5 percent are influenced to buy from the advertisement of the particular product.

4.19 Major Findings of the Study

The major findings of the study derived from the analysis section are as follows;

4. Majority of the respondents (62.5%) below age level of 15 years preferred musical advertisement mostly and it is followed by 18.75% of good wording whereas 6.25% of respondents prefer simple advertisement and 12.5% of respondents prefer all the advertisement i.e. musical, good wording, and simple. The reaction of people those fall in age group of 16-25 shows that majority of the respondents 5.255 like in the musical programs, 31.25% of people like the good wording whereas no one likes simple advertisement of this age group and 12.5% of people like all types of advertisement. In the context of age group between 26-35, majority of the respondents 43.75% prefers advertisement having good wording and it is followed by 35.5% respondents of musical programs. In case of the age group of 36-45 majorities of the respondents 56.25% prefers the advertisement having good warding it is followed by the respondents like the musical programs of 31.25% while in relation to the age group above 45 years majority of them the musical advertisement 47.55 and it is followed by good wording (38.75%).
5. 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, 68.75% of people of below S.L.C. prefer such program while in case of respondents having S.L.C. level

majority of them 56.25% likes musical advertisement. Similarly, in case of graduate group they give first priority in good wording like (50%) and it is followed by 37.5% of musical advertisement likewise, majority of above graduate people like good wording 56.25%) and it is followed by 31.25% respondents who prefer musical advertisement and the most of people who are uneducated show their attitude to musical advertisement (62.5%).

6. In case of the preferences of advertisement according to gender majority of the (50%) male respondent found they like the musical advertisement and it is followed by 37.5% respondents who prefer good wording. Regarding female respondents, 62.5% of respondents like the musical advertisements and it is followed by 25% 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. Although, they preferred the musical advertisement than the good wording advertisements.
7. 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.
8. The results regarding the consumers' opinion on advertisement indicated that majority of the respondents of the age group below 15 (95.6%) 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 respondent's 50% is conscious with the meaning of advertisement. In case of third age group i.e. 26-35 years majority of respondents (56.25%) were exciting about the advertisement and in case of fourth age group of 36-45 years 43.75% respondents were found to be conscious about the meaning of advertisement 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 56.25% respondents are found to be mere audience.

9. In relation to the reaction of the respondents in term of their educational status the majority of the respondents (68.75%) 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 31.25% respondents tries to know what advertisement meant while majority of them (56.25%) were only audience. The third group having graduate degree majority of the respondents 56.255 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 56.25% 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 group were found to be highly curious about the advertisement whereas the first group was found to be dull audience.
10. In subject to the gender wise reaction of advertisement most of the male (72%) respondents viewed that they were particular only to meaning and in case of female population majority (77.5%) 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 seems to be more concerned with the meaning of advertisement whereas majority of male population is found to be interested to the advertisement.
11. In relation to the effect of advertisement on consumers' on 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 43.75% customers were found to support both of the reasons. Thus, from this result it

found that majority of the respondents uses the particular product to fulfill their needs.

12. In context to the consumers preferences to the advertise product or not advertise product majority of the respondents (81.25%) responded that they prefer the frequently advertised product. From the analysis it is found that most of the consumers give the priority or preferences to the frequently advertisement product than not advertise product.
13. In relation to the consumers preferences to the means of advertisement majority of respondents 78.75% responded that they prefer television and rest of the respondents [refer 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.
14. In subject to the impact of repeated advertisement to attract the consumers' attention most of the respondents, 62.50% were found to be attracted by the advertisement are proved in the Television. It shows that most of the advertisement is proved to be fruitful to lure the consumers.
15. In relation to the consumers' response to the adequacy of the advertisement, majority 81.25% 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.
16. In subject to the preference of consumers to the product having same price and quality, most of the respondents (85%) give preference to the advertised product as compare to non advertise product though they are similar in nature. It proves that advertisement products have good preferences from the consumers.

17. With respect to the impact of advertisement on different customers out of the total respondents most of the respondents 81.25% 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.
18. With respect to the role of advertisement to attract the customer, majority of the respondents (83.75%) opined that advertisement helped to the customers to recall the brands' name to a greater extent but the purchase decision is not fully dependent upon the advertisement.
19. With context to the effectiveness of advertisement of cosmetic product, all respondents (100 percent) are familiar with the advertisement of cosmetic product which indicated that the advertisement is very much effective to introduce the produce the product to the customer.
20. In relation to effectiveness of the advertisement of Lux Soap out of the total respondents all respondents (100%) opined that they saw the advertisement of Lux Soap and they are familiar with this product which indicates that the advertisement of Lux Soap is very much effective to familiarize the product to the various customers.
21. In relation to the factors which influence customers to buy the product majority of the respondents (65%) responded that they are influenced by the quality of Lux Soap to make the purchase decision of the product.

CHAPTER -V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost. This is a professional definition, which emphasizes that advertising should be planned and created to achieve the most result for the least costs. The main objective of advertising is to sell. But unlike the salesman who sells in a face-to-face, or even voice to voice situation, advertising sells in a broadcast fashion to numbers of prospects whose identity may or may not be known, and who may be close at hand or at a distance. The message is reached to the large number of prospective buyers at a time. Advertising has remarkable flexibility and range of operation. This versatile and flexibility of the advertisement does have to be used intelligently. This is lacking in Nepal. In this regard the present study will be helpful. Before there is any expenditure on advertising, there must first be an assessment of the likely return, and one method or medium should be judged against another on a cost benefit analysis. This study surveys the impact of television advertising of cosmetic products on consumer behavior. Thus, this study will be very important for advertiser. It will help them to improve their advertising policy.

Nepal, advertising is growing day by day. Advertising is widely used by business, government and social organization. Bank extensively uses it to issue notices for repayment of overdue loans. The use of advertisement by private airlines is increasing every year. However the impact of advertisement to the various consumers is unknown. Thus, the study to analyze the impact of television advertisement on consumer's behavior. The main objective of the study is to analyze the impact of television advertisement in consumer behavior with

references to cosmetic product but the specific objectives are (a) to examine the consumers preferences on television advertisement (b) to identify the consumers reaction to the television advertisement(c) to examine the popularity of the television advertisement (d) to analysis the effectiveness of the advertisements of cosmetic products (e) to examine the factors that influence to buy the cosmetic product.

Advertisement is one of the most important components to influence consumers for making them familiar about the product. The study regarding the impact of television advertisement in consumers' behavior is perhaps in first in Nepal. To achieve the objectives of the study required data are collected from primary sources through questionnaire. In total 80 questionnaires covering the differing age groups, different gender, and educational background are collected and by using various statistical and mathematical tools are to analysis the data to achieve the objectives of the study.

5.2 Conclusions

According to the finding of the analysis section it can be concluded that majority of the people have television watching habits and out of them women are more curious in television than men which indicate that television advertisement is more popular means of advertisement than all the types of advertisement but most of them just watch the television rather than to know any new information. In addition to this majority of the people of different age group as well as different educational class and gender prefers to the musical programs as compare to the other types of television programs which indicate that musical programs are more popular among the people then other programs. Similarly, majority of the people prefers the product which is frequently advertise rather than not advertise product though they are same nature's product but most of them purchase the product due to their necessity not due the influence of advertisement. Likewise, the

advertisement of cosmetic product like Lux Soap is very much effective to make the customers familiar about the product but majority of them are influenced from the quality this product not from the advertisement though they are know about that product from advertisement. Thus, in conclusion 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.

5.3 Recommendations

On the basis of the finding of the study, following suggestion or recommendations are recommended:

-) The study shows that majority of respondents of different age group and various educational backgrounds prefer musical programs rather than other programs. So, the product as well as advertiser either makes their advertisement in musical form or they should broadcast the advertisement in musical program.
-) The study shows that majority of the respondents have television watching habits and it is more popular with women consumers. So, the advertiser and producer should give preferences to the television advertisement by focusing more to the women advertisement.
-) The analysis shows that the information included in advertisement are not sufficient and majority of the respondents are willing to get the additional information from the advertisement regarding the various aspect of the products. Thus, advertise manufactures and producer should include sufficient information so that consumer can be satisfied regarding the matters.
-) The study indicates that most of the consumers prefer advertise product rather than not advertiser product and it also indicates that advertisement attract the attention of the consumer. Hence, all manufactures should advertise their product to expand the market share.

-) The study indicate that the advertisement of any product leaves the good impact with consumer behavior regarding the product but to same extent their purchase decision is depends upon the need of the consumers and also while advertising the product all manufactures and advertiser should try to create the necessity of the product through effective presentation of product and product related information in advertisement.
-) The advertisement of cosmetic product is very much effective to leave a positive impact upon consumer regarding the product and majority of the respondents prefer the quality of the product rather than other variables. So, all manufactures of cosmetic product should produce a product having good quality and advertise their product should product having good quality and advertise their product effectively which helps to increase their market share rapidly.
-) The study indicate that the Lux Soap is more popular product that other cosmetic product. So the firm should try to maintain this strength in future too.
-) In the study majority of the respondents stated that the price of the Lux Soap is comparatively higher than other cosmetic product. So, the producer of Lux Soap should remove this weakness and the price of the product should be comparatively reasonable as other competitive product.

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APPENDICES

Appendix- 1 Questionnaire

A survey on impact of television advertisement on consumer behavior for cosmetic product.

Dear Respondents,

I am collecting the data concerned with 'Impact of television advertisement on consumer behavior' in Cosmetic Product with reference to Unilever Product for the research work in partial fulfillment of the requirements for the degree of master of business studies (M.B.S.) and it would be great value of your help in this research work, if you help by filling up the following questionnaires.

Name:-

Address:-

Age:-

Gender:-

Education:-

- a) Below S.L.C.
- b) S.L.C.
- c) Graduate
- d) Above graduate
- e) Uneducated

1. Do you watch Television?

- a) Yes
- b) No

2. Do you generally watch the Television advertising?

- a) Yes
- b) No

3. What kind of advertisement do you prefer on Television?

- a) Musical
- b) Good wording
- c) Simple
- d) All of the above

4. How do you react to the Television Advertisement?

- a) Change the channel
- b) Try to know the message of the advertisement
- c) Curious about advertising than the product.
- d) Indifference towards the advertisement.

5. You buy a product as a result of.....

- a) Advertisement induces to buy
- b) Need it
- c) Both of them

6. Which product do you prefer to buy?

- a) Frequently advertised
- b) Not advertised

7. Dose repetition of an advertisement attract your attention?

- a) Yes
- b) No

8. Have you Seen Cosmetic advertisement?

- a) Yes
- b) No

9. If have you seem advertisement of lux soap?

- a) Yes
- b) No

10. What factors influence you to buy that product?
- a) Quality /brand
 - b) Price
 - c) Scheme
 - d) Advertisement
 - e) Others
11. Do you think most of the advertisement has what you want?
- a) Yes
 - b) No
12. If an advertisement interests you what do you do?
- a) I look for more information
 - b) What I received is enough.
13. If there are same kinds of product in the market in terms of quality and the price, which one would you buy?
- a) Advertised
 - b) Not advertised
14. Have you bought any product after getting information from advertisement?
- a) Yes
 - b) No
 - c) Cannot say
15. Which advertisement interests you more?
- a) Newspaper
 - b) Magazine
 - c) Television
 - d) Radio
 - e) Pamphlets