

CHAPTER – ONE

INTRODUCTION

1.1. Background of the Study

Advertising is the most important marketing activities in the modern world. It is notable and easy identified form of promotion in international as well as domestic marketing. The wings of globalization have increased its importance. It is also a most widely used promotional mix. Advertising is a powerful communication force highly visible and one of the most important tools of the marketing communication that helps to sell the products, services, ideas, images, etc. It is a form of mass communication, a powerful marketing tool, a component of economic system, a means of financing the mass media a social institution, an art form and an instrument of business management.

A product service and idea can be presented and promoted in a variety of ways and among them advertising is one of the most acceptable tools. Advertising influences consumer attitudes and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumer. The techniques of the advertising may be directed by one or more objectives of advertising depending upon the nature of the product and situation.

Advertising is a part of every day life for every one hence it is difficult to escape them even if we never go through the television program or listen to the FM radios of read newspaper or magazines. We would still be bombarded with the advertisements through billboards at the highways shopping complex bus park, crossway posters in the shops and offices and pamphlets in the wall. More than that advertising is in the form of the leaflets too.

The American Marketing Association, Chicago, defines advertising as “any paid form of non personal presentation of ideas, goods and services by an identified sponsor”¹.

An analysis of each element of this American definition follows: Advertising may be in any form of presentation. It may be a sign a symbol, an illustration, an advertising message in a magazine or newspaper, a commercial on the radio or on the television. Any form of presentation, which an advertiser imagines will fulfill the requirements of an ad, can be employed. Secondly it is defined as any paid form. Favorable publicity projects products, services or ideas in any media because it is considered informative and useful for the audience. For publicity no payment is made by the benefited organization. The paid aspect of the definition reflects the fact that the space or time for an advertising message generally must be bought. It has been defined as non personal also. This phrase excludes any form of personal selling, which is usually done on a person to person or people to people basis. Advertising is totally non personal, offering no personal interaction, delivered through media and often viewed as intrusion. Of course, advertising may help the sales person that in his or her sales effort².

Goods, services, and ideas for Action: It is well known that advertisements are employed to communicate information about products and services. Most definitions neglect the use of advertising to promote ideas. The post office advertisement to promote the use of house number in any city viz. Biratnagar for faster delivery of letters is an example of selling an idea for action. Openly Paid for by an identified sponsor: This means that advertising is openly paid for: the sponsor is identified by his company’s name or brand name or both. If in an ad,

¹ Adopted from S. A. Chunawala and K.C. Sethia, *Foundation of Advertising: Theory and Practice*, 4/e Himalaya Publishing House, Mumbai, 1998, P.5.

² S.H.H. Kazmi and K.B Satish, *Advertising and Sales Promotion*, Excel Books, New Delhi, P.9.

the sponsor is not identified and it is not paid for its use of media in which it has appeared then the message is considered to be publicity.

“Advertising is any paid form of non-personal presentation and promotion of ideas goods or services by an identified sponsor”³.

This definition emphasis to communicate the information consists with products, services and ideas for the purpose of presenting and promoting them, which is designed by the related expert from the side of owner and paid some charged instead of using various media, which is non personal.

“Advertisement is a message composed by the advertiser to persuade whoever receives it to accept an idea, buy a product or take some other action desired”⁴.

“Advertising is the non- personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsor through the various media.”⁵

Advertisement is an announcement to the public of a product, service or ideas through a medium to which the public has access. The medium may be print (newspaper, magazine, posters banners and hoardings), electronic (radio, television, video, internet, cinema) or any other. An advertisement is usually paid for by an advertiser at rates fixed or negotiated with the media. It is a form of persuasive communication with the public.

³ Philip Kotler, *Marketing Management*, Millennium Edition, Prentice Hall of India, New Delhi, 2000, P.578.

⁴. Chunawala and Sethia, Op.Cit, P.5.

⁵ Courtland L. Bovee and William F. Arens, *Advertising* , 2/e, Irwin Homewood , Illinois, USA, 1986 P.2.

Generally the aim of advertising is to sell a product (toothpaste, Tea, perfume soap, car) or services (restaurant, tours, entertainment), but there are also advertising, in its modern sense is the persuasive force that makes use of mass communication media and is aimed to changing customer attitude or patterns in a direction favorable to the advertiser.

Advertising creates the awareness in the mind of the consumer and it motivates the consumer to purchase the product or we can say that actual purchase occurs as a result of advertising but in reality, many other factors also affects on it. Sometimes advertising can do its job and bring the customer to the retail outlets, but if the retail outlet doesn't have products in stock purchase may not occur. Advertising stimulates the potential buyer to go to the store to buy actual advertised products. In general, advertising is done in expectation of tangible gains, such as favorable attitudes, better image of the firm and increased sales. Marketing manager decides the techniques of advertising depending upon the situation and also blend all promotional tools- advertising, publicity, sales promotion and personal selling, to arrive at a right mix. Each of the promotional tools have got unique characteristics and complementary.

The exposure of the advertisement can create awareness about the brand, leading to a feeling of familiarity with it. It gives the information about the brand's benefit and the attributes on which the benefits are based on.

Similarly advertisements can also generate feelings in an audience that they begin to associate with the brand or its consumption devices. Through the choice of spokesperson and various devices, the advertisement can led to the creation of an image for the brand which is often called "Brand Personality."

The advertisement can create the impression that the brand is favored by the consumer's peers or experts- individuals and groups the consumer likes to emulate. This is often how products and brands are presented as being fashionable. These five effects can create a favorable liking or attitude towards the brand which lead to purchasing action. Sometimes the advertiser will attempt to spur purchasing action directly by providing a reminder or by attacking reasons why the consumer may be postponing the action.

It is the true that many times the effects of advertisement can't be measured directly in terms of sales. Therefore, advertising objectives shall be stated in terms of communication goals such as awareness of the product or brand or favorability of attitude towards it. This assumption relates to sales stated in terms of communication measurement such goals can always be positive.

A company can create good and effective stimuli through advertising. A consumer may impress himself by advertising and then motivate himself to purchase goods. Advertising is only one among other several selling tools, which businessman have used for centuries to assist them getting their products in to the hands of the consumers. Its early use was distinctly a minor supplement to other form of selling. These days due to the competitiveness many of the advertisements exist as long as the product has a life cycle and there is a buying and selling behavior in the market.

The advertising has a long period back history. During the mid of 15th century the effort of the advertisement can be observed where special sign over shops and stalls were kept to attract the consumer. After the emergence of the print media printed posters, handbills, and newspaper advertisement came to existence.

The history of advertisement in Nepal has not been so long as well as the history in the world. First authorized advertisement in Nepal was printed in 1918 B.S. It has been in the stage of growth and highly developed with the emergence of the publication of the “Gorkhapatra” on Baisakh 1958 B.S. Now numerous daily newspapers, weekly, monthly magazines, journals, and concept of leaflet to provide the information for the things make the concept of advertisement as a broad concept.

These days the advertisement has got the spacious territory in the Radio, FM Radios, T V channels and even the ads can be found in the web page too. The advancement of technology in the communication boosts up the advertisement with the help of various means of communication.

The word brand is a comprehensive term, and in the narrower sense it is a term “A brand is a name, term, symbol, or design or a combination of them, intended to identify the goods or services of one seller or group of seller and to differentiate them from those of competitors.”⁶ A brand name consists of words, letters, and numbers that can be vocalized.

“A brand identifies the seller or marketer. It can be name, trademark, logo or other symbol. Under trademark law, the seller is granted exclusive right to use of the brand name in perpetuity.”⁷

Brands differ from other assets such as patents and copyrights, which have a specific expiration date. A brand is especially a sellers promise to deliver a specific set of features, benefits, and services consistently to the buyers.

⁶ Philip Kotler, *Marketing Management*, 8/e, Prentice Hall of India Pvt. Ltd., New Delhi, 1996, P.444.

⁷ Ibid. P.444.

Thus a brand identifies the seller or maker. Under trademark law, the seller is granted exclusive rights to the use of the brand name in perpetuity. A brand can convey up to six level of meaning:

) Attributes: A brand first brings to mind certain attributes. Thus Mercedes suggests expensive, well built, well engineered, durable, high prestige, high resale value, fast and so on.

) Benefits: A brand is more than a set of attributes. Customers are never buying attributes rather they are buying the benefits. Attributes need to be translated in to functional and emotional benefits.

) Values: The brand also says something about producer's values. The brand marketer must figure out the specific groups of car buyers who would be seeking these values.

) Culture: The brand may additionally represent a certain culture. The particular product directly or indirectly is representing a culture.

) Personality: The brand can also project a certain personality. When the brands were a person, an animal, or an object a sense of personality strikes in everyone's mind.

) Users: The brand suggests the kind of consumer who buys or uses the product. The nature of the product or the brand of the product itself gives the identification of the user of the product.

The brand has a great marketing significance brands are sold at retail stores and not the physical product. At retail counters, people do ask for "WAI-WAI" not the noodles. Similarly the buyer may ask for "SURYA" not merely a filter Cigarette. "CLOSE - UP" not merely a toothpaste.

This shows that the consumer is highly influenced by the brand name rather than the product name and it is because of the advertisement of the product in terms of

brand. A brand name is the title given to a product by its manufacturer, which must be distinguished from the trade name, i.e. name of the business firm. “Pepsodent”, “Lux”, “Sunsilk”, “Close Up” are the brand names of the products manufactured by Nepal Lever Limited. The trade name is “Nepal Lever”

Today due to the impact of advertisement most of the products are bought by brand rather than inspection. Consumer demanded branded product rather than the actual quality of the product. In this sense the manufacturers and the marketers are trying their best to develop a positive attitude in the mind of the consumers towards the brand of the products.

In the case of the convenience goods the consumers seems still rational to select the brands. Here the word convenience goods refers that a tangible product that the consumer knows enough about before going out to buy it and then actually buys it with minimum efforts.

Advertising creates influence over the consumer to select certain brands by showing features, quality or service offered by the particular brand. It plays the role of stimuli in the consumer decision process.

Loyalty is specific preference over the products available in the market. It is the behavioral response expressed over time by some decision- making unit with reference to one or more alternative brands.

Brand loyalty results from an initial product trial that is reinforced through satisfaction, leading to repeat purchase.”⁸

⁸ Leon G. Schiffman and Leslie- Lasar Kanuk, *Consumer Behavior*, 6/e Prentice Hall of India (P) Ltd, New Delhi, 1997, P.223.

In the real sense brand loyalty is the leading to strong brand preference and repeated purchase behavior. Some studies have indicated that brand loyal consumers are older, have high incomes and experience greater perceived risk.

This research study focuses on the impact of advertising on brand choice and brand loyalty for the low involvement product, such as toothpaste. It is concentrated in the following issues:

1. Has advertising any influence over the choice and loyalty behavior of the consumer?
2. Does Advertising have more weight in brand choice and loyalty in comparison to other promotional tools?

1.2. Toothpaste Business

Toothpaste is the most widely used items in our daily life, without toothpaste no human being can imagine his/ her morning. It has become the compulsory product for every one.

The worth of toothpaste business in Nepal is estimated one billion plus rupees every year so it is large and a growing business. Though it is the most important and common product large percentage of the people in the country don't use it. And it can be the opportunities for the toothpaste companies to make them aware about the use of their products through various modes of advertisements. Now more then the dozens of toothpaste brands are available in the Nepalese Market

and companies are investing heavily in the advertising for the promotion of their brands.

Nepal Lever Limited has the leading toothpaste market with its two major brands (Close-Up and Pepsodent), other suppliers are Dabur Nepal Limited, Colgate Palmolive Nepal Pvt. Ltd. and Anchor Health and Beauty Care Pvt. Ltd. There are other various toothpaste producers in the market. Currently available some brands of toothpaste in the market are presented below.

<u>Brand</u>	<u>Company</u>
Close-up	Nepal Lever Limited
Pepsodent	Nepal Lever Limited
Dabur Red	Dabur India Limited
Colgate	Colgate - Palmolive Nepal Pvt. Ltd.
Brighter	Brighter toothpaste and Toothbrush Pvt. Ltd.

Today the market has been highly competitive in terms of every product so toothpaste can't be an exception. Consequently the growing competition creates the pressure to the producers and the marketers as well as sellers to use more promotional activities such as advertising or sales promotion etc to get their target market share or goal in the market. They appeal to consumers to buy their branded product. So the producers of toothpaste are also applying different promotional mix, out of them, advertising is widely used.

1.3. Statement of the Problem

Business organization always tries to increase sales volume by applying different methods of promotion. It is common worldwide, and it is common in Nepal too. The cut throat competition of growing market has compelled Nepali Business

organizations to spend more and more on promotion, i.e. advertisement, publicity and other tools.)

Advertising plays a pivotal role in the promotional effort by familiarizing, making people aware and influencing the consumer to buy the products or services or ideas and help those about the buying decision. In the developed countries, without advertisement business seems to be handicapped. So in these countries a huge amount of money is to be spent on advertisement. Hence expenditure on advertisement has become the integral part of the budget of the manufactures, traders and service sector organization

Nepalese market is becoming competitive and sophisticated than before, which has made advertising as a compulsion to any business organization. In Nepalese prospective, advertising is in developing stage and still some people think that advertising means charity or wasting of time and money, but this type of misconception has been disappearing by the developing of the advertising and its increasing popularity. Entry of multinational advertising companies made Nepalese advertising world creative and competitive then ever before.

In Nepal, there are various newspapers available with a nation-wide circulation. Such as The Kantipur Daily, The Kathmandu Post, Nepal Samacharpatra, Rajdhani daily, Rajdhani Daily, Gorkhapatra, The Himalayan, The Rising Nepal The Annapurna Post, etc Many other daily, weekly, Fortnightly, monthly magazines such as (Himal, Nepal, Nari, Samaya, The Nation, etc.) with nation wide circulation. Similarly Radio/ FM stations as well as the TV channels are also growing in numbers rapidly day by day which makes the advertising easier to be reached to the ultimate users of the products.

In this context there are various aspects to study. Such as consumer response towards advertising, advertising impact on brand choice decision, effective way of advertising , impact of advertisement on brand loyalty behavior of the consumer etc. However, analysis of the advertising impact on brand choice of convenience goods is the significant issues to be researched. Advertising as stimuli, influence the consumers to purchase or repeat purchase a particular brand.

What kind of advertising helps the consumers to create a positive attitude towards the brand in case of the convenience goods?

What advertising appeal / campaign / message help the consumer to be brand loyal? Taking the above mentioned issues into an account following problem are identified for this study.

1. Is there any impact of advertising on brand choice behavior of the consumer?
2. Does advertising contribute to brand preference?
3. Do consumers give more weight to advertising rather than any other promotional tools while making product/ brand selection decision?

1.4. Objectives of the Study

The study focuses on the impact of advertising on brand choice behavior of the consumer in specific reference to toothpaste. So the main objectives of the study have been outlined below:

1. To analyze the impact of advertising on brand preference decision of the convenience product with reference to toothpaste.
2. To study the advertising impact on brand preference of consumers.
3. To examine the widely used media of advertising, in case of toothpaste.
4. To identify the reasons for consumer preference to advertising media.

5. To identify the impact of advertising media while making selection decision of convenience goods.

1.5. Importance of the Study

Since the present situation of a market is highly competitive and similar kinds of products are mushrooming day by day the need of advertisement is highly observed. Each firm wants to get the target market and the market coverage by advertising its product in every stages of product life cycle. It is only the advertising which makes the wide distribution of the mass production is possible. Though marketing manager prefers the personal selling concept it seems expensive and time consuming and can't do mass selling like advertising.

The job of advertising is to build brand preferences as well as to help the purchasers to confirm their decision. Advertising introduce the product to consumers and persuades them to make a choice in its favor. It also helps to make the consumer more confident about the product with which they are familiar. Advertisement to some extent protects the consumer from being cheated by the manufacturer and protects producers against unfair competition.

Mostly the advertisement helps the producer to describe that their products are different from the products of the competitors. Advertising is highly essential to product positioning and for the brand preference. More than that advertisement helps to create an image about the product in the consumer's perception and in consumers mind.

Nepalese advertising sector is rapidly growing as it is in the world. This is the business world which can't be even imagined without effective advertisement. Most of the business houses and the business companies are doing their business with the help of the advertisement by allocating huge proportion of the amount in the same.

This study carries the comprehensive information on the effective aspects of advertising. It also explores the role of advertising in creating the awareness among general consumers and changing buying attitudes of consumers brought by it. This study helps to generate the data to show to what extent advertisement help in brand choice and brand loyalty decision of consumers in case of low involvement product like toothpaste.

1.6. Limitation of the Study

The major limitations of the study are as follows:

1. This study is based on the print, electronic and outdoor media of advertising.
2. The study is limited only to the low involvement convenience products, especially : toothpaste
3. This study is based on the primary data collected from the respondent whom the questionnaire is administered.
4. The field survey is confined within Biratnagar City only.
5. The resources like time and money are major constraints.
6. The sample size taken for the study is small according to the subject matter.
7. This study is conducted on the basis of the data collected in three months.

1.7 Organization of the study

The research study has been organized into five chapters namely:

-) Introduction
-) Review of Literature
-) Research Methodology
-) Presentation and Analysis of Data
-) Summary, Conclusion and Recommendations

The introduction chapter provides general information and concepts of advertising, brand, and brand preference. This chapter gives a brief picture of what is going to be studied, why the study is important and what are the limitations of the study.

Review of literature explains with the basic information related to the study. It deals with the theoretical concept of advertising. This chapter gives definition, meaning, need of advertising, historical background of the advertising, types and function of the advertising, relation of the advertising with other marketing activities, various advertising media print, electronic and web base media available in the country.

The third chapter explains the research methodology used in the study. It deals with the kinds of data being collected and types of sources are being used for the data collection. Finally this shows how the data are processed to meet the need and objective of the study.

The fourth chapter Presentation and Analysis of data deals with the issues identified in the first chapter. This is the heart of the thesis in actual sense. This is the major part of the whole study in which collected data are analyzed and

interpreted by the help of the financial and statistical tools. Major findings of the study are also discussed in this chapter.

This is concerned with the summary, conclusions and recommendations. This is suggestive to all the concerned authorities and the researchers. Conclusion of the whole study is presented in this chapter.

CHAPTER - TWO

REVIEW OF LITERATURE

2.1 Concept of Advertising

Advertising is one of the most important marketing activities in the modern world. The mind of globalization has increased its importance. It is widely used by individuals, business, government and non-government organizations.

“Advertising is any paid form of non-personal communication by an identified sponsor to promote the products. It is an organized method of mass communication to inform, persuade, remind and reinforce target customers about products. Products can be goods, services, ideas, experiences, events, persons, places, properties, and organization”⁹. Advertising is salesmanship in print, voice and visual.

The word advertising is derived from the Latin word "Adverto" which means to turn the attention. So the meaning of advertising is to turn people's attention to the specific thing. In other words, advertising is to draw attention of people to certain good, service or an idea.

Most of the advertising is to stimulate people to buy a particular branded product offered for sale by a particular seller despite. Some widely held misconceptions, advertising alone work no miracle, since it is an important element in modern marketing process, it can generate consistent profitable result only when the entire structure is sound and coordinated.

⁹ G.R. Agrawal, *Fundamentals of Marketing; A Nepalese Perspective* 1/e, Katmandu, M.K. Publishers and Distributors, Kathmandu, 2006.P.29.

Advertisement is a powerful communication force, highly visible and one of the most important tool of marketing. Communication that motivates the consumer to buy products, services, ideas and images. One may or may not like the advertisements but advertisements are everywhere. They are seen on the walls, back of the buses, in playing grounds, on road sides in stores and in planes too. They are seen in newspaper, magazine, on TV, on internet and are heard on radio. The fact is that we are being bombarded with advertisements day in and day out from all imaginable media¹⁰.

Albert Lasker, who has been known as the father of modern advertising said that Advertising is "Salesmanship in print". But the definition has been given long before the advent of radio and television and at a time the concept, nature and scope of advertising were entirely different from what they are now.

Today, the concept of advertising has been very much broad. The definitions of advertising are many and varied. It may be defined as communication process an economic and social process, a public relation process, depending on the point of view.

"Advertising is form of communication intended to promote the role of a product or services to influence a particular cause to gain political support to advance a particular cause or to elicit some other response desired by the advertiser"¹¹

Advertising basically encompasses communication paid space or time, presentation and promotion of products, persuasion and promotion of the consumer in a communication process. There is a source of message in advertising, which flows from the mouth of advertiser, i.e. Producers or sellers and

¹⁰ Kazmi and. Satish, Op.Cit P.7.

¹¹ *New Encyclopedia Britannia*, 15/e, Vol-I, Chicago 1979, P 103.

travels to the receiver. Advertising by its definition, is persuasive, communication and its objective is to turn the potential buyers into the actual one.

Advertising is used for promotion of the sales and sales ability of the products. Advertisers seek to persuade the consumers to try his products through advertising and such as it is regarded as persuasive communication. It only helps to sell by creating different foundations requires for promotion and presentation.

"Advertising consists of all the activities involved in presenting to a group, a non-personal oral, and visual, openly sponsored message regarding a product service or idea. This message is called an advertisement is disseminated through one or more media and is paid for by the identified Spenser".¹²

This advertising is the process includes programming the series of activities which are necessary to plan and prepare the message and get it to the intended market.

“Organization obtains their advertising in different ways. In small companies advertising is handled by some one in the sales and marketing department, who works with an advertising agency. A large company will set up its own advertising department whose manager reports to the vice president of marketing.”¹³

In actual sense advertising is any paid from of non-personal presentation of ideas, foods or services by an identified sponsor. It is used to help sell products and services a glance at the buying stops is worth taking.

"Advertising includes those activities by which visual or oral message are addressed to public for the purpose of informing then and influencing them either

¹² William J. Stanton, *Fundamentals of Marketing*, 5/e, McGraw-Hill, New York, 1985, P.448.

¹³ Kotler, Op.Cit.P.627.

to buy merchandise or services or to act or be inclined favorable towards ideas, institutions and person featured"¹⁴.

"The objective of advertising is usually to change or influence attitudes. It aims to persuade people to buy product "A" instead of buying product "B" or to promote the habit of continuing to buy product "A" they are unlikely to buy both product A and B"¹⁵.

These days the concept of advertising has been widely increased. Many advertisers use advertisements for many purposes with many different possible effects. There is very much attractive advertisement for the consumer products such as toothpaste, soaps, noodles, soft drinks, hard drinks. The advertisement focuses on the particular message to be delivered to the public to get the total market coverage of their particular product. They advertise because they find it a convenient means of communication for their consumer.

From the above mentioned definitions the reader can have an in-depth view of different aspects that have been considered in defining advertising. The definition has used certain words and phrases with high degree of importance. Such as: -

1. Non-Personal Presentation and Promotion: - In the case of personal selling there is a face to face presentation and promotion of product or services by the salesperson. Advertising is totally non-personal offering no personal interaction, delivered through media and often viewed as intrusion. Of course, advertising may help the sales person in his/her selling efforts.
2. An identified Sponsor: - These words clarify the difference between the advertising and the propaganda. Just like advertising propaganda attempts to present certain options and ideas which may influence the attitudes and

¹⁴ B.N. Ahuhja and S.S. Chhabra, *Advertising*, 2/e, Surget Publication, New Delhi, 1995, P.1.

¹⁵ Frank Jefkins, *Advertising*, 3/e, Macmillan India Ltd, New Delhi, 1999, P.15.

- actions of people. However, the source of propaganda is unknown whereas in case of advertising the sponsor of ideas or opinions is clearly known.
3. **Controlled:** - The advertiser control the content of advertising message, its time and direction. Advertisers say only what they want to say and by selecting the appropriate medium, direct the message to the audience whom they intend to receive. In case of publicity it is not under the control of the advertiser.
 4. **Mass Communication Media:** - The broad group of people (audience) can best be reached by mass media such as newspaper, magazines, television, radio and outdoor displays. This qualification separates advertise and personal selling. The multiple messages are delivered to millions of people simultaneously.
 5. **Persuasion:** - The major objective of the advertising inherent in the presentation and promotion of ideas, goods or services is to achieve predetermined objective through persuasive communication, precipitating the change or reinforcement of desired attitude or behavior.
 6. **It is not neutral; it is not unbiased:** - Advertising is not neutral or unbiased. All the advertisement that appear are controlled by the advertiser and are intended to serve the advertisers interest in some or many ways. Advertising has gained much attention because it is the best known and most widely discussed form of promotion and a very important promotional tool. There are several reasons for this. It can be a very cost effective method to reach a large audience. It can also be used to create images and build symbolic meanings for a company or brands.

"Advertising alone almost never 'sells' products, services or ideas. It helps to sell through persuasion. For any reason, if a product is not available in the distribution outlet the "greatest advertisement" can't sell this product. If the consumer perceives that product is overpriced or does not meet their requirements than

advertising won't be able to sell such a product. No amount of advertising will persuade consumer to buy a bad product a second time. Advertising can't sell anything if that is not perceived by the audiences as needed, wanted or desired"¹⁶

"Advertising benefits the customer. They come to know about products and product information. They get the information about the product availability. Advertising makes mass distribution possible. It expands the market. Advertising creates market for new products. It makes in aware of new uses of old products. Consumer gets post purchase satisfaction because there is advertising, consumer gets a wide choice. It makes competitive economy possible"¹⁷.

Now a Day advertising has become a major form of selling. Hence advertising is essential for manufacturer, wholesaler and retailer in order to influence their consumer's behavior to obtain the desired sales. In this sense we can conclude that no market in any part of the world is imagined without advertisement.

2.2. Evolution of Advertising ¹⁸ (Brief History of Advertising)

Modern advertising is largely a product of 20th century. The development of technology and research has led to increase sophistication in advertising in recent decades. During ancient and medieval times, advertising was crude if measured by present day standards. However the basic reason for using advertising was the same than as it is now.

The recorded history of advertising comes a period of about 5000 years including the modern satellite and internet age. Our knowledge of advertising in ancient

¹⁶ Kazmi and Bhatta, Op.Cit, P 12.

¹⁷ Chunawala and Sethia, Op.Cit,P.21.

¹⁸ Monle Lee and Carla Johnson, *Principles of Advertising*, Viva Books, New Delhi, 2003, pp.13-16.

times is in fragments. Nevertheless it seems that the urge to advertise has been a part of human nature since ancient times.

It is not a new phenomenon; its evolution has been dynamic. It originated with the beginning of commerce. The economic prosperity and changing consumer needs in the market have greatly influenced its evolution.

2.2.1. Early Stage of Advertising (up to 1440)

In this stage there was a barter oriented economy. The technology was confined only in primitive hand tools labor based techniques were widely used. Advertising was done verbally, i.e. by word of mouth. Public criers and street hawkers transmitted product messages. Handwritten signs and symbols were used to advertise the products. Horns and bells were used to attract the attention of the consumers. Signs were printed on the walls, carved in clay, wood or stones were hung in front of the shops to attract the attention of the passer by. Most of the people could not read so the signs often symbolized the goods for sale. In this stage advertising was mostly in graphic form.

2.2.2. Printed Stage of Advertising (1441-1900)

After the invention of printing press in 1441 by Johannes Gutenberg in Germany, it becomes the major achievement in civilization and there seems the important development in the history of advertising. Mass production of advertising became possible. Posters pamphlets and handbills became media of advertising. Newspaper appeared in early 1600s. They became an important media for advertising. Messages were simple and informative. From that vary date the newspaper advertising begins to develop. This was an important phase in the history of advertising. In early age, newspaper advertisements were in the form of announcement. In 1650 London newspaper offered a reward for the return of 12

stolen horses via its newspaper. The first advertisement of coffee was published in 1652. Chocolates and Tea were also introduced through newspaper advertisements in 1657 and 1658 respectively.

Later in 1704 'Boston Newspaper' started a professional advertisement through its newspaper.

2.2.3. Broadcast Stage of Advertising (1901-1970)

This stage witnessed the invention of radio, television and motion pictures. Radio has become the most powerful audio media of advertising since 1922. It reaches the millions of illiterate people. Television became an important and popular audio-visual media of advertising since 1948. It provided the visual effects.

Gradually advertising agencies appeared, in this stage. J. Walter Thompson was the pioneer of the advertising agency. Research agencies related to advertising also appeared. Advertisements were used to promote the social and political issues.

During 19th century, it is marked by a new king of brand advertising, magazines; both weekly and monthly magazines started catching the imaginations of people by popularizing the brands. This is the period that welcomed window and counter display, exhibition and trade fair.

From this phase advertising enters into the professionalism. But in 1929, when stock market crashed and in 1930, when great depression was observed in the world, it caused the adverse impact on the growth of advertising.

During this decade, advertisers looked for various ways to make their advertising more effective. To overcome the depression, false and misleading advertising continue to thrive, which ultimately controlled by the government regulations.

2.2.4. Information Technology Stage of Advertising (1970 to present)

A new kind of advertising strategy has been observed after 1970 where the competitor's strength becomes as important as the advertisers. The advertisements were made to attract the consumer mind and to make then product different from the product of competitors.

"From this time onwards however, advertising never looked back, not only in the united states and western Europe but in developing countries as well. It has sealed higher and higher peaks in terms of billing as well as its quality and its sophistication"¹⁹.

During the last decade, several significant new technologies have affected advertising considerably. One was the penetration of cable TV, Network, Computer Technology and Internet Providers has added the significance of the advertising in this era.

Now, advertisement is getting result oriented in terms of profit performance, customer retention more than this the concept of niche marketing and mass customization are highly promoted by the advertising.

Advertising has come a long way from the simple sign on shop to a powerful device of promotion and persuasion. It has been very much of a presence along out way and it would seem destined to span out future as well.

¹⁹ Chunawala & Sethia, Op.Cit, P 29.

2.3. Types of Advertising²⁰

Different types of advertising try to reach different target audiences. The type of advertising varies according to the use.

2.3.1. Producer Advertising

Producers are the business enterprises they produce products to get profit and meet other objectives. They advertise the products under the brand name. They advertise a product on nationwide or on the global basis to inform, persuade, remind and reinforce customers. The producer advertising gives emphasis to the consumer advertising, consumer are the ultimate users of the products. So the producers advertising basically target the individuals and households who consume their products. Producers also undertake the cooperative advertising to promote generic products such as milk, egg, tea, coffee, fruits in favor of the consumers.

2.3.2. Resellers Advertising

Resellers are the middleman consisting of distributors, wholesalers, retailers they buy products not to consume by themselves but to resell to the others. They use the media such as local newspaper, billboards, local FM radio stations and cable television. The objective of the resellers advertising is to encourage the customers to patronize a specific store, to emphasize price, image, service product assortment, hours of operation, and location.

2.3.3. Personal/Individual Advertising

It is advertising by individuals it is in the form of classified ads. It can be information based, about the births, deaths, marriages. It can also be buying and selling of personal products. It can also take the column of loss and found items.

²⁰ George E. Belch and Michel E. Belch, *Advertising and Promotion*, Tata McGraw Hill, New Delhi, 2000, P.18.

The mostly used media by individuals for advertising are newspaper bulletin boards webpage and direct mail etc.

2.3.4. Government Advertising

It is advertising by government at national and local level. It is generally in the form of public notices. It involves big budget. Government ads are in the form of procurement, ads public awareness and reform the society. Tourism promotion ads, sale of saving/government bonds and financial ads are under the government advertising.

2.3.5. Social Advertising

Social institutions provide services to society. They are not guided by the profit motive rather guided by the reform of society. They advertise for advocacy to raise issues such as environmental protection, women rights, human rights, AIDS precaution, abolition of child labor, anti smoking ads, ads related to legislation comes under this social advertising. The social institutions can be religious, educational, clubs and associations. They advertise nationally and locally.

2.4. Function of Advertising

The basic function of advertising is to bring something deliberately to the notice of someone else. However, it's another function is to create a positive, psychological image about the products or services.

The role of advertising depends on how much important is attributed to advertising relative to other promotion mix elements in the company's marketing program.

Most advertisements help in producing psychological effect and can help in changing only mental state of audience and predispose them towards the purchase of advertised product or service.

It is essentially a form of communication and its basic responsibility is to deliver desired information to the targeted audience. Generally these functions are grouped as marketing, communication, education, economic and social functions, which are described as follows.

2.4.1. Marketing Function

Any company manufactures and sells the products in the market for the purpose of generating profit. To increase their sales or profit companies develop their own marketing strategy. The marketing strategies are determined by the particular way company combines and use various marketing elements. This marketing mix includes a variety of option known as the 4 P's and generally categorized under the heading of product, price, place, promotion.

Advertising falls in the promotion category and is part of the promotional mix. It is used to sell or win acceptance of company's products, services and ideas.

Advertising presents the message through the mass media, to a large group of people, known as the target audience. In this sense advertising plays major role in deliberating the message to the public in a short span of time.

2.4.2. Communication Function

Advertising is itself to communicate some message to a group of people. The main objective of advertising is to communicate the basic message or knowledge to the consumer so that they can use their product. Advertising had its beginning in ancient civilization in terms of communication. Since the people were illiterate,

different symbols, signs and carvings in wood, clay and stone were used by Greek and Roman businessmen to communicate or to sell their products in the market.

Even these days also symbols are used to convey the message to the people. Communication of information is one of the basic functions of advertising. The advertisements published in newspaper, telephone directories, classified ads, legal notice, notice broadcasted by the radio and television are playing the role of communication in advertising.

2.4.3. Education Function

Advertisements are to educate people also. People learn from advertising. They learn about the products, features of products and the way how the products can be used / operated.

Advertising spreads knowledge to the general public which reduces the accidents occurred by lack of knowledge and reduces the waste of natural resources.

More than this advertising must be persuasive too. It must influence people to be involved into action, no matter whether the action is the purchase of toothpaste or to be involved in protecting the environment.

The function of persuasion and education are almost similar in case of function of advertising.

2.4.4. Social Function

Advertising helps to reform the society in long term perspective. It is one of the modern society's most visible aspects. This helps to improve the standards of living. It provides the opportunities to select the product that can best match the

social needs. The advertisement relating to the social issues to reform the society has led to important social and legal changes.

2.4.5. Economic Function

Advertising makes the consumers conscious about the products. It provides the complete information about provides the complete information about the new equipment/technology/price and other various economic issues to the users. Advertising also reduces the cost of distribution and the boredom of personal selling. This results the lower cost and higher profit.

"To sum up the function of advertising are as follows: -

1. To identify the product and differentiate them from the competitors product.
2. To communicate information about the products features and its location of sale.
3. Stimulating the distribution of a product.
4. To increase the product usage to enhance the profit.
5. To build brand preference and loyalty"²¹.

2.5. Classification of Advertising²²

Scholars have proposed various approaches to classifying the vast variety of advertising. Classification of advertising is possible with the categories of organizations and the audiences to whom the advertising is aimed at.

2.5.1. Consumer Advertising

Most of he advertising in the mass media television, radio, newspaper and magazines are consumer advertisements. Consumer ads are aimed to educate the

²¹ Courtland L.Bovee and William F Arens, *Contemporary Advertising*, 2/e, Richard. Irwin Inc, 1986, pp.8-9.

²² Kazmi and Bhatta, Op.Cit. pp.19-26.

consumers for the product by the manufacture of the product or the dealer who sell the product. The consumer advertising focuses to the purchaser and to the user both. For example, Advertisement of a "Beer" is for the purchaser and the user both where as the advertisement of a baby (infant) product is aimed only at the purchaser not to the user.

2.5.2. Trade Advertising

Trade advertising is used to promote products to resellers encouraging them to stock the huge amount of product. Unless the product is available with the retailers consumers will not be able to purchase it. Manufacturer emphasizes the profitability to retailers and the consumer demand that will ensure the high turnover of the product.

In case of the mass distributed product the manufacturer is interested in increasing the number of retail stores that stock the brand. The objective is to achieve maximum distribution. In this situation the advertising is aimed at creating brand awareness among re-sellers which is followed by sales people or by offering some trade incentives.

2.5.3. National Advertising

The term "national advertising" has a special connotation that is not confined to any geographical area within the nation. This type of advertising is undertaken by a marketer of a branded product or service sold through different outlets in the distribution channel whereas they may be located. In reality this does not necessarily mean that the product is sold nationwide. The majority of the advertising can be seen in the national level TV channels.

National advertisers realize that under some conditions, it is better to advertise in regular or local media rather than the mass media. National advertisers are able to

identify and reach narrowly defined market segments there would appear more regional and local advertising. It can also be classified into regional advertising and in still narrowed sense it is a local advertising.

2.5.4. Industrial Advertising

Industrial advertising refers to the advertising related to the industrial products. Manufactures are the buyer of machinery, equipments, raw materials and consumables etc. in producing finished products that they sell. They use media such as industry publications, direct mail, telephone, internet, and trade fairs. The buyers are few and the purchases by each one remarks large.

2.5.5. Professional Advertising

Professional advertising is directed towards people who are not the final consumers. Many professionals such as engineers, architects, doctors, bankers often make the final purchase decision on the behalf of their clients. The advertising media are professional journals direct mail and mass media.

2.5.6. Corporate or Institutional Advertising

Corporate advertising is an extension of public relations functions and does not promote any specific product or service. Corporate advertising aims to build and maintain the image of the company or institution. The target group of corporate advertising is most often customers, stockholders, employees, financial institutions, political leaders and government. The objective is to establish or boost corporate identity and image counter negative attitudes towards a company or industry or to promote and relate the company to some worthwhile social or public interest causes.

2.5.7. Non Product Advertising

The advertisement of ideas and services comes under non product advertising. Advertising being a powerful tool of communication is often to influence the special interest groups and sway the public opinion.

Ideas related to environment, population explosion, declining natural resources, road safety measure, child labor, human rights, equal status to woman, dowry are the examples for which mass media advertising has increased in the recent years.

The concept of service advertising has also been increasing due to the complexity of the society in which people need various services. There is a need of medical, financial healthcare, transportation, repair and maintenance, services, psychiatric and counseling services, domestic help and many other services.

Service advertising is more difficult than product advertising. Services are intangible, inseparable and there is not transfer of ownership, which can't be seen physically and hence should be personalized in some way.

2.5.8. Commercial and Non Commercial Advertising

A commercial advertising promotes goods, services or ideas for a business with the expectation of making a profit. A non commercial advertisement is sponsored by or for a charitable institution, civic group or religious or political organization. Many non commercial advertisements collect money and keep in the expectation of raising funds for the purpose of reforming the society.

2.5.9. Action and Awareness Advertising

Many ads are intended to get the immediate action where as some other have a long term prospective. Such advertisements are action, goal oriented. Sooner or later they want to bring the effect through advertising. An advertisement that aims to build the image of a product with the brand name is called awareness.

Awareness may be making people aware of the product in comparison to the competitor's product.

2.6. Advertising and Other Marketing Activities

'Marketing' is only the key factor for the growth and development of business house and nation as well similarly marketing is considered as the best one which is completely based on customer satisfaction and for the relationship marketing is vigorously used these days. Advertising hence is one of the marketing activities which are popularly used to promote the business and sales.

In personal selling for example, the salesman depends in personal contact with the prospective customer. In sales promotion special inducement are offered in return for business at a particular time. In Publicity information about goods, services or ideas are provided to the public. But advertising attempts to inform and persuade a large number of people with a single communication.

2.6.1. Advertising compared with Salesmanship

Salesmanship is an act of persuading a single individual where as an advertising directed towards the large group of individual. In this connection Longman has given the distinction between advertising & salesmanship as follow: “When a persuasive communication is directed towards a single individual it is an act of salesmanship, when it is directed towards a large groups of individuals it is called Advertising.”²³ A salesmanship spent much of his time deciding which people he should meet and dealing with him regarding his sales approach.

Salesmanship knows only the individual whereas advertising focuses on mass group. It sometimes appears that personal sales call should be more effective for selling than advertising message. In such, we can take an example that a reader

²³ Kenneth A. Longman, *Advertising*, 2/e, Harcourt Bruce, Jovanovich, 1971, P.149.

may go through the entire magazine without noticing its advertisements but it is unlikely that a salesman calling on him can never be unnoticed.

Salesman are more effective in persuading and spreading the matter to the prospects as there exist a direct communication and physical meeting of the salesman with the prospects where as advertising can simply decline the message and there will be no more questioning. In case of the salesmanship the salesman can answer the question rose by and can eliminate the misunderstanding on the spot itself. But in case of the advertising, the advertiser may not know there have been misunderstanding or not.

But in terms of cost effectiveness, advertising is for better than the salesmanship. The cost of delivering an advertising message to a group of people is remarkably less than the cost of having a salesman call on the same number of people

“It is easier to hold a man to account for what he proclaims in the public than for what he whispers in private.”²⁴

Hence Advertising and salesmanship both are marketing communication methods, Advertising is a mass communication where as the salesmanship is an individually tailored one.

2.6.2 Advertising compared with sales Promotion

Advertising while comparing to sales promotion can be taken as a medium through which a sales promotion offer is made. But Advertisement is not itself an act of promotion. Advertising is usually addressed to a large group of people where as sale promotion is an act of promoting advertising the product or services.

²⁴ *Advertising Age special issue*, Vol. 34, P.3.

“Sales promotions are short-term incentives to encourage purchase or sale of a product or services.”²⁵

It is said that advertising, by using a variety of persuasive appeals, offers reasons to buy a product or services. In contrast sales promotions besides giving reasons in the form of different appeals offer incentive to the consumers to buy the product or services now. The primary appeals in advertising are emotional and in case of the sales promotion, the primary appeals are rational. Timeframe of advertising is long term and that of promotions are short term. The primary objective of advertising is to create an enduring brand image while primary objectives of sales promotion are to get sales quickly or induce trial.

The major users of the sales promotion are marketers of soaps, detergents, toiletries, soft drinks, toothpaste, tea, textiles, and consumer’s durable goods such as computers, peripherals, music systems, autos, television and many other household items. In fact the list of product categories using sales promotion is ever increasing.

To sum up, Advertising in general is an indirect and subtle approach towards persuading customers to buy a product or services, Sales promotion is direct in its approach to induce consumers to buy the product or to try the product immediately by temporarily changing the existing price value relationship of the product or services.

2.6.3 Advertising compared with publicity

Advertising is somewhat more persuasive than the publicity. Publicity is an effort to make available certain information to the public.

²⁵ Kazmi and Batra, Op.Cit. P.365.

According to the teachers of marketing & Advertising of America “Publicity is any form of non personal presentation of goods, services or ideas to a group. Such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for.”²⁶

Publicity can be taken into a brand sense, where as Advertising is a part of it. The term publicity is more comprehensive and vague than the word advertising. So we can say all advertising is publicity but all publicity is not advertising.

Publicity and advertising are familiar to some extent, both highlight the concept of conveying the message or information to the public via different channels and newspaper i.e. with the help of Mass communication and hey both try to present the information impersonally.

But in another sense, Advertising is a controllable, and it is guided by the manufacturer or advertiser but the marketer or producer has less control over the publicity. It cannot be controlled as it is to be.

2.7 Objective of Advertising

The objective of advertising is to make the people aware about the product and to maximize the sales. The whole advertising campaign highlights the concept of sales promotion. It focuses on sales incensement.

“A sound conceived advertising campaign should have one or more objective. Objectives help the marketing firm to determine what is to be accomplished

²⁶ Sonakoti , Op.Cit. P.2.

through the advertisement campaign. It also facilitates the evaluation of the campaign through a campaign of results with the initial objectives.”²⁷

Many experts recognize that advertising creates delayed effect and no matter how much money is spent on Advertising, it may not immediate impact on sales. Advertising may be successful in building interest and favorable brand attitudes, but these feelings alone will not lead to actual purchase unless the consumer has enough buying power or enters the market for the brand and this may take place much later.

The success of advertising is counted when it wins the new customers and retains the existing customers. Hence it is fundamental to wisely spend the amount in advertising. Before making the advertising expenses one should be clear that it can win the repeat purchasers. To achieve the sound and profitable result from advertising, a product must be well adopted to the wants of the prospective consumers.

With the view of above elaboration are can trace out the objective of advertising as follows:

- i. To familiarize the new product.
- ii. To maximize the sales.
- iii. To expand the market & the customers.
- iv. To make a social offer.
- v. To educate the customers.
- vi. To maintain the competition in the market.
- vii. To retire the lost sales.
- viii. To attract the investors & distributors.

²⁷ K.D. Koirala, *Marketing Decision*, 4/e, M.K. Publishers & distributors, Kathmandu, 1995, P.179.

2.8 Advertising & Consumers.

Advertising has a direct relationship with the consumers. The consumers are guided to purchase a product or to be motivated towards the product by advertising itself.

Through its various forms advertisement disseminates the useful information, relative merits and special features of the products & services to the consumers. It is assumed that the advertising increases the utilities of given commodities for people.²⁸ “By pointing out and emphasizing the qualities possessed by certain goods, consumers are led to appreciate more strongly the utility of such goods.”²⁹

Advertising undoubtedly has the power to increase the satisfaction desired from commodities already in use. To some extent advertising influences the consumption. In reality, the effect and the success of advertising is justified from the favorable reaction that it can create on the customers.

2.9 Advertising Media

The term ‘Media’ can be defined as a transmission service for delivery the message to the target audience. Advertising messages travel through the various Media. Advertising media likewise is a vehicle for carrying the sales message of an advertiser to the prospects. The advertising media carries the advertising message of the company that manufactures a product & services to the customers who wish to buy it. Advertising message plays a vital connection among the manufacturer and advertiser and the ultimate user of the product.

²⁸ Sonatakki, Op.Cit. P.9.

²⁹ C. H. Sandage and Vernon Fryburger, *Advertising :Theory & Practice*, 5/e, All India Traveler Book Seller, New Delhi, 1985, P.41.

Advertisement message travels through various Medias. The forms of media can be drawn as:³⁰

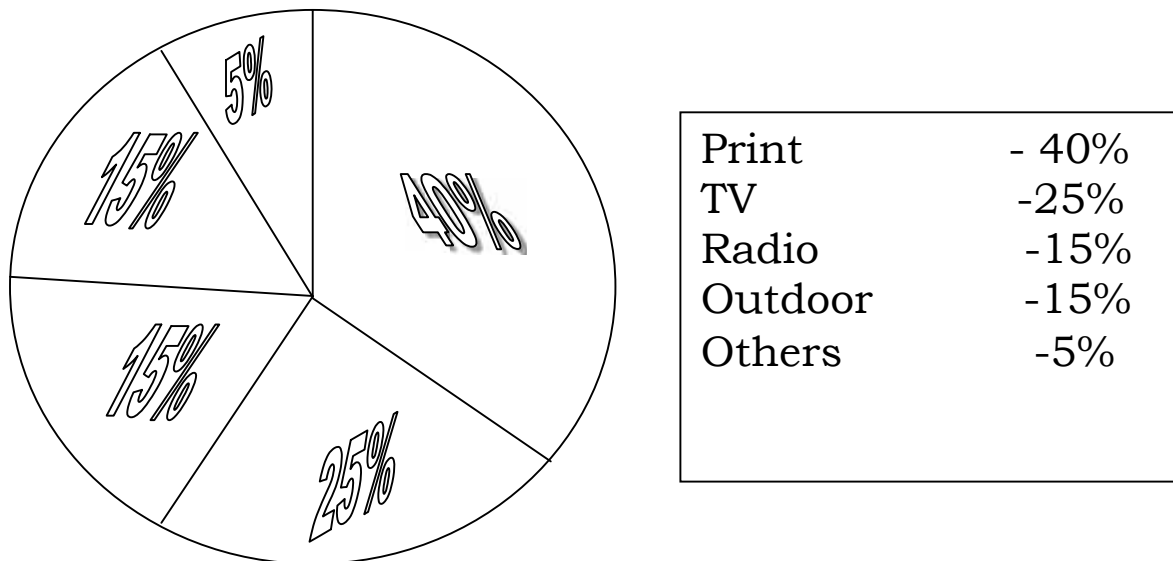
- J Indoor Media
- J Outdoor Media
- J Display
- J Direct Media

In the present situation, every media has spacious space and time for delivering the advertisements through their newspaper, magazines and TV channels. The Medias are found advertising themselves to promote the sales of their advertising space &time.

Advertising media now has been playing a major role in the growth of the industries through the promotional activities. Since there exist various media vehicle in the market, print media has the dominant position which is followed by the electronic media i.e. TV, radio. The increasing tendency of establishing the new TV channels stations and FM stations has also added the territory to the advertising media.

³⁰ Kenneth E. Clow and Donald Back, *Integrated Advertising ,Promotion and Marketing Communication*, Pearson Publication, New Delhi, 2002, pp.266-281.

Market share of different media³¹



In Nepal, the media sector has progressed a lot after the restoration of democracy in 1990. After this the dozens of newspapers, magazines, many FM stations and TV channels mushroomed in the country. They are not only established but also played a major role in the sector of communication like wise with the development of media the advertising has also boomed. The present status of various media available in Nepal is analyzed below:-

2.9.1 Print Media

Most probably, print media is the oldest and the largest media for advertising. In the context of our country advertising spends huge amount of money on newspapers and magazines. Tentatively 40% of the expenditure goes to the print media. There are numerous publications and each publication has its own area. They have got their brand image due to which the news paper is bombarded with the advertisement. In any national publications more than the news,

³¹ S.B. Rai "Advertising Impact on Brand Choice & Brand Loyalty" Masters Degree Dissertation submitted to Central Department of Management T.U. 2005, P.42.

advertisements are found. Among various publications, newspapers and magazines are the popular form of print media which is presented below.

2.9.1.1 The Newspapers

The newspapers have an inevitable part of life. Without newspaper, the modern life can't be imagined. Newspaper is the most cheap and easily available means of communications which one can go through in any situation at any place at home, early in the morning with the cup of tea, school, shop, campus, library, bank, and departmental store offices. The newspapers are a mass medium that is read by almost everybody and everyday. As an advertising medium, newspapers are flexible and timely. Advertisement can be inserted or cancelled on very short notice and can vary in size spreading from small classified to multiple pages.

“Newspaper is one that gives news, views, ideas, interpretation, opinion, comments, explanations regarding the social, economical, political, educational, moral, cultural, ecological, methodological, development & the like”³²

In among all Medias newspapers are considered as the backbone of advertising program. There are several types of newspaper such as daily, weeks, morning newspaper, evening newspaper and advertising bulletins. These types of newspapers can also be classified in terms of coverage frequency and languages. Coverage may be of geographical or subject matter newspaper. Newspaper may be of national level, regional and local level too. In Nepal the national daily newspapers are “The Kantipur”, The Samacharpatra, The Kathmandu post, The Gorkhapatra, The Rising Nepal, The Rajdhani, The Annapurna post, The Space Times, The Hindustan Times. The weekly newspapers are “The Nepali Times”, The Jag Astha, Bimarsha, Dristhi, Punarjagaran, Saptahik, Samakalin etc.

³² Sontakhi, Op.Cit. P.140.

Similarly Prabhatkalin and Sandhyakalin newspaper are also available.

Number of newspapers in Nepal³³

<u>Frequency</u>	<u>Number</u>
Daily	298
Half yearly	9
Weekly	1414
Fortnightly	276
Monthly	1231
Bi-Monthly	259
Quarterly	407
Four Monthly	22
Half yearly	60
Yearly	73

Table 2.1: Number of Registered news paper by Development Regions³⁴

Development Regions	Daily	Half Weekly	Weekly	Fort Nightly	Monthly	Two Months	Three months	Quar terly	Half Yearly	Yearly
Eastern	52	2	172	35	38	9	17	1	4	-
Central	155	6	931	207	1031	227	339	20	50	60
Western	29	2	105	24	40	13	16	-	2	4
Mid Western	8	3	57	1	9	2	11	-	2	1
Far	7	1	39	-	4	3	1	-	-	1
Total	251	14	1304	267	1122	254	384	21	58	66

³³ S.B. Rai Op.Cit.P.52.

³⁴ *Statistical Pocket Book Nepal*, Central Bureau of Statistics Kathmandu, 2004, P.164.

2.9.1.2 The Magazines

Magazines are the mediums to use while high quality printing and color are desired in an advertisement. Magazines can reach a national market as a relatively low cost per reader. Through special interest magazines or regional editions of general interest, magazines an advertiser can reach to selected audience³⁵

With least of wasted circulation, Magazines are usually read in a leisure time in contrast to the haste in which other print media are read. This feature is especially valuable to the advertiser with a lengthy or complicated message. Magazines have relatively long life anywhere from a week to a month and a high pass along readership.

With less flexible production schedules than newspapers, magazines require advertisement to be submitted several weeks before publications. So, in selecting the magazines for advertising the media buyer must consider the publications circulating its readership cost and mechanical requirements.

2.9.2 Electronic Media

Electronic Media is the most widely used and popular media in 21st century. It is mostly preferable media for advertising by the advertiser with the development of civilization the electronic media such as Radio, TV and Computer are penetrating to more and more homes every moment. In Nepal about 40% of advertising expenditure goes to the electronic media. Though only two Radio and TV are the means of electronic media, the number of FM Stations and TV channels has been increasing rapidly.

³⁵ Stanton, Etzel and Walker, Op.Cit. P.513.

2.9.2.1 Radio Broadcasting

After radio has come into existence, it has become the powerful communication for all radio is widely listened throughout the entire world. Over the past decade radio has enjoyed the rebirth as an advertising and cultural medium.

When interest in TV increases, radio audiences seems to be declined in the recent decade but during 19th century 1200 new radio stations including 75% FM stations were established and about 80% of the Americans listen the radio daily.

The history of radio broadcasting in Nepal was started in the year 1950. Initially radio broadcast was made to the public from the presence of Biratnagar jute mills in Biratnagar, Later Radio Nepal was established and broadcasted from Katmandu. Now 48 FM Stations are in operations throughout the Nations.

The radio broadcasting is cheapest and quickest means of mass communications in Nepal. Due to geographical diversity in nation, radio broadcasting has proved a very effective medium in disseminating the information and educating the people of remote area. There are thousands of people who can't read the newspaper where radio has proved its efficiency by creating awareness through audio method.

2.9.2.2 The FM Broadcasting

Frequency modulation program is the most happening radio program today. In its history "Radio Nepal launched the test transmission of the first FM channel in Nepal on 16th November 1995. The FM channel airs program on 20 M.Hz. on the FM band through a 1 KW transmitter installed in Katmandu. A state of art studio with stereo with stereo facilities has been established at Singhadarbar with sufficient facilities to broadcast program on live."³⁷

³⁷ Brochure of Radio Nepal, 17th July 1995

In the initial phase FM transition began a short period program as an experienced basis and with a view to get popularity went on six hours long regular programming from 15th Poush 2052. In the beginning the FM stations are confined only in Kathmandu or in urban areas but due to the government liberal policy on media, FM stations are mushrooming in the country.

Now FM stations are established outside the Kathmandu valley and in remote area too. Now days above 4 dozens of FM broadcasting are heard throughout the nation.

Now a days FM stations are the effective and efficient media for advertising. Since FM channels are based on local territory, the advertiser can select the FM stations according to the territory covered by them to advertise their product.

2.9.2.3 Television:

Television is believed to be the most authoritative, influential and exciting medium. It is often said that television is the ideal medium for advertising because of its ability to combine visual images, sound, motion and color. Products can be demonstrated as well as described on TV. It offers wide geographical coverage and flexibility.

Now cable is also changing TV as an advertising media. Nearly 50% of the American homes have cable with an average of 20% broadcast station per house hold.

The history of Television broadcasting in Nepal has not been so long. It was started on August 13, 1985 with the view to cover Kathmandu valley. Now there are six Nepalese TV channels in existence and few more are in process to be broadcasted. Television plays significant role in delivering the advertisements and

the advertisement broadcasted by the Television has high impact on brand choice of convenience products to the general public as the TV ads are more attractive and convincing in comparison to Newspaper ads and the radio ads.

The dominant TV channel through out the nation is Nepal Television in terms of the geographical coverage but in recent days other Television channels are also emerging and doing their best in their respective field. Besides Nepal Television, Five other channels are in operation such as Channel Nepal, Kantipur TV, Image TV, NTV Metro, Nepal One TV and other few channels are in the process to join as Sagarmatha TV, Avenue TV and TV Nepal.

Increasing TV channels create competitive situation in advertising business and improving the quality of advertisement. Now TV channels are generating huge amount of revenue for advertising. The consumers basically the children are highly attracted and impressed by the TV ads, through which the producers and sellers are able to penetrate their products to the market.

2.9.3 Outdoor Media Advertising

Outdoor advertising represents the oldest medium while studying the historical background it has been observed that outdoors advertising existed as early as 5000 years ago in Babylon, Greece & Egypt. During this era, signs were used to mark the location of mercantile establishments. Traders in these days used signs outside their buildings and along the routes as a means of mass communication.

Outdoor advertising is usually used as supportive medium by most national advertising and includes billboards, hoardings, posters, wall pickings, transit advertising. “Outdoor advertising can generate considerable reach & frequency

levels at a fraction of the cost of mainstream media and is most successful when it is used to accomplish narrowly defined communicative objectives.”³⁸

Outdoor advertising is the major advertising media offer the lowest cost per message delivered. In addition the medium offers other attractive features that include instant broad coverage very high frequency great flexibility and impact too. Outdoor Advertising makes traveling of millions of people entertaining in the road every moment

In the beginning, only the movies and convenience items like toothpaste, soap, and cigarette were advertised through the outdoor media has penetrated to the variety of products, services and social awareness.

2.10 Effective Advertising

Effective Advertising refers to informing the public about the right product at the right time through the right medium. Delivering the right message through a wrong medium at wrong time would be a definite wastage of time, money and resources. So effective advertising is based on the selection of proper media. Media selection decision refers to the selection of specific medium of advertising such as newspaper, TV, radio and outdoor media. According to the nature of the product or services the media selection is to be done for effective Advertising. The objective and strategy of the advertising is to be determined. The size and the characteristics of the audience is to be measured geographical coverage of the media is to be analyzed. The effectiveness of the particular media in the particular area is to be measured, similarly the cost benefit analysis to be calculated for the advertising effectiveness.

³⁸ Kazmi & Batra Op.Cit P.249.

2.11. The Advertising Agency

“Advertising agency is an independent organization of creative people and business people who specialize in the development and presentation of advertising plans, advertisements and other promotional tools. The agency also arranges or contracts for the purchase of advertising space and time in the various media. It does all this on behalf of different sellers, who are referred to as its clients in an effort to find customers for their goods and services.”³⁹

Advertising Agency is a team of experts appointed by clients to plan, produce and place advertising campaigns in the media. A modern advertising agency is the fountainhead from which most of the advertisements can be heard through national and regional media. An agency represents the core of advertising profession.

The modern advertising agency of today has advanced a long way from the space salesman of century ago to the extent that some felt it would be more appropriate to call it a marketing agency. Though the advertising agencies are booming in the country it would be incorrect to assume that the agency could substitute for firms own marketing department. Advertising is that organization which provides the specialized knowledge, skills and experience needed to produce effective advertising.⁴⁰

Some Advertising Agencies of Nepal:

- 1) Media Hub Pvt. Ltd.
- 2) Advertising Avenues Nepal
- 3) Synchro Media Pvt. Ltd
- 4) Key Advertising Agency

³⁹ Bovee & William, Op.Cit, 1986, P.83.

⁴⁰ Sontaki Op.Cit, P.348.

- 5) Thompson Nepal
- 6) Eco Advertising
- 7) World vision Advertising
- 8) Media Times Pvt. Ltd
- 9) Media Home Pvt. Ltd
- 10) Sakambari Production
- 11) Deena Advertising Service
- 12) Media vision Pvt. Ltd
- 13) Prisma Advertising
- 14) Time Media Service
- 15) Zeal Advertising co. Pvt. Ltd.

Besides this there are numerous Advertising agencies in the country. All the advertising agencies are under the umbrella of The Association of Advertising Agencies of Nepal (AAAN). So, advertising Agency is an independent organization which develops and executes advertising campaigns according to the requirements of the clients and places them to the media.

2.12 Evolution of Advertising in Nepal

The history of Nepalese Advertising is short in comparison to the history of Advertising in the world itself. In the developed countries, though in the primitive way, advertising entered long before the advent of Rana Regime in Nepal but In Nepal concept of advertising has come up in the Rana Regime .The first advertisement appeared in 1919 about the fourth coming book of Krishna Giri on the cover of the book ‘Mokshashiddhi’ and later the advertisement of Gorkha Bharat Jeevan and Sudhasagar newspaper appeared respectively.

After the emergence of Gorkhapatra in 1958 it published the rate of advertisement on its first issue, which motivated the businessman, business houses, and Traders

to advertise their goods. During that time, public announcement and notices were in the form of Advertisement.

In 1984, when the notice opening of Petrol Shop in Kathmandu was published in Gorkhapatra, it also motivated others to join the newspaper for advertising. This might be the first commercial; advertising of Nepal.

From that particular day onwards the advertisements started publishing in Gorkhapatra.

After the newspaper advertisement, Radio advertisement was heard in Magh 2007, a Pre-democracy announcement on Prajatantra Nepal Radio (Democracy Nepal Radio) established at the surrounding of Biratnagar Jute Mills Biratnagar. Later a kind of agreement was made that the government should provide the advertisement to the newspaper and radio.

“The first advertising agency “Nepal Advertisers” was established in 2017 B.S. Then only the advertising business got the path of development. The advertisers were very far at that period. The advertisements were only about the official notices and information. Advertising was seldom done in private newspaper. Radio and newspaper did not feel the advertising agencies necessarily. The Nepal advertiser established in 2017 had only limited service area. It provides press cutting service instead of artistic and attractive advertising in newspaper and magazine.”⁴¹

In 2020 ‘Nepal Printing and Advertising’ another Advertising Agency has been established. This agency started the advertising service to Nepal Bank Ltd, RNAC,

⁴¹ Dahal Mitrasen, *Nepalma Bigyapan Byabasaya, Smarika*, 2049 (AAAN), P.249.

Janakpur Cigarette factory, others government and non-government offices. This agency provides the both services of Printing and Advertising.

After the establishment of Nepal Television, Nepal Bank Ltd, Sajha yatayat, Nepal Brewery started the advertising by highlighting the image of the product. They felt that advertisements are to generate the brand image.

In the course of industrial and technological development the advertising has also been developing day by day. Now the advertising agencies have been emerging day by day and are actively participating in the field of advertising. After the restoration of democracy, Advertising had made immense progress because of liberal economic policy expanded market, & mostly the increasing of the media sector.

At Present we have various TV channels, FM stations, Radio broadcasting & various newspapers through which the advertisements are being bombarded. The number of readers, viewers and listeners has been increasing that provides the better option for the development of the advertising in Nepal.

2.13: Legal Provision for Governing Advertising in Nepal

There is no specific law relating advertising in Nepal but a few Provisions under various acts deals to advertising.

The following legal acts carry provisions under various acts relate to advertising in Nepal.

- i. National code, 1963 misrepresentation in the conduct of trade considered as cheating.
- ii. The food grains Act 1966, protection from hazards of adulterated & misbranded food articles.

- iii. The contract Act 1966 contract made on misrepresentation is viable
- iv. The standard of weight and measure Act 1967, maintains uniformity in weights & measure through government stamps.
- v. The public Nuisance Act 1970 prohibits absence advertisements.
- vi. The penal code 1973, Prohibits misinterpretation of quality and type of goods restricts nudity in advertisement.
- vii. The Black Marketing & certain other offences and punishment Act 1975, curbs black marketing, profiteering, hoarding adulteration and fraudulent marketing practices.
- viii. The Drugs Act 1978 restricts faults & confusing advertisement of drugs.
- ix. The Nepalese standard (certifications marks) Act 1980, Certifies quality standard through NS mark.
- x. The National broadcasting Act 1992, limits advertisement time on TV, Radio prohibits obscenity and terror in advertisement.
- xi. The consumer protection Act, 1998 (implemented in 2000) protection health and rights of consumers, consumers grievances redressed bodies provided; provides right of information to consumers.

Besides above other important acts are as follows:-

- i. Constitution of Nepal; Right to freedom of thought and expression.
- ii. Consumer protection Act.
- iii. Medicine Act.
- iv. Copyright Act.
- v. Patent Design and Trademark
- vi. Deformation & label Act.
- vii. Press & Publication Act.
- viii. Law of contract.
- ix. Taxation laws, especially income tax Act, Vat Act.

Income tax laws allow 5% of total sales for advertising as deduction for assuring tax liability.

2.14 Brands

A brand is a name, term, sign, symbol, or design or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors⁴². The word brand is comprehensive, encompassing other in assumer terms. A brand name consists of words, letters or numbers that can be vocalized. A brand mark is recognized by signature but can't be expressed when a person pronounces the brand name. Pepsodent, Close-up, Sunsilk, Gillete are the brand names. A brand can convey six levels of meaning Attributes, Benefits, Values, Culture, Personality and Users⁴³. A brand first brings the certain attributes to the mind but none of the consumers & customers buys products for attributes rather they're buying for the benefits. Hence attributes need to be translated into functional or emotional benefits. The brand also says something about the products values more than this brand represents the certain culture. Finally the brand suggests the kind of a consumer who buys and uses the product .For e.g. If we find a 12 years old boy driving a car, we may be surprised, and expect instead to see a matured man behind the steering. The users are those who respect the values, culture, & personality of the product.

Trademark is a brand that has been adopted by a seller and given legal protection. A trademark includes not just the brand mark but also the brand name. They may include the pictorial design. Brands are also successful because people prefer them to ordinary products. Brands give consumers the means whereby they can make choices and judgments. Based on these experiences, customers can then rely on

⁴² American Marketing Association, *Dictionary of Marketing Terms*, Chicago, 1988, P.18.

⁴³ Kotler, Op.Cit. P.444.

chosen brands to guarantee the standard of quality & services which reduce the risk of failure in purchase.⁴⁴

For example the brand name Mercedes stands for high technology, performance, success, expensive & so on. This is what the brand name Mercedes implies for so it would be a mistake for Mercedes to market an inexpensive car bearing the name Mercedes. This would dilute the value and personality that Mercedes has built up over the decades.

2.15 Convenience Goods

A tangible product that a consumer knows enough about before going to purchase it and then actually purchase it with a minimum of effort is termed convenience goods⁴⁵. A consumer is willing to accept any several brands and thus will buy the one that is most accessible. For most of the buyers, convenience goods include many food items, inexpensive candy, toothpaste and staple hardware items such as light bulbs and batteries. Convenience goods have a low unit price are not bulky and are not greatly affected by fashion. A manufacturer must be prepared to distribute the convenience goods widely and rapidly.

2.16 Types of Convenience goods⁴⁶

Convenience goods can further be divided into three categories

2.16.1. Staple goods.

Staples are the goods that consumer purchase on a regular basis. A consumer may buy toothpaste, pepsodent frequently and regularly.

⁴⁴ Stanton, Etzel and Walker, Op.Cit. P.262.

⁴⁵ Ibid, Op.Cit. P.213.

⁴⁶ Kotler, Op.Cit. P.436.

2.16.2. Impulse goods

Impulse goods are those good which are purchased by the consumer without any planning or search efforts. These goods are usually displayed widely. Thus various goods like candy bar, Magazines are placed to the counters because shoppers may not have thought of buying them until spotting them.

2.16.3 Emergency Goods

Emergency by the word itself defines the goods which are purchased in case of emergency. Such goods are purchased when needs are urgent umbrellas and raincoat during the rainstorm. Jackets, boots and shovels during the first winter snowstorm. Manufacturers of the emergency goods place them in many outlets so as to capture the sale when the customers need these goods.

2.17 Advertising & Brand choice

Advertising is the main marketing activity that can affect the consumer for selecting the product to be purchased or in other words, advertising affects the brand choice behavior of the consumer. It also motivates the consumer for switching over the existing brand the consumer is using.

The main objective of the advertising campaign is to influence the consumer is to influence the consumers to buy a particular brand. The marketers' concentration to the target group need, wants and preferences to decline the desire satisfaction beyond the main task of the company is to generate the consumer's satisfaction and long run consumer's social being. The consumer's preferences have been respected in the production programs by the producers. Every producer should keep the individual requirement of consumer while producing the goods and services and advertising the save for successful selling. Advertising creates the positive response to the consumers mind regarding the brand of the product.

Now the consumers are the supreme of their freedom for selecting the brand of the product they are motivated for the brand choice through the advertising. Advertising has also the super power to create the positive response especially of the particular brand. In the present situation there are various brands of specific product class. So the consumers can switch over to any brand rapidly but it is the duty of the advertisers to flow the successful advertisements so that the producer wins the favor of the consumer by providing what they want. The consumer's sovereignty has two implications:-

- 1) He has the fundamental freedom to spend or not to spend his disposal income on goods and services these are available in the market. No one can force the consumer to spend his income as per the requirement of the society.
- 2) The next is once he decided to spend on the particular product or services he has again full freedom to choose any product from the available products or services in the market. Buying a product and buying the best product depends upon the ability of the consumer to select the best among the wide range of varieties of the products for maximum satisfaction from the reasonable price. Advertising does the job of enhancing the consumer's ability by providing varieties of required information.

Advertising has a greater impact on brand choice behavior of the Consumer. Advertising acts as a guide to the consumer which helps the consumer to be rational also. Advertising provides up to date information regarding the products available in the market so that the consumer would decide to buy wisely and rationally.

2.18 Review of Related Literature

The study related to advertisement has done by various researchers in the form of dissertation. R.P. Giri in his research titled "A Study on the communication effect

of advertising and brand preference of Instant Noodles”⁴⁷ had studied the impact of advertising in brand preferences. The study conducted to analyze the popular media of advertisement, its strength and weaknesses and analyze the advertising appeal and relation between brand choice and advertisement qualities of instant noodles.

The major finding of the study are most of the educated people of Kathmandu are aware of the brand of Instant noodles because of their frequent advertisement. In his study it was found that the Radio advertisements are popular and effective to create awareness in customer than other Medias. His study was limited on Maggi, RARA, and found that advertisement qualities have made no changes in brand choice but advertisement itself is important for the selection of the brand.

The study related to advertisement has done by S.B. Rai on the topic “Impact of Advertisement on Brand Choice and Brand Familiarity”⁴⁸ in the year 2005. The study was based on primary and secondary data. The objective of the study is to study the impact of advertisement in brand choice and brand loyalty. The study is conducted and mainly focused to find out whether or not the brand loyalty exists in the Nepalese consumer market while purchasing the low involvement consumer products. His study has taken some consumer products such as detergent soap instant noodles, saving blade, toothpaste and soft drinks.

Through his study it is found that consumer give high importance to the brand name at the moment of purchasing the above mentioned products.

⁴⁷ R.P. Giri “*A study on communication effect of Advertisement and Brand Preference of Instant Noodles*” Unpublished Master’s Dissertation submitted to Central Department of Management T.U. 1985.

⁴⁸ S.B. Rai “*Advertising impact on Brand Choice & Brand loyalty*” Unpublished Master’s degree Dissertation submitted to Central Department of Management T.U. 2005

They do emphasis on the brand of the consumer product. Other related study to the brand choice has also been conducted by Mr. L.P. Baral in “Communication Effects of Advertising and Brand Preference”⁴⁹ have also tried to answer the questions related with the advertisement of instant noodles.

The only objective is to examine the effectiveness of advertising and brand preference. It also tried to identify which is the popular media for advertising and their strength and weakness in case of the fast moving consumer products.

Similar type of research has been conducted by various researchers such as Mr. Yogesh Pant in his study “A study on brand loyalty”⁵⁰. R.K. Shrestha “The Role of Advertising in Brand Choice and Product Positioning”⁵¹. Ram Bhakta Ghimire “Advertising through Television and impact on consumer behavior”⁵². Binaya Kumar Thakur “The role of Advertising in Brand Loyalty”⁵³

The objective of all the studies is to analyze the effectiveness of advertising on brand loyalty of consumer products and to evaluate the role of advertising for brand loyalty in Nepalese market.

Above these studies it is concluded that the advertising is the important promotional tool for consumer product. Nepalese consumer give high importance to brand in consumer products, most of them have good knowledge about the available brands in the market and brand loyal too.

⁴⁹ Laxmi Prasad Baral “*The Communication Effect of Advertising & Brand Preference*” Unpublished Masters Dissertation, submitted to Central Department of Management T.U. 1993.

⁵⁰ Yogesh Pant “*A study on Brand Loyalty*” Unpublished Masters Dissertation, submitted to Central Department of Management T.U.1993.

⁵¹ Rajendra Krishna Shrestha “*The Role of Advertising through Television, Impact of Consumer Behavior*” Unpublished Masters Dissertation submitted to Central Department of Management T.U.

⁵² Ram Bhakta Ghimire “*Advertising through Television Impact on Consumer Behavior*” Masters Degree Dissertation submitted to Central Department of Management of T.U.

⁵³ Binayo Kumar Thakur “*The Role of Advertising in Brand Loyalty and Brand Choice*” Masters Degree Dissertation submitted to Central Department of Management T.U.

The study “*Advertising impact on Brand Choice of convenience goods*” has also tried to find out how consumers behave with different brands of convenience goods available in the market. The study mainly focuses on the different brands of toothpaste in the market. How advertisements makes people aware for the selection of single brand of toothpaste among various brands and how the advertising helps to maintain the brand loyalty of a particular product i.e. toothpaste.

CHAPTER - THREE

RESEARCH METHODOLOGY

3.1. Research Design

Descriptive and analytical research design has been used to accomplish this study.

3.2. Sources of Data

The data used in this study has been collected from the various collages and schools of Biratnagar so the data is completely based on the primary data. The collected primary data are presented with the help of two way and multiple tables.

3.3 Population

The population for this study comprised all the consumers of 14 or more than 14 years of age exposed to advertisement of toothpaste brand through different media such as Television, Radio, FM, Newspaper, and Hoarding Boards.

This study has taken only the literate consumers with different academic background, which ranges from the school level students to the post graduate level students. Mostly the respondents represent the residence of Biratnagar.

3.4 Selection of Sample for the Study

Since the population for this study is very large it seems difficult to study the entire population. Therefore out of this population only 140 consumers are judgmentally taken for the research study including both male and female. The respondents of the sample were selected from the several places of Biratnagar viz. Post Graduate Collage, Biratnagar, Maryland Collage, COBASS Campus, Mahendra Morang Campus, Retail stores, Department Stores, Private Offices, Banks, Hotel and Restaurants.

3.5 The Data Collection Procedure

A set of structured questionnaire was designed for the purpose of collecting the required data. The questionnaires contain the closed end including Yes / No type, multiple choice questions as well as ranking type of questions to validate the questionnaire and the responses. For the collection of the data personal interview has also been conducted. The total 100 objective type questions with multiple choice answers were asked to the respondents.

3.6. The Data Analysis Procedure:

3.6.1. Arithmetic Mean

By the help of arithmetic mean and weighted mean factors considered in buying the toothpaste had been obtained. The weighted mean of quality has been found smaller which shows that the quality is the most important factor while buying the toothpaste.

3.6.2. Median

By the help of median the mid value has been calculated in the research study for finding out the believability of toothpaste brand according to various factors.

3.6.3. Chi-Square Test

Chi-Square test has been used to test the hypothesis by comparing the computed value with the tabulated value of 2 to accept or to reject the null hypothesis to measure the message of advertisement of toothpaste on various frequencies.

3.6.4 Hypothesis Tested

The following hypotheses are tested in this study.

H₀: There is no significant difference among frequencies of advertising Messages of toothpaste brand.

H₁: There is significant difference among the frequencies of advertising Messages of toothpaste brand.

H₀: There is no significant difference between the impacts of advertising and the brand choice of convenience products.

H₁: There is significant difference between the impact of advertising and the brand choice of convenience products.

H₀: There is no significant difference between brand choices by consumers as 1st choice and 2nd choice of toothpaste

H₁: There is no significant difference between brand choices by consumers as 1st choice and 2nd choice of toothpaste.

CHAPTER – FOUR
PRESENTATION AND ANALYSIS OF DATA

4.1. PRESENTATION AND ANALYSIS OF DATA

This chapter is incorporated presentation and analysis of data. The data and information related to impact of advertising on brand choice and brand loyalty of toothpaste are collected from consumers and presented, analyzed and interpreted in this chapter for attaining the stated objectives of the study. Different statistical tools are applied for the data analysis. Analysis is done according to gender, age, educational level and family size.

Table 4.1: Knowledge about the Advertisement of Toothpaste

Response	No. of Respondents	Percent
Yes	140	100
No	0	0
Total	140	100

The above table shows that respondents response towards the advertisement of toothpaste. They have asked that have you seen/read/heard the advertisement of toothpaste. In response, 100% respondents responded yes, they have seen/read/heard the advertisement o toothpaste.

Table 4.2: Medium of knowledge about the Advertisement of Toothpaste

Medium	No. of Respondents	Total	Percent
Newspaper	95	140	67.86
Magazine	68	140	48.57
Television	110	140	78.57
Radio/FM	120	140	85.71
Outdoor/Hoarding	50	140	35.71
Others	25	140	17.86

The above table presents the medium of knowledge about the advertisement of toothpaste. A consumer gets the knowledge about the advertisement of toothpaste from not only medium, but from different medium at the same time. A consumer may see it in Television or Hoarding/outdoor, hear on Radio/FM, read on Newspaper, Magazine etc. 67.86% consumers get the knowledge from Newspaper, at the same time, 48.57% get the knowledge from magazines, 78.57% from Television, 85.71% from radio/fm, 35.71% from outdoor/Hoarding and 17.86% from other mediums.

Most of the consumers get the knowledge about the advertisement of toothpaste from Television. Radio/FM and Newspaper hold second and third position respectively.

Table 4.3: Participants in Buying Process of Toothpaste

Involvement	No. of Respondents	Percent
Myself	76	54.28
Family members	49	35.00
Servant	11	7.86
Any other	4	2.86
Total	140	100

The above table shows the participation of consumers in purchasing process. The table shows the 54.28% consumers purchase the product themselves, 35% consumers purchase through their family members, 7.86% consumers take the help of servant to buy and 2.86% consumers bought the toothpaste by other people (i.e. friends, colleague, employees etc.)

Most of the consumers purchase the toothpaste by themselves or through family members.

Table 4.4 Role in purchasing Decision of Brand of Toothpaste

Involvement	No. of Respondents	Percent
Myself	91	65.00
Family members	33	23.57
Servant	10	7.14
Any other	6	4.29
Total	140	100

The above table presents the consumers role or involvement in purchasing decision of toothpaste. The decider is the person who ultimately determines any part of the entire buying decision-whether to buy, what to buy, how to buy, and where to buy? While buying toothpaste, 65% consumers decide themselves about specific brand selection, whereas 23.57% consumers use those brands, which are bought by the family members, like wise 4.29% consumers leave this decision to their servant and 3.75% consumers depend on brand choice of others. Most of the consumers decide themselves about their specific brand of toothpaste.

Table 4.5: Factors Consider in buying the toothpaste

Factors	Avail-ability	Advertis-ing	Price	Quality	Sales schemes	Taste	Any other factors
Weighted mean	3.67	4.01	2.41	1.62	5.03	3.91	5.69

The above table shows the factors consider in buying the toothpaste by consumers. There are seven factors listed and asked them to put the rank according to their priority on factors. The tables shows the weighted mean of consider factors in their course of buying. Weighted mean of availability is 3.87, weighted mean of advertising is 4.01, price weighted mean is 2.41, quality has 1.62 weighted mean, Sales schemes has 5.03, taste has 3.72 and any other factors weighted mean is 5.69.

Weighted mean of quality is smaller than other listed factors weighted mean. So, it is concluded that quality is the most important factor while buying toothpaste. Price, taste, availability, advertising, sales schemes and any other factors come respectively after quality.

Table 4.6: Preferred Brand of Toothpaste as 1st choice

Brands	No. of Respondents	Percent
Close-up	36	25.71
Colgate	30	21.43
Pepsodent	44	31.43
Dabur Red	15	10.72
Anchor	8	5.71
Others	7	5.00
Total	140	100

The above table shows the preferred Brand of toothpaste as 1st choice of consumers. Pepsodent is the popular brand, 31.43% consumers preferred it. Close-up is selected by 25.71%, It holds second position, Colgate is in the third position preferred by 21.43% consumers followed by Dabur Red, which is selected by 10.72%, Anchor is selected by 5.71% and others by 5% consumers.

Table 4.7: Preferred Brand of Toothpaste as 2nd choice

Brand	No. of Respondents	Percent
Pepsodent	43	30.71
Close-up	36	25.72
Colgate	31	22.14
Dabur Red	16	11.43
Anchor	9	6.43
Others	5	3.57
Total	140	100

Table 4.7 shows the preference of toothpaste brands as 2nd choice. According to the table, Pepsodent is preferred by 30.71% consumers as 2nd choice Brand. Close up is selected by 25.72%, Colgate by 22.14%, Dabur Red by 11.43%, Anchor by 6.43% and others by 3.57% consumers. Again Pepsodent holds the first position among those brands as 2nd choice of consumers, followed by Close-up, Colgate, Dabur Red, anchor and others respectively.

Hypothesis No. 1

H₀: Brand preference by consumers as 1st choice and 2nd choice are not significantly different.

H₁: Brand preference by consumers as 1st choice and 2nd choice are significantly different.

Since the computed value of χ^2 is 3.555, where it's tabulated value of χ^2 at 5% level of significance for 5 degree of freedom is 11.07. Here, computed Value of χ^2 is less than tabulated χ^2 therefore H₀ is accepted, i.e. we conclude that the brand preference by consumers as 1st and 2nd choice are not different

Table 4.8 Advertisement Message of Toothpaste Brand

Advertisement	No. of Respondents	Percent
Informative	55	39.29
Entertaining	34	24.29
Persuasive	21	15.00
Reminding the product/Brand	30	21.42
Total	140	100

The above table presents the advertisement message of toothpaste brand, where the data shows that 39.29% respondents felt that their preferred brands advertisement is informative, 24.29% felt that it is entertaining, 15% persuasive

and rest 21.42% respondents felt that it is reminding the product/Brand type of advertisement.

Hypothesis No. 2

H₀: There is no difference among frequencies of advertising messages of toothpaste brand.

H₁: There are differences among frequencies of advertising messages of toothpaste brand.

Since the computed value of χ^2 is 19.15, where it's tabulated value of χ^2 at 5% level of significance for 3 degree of freedom is 7.815. Here, computed value of χ^2 is higher than tabulated χ^2 therefore H₀ is rejected, and H₁ is accepted.

Table 4.9 Advertising Believability of Toothpaste Brand

Response Degree	No. of Respondents	Percent
I believe fully	20	14.29
I believe to some extent	76	54.29
I don't know	6	4.20
I don't believe so much	30	21.43
I don't believe at all	8	5.71
Total	140	100

The above table presents the advertising believability of toothpaste Brand, where 14.29% consumers believe fully in advertisement, 54.29% consumers believe to some extent, 4.28% are indifferent, 21.43% don't believe so much and 5.71% consumers don't believe at all. By the analysis of above table, it is concluded that majority of consumers believe in advertising. However, the degree may be different.

Table 4.10: Impact of Advertising on choosing the Toothpaste Brand

Response	No. of Respondents	Percent
Yes	122	87.14
No	12	8.57
Don't know	6	4.29
Total	140	100

The above table shows the consumers response on advertising impact on choosing the toothpaste Brand, where 87.14% consumers are agreed that advertising has definitely impact on choosing a particular toothpaste brand, 8.57% consumers are disagreed on it and rest 4.29% don't know about it. By the study, it is concluded advertising has impact on choice behavior of consumers, in case of toothpaste.

Table 4.11: Responsibility of Advertising on choosing the Toothpaste Brand

Response Degree	No. of Respondents	Percent
Advertising is fully responsible	43	30.71
Advertising is responsible to some extent	86	61.43
I don't know	3	2.14
Advertising played not much role	8	5.72
Advertising played no role at all	–	–
Total	140	100

Table 4.11 shows the responsibility of advertising on choosing the toothpaste. Brand 30.71% consumers express that advertising is fully responsible to choose a particular brand whereas 61.43% responded that advertising is fully responsible to some extent. 2.14% have no clear idea about contribution of advertising on it, 5.72% responded that advertising played not much role and at the same time there is no any respondent for advertising played no role at all. By the table, it is concluded that advertising is responsible for choosing the toothpaste brand

Table 4.12: Advertisement preference of toothpaste Brand

Toothpaste Brands	No. of Respondents	Percent
Close-up	49	35.00
Pepsodent	41	29.29
Dabur Red	16	11.43
Colgate	25	17.86
Anchor	6	4.28
Others	3	2.14
Total	140	100

The above table presents the advertisement preference of toothpaste brand by consumers. Close up's advertisement is preferred by 35% consumers, pepsodent advertisement is preferred by 29.29% consumers, followed by Dabur Red's advertisement, which is liked by 11.43% consumers, 17.86% consumers prefer the Colgate's advertisement whereas Anchor's advertisement is liked by 4.28% and 2.14% of the respondents prefer the advertisement of the other brand of the toothpaste.

From analyzing data, is found that majority of the consumers give preference to the advertisement of Close-up and Pepsodent.

Table 4.13: Medium preference for the Advertising of Toothpaste Brand

Medium	No. of Respondents	Percent
Newspaper	12	8.57
Magazine	2	1.43
Television	101	72.14
Radio/FM	20	14.29
Outdoor/Hoarding	5	3.57
Others	–	–
Total	140	100

The above table shows the medium preference for the advertising of toothpaste brand 140 consumers are asked to prefer the medium for toothpaste brand advertising. In which 8.57% consumers prefer the newspaper as advertising medium, 1.43% like the magazine, where 72.14% consumers are preferred the television followed by Radio/FM, which is liked by 14.29% consumers, 3.57% consumers like outdoor/Hoarding and there is no any respondent for other medium.

By the above table, it is concluded that the television is the most preferred medium for toothpaste brand advertising.

Table 4.14: Shopping place of Toothpaste

Shopping Place	No. of Respondents	Percent
Wholesale/Retail/cold store	130	92.86
Supermarket/Department store	5	3.57
Medical shop	5	3.57
Total	140	100

Table 4.14 presents the usual shopping place of consumers for toothpaste. 92.86% consumers are purchased the toothpaste from wholesale/Retail/Cold store. Supermarket/Department store is shopping place of toothpaste for 3.57% consumers and 3.57% goes to medical shop to buy the toothpaste. From the table, it is concluded that majority of the consumers usually buy the toothpaste from wholesale/Retail/Cold store.

Table 4.15: Duration of using Current Brand

Duration	NO. of respondents	Percent
Less than 1 year	40	28.57
1 to 3 years	46	32.86
More than 3 years	54	38.57
Total	140	100

The above table shows the duration of using the current brand of toothpaste. In which, 31.25% consumers are using current brand less than one year, while 30% consumers are using current brand from (1-3) years and 38.75% are using it from long duration, more than 3 years. The study results state that most of the consumers have been using the current brand of toothpaste from the long period of time and they do not even want to change the brand immediately.

Table 4.16: Responsibility of Advertising on staying in the Current Brand

Response Degree	No. of Respondents	Percent
Advertising is fully responsible	21	15
Advertising is responsible to some extent	88	62.86
I don't know	3	2.14
Advertising played not much role	12	8.57
Advertising played no role at all	16	11.43
Total	140	100

The above table presents the responsibility of advertising on staying in the current brand of toothpaste. Out of 140 respondents, 15% respondents state that advertising is fully responsible for staying in the current brand 62.86% are stated that advertising is responsible to some extent, where as 2.14% don't have any idea about it 8.57% respondents are found advertising has not much role and 11.43% expressed that advertising has no role at all.

From the study, it is found that majority of the respondents are agreed that advertising is responsible for staying in the current brand of toothpaste. So, it is concluded that advertising has greater impact in staying in the current brand.

Table 4.17: Reasons for Brand Switching of Toothpaste

Reasons	No. of respondents	Percent
Availability	10	7.14
Advertising	11	7.86
Packaging	3	2.14
Price	12	8.57
Quality	90	64.29
Sale Schemes	6	4.28
Taste	8	5.72
Total	140	100

The above table shows the reasons for brand switching of toothpaste were 7.14% respondents switched their brand because of availability, 7.86% because of advertising, 2.145 because of packaging, 8.57% because of price, 64.29% respondents switched because of quality, 4.26% because of sales schemes, 5.72% because of Test. It is observed that most of the respondents/consumers major reasons are quality, price and advertising for brand switching of toothpaste. Than after, least five are availability, Taste, Sales schemes and packaging respectively.

Hypothesis No. 3

H₀: All given variable are equally significant for brand switching of toothpaste.

H₁: All given variable are not equally significant for brand switching of toothpaste.

Since this computed value of χ^2 is 367.8, whereas the tabulated value of χ^2 at 5% level of significance for 6 degree of freedom is 14.07. Here, computed value of χ^2

is higher than tabulated Chi-square therefore we reject null hypothesis and accept alternative hypothesis.

Table 4.18: Role of Advertising in changing Brand of Toothpaste

Response Degree	No. of Respondents	Percent
Advertising is fully responsible	30	21.43
Advertising is responsible to some extent	70	50
I don't know	7	5
Advertising played not much role	20	14.29
Advertising played no role at all	13	9.28
Total	160	100

The above table shows the role of advertising in changing brand of toothpaste. The total 140 consumers are asked to answer that what extent advertising played its role in change your brand? Out of them, 21.43% consumers are stated that advertising is fully responsible for changing toothpaste brand, whereas 50% responded that it is responsible to some extent, while 5% respondents are indifferent, 14.29% consumers responded that advertising has not much role in the course of changing toothpaste brand and 9.28% stated that advertising played no role at all. After analyzing the table, it is concluded that advertising played important role in the course of changing toothpaste brand.

**Table 4.19: Advertisement Message of Toothpaste Brand
According to Gender**

Advertisement	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
Informative	22	30.14	28	41.79
Entertaining	12	16.44	14	20.89
Persuasive	18	24.66	7	10.45
Reminding the product/Brand	21	28.76	18	26.87
Total	73	100	67	100

Table 4.19 is related to the advertisement message of toothpaste brand according to Gender. In the case of male respondents, the table shows 30.14% respondents fell that their preferred brand's advertisement is informative, 16.44% fell that it is entertaining type of advertisement, 24.66% fell persuasive and rest 28.76% fell that it is reminding the product/brand type of advertisement.

In the case of female respondents 41.79% respondents fell that it is informative type of advertisement, 20.89% fell entertaining, 10.45% feel persuasive and rest 26.87% fell that it is reminding the product/brand type of advertisement.

In both cases, most of the respondents fell that advertisement of their preferred brand is informative, followed by reminding the product/brand advertisement, entertaining and persuasive advertisement respectively.

**Table 4.20: Advertising Believability of Toothpaste Brand
According to Gender**

Response Degree	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
I believe fully	9	12.33	10	17.91
I believe to some extent	39	53.43	36	53.73
I don't know	3	4.11	3	4.48
I don't believe so much	20	27.40	8	11.94
I don't believe at all	2	2.73	8	11.94
Total	73	100	67	100

Table 4.20 presents the advertising believability of Toothpaste Brand according to Gender. It is found that 12.33% believe fully in the advertisement, 53.43% believe up to some extent, 4.11% don't know how far they believe, 27.4% show lower degree of believability and 2.73% don't believe in the advertisement in case of male respondents.

The same table indicates that 17.91% female respondents believe fully, 53.73% believe up to some extent, 4.48% haven't expressed any view, 11.94% show lower degree of believability and 11.94% don't believe at all.

In both cases, advertising believability is satisfactory because most of the respondents believe on it.

**Table 4.21: Impact of Advertising on Choosing the Toothpaste Brand
According to Gender**

Response	Male		Female	
	No. of Res.	Percent	No. of Res	Percent
Yes	59	80.82	56	83.58
No	11	15.07	9	13.43
Don't know	3	4.11	2	2.99
Total	73	100	67	100

The above table shows the impact of advertising on choosing the toothpaste brand according to gender. It shows that 80.82% male respondents are agreed on it, 15.07% disagree with it and 4.11% respondents haven't any idea on it. In the case of female respondents, 83.58% respondents are agreed with it 13.43% disagree and rest 2.99% respondents responded that they don't know about it.

In the both cases most of the respondents are agreed that advertising has impact on choosing the toothpaste brand.

**Table 4.22: Responsibility of Advertising on choosing the Toothpaste
Brand According to Gender**

Response Degree	Male		Female	
	No. of Res.	%	No. of Res.	%
Advertising is fully responsible	20	27.40	15	22.38
Advertising is responsible to some extent	51	69.86	48	71.64
I don't know	1	1.37	2	2.99
Advertising played not much role	1	1.37	2	2.99
Advertising played no role at all	–	–	–	–
Total	73	100	67	100

Table 4.22 is related to the responsibility of advertising on choosing the toothpaste brand according to Gender. It shows how far advertising is responsible in the course of brand selection. Out of 73 male respondents, 27.40% respondents are responded that advertising is fully responsible, 69.86% express it is responsible to some extent no any respondents for I don't know, 1.37% believe advertising played &1.37% played not much role and there are no any respondents for advertising played no role at all.

The same table shows that out of 67 female respondents, 22.38% are responded that advertising is fully responsible, 71.64% believe it is responsible to some extent, 2.99% don't have any idea, 2.99% believe it played not much role and no any respondents for advertising played no role at all.

In both cases, majority of respondents are expressed that advertising is responsible to some extent on choosing the toothpaste brand.

Table 4.23: Advertising Preference of Toothpaste Brand According to Gender.

Toothpaste Brands	Male		Female	
	No. of Res	%	No. of Res	%
Close-up	35	47.95	31	46.27
Pepsodent	14	19.18	14	20.90
Dabur Red	12	16.44	7	10.45
Colgate	8	10.95	12	17.91
Anchor	2	2.74	2	2.98
Others	2	2.74	1	1.49
Total	73	100	67	100

The above table shows the advertisement preference of toothpaste brand according to Gender. Where, it is found that 47.95% male respondents prefer the advertisement of close-up, 19.18% prefer the advertisement of Pepsodent, 16.44% prefer the advertisement of Dabur Red, 10.95% prefer the advertisement of Colgate 2.74% and 2.74% prefer the advertisement of Anchor and others respectively.

In case of female respondents, 46.27 prefer the advertisement of Close-up, 20.90% prefer the advertisement of Pepsodent, 10.45% prefer the advertisement of Dabur Red, 17.91% prefer the advertisement of Colgate, 2.98% and 1.49% prefer the advertisement of Anchor and others respectively.

In the both case, it is found that most of the respondents prefer the advertisement of Close-up. It is concluded that female respondents prefer the advertisement of Colgate than male respondents.

Table 4.24: Medium preference for the Advertising of Toothpaste Brand According to Gender

Medium	Male		Female	
	No of Res	%	No of Res	%
Newspaper	5	6.85	5	7.46
Magazine	-	-	3	4.48
Television	50	68.49	50	74.63
Radio/FM	6	8.22	7	10.45
Outdoor/Hoarding	12	16.44	2	2.98
Others	-	-	-	-
Total	73	100	67	100

The above table is related to medium preference for the advertising of toothpaste brand according to Gender. It shows that 6.58% respondents prefer the

Newspaper, no one for magazine, 68.49% prefer the television, 8.22% prefer the Radio/FM, 16.44% prefer outdoor/Hoarding and there are no any respondents for other medium in the case of male respondents.

The same table presents that 7.46% female respondents prefer the Newspaper, 4.48% prefer the magazine, 74.63% prefer Television, where 10.45% prefer Radio/FM and there are no any respondents for outdoor/ hoarding and other medium.

In both case, it is found that Television is the most preferred medium for advertising of toothpaste brand, followed by Radio/FM and Newspaper respectively.

Table 4.25: Responsibility of Advertising on staying in current Brand According to Gender.

Response Degree	Male		Female	
	No. of Res.	%	No. of Res.	%
Advertising is fully responsible	14	19.18	13	19.40
Advertising is responsible to some extent	48	65.75	41	61.19
I don't know	3	4.11	4	5.97
Advertising played not much role	6	8.22	6	8.96
Advertising played no role at all	2	2.74	3	4.48
Total	73	100	67	100

The above table presents the responsibility of advertising on staying in the current brand according to Gender. Out of 73 male respondents, 19.18% responded

advertising is fully responsible, 65.75% responded it is responsible to some extent, 4.11% haven't expressed any view, whereas 8.22% responded advertising played not much role and remaining 2.64% responded advertising played no role at all.

The same table shows that our 67 female respondents, 19.40% responded advertising is fully responsible, 61.19% responded it is responsible to some extent, 5.97% haven't any idea about it, 8.96% responded advertising played not much role and rest 4.48% responded advertising played no role at all.

In both cases, majority of respondents responded that advertising is responsible to some extent on staying in current brand.

Table 4.26: Reasons for Brand Switching of Toothpaste According to Gender.

Reasons	Male		Female	
	No. of Res	%	No. of Res.	%
Availability	5	6.85	3	4.48
Advertising	6	8.22	3	4.48
Packaging	4	5.48	2	2.99
Price	11	15.07	3	4.48
Quality	39	53.42	50	74.63
Sale Schemes	5	6.85	2	2.99
Taste	3	4.11	4	5.97
Total	73	100	67	100

Table 4.26 is related to the reasons for Brand switching of toothpaste according to Gender. Where, it is found that male respondents, 6.85% switched to current brand because of availability, 8.22% because of advertising, 5.48% because of

packaging, 15.07% because of price, 53.42% because of quality, 6.85% because of sales schemes, 4.11 because of taste.

The same table presents that 4.48% female respondents switched to current brand because of availability, 4.48% because of advertising, 2.99% because of packaging, 4.48% because of price, 74.63% because of quality, 2.99% because of sales schemes, 5.97% because of taste.

In both case, major reason for brand switching is the quality of the product/Brand because majority of the respondents emphasized on it. It is also found that female respondents are more quality conscious than male respondents/consumers.

Table 4.27: Role of Advertising in Changing Brand of Toothpaste According to Gender

Response Degree	Male		Female	
	No. of Res.	%	No. of Res.	%
Advertising is fully responsible	20	27.39	10	14.93
Advertising is responsible to some extent	33	45.21	41	61.19
I don't know	3	4.11	4	5.97
Advertising played not much role	10	13.70	9	13.43
Advertising played no role at all	7	9.59	3	4.48
Total	73	100	67	100

The above table shows the role of advertising in changing Brand of toothpaste according to gender. The table shows that 27.39% male respondents believe the role of advertising is fully responsible for changing brand, 45.21% believe up to some extent, 4.11% don't know the role of advertising, 13.70% believe its role up to lower degree and 9.59% don't believe at all.

The same table shows female respondents regarding the role of advertising in changing Brand where 14.93% believe the role of advertising is fully responsible, 61.19% believe up to some extent, 5.97% are indifferent in their expression, 13.43% believe it played not much role and 4.48% don't believe on the role of advertising in changing brand.

In the both cases, it is found that the role of advertising in changing brand is effective and important.

Table 4.28: Advertisement Message of Toothpaste Brand According of Age.

Advertisement	Age(14-30)		Age(31-45)		Age(46 or over)	
	No of Res	%	No of Res	%	No of Res	%
Informative	32	33.34	12	35.29	7	70
Entertaining	26	27.08	8	23.53	1	10
Persuasive	19	19.79	5	14.71	1	10
Reminding the Brand/Product	19	19.79	9	26.47	2	10
Total	96	100	34	100	10	100

Table 4.28 shows the Advertisement message of toothpaste Brand According to Age. It shows that the respondents of Age 14-30, Out of 96 respondents of this group, 33.34% fell their preferred brand's advertisement is informative, 27.08% feel it is entertaining, 19.79% feel persuasive and 19.79% feel that it is reminding the product/Brand type of advertisement.

The respondents with Age of 31-45, responded that 35.29% respondents feel informative type of Advertisement, where 23.53% feel entertaining, 14.71% persuasive and 26.47% feel reminding the product/Brand.

Similarly, the respondents of 46 or over age group, where 70% feel their preferred brand's advertisement is informative, 10% feel entertaining, 10% persuasive and 10% feel reminding the product/Brand type of advertisement.

By the above table, it can be concluded that most of the respondents feel that their preferred brand's advertisement is informative type of advertisement, whatever the age group.

Table 4.29: Advertising Believability of Toothpaste Brand According to Age.

Response Degree	Age(14-30)		Age(31-45)		Age (46 or over)	
	No. of Res.	%	No. of Res.	%	No. of Res.	%
I believe fully	10	10.42	6	17.65	3	30
I believe to some extent	56	58.33	16	47.05	2	20
I don't know	2	2.08	2	5.88	1	10
I don't believe so much	20	20.83	5	14.71	2	20
I don't believe at all	8	8.34	5	14.71	2	20
Total	96	100	34	100	10	100

Table 4.29 is related to the advertising believability of Toothpaste Brand according to Age. The respondents with age 14-30 responded that 10.42% believe fully, 58.33% consumers believe in the advertising up to some extent, 2.08% don't know how far they believe in advertising, at the same time 20.83% believe that advertising is less effective and 8.34% have shown negative attitude towards advertising.

The above table with the respondents of 31-45 age group, where 17.65% believe fully, and 47.05% believe up to some extent. 5.88% don't know, whether they believe or not, 14.71% don't believe so much and 14.71% don't believe at all.

In the same way, the respondents of 46 or over age group, where 30% respondents believe fully on advertising of toothpaste brand, 20% believe up to some extent, 10% respondent don't know, 20% don't believe so much and there are 20% respondents who don't believe at all to the advertising.

After the study, it is found that advertising believability is satisfactory.

Table 4.30: Impact of Advertising on choosing the Toothpaste Brand According to Age.

Response	Age(14-30)		Age(31-45)		Age(46 or over)	
	No. of Res.	%	No. of Res	%	No. of Res	%
Yes	80	83.33	26	76.48	9	90
No	12	12.50	4	11.76	1	10
Don't know	4	4.27	4	11.76	-	-
Total	96	100	34	100	10	100

The above table shows the impact of advertising on choosing the toothpaste brand. It shows that with the age group of 14-30, 83.33% respondents agree that there is impact of advertising on choosing the toothpaste brand, whereas 12.50% disagree and 4.17% respondents are responded that they don't know.

The same table with age group of 31-45 shows that 76.48% respondents agree on it, 11.76% disagree and 11.76% respondents haven't any idea about it.

Similarly, the respondents of 46 or over age group, where almost 90% agree that the advertising has an impact on choosing the toothpaste brand and there are 10% respondents who believe that advertising has no any effect.

After analyzing the above table, it concluded that definitely advertising has an impact on selecting the toothpaste brand in all age group under the study.

Table 4.31: Responsibility of Advertising on choosing the Toothpaste Brand According to Age.

Response Degree	Age(14-30)		Age(31-45)		Age(46 or over)	
	No. of Res.	%	No. of Res.	%	No. of Res.	%
Advertising is fully responsible	24	25	6	17.65	5	50
Advertising is responsible to some extent	60	62.50	21	61.76	4	40
I don't know	5	5.21	1	2.95	-	-
Advertising played not much role	6	6.25	4	11.76	-	-
Advertising played no role at all	1	1.04	2	5.88	1	10
Total	96	100	34	100	10	100

The above table is related to the responsibility of advertising on choosing the toothpaste brand according to age. Table 4.30 shows only about yes and no response of advertising impact, but this table is more than that, it shows how far advertising is responsible for selecting the toothpaste brand. The respondents of 14-30 age group, where 25% believe advertising is fully responsible, 62.50%

believe it is responsible to some extent, 5.21% have no idea on it, 6.25% believe it played not much role and there are 1.04% believing that advertising played no role at all.

The same table with age group of 31-45 shows that 17.65% believe advertising is fully responsible in the course of choosing the toothpaste brand, 61.76% believe it is responsible to some extent, 2.95% respondents don't know, 11.76% believe it played not much role and 5.88% respondents for no role at all.

Similarly, the respondents of 46 or over age group, where 50% believe advertising is fully responsible, 40% believe it is responsible to some extent and 10% respondents think that advertising played no role at all.

By the above table, it is concluded that advertising is responsible in the course of choosing toothpaste brand, whereas the degree may be different.

Table 4.32: Advertisement Preference of Toothpaste Brand According to Age.

Toothpaste Brand	Age (14-30)		Age (31-45)		Age (46 or over)	
	No. of Res	%	No. of Res	%	No. of Res	%
Close-up	42	43.75	9	26.47	4	40
Pepsodent	36	37.50	8	23.53	2	20
Dabur Red	10	10.42	4	11.77	3	30
Colgate	6	6.25	10	29.41	1	10
Anchor	1	1.04	2	5.88	-	-
Others	1	1.04	1	2.94	-	-
Total	96	100	34	100	10	100

The above table presents the advertisement preference of toothpaste brand according to age. It shows the preference of advertisement by the respondents of the age 14-30, where 43.75% consumers like advertisement of Close-up, 37.50% like advertisement of Pepsodent, 10.42% prefer the advertisement of Dabur Red, 6.25% prefer Colgate advertisement, 1.04% of respondents prefer the advertisement of anchor and 1.04% respondents prefer other brand's advertisement.

The same table with the age group of 31-45 shows that 26.47% of the Consumers like the advertisement of Close-Up, 23.53% like Pepsodent's, 11.77% like Dabur Red's, 29.41% like Colgate's, 5.88 % like Anchor's and 2.94% like other brand's advertisement.

Similarly, the respondents of age 46 or over expressed their preference on toothpaste brand's advertisement, where 40% respondents are preferred the advertisement of Close-up, 20% prefer the advertisement of Pepsodent 30% consumer prefer the advertisement of Dabur Red and 10% of the responding of their group prefer the advertisement of Colgate. There are no any respondents for Anchor and other brand's advertisement in this age group.

By the table, it is concluded that advertisement of Close-up is most preferred among these brand's advertisement

Table 4.33: Medium preference for the Advertising of Toothpaste Brand According to Age.

Medium	Age(14-30)		Age (31-45)		Age (46 or over)	
	No. of Res	%	No. of Res	%	No. of Res	%
Newspaper	6	6.25	4	11.76	1	10
Magazine	3	3.13	1	2.94	1	10
Television	69	71.87	22	64.71	6	60
Radio/FM	12	12.50	6	17.65	2	20
Outdoor/Hoarding	6	6.25	1	2.94	-	-
Others	-	-	-	-	-	-
Total	96	100	34	100	10	100

The above table is related to the medium preference for the advertising of toothpaste brand according to age. From the age group of 14-30, it is observed that 6.25% respondents prefer Newspaper for toothpaste brand advertising, 3.13% prefer Magazine, 71.87% prefer the Television as medium for toothpaste brand advertising, 12.50% prefer the Radio/FM, 6.25% Outdoor/Hoarding and nobody responded for other.

The same table with the age group of 31-45 shows that 11.76% respondents like Newspaper as medium, 2.94% of respondents like Magazine in this age group, 64.71% prefer the Television, 17.65% prefer the Radio/FM, 2.94% prefer Outdoor/Hoarding and nobody responded for other.

Similarly, the respondents of age 46 or over responded their preference on advertising medium for toothpaste brand, where 10% respondents prefer Newspaper for toothpaste brand advertising, 10% respondents prefer for magazine, whereas 60% of respondents prefer Television, 20% prefer Radio/FM and there are no any respondent for Outdoor/Hoarding and other medium.

After analyzing the table, it is concluded that Television is the most preferred medium for toothpaste brand advertising. After Television, Radio/FM and Newspaper comes respectively as preferred medium.

Table 4.34: Responsibility of Advertising on Staying in the Current Brand According to Age.

Response Degree	Age (14-30)		Age(31-45)		Age(46 or over)	
	No. of Res.	%	No. of Res.	%	No. of Res	%
Advertising is fully responsible	25	26.04	8	23.53	3	30
Advertising is responsible to some extent	56	58.33	18	52.94	5	50
I don't know	4	4.17	2	5.88	-	-
Advertising played not much role	6	6.25	5	14.71	2	20
Advertising played no role at all	5	5.21	1	2.94	-	-
Total	96	100	34	100	10	100

Table 4.34 is related to the responsibility of advertising on staying in the current brand according to Age. It shows how far advertising is responsible for staying in the current brand of toothpaste. There are three integrated age groups. In the first age group 14-30, where 26.04% responded advertising is fully responsible, 58.33% responded it is responsible to some extent, 4.17% have no knowledge about it, whereas 6.25% responded that it played not much role and 5.21% responded that it has no role at all.

In the second age group 31-45, where 23.53% believe advertising is fully responsible, 52.94% believe it is responsible to some extent, 5.88% haven't idea on it, 14.71% believe it played not much role and 2.94% believe it has no role at all on staying in the current brand.

In the third age group 46 or over, out of 10 respondents, 30% responded advertising is fully responsible for staying in the current brand, 50% responded it is responsible to some extent, none of them are indifferent 20% responded it played not much role and there are no any respondents for no role at all.

By the above table, it is concluded that advertising is responsible on staying in the current brand of toothpaste, whereas the degree may vary to each other.

Table 4.35: Reasons for Brand switching of Toothpaste According to Age.

Reasons	Age (14-30)		Age (31-45)		Age (46 or over)	
	No. of Res	%	No. of Res	%	No. of Res	%
Availability	5	5.21	3	8.83	-	-
Advertising	6	6.25	2	5.88	1	10
Packaging	2	2.08	1	2.94	-	-
Price	10	10.42	2	5.88	1	10
Quality	67	69.79	23	67.65	5	50
Sale Schemes	4	4.17	1	2.94	-	-
Taste	2	2.08	2	5.88	3	30
Total	96	100	34	100	10	100

The above table indicates the reasons of brand switching of toothpaste according to age. In the first case, the respondents of age 14-30, where 5.21% switched to current brand because of availability, 6.25% switched because of advertising, 2.08% due to packaging, 10.42% due to price, 69.79% due to quality factor, 4.17%

due to sales schemes, and 2.08% due to taste. From the same table, in the second case, the respondent's age of 31-45, where 8.83% switched to current brand because of availability, at the same time 5.88% switched because of advertising, 2.94% because of packaging, 5.88% because of price, 67.65% because of quality, 2.94% because of sales schemes, 5.88% because of taste.

Similarly, in the third case, the respondents age of 46 or over, where no respondents for availability, 10% switched to current brand because of advertising, 10% switched because of price, whereas 50% because of quality, there is no any response for sales schemes, 30% switched because of taste. After analyzing the above table, it is concluded that quality is the main factor for brand switching.

Table 4.36: Advertising Message of Toothpaste Brand According to Education Level.

Advertise ment	Below SLC		SLC		Intermediate		Graduate		Post Graduate / Above	
	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%
Informati ve	2	28.57	4	28.57	10	33.33	25	36.24	10	50
Entertaini ng	2	28.57	5	35.71	8	26.67	14	20.29	4	20
Persuasiv e	1	14.29	2	14.29	5	16.67	8	11.59	4	20
Remindin g the Brand	2	28.57	3	21.43	7	23.33	22	31.88	2	10
Total	7	100	14	100	30	100	69	100	20	100

Table 4.36 is related to the advertisement message of toothpaste brand according to education level. In the case of respondents with below SLC level education,

28.57% feel their preferred brand's advertisement is informative type of advertisement, 28.57% feel entertaining, 14.29% feel persuasive and 28.57% feel the advertisement as reminding the product/brand type.

In the case of respondents with SLC level education, 28.57% feel the advertisement as informative type, 35.71% feel entertaining, 14.29% of respondents feel that advertisement is persuasive in this group and 21.43% feel reminding the product/brand type of advertisement.

Similarly, respondents with intermediate level education, 33.33% feel informative type of advertisement, 26.67% feel entertaining, 16.67% feel persuasive and 23.33% feel reminding the product/brand type of advertisement.

Likewise among the respondents of graduate level education background, 36.24% feel informative type, 20.29% feel entertaining, 11.59% feel persuasive and 31.88% feel reminding the product/brand type of advertisement.

Among the respondents, who have postgraduate degree or above responded that 50% of this group feel their preferred brand's advertisement is informative, 20% feel entertaining, 20% feel persuasive and 10% feel reminding the product/brand type of advertisement.

The above study shows that most of the respondents feel that their preferred brand's advertisement is informative, whatever the education level.

Table 4.37: Advertising Believability of Toothpaste Brand According to Education Level.

Response Degree	Below SLC		SLC		Intermediate		Graduate		Post Graduate/ Above	
	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%
I believe fully	3	42.86	-	-	8	26.67	10	14.49	3	15
I believe to some extent	3	42.86	6	42.86	15	50	40	57.97	8	40
I don't know	-	-	-	-	-	-	1	1.45	2	10
I don't believe so much	-	-	6	42.86	5	16.67	12	17.39	5	25
I don't believe at all	1	14.28	2	14.28	2	6.67	6	8.70	2	10
Total	7	100	14	100	30	100	69	100	20	100

Table 4.37 shows the advertising believability of toothpaste brand according to education level. In the case of respondents with below SLC level education, 42.86% believe fully, 42.86% believe up to some extent, there are no any respondents for don't know and don't believe so much and 14.28% don't believe at all.

In the case of respondents with SLC level education, no one believe fully, 42.86% believe up to some extent, no response for don't know , 42.86% don't believe so much and 14.28% don't believe at all.

Similarly, respondents with intermediate level education, 26.67% believe fully, 50% believe up to some extent, 16.67% don't believe so much and 6.67% don't believe at all.

Likewise, among the respondents of graduate level education background, 14.49% believe fully, 57.97% believe up to some extent, 1.45% don't know whether they believe or not, 17.39% don't believe so much and 8.70% don't believe at all.

Among the respondents who have post graduate degree or above, 15% believe fully, 40% believe up to some extent, 10% don't know about it, 25% don't believe so much and 10% don't believe at all. In all the cases, most of the respondents have shown advertising believability fully and up to some extent, therefore advertising believability is satisfactory

Table 4.38: Impact of Advertising on choosing the Toothpaste Brand According to Educational level.

Response	Below SLC		SLC		Intermediate		Graduate		Post Graduate/ Above	
	No. of Res.	%	No. of Res	%	No. of Res.	%	No. of Res	%	No. of Res	%
Yes	5	71.43	9	64.29	25	83.33	50	72.46	17	85
No	2	28.57	5	35.71	3	10	17	24.64	2	10
Don't know	-	-	-	-	2	6.67	2	2.90	1	5
Total	7	100	14	100	30	100	69	100	20	100

Table 4.38 presents the impact of advertising on choosing the toothpaste brand according to education level. The table shows that 71.43% respondents having below SLC level education are agreed and 28.57% are disagreed on advertising has impact on choosing the toothpaste brand.

In the case of respondents with SLC level education, 64.29% are agreed , 35.71% are disagreed on the advertising has impact on choosing the toothpaste brand.

Similarly, respondents with intermediate level education, 83.33% agree, 10% disagree and 6.67% don't know whether the advertising has impact on choosing the toothpaste brand or not.

Likewise, among the respondents of graduate level education, 72.46% agree, 24.64% disagree and 2.90% don't know about the impact of advertising on choosing the toothpaste brand. Among the respondents who have post graduate degree or above, 85% agree on it and 10% disagree and 5% don't know about it.

In all the five cases, most of the respondents are agreed that advertising has an impact on choosing the toothpaste brand. It is concluded that advertising plays important role in the course of brand selection.

Table 4.39: Responsibility of advertising on choosing the toothpaste brand According to Education level.

Response Degree	Below SLC		SLC		Intermediate		Graduate		Post Graduate/ Above	
	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%
Advertising is fully responsible	4	57.14	3	21.43	12	40	14	20.29	5	25
Advertising is responsible to some extent	1	14.29	6	42.86	15	50	49	71.01	15	75
I don't know	2	28.57	-	-	2	6.67	-	-	-	-
Advertising played not much role	-	-	5	35.71	1	3.33	6	8.70	-	-
Advertising played no role at all	-	-	-	-	-	-	-	-	-	-
Total	7	100	14	100	30	100	69	100	20	100

The above table shows the responsibility of advertising on choosing the toothpaste brand according to education level. Table 4.39 presents only about yes and no of advertising impact, but this table shows how far advertising is responsible for choosing the toothpaste brand. The respondents of below SLC level education, where 57.14% believe advertising is fully responsible, 14.29% believe it is responsible to some extent, and 28.57% respondents don't know.

The same table with respondents of SLC level education, 21.43% believe advertising is fully responsible on choosing the toothpaste brand, 42.86% believe it is responsible to some extent, no response for don't know, 35.71 believe it played not much role and there are no any respondents for no role at all.

Similarly, respondents with intermediate level education, 40% believe advertising is fully responsible, 50% believe it is responsible to some extent, 6.67% don't know whether it is responsible or not, 3.33% believe advertising played not much role and no response for no role at all.

Likewise, among the respondents of graduate level education, 20.29% believe advertising is fully responsible, 71.01% believe it is responsible to some extent, no response for don't know, 8.70% believe it has not much role and no any respondents for no role at all.

Among the respondents who have post graduate degree or above, 25% believe advertising is fully responsible, 75% believe it is responsible to some extent, and there are no any respondents for rest.

By the above study, it is found that most of the respondents believe advertising is fully responsible on choosing the toothpaste brand, whatever the educational level.

Table 4.40: Advertisement preference of Toothpaste Brand According to Education level.

Toothpaste Brands	Below SLC		SLC		Intermediate		Graduate		Post Graduate/Above	
	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%
Close-up	3	42.85	5	35.71	14	46.67	30	43.48	8	40
Pepsodent	4	57.15	4	28.57	10	33.33	24	34.78	6	30
Dabur Red	-	-	1	7.14	3	10	9	13.04	4	20
Colgate	-	-	3	21.44	3	10	6	8.70	2	10
Anchor	-	-	1	7.14	-	-	-	-	-	-
Others	-	-	-	-	-	-	-	-	-	-
Total	7	100	14	100	30	100	69	100	20	100

The above table is related to the advertisement preference of toothpaste brand according to education level. In the case of respondents with below SLC level education. 42.85% prefer the advertisement of Close-up, and the rest 57.15% prefer the advertisement of Pepsodent.

The same table with respondents of SLC level education, 35.71% prefer Close-up's advertisement, 28.57% prefer the advertisement of advertisement, 7.14% prefer the advertisement of Dabur Red, 21.44% prefer Colgate's advertisement, and 7.14% prefer Anchor's advertisement.

Similarly, respondents with intermediate level education, 46.67% prefer Close-up advertisement, 33.33% prefer the ad of Pepsodent, 10% prefer advertisement of Dabur Red and 10% prefer the advertisement of Colgate and no response for Anchor and the advertisement of other brand.

Likewise, among the respondents of graduate level education, 43.48% prefer advertisement of Close-up, 34.78% prefer Pepsodent's , 13.04% prefer advertisement of Dabur Red and 8.70% prefer the advertisement of Colgate and no response for Anchor and the advertisement of other brand.

Among the respondents who have post graduate degree or above, 40% prefer the advertisement of Close-up, 33% prefer the advertisement of Pepsodent, 20% prefer advertisement of Dabur Red and 10% prefer the advertisement of Colgate and no any responded prefer the advertisement of Anchor & other brand.

In all the cases, most of respondents prefer the advertisement of Close-up than other listed brands. So the advertisement of Close-up is popular and effective too.

Table 4.41: Medium preference for the Advertising of Toothpaste Brand According to Education Level.

Medium	Below SLC		SLC		Intermediate		Graduate		Post Graduate/ Above	
	No of Res	%	No of Res	%	No of Res	%	No of Res	%	No of Res	%
Newspaper	-	-	-	-	2	6.67	5	7.25	4	20
Magazine	-	-	-	-	1	3.33	2	2.90	1	5
Television	4	57.14	12	85.71	24	80	45	65.22	13	65
Radio/FM	3	42.86	2	14.29	2	6.67	14	20.28	1	5
Outdoor /Hoarding	-	-	-	-	1	3.33	3	4.35	1	5
Others	-	-	-	-	-	-	-	-	-	-
Total	7	100	14	100	30	100	69	100	20	100

The above table shows the medium preference for the advertising of toothpaste brand according to educational level. In the case of respondents with below SLC

level education, 57.14% prefer the Television as medium and 42.86% prefer the Radio/FM medium for advertising. They don't give attention to other advertising media.

In case of respondents with SLC level education, 85.71% prefer television, 14.29% prefer Radio/FM and there no respondents for rest of the mediums.

Similarly, respondents with intermediate level education, 6.67% prefer newspaper, 3.33% prefer Magazine, 80% prefer television, 6.67% prefer Radio/FM, 3.33% prefer outdoor/Hoarding and no response for other medium.

Likewise, among the respondents of graduate level education, 7.25% prefer the newspaper for advertising toothpaste brand, 2.90% prefer magazine, 65.22% prefer Television, 20.28% prefer Radio/FM, 4.35% prefer Outdoor/Hoarding and there is no response for other medium.

Among the respondents who have post graduate degree or above 20% prefer the newspaper for advertising of toothpaste brand, 5% prefer the advertising in magazine, 65% prefer television, 5% prefer Radio/FM and there are 5% respondents who prefer the advertisement of outdoor/Hoarding.

In all the cases, most of the respondents prefer the Television as advertising medium for toothpaste brand. After Television, Radio/FM and Newspaper comes respectively. It is concluded that television is most popular and effective medium for toothpaste brand advertising.

Table 4.42: Responsibility of Advertising on Staying in the current Brand According to Education Level.

Response Degree	Below SLC		SLC		Intermediate		Graduate		Post Graduate/ Above	
	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%
Advertising is fully responsible	4	57.14	3	21.43	9	30	12	17.39	4	20
Advertising is responsible to some extent	3	42.86	5	35.71	14	46.67	41	59.42	12	60
I don't know	-	-	-	-	1	3.33	3	4.35	1	5
Advertising played not much role	-	-	4	28.57	3	10	10	14.49	2	10
Advertising played no role at all	-	-	2	14.29	3	10	3	4.35	1	5
Total	7	100	14	100	30	100	69	100	20	100

Table 4.42 is related to the responsibility of advertising on staying in the current brand according to education level. It shows how far advertising is responsible for staying consumers in the current brand. In the case of respondents with below SLC level education, 57.14% respondents responded that advertising is fully responsible, 42.86% respondents believe that it is responsible to some extent.

The same table with respondents of SLC level education, 21.43% responded that the advertising is fully responsible, 35.71% believe it is responsible to some extent, no response for don't know, 28.57% are responded that advertising played no much role and 14.29% believe it played no role at all.

In the case of respondents with intermediate level education, 30% are responded advertising is fully responsible, 46.67% are responded it is responsible to some extent, 3.33% don't know whether advertising is responsible or not, 10% of the respondent expressed that advertising played not much role and 10% are cleared that it has no role at all.

Similarly, among the respondents of graduate level education, 17.39% believe it is advertising is fully responsible, 59.42% believe it is responsible to some extent, 4.35% don't know about it, 14.49% respondents are said that it played not much role and 4.35% are responded it has no role at all.

Likewise, among the respondents who have post graduate degree or above, 20% believe advertising is fully responsible, 60% up to some extent, 5% don't know whether the advertising is responsible or not, 10% believe advertising has not much role and 5% consumers response is for no role at all.

By the study of above table, it is concluded that advertising is responsible in the course of staying in the current brand of toothpaste.

Table 4.43: Reasons for Brand Switching of Toothpaste According to Education Level.

Reasons	Below SLC		SLC		Intermediate		Graduate		Post Graduate/ Above	
	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%
Availability	1	14.29	-	-	3	10	5	7.25	1	5
Advertising	-	-	1	7.15	2	6.67	6	8.70	1	5
Packaging	2	28.57	-	-	2	6.67	3	4.35	1	5
Price	-	-	-	-	3	10	6	8.69	1	5
Quality	2	28.57	10	71.42	16	53.33	41	59.42	15	75
Sale Schemes	1	14.29	-	-	-	-	5	7.25	-	-
Taste	1	14.28	3	21.43	4	13.33	3	4.34	1	5
Total	7	100	14	100	30	100	69	100	20	100

The above table presents the reasons for brand switching of toothpaste according to education level. In the case of respondents with below SLC level education, 14.29% switched to current brand because of availability, 28.57% respondents switched to current brand for packaging switched because of quality, 14.29% because of sale schemes, 14.28% because of Taste.

In the case of respondents with SLC level education, 71.42% switched to current brand because of quality, 7.15% switched because of advertising and 21.34% switched the brand because of Taste.

In the case of respondents with intermediate level education, 10% switched to current brand because of availability, 6.67% switched because of advertising, 6.67% because of packaging ,10% because of price, 53.33% because of quality, no response for sales schemes, 13.33% switched because of taste.

Likewise, among respondents of graduate level education background, 7.25% switched to current brand because of availability, 8.70% switched because of advertising, 4.35% because of packaging, 8.69% because of price, 59.42% because of quality, 7.25% because of sales schemes, 4.34% because of taste.

Among the respondents who have post graduate degree or above, 5% switched to current brand of toothpaste because of availability, 5% switched because of advertising, 5% because of packaging, 5% because of price, 75% because of quality, 5% because of taste. In all the cases, most of the respondents switched to current brand of toothpaste because of quality. So quality is the main reason to brand switch.

Table 4.44: Role of Advertising in Changing Brand of Toothpaste According to Education Level.

Response Degree	Below SLC		SLC		Intermediate		Graduate		Post Graduate/ Above	
	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%	No. of Res.	%
Advertising is fully responsible	2	28.37	3	21.43	5	16.67	16	23.19	4	20
Advertising is responsible to some extent	4	57.14	6	42.86	15	50	36	52.17	10	50
I don't know	-	-	-	-	3	10	4	5.80	1	5
Advertising played not much role	1	14.29	-	21.43	4	13.33	8	11.59	4	20
Advertising played no role at all	-	-	2	14.28	3	10	5	7.25	1	5
Total	7	100	14	100	30	100	69	100	20	100

The above table is related to the role of advertising on changing brand of toothpaste according to education level. It shows how far advertising plays its role in the course of brand changing behavior of consumers according to education level. In the case of respondents with below SLC level education, 28.57% believe advertising is fully responsible, 57.14% believe it is responsible to some extent, no response for don't know, 14.29% believe it has not much role and there are no any respondents for no role at all.

The same table with respondents of SLC level education, 21.43% responded advertising is fully responsible, 42.86% up to some extent, no response for don't know, 21.43% believe it has no much role and remaining 14.28% believe it has no role at all.

Similarly in the case of respondents with intermediate level education, 16.67% believe it is fully responsible, 50% up to some extent, 10% don't know about it, 13.33% are responded that it played not much role and 10% are said it has no role at all.

Likewise, among the respondents of graduate level education, 23.19% believe advertising is fully responsible, 52.17% believe up to some extent, 5.80% are indifferent, 11.59% expressed that it played not much role and rest 7.25% believe it played no role at all.

Among the respondents who have post graduate degree or above degree, 20% believe fully on advertising's role in the course of changing brand, 50% believe up to some extent, 5% don't know whether the advertising is responsible or not, 20% believe advertising has not much role and 5% believe it has no role at all.

By the above study, it is found that most of the respondents believe that advertising is fully or up to some extent responsible for changing the brand of toothpaste. So the role of advertising is important for changing the brand of toothpaste.

Table 4.45: Advertisement Message of Toothpaste Brand According to Family Size.

Advertisement	Living Alone		Small Family		Large Family	
	No. of Res.	%	No. of Res.	%	No. of Res.	%
Informative	6	30	29	38.15	15	34.09
Entertaining	4	20	20	26.32	7	15.91
Persuasive	4	20	13	17.11	6	13.64
Reminding the product/Brand	6	30	14	18.42	16	36.36
Total	20	100	76	100	44	100

Table 4.45 shows the advertisement message of toothpaste brand according to family size. In the case of consumer living alone, 30% feel that their preferred brand's advertisement is informative, 20% feel entertaining, 20% feel persuasive and 30% feel reminding the product/ brand.

In the case of respondents of small family, 38.15 feel it is informative type of advertisement, 26.32% feel entertaining, 17.11% feel persuasive and 18.42% feel reminding the product/Brand.

In the case of respondents from large family, 34.09% feel it is informative type of advertisement, 15.91% feel entertaining, 13.64% feel persuasive and rest 36.36% feel reminding the product/Brand type of advertisement.

In all the cases, most the respondents feel that their preferred brand's advertisement is informative.

Table 4.46: Advertising Believability of Toothpaste Brand According to Family Size.

Response Degree	Living Alone		Small Family		Large Family	
	No. of Res.	%	No. of Res.	%	No. of Res.	%
I believe fully	3	15	20	26.32	6	13.64
I believe to some extent	8	40	40	52.63	23	52.27
I don't know	1	5	2	2.63	1	2.27
I don't believe so much	4	20	10	13.16	11	25
I don't believe at all	4	20	4	5.26	3	6.82
Total	20	100	76	100	44	100

Table 4.46 presents the advertising believability of toothpaste brand according to family size. In the case of consumer living alone, 15% believe fully, 40% believe up to some extent, 51% don't express any idea, 20% don't believe so much and 20% don't believe at all.

Likewise, the respondents from small family responded that 26.32% believe fully, 52.63% believe up to some extent, 2.63% don't know whether they believe or not, 13.16% don't believe so much and 5.26% don't believe at all.

The respondents who are of large family responded that 13.64% believe fully, 52.27% believe up to some extent, 2.27% are indifferent, 25% don't believe so much and rest 6.82% don't believe at all on advertisement of toothpaste.

After analyzing the above table, it is found that most of the respondents have shown advertising believability up to some extent. So, advertising believability is satisfactory in the case of toothpaste.

Table 4.47: Impact of Advertising on choosing the Toothpaste Brand According to Family Size.

Response	Living Alone		Small Family		Large Family	
	No. of Res.	%	No. of Res	%	No. of Res	%
Yes	13	65	60	18.95	33	75
No	6	30	12	15.79	9	20.45
Don't know	1	5	4	5.26	2	4.55
Total	20	100	76	100	44	100

The above table shows the impact of advertising on choosing the toothpaste brand according to family size. In case of respondents living alone, 65% are agreed that advertising has an impact on choosing the toothpaste brand, where 30% are disagreed and 5% don't know about it.

Likewise, the respondents of small family responded that 78.95% are agreed on its impact on choosing the toothpaste brand, where 15.79% are disagreed and 5.26% do not have any idea about it.

Among the respondents who are from large family, 75% are agreed on it, 20.45% are disagreed and 4.55% are indifferent.

In all the cases, most of the respondents are agreed that advertising has an impact on choosing the toothpaste brand. So, it can be regarded as the impact of advertising positively.

Table 4.48: Responsibility of Advertising on choosing the Toothpaste Brand According to Family Size.

Response Degree	Living Alone		Small Family		Large Family	
	No. of Res.	%	No. of Res.	%	No. of Res.	%
Advertising is fully responsible	6	30	2	27.63	9	20.45
Advertising is responsible to some extent	10	50	48	63.16	30	68.18
I don't know	-	-	-	-	-	-
Advertising played not much role	4	20	5	6.58	4	9.09
Advertising played no role at all	-	-	2	2.63	1	2.28
Total	20	100	76	100	44	100

The above table shows the responsibility of advertising on choosing the toothpaste brand according to family size. Table 4.48 presents impact of advertising in yes and no form, but this table shows how far advertising is responsible for selecting the toothpaste brand. In case of consumer living alone, 30% respondents responded advertising is fully responsible, 50% responded it is responsible to

some extent and 20% are expressed it played not much role. Similarly, the respondents of small family, 27.63% state that advertising is fully responsible, 63.16% state it is responsible to some extent and 6.58% are expressed it played not much role and 2.63% responded that advertising played no role at all on choosing the toothpaste brand. Among the respondents who are from large family, 20.45% state advertising is fully responsible, 68.18% responded it is responsible to some extent and 9.09% state that it played not much role and 2.28% reacted that advertising played no role at all.

In all the cases, most of the respondents have shown advertising is fully or partially responsible for choosing the toothpaste brand. So, it is concluded that advertising is responsible for it. However, the degree of advertising responsibility may vary.

Table 4.49: Advertisement Preference of Toothpaste Brand According to Family Size.

Brands	Living Alone		Small Family		Large Family	
	No. of Res	%	No. of Res	%	No. of Res	%
Close-up	8	40	32	42.11	20	45.45
Pepsodent	7	35	26	34.20	17	38.64
Dabur Red	1	5	8	10.53	2	4.55
Colgate	3	15	8	10.53	1	2.27
Anchor	1	5	2	2.63	1	2.27
Others	-	-	-	-	3	6.82
Total	20	100	76	100	44	100

Table 4.49 is related to the advertisement preference of toothpaste brand according to family size. In the case of respondents living alone, 40% prefer the advertisement of Close-up, 35% prefer the advertisement of Pepsodent and 5% prefer Dabur Red's, 15% of respondents prefer the advertisement of Colgate, 5% prefer the advertisement of Anchor.

Likewise, the respondents of small family, 42.11% prefer the advertisement of Close-up, 34.20% prefer the advertisement of Pepsodent and 10.53% prefer the advertisement of Dabur Red, 10.53% prefer the advertisement of Colgate, 2.63% prefer the advertisement of Anchor and no response for the advertisement of other brand.

Among the respondents who belong to large family responded that, 45.45% prefer the advertisement of Close-up, 38.64% prefer the advertisement of Pepsodent, and 4.55% prefer the advertisement of Dabur Red, whereas 2.27% prefer the advertisement of Colgate, 2.27% prefer the advertisement of Anchor and 6.82% respondents of large family prefer the advertisement of other brand.

By the above study, it is found that advertisement of Close-up and Pepsodent are highly preferred by the respondents of every type of family size.

Table 4.50: Medium Preference for the Advertising of Toothpaste Brand According to Family Size.

Medium	Living Alone		Small Family		Large Family	
	No. of Res	%	No. of Res	%	No. of Res	%
Newspaper	5	25	10	13.16	8	18.18
Magazine	1	5	2	2.63	1	2.27
Television	8	40	52	68.42	26	59.09
Radio/FM	3	15	8	10.53	8	18.18
Outdoor/Hoarding	3	15	4	5.26	1	2.27
Others	-	-	-	-	-	-
Total	20	100	76	100	44	100

The above table deals with the medium preference for the advertising of toothpaste brand according to family size. The table shows that, among the respondents who are living alone, 25% prefer newspaper as advertising medium for toothpaste brand, 5% for magazine, 40% prefer for Television, 15% prefer for Radio/FM, 15% prefer for outdoor/ hoarding and there are no any respondents for other medium.

Likewise, 13.16% respondents living in small family prefer newspaper for advertising, 2.63% prefer magazine, 68.42% prefer Television, 10.53% prefer Radio/FM, 5.26% prefer outdoor/ hoarding for advertising.

The same table shows 18.18% respondents who are from large family prefer newspaper for advertising, 2.27% prefer magazine, 59.09% prefer Television, 18.18% prefer Radio/FM , 2.27% respondents prefer for outdoor/ hoarding and none of the respondent show the preference to the other medium.

By the above study, in all cases, it is found that television is the most preferred medium followed by Radio/FM and Newspaper respectively.

Table 4.51: Responsibility of Advertising on Staying in the current Brand According to Family Size.

Response Degree	Living Alone		Small Family		Large Family	
	No of Res.	%	No of Res.	%	No of Res.	%
Advertising is fully responsible	3	15	16	21.05	9	20.46
Advertising is responsible to some extent	12	60	48	63.16	27	61.36
I don't know	1	5	2	2.63	1	2.27
Advertising played not much role	2	10	5	6.58	4	9.09
Advertising played no role at all	2	10	5	6.58	3	6.82
Total	20	100	76	100	44	100

The above table is related to the responsibility of advertising on staying in the current brand according to family size. This table shows that how far advertising is responsible for staying in the current brand of toothpaste. In case of respondents living alone, 15% respondents responded that the advertising is fully responsible, 60% responded that it is responsible to some extent, 5% are indifferent, 10% think it has not much role and 10% responded that it played no role at all.

Among the respondents who are from small family, 21.05% responded that advertising is fully responsible, 63.16% state it is responsible to some extent, 2.63% don't know, 6.58% believe that it has not much role and 6.58% believe it played no role at all.

From the same table, 20.46% respondents from large family state that advertising is fully responsible, 61.36% believe it is responsible to some extent, 2.27% are indifferent, 9.09% believe it played not much role and 6.82% expressed it has no role at all.

After analyzing the above table, it is concluded that advertising is responsible on staying in the current brand of toothpaste.

Table 4.52: Reasons for Brand Switching of Toothpaste According to Family Size.

Reasons	Living Alone		Small Family		Large Family	
	No. of Res	%	No. of Res	%	No. of Res	%
Availability	3	15	6	7.89	2	4.55
Advertising	1	5	2	2.63	3	6.82
Packaging	1	5	3	3.95	1	2.27
Price	2	10	3	3.95	6	13.64
Quality	10	50	51	67.11	25	56.82
Sale Schemes	-	-	5	6.58	5	11.36
Taste	3	15	6	7.89	2	4.54
Total	20	100	76	100	44	100

The above table is related to the reasons for brand switching of toothpaste according to family size. In the case of respondents living alone, 15% switched to current brand because of availability, 5% because of advertising, and 5% because of packaging, 10% because of price, 50% because of quality and 15% because of taste.

Likewise, 7.89% respondents living in small family switched because of availability, 2.63% because of advertising, 3.95% because of packaging, 3.95% because of price, 67.11% because of quality , 6.58% because of sales schemes and 7.89% because of taste.

In case of respondents living in large family, 4.55% switched to current brand of toothpaste because of availability, 6.82% because of advertising, 2.27% because of packaging, 13.64% because of price, 56.82% because of quality and 11.36% because of sales schemes and 4.54% because of taste.

In all the cases, most of the respondents' reason for Brand switching to current brand is quality. Other reasons are differs according to the family size.

Table 4.53: Role of Advertising in Changing Brand of Toothpaste

Response Degree	Living Alone		Small Family		Large Family	
	No of Res.	%	No of Res.	%	No of Res.	%
Advertising is fully responsible	4	20	14	18.42	9	20.45
Advertising is responsible to some extent	6	30	37	48.68	24	54.55
I don't know	2	10	6	7.89	3	6.82
Advertising played not much role	5	25	10	13.16	6	13.64
Advertising played no role at all	3	15	9	11.85	2	4.54
Total	20	100	76	100	44	100

The above table is concerned with role of advertising in changing brand of toothpaste according to family size. In case of respondents living alone, 20%

believe advertising is fully responsible, 30% believe it is responsible to some extent, 10% don't know, 25% believe advertising played not much role and 15% believe advertising has no role in the course of changing brand.

Similarly, 18.42% respondents living in small family believe advertising is fully responsible, 48.68% believe it has role up to some extent in this course, 7.89% don't know whether it has role or not, 13.16% believe advertising played not much role and 11.85% believe it has no role at all.

Likewise, among the respondents who are from large family, 20.45% believe the role of advertising is fully responsible in the course of changing brand of toothpaste, 54.55% believe it is responsible to some extent, 6.82% seems to be indifferent, 13.64% believe advertising played not much role and 4.54% don't believe that advertising played important role in changing brand.

From the above cases, it is found that most of the respondents believe that advertising is fully or partially responsible in the course of changing brand of toothpaste. So, it is concluded that advertising played important role in changing brand, in case convenience goods like toothpaste.

4.2. Major Findings of the Study

- The advertisers of the convenience goods like toothpaste have realized the essence of advertising in the situation of Nepalese market.
- Advertising is the main source of information about particular brand of the product as well as most sensitive in the course of promotional activities.
- Almost all the consumers know about the advertisement of toothpaste brand via various media. Hence the advertising has a greater importance.

- Most of the consumers know about the advertisement of particular product by Television along with other media, like Radio/FM, Newspaper, Magazines and outdoor hoardings.
- The consumer involvement in purchasing process of toothpaste mostly self and choice decision also made mostly themselves for the toothpaste brands.
- While purchasing the convenience goods most of the consumers have given the first priority to the quality of the product, Price, taste, availability, advertising, sales schemes and other factors come respectively after quality, which is being generalized by the case study of toothpaste.
- Most of the consumers prefer the close-up as their first choice brand followed by Pepsodent and sometimes Pepsodent also seems to be high in rank with certain age group.
- Close-up and Pepsodent again hold first second position respectively as second choice brand.
- There is correlation between brand choice of toothpaste and advertising.
- Most of the consumers felt the advertisement message of mentioned toothpaste brands are informative and persuasive.
- Response towards advertising believability is satisfactory. Even though, it is selective. Most of the consumers believe it up to some extent.
- Most of the consumers have said that advertising has an impact on choosing a particular toothpaste brand.
- Most of the consumers believe that advertising is highly responsible to some extent for choosing particular toothpaste brand.
- Advertisement of close-up and Pepsodent most preferred advertisement of toothpaste brand accepted by consumers.
- Television is the most preferred medium for advertising of toothpaste brand and effective too.

- Newspapers and magazines are widely preferred media in the developed countries. But in Nepal, these media are not so effective because of the low reading habits and economic constraints as well as its quality.
- Consumers bought the toothpaste to get benefit of brighter teeth, other is quality benefits come respectively after it
- Wholesaler/Retail/Cold Store is the main place for shopping of toothpaste. Since supermarket/ Department Store is not common for Nepalese consumers outside valley.
- Advertising played an important role in staying in the current brand of toothpaste.
- The main reason of brand switching is the quality of the product. Price and advertising falls after quality respectively.
- The role of advertising in the course of changing brand of toothpaste is found effective.
- There are no vast differences in the result of findings due to Gender, Age, Educational level and Family size of the respondents.
- The effective advertising in time is regarded as the best tool for brand choice of such convenience goods.
- Most of the advertising of toothpaste is attractive and melodious too.
- The Impact of advertising is regarded important in the course of brand choice of convenience goods such as toothpaste under our study.

Chapter - Five

Summary, Conclusion and Recommendation

5.1 Summary

Advertising is the most widely used promotional tool for modern marketing. Marketing is a primary and essential function of every business houses, without marketing and advertising no success can be achieved. Advertising here can be summarized in a view of communication. Communication is a process of transferring message and meaning from one to another. It involves the flow of information and understanding between the sender and the receiver must understand the meaning of message being received.

Since marketing is essential for promoting goods and services in the market the marketers are found developing various promotional tools to assist their jobs. Among all, advertising is the mostly preferred functions for the promotional activities. Since the very beginning of the marketing, advertising has been treated as an effective promotional tool.

The major task of the advertising is to sell ideas, the product, services, to inform to aware about the product, services or ideas etc. Most of the companies, banks, business houses, colleagues, and schools are using advertising to increase sales, customers and students in their respective field.

Through advertising business companies try to create the favorable attitudes towards the product brands and motivate the consumers to purchase it and to be loyal on the product and brand through advertising. Advertising can create the positive response in the mind of the consumers but too ascertain the certain task or to achieve the goal, advertiser must employ the advertising camp again. Before launching the advertising, the advertiser must be aware about the product, market,

competitors' product, advertisement of the competitors' product, channel to be used for the advertisement and the target market so as to achieve the targeted goal. Advertiser must study the target area, target customer and other various factors so that the objective of the advertising would be fulfilled.

In a developing country like Nepal, everything is a progressive phase Nepalese market is maturity day by day and there seem high competition in among the similar type of business area. We can take example toothpaste, noodles and other various convenience products which are mushrooming day by day. In the situations the marketer must recognize the essence of advertising in developing country too. In the case of developed countries, the market is possible only through the advertising. Without advertising no market can be imagined and the large expenditure is made on advertising. In comparison to this we are far behind in the field of advertising. Advertising is an economic tool that helps to boost the economic growth of a country.

The population of this study is the consumers of toothpaste who are exposed in the advertisement of toothpaste brand by various medias. The sample of the study comprised of 140 consumers in Biratnagar city. A judgmental sample method is used so that the large scale of population can easily be represented. A set of questionnaire is used for the collection of information. The respondent fills questionnaire and in many cases the answers are achieved verbally. The questionnaire is served collected and tabulated for analysis purpose.

The above study of advertising impact on brand choice of consumer's goods shows that advertising is the major source of information and key of success in business enterprise as well as service sector organization. Advertising basically persuades the consumers than motivate them towards their products and brand. Advertising supports motivates and excites consumers on their decision making

process. A confused consumer is highly guided by the advertisement influence the consumers to choose the particular brand and to create the positive attitude towards the brand and finally helps to create the brand loyalty. To sum up advertising plays a significant role in brand choice of convenience product.

5.2 Conclusions

Advertising has been found as important promotional tools for consumer's product like toothpaste they got knowledge through the different advertising Medias. Without advertising, there is no business at all; Most of the business houses, trading companies spend the huge amount of money in advertising so that they can make the consumer aware about the product and the services.

In the study presented above the consumers are aware about the available brands of toothpaste and consider different factors while purchasing the brand. Among all, the quality is the main reason, and other comes respectively. Most of the respondents believed that the advertising has the high degree of believability that means advertising is responsible for brand choice of toothpaste. It has also been found that the advertising displayed through the televisions is much more important than the other Medias. Most of the respondents are highly motivated by the advertisement of television followed by radio newspaper and other Medias.

In case of the advertisement of various brand of toothpaste Pepsodent and close-up are in high rank. Mostly the respondents prefer the advertisement of close up and sometimes Pepsodent also seems to be high in rank with certain age group. Though advertising played important role to make consumer brand preferred, Quality is the main reason for brand switching. The study has shown that none of the respondents are ready to compromise for the quality. After quality comes Advertising, Price, availability, taste, sales scheme and so on respectively.

5.3 Recommendation

Advertising is the lifeblood of any business for providing the commodity information. Advertising has become the part of life of any commodity. The success and failure of any business is based on the advertising itself. For the purpose of informing the consumers regarding the various aspects of the products such as durability and popularity advertising plays a vital role.

Today the world has been the world of communication medias are mushrooming and they have played much role in making the products familiar through promotion and presentation. The product should be presented with better brand, label and package to win the heart of the consumers. As a whole advertising believability is found satisfactory and somewhere advertising tells people about the facts related with products and services. But unfortunately in these days there is too much of untruthfulness, misleading, descriptive and exaggerated advertising to attract the consumers. But its effectiveness depends a great deal upon consumer belief on its essential truthfulness so to make the advertising more believable and effective it should be primarily concentrated towards the well being of consumer by providing truthful and acceptable message.

The consumers mostly like better quality when the consumers are already familiar about product. At this time the marketers are suggested to telecast entering types of advertisement by which advertising frequency will be more and ultimately it creates positive image towards the brand.

Consumers are highly aware of brands through advertising. Advertising is the only tool that reaches to the mass economically. So the marketers of toothpaste are suggested to advertise their products through televisions along with Radio/FM and Newspaper.

As a whole advertising tells people about the facts related with products and services. So to make advertising more believable and effective, it should be primarily concentrated towards the well-being of the product by providing truthful and acceptable message. The impact of advertising in the course of choosing brand is quite effective. After advertising quality, place, product, price, promotion comes simultaneously.

In a data collection process it has been observed that the advertisement of close up and Pepsodent are quite effective and leading in the market too. In view of this it is observed that the other brands also should make their presence in the market.

The success of any firm or a company depends upon the post purchase behavior of the consumers and it is largely determined by the satisfaction received from the consumption.

Advertising is the blood circulation system of modern marketing, especially in course of promotion. It is not just a charity but also a strategic promotional tool of modern marketing but to make advertising more effective, the advertisement should be more creative and unique in design or style with factual information.

BIBLIOGRAPHY

Books

- Agrawal, Govinda Ram, *Marketing Management in Nepal*, Kathmandu, M.K. Publisher and Distributors, 2007.
- Ahuja, B.N. and Chhabra S.S., *Advertising*, 2/e, New Delhi, Surget Publication, 1995.
- Bajracharya, B.C., *Business Statistics and Mathematics*, Kathmandu, M.K. Publishers and Distributors, 2004.
- Batra , Myers, John G. and Akbar, David A., *Advertising Management*, 5/e, New Delhi, Prentice Hall of India Ltd., 1999.
- Borton, Roger, *Advertising Handbook*, 4/e, Englewood Cliffs, Prentice Hall Inc., 1985.
- Bovee, Courtland L. and Arens William F., *Advertising*, 2/e, USA, Irwin Homewood, Illinois 60430, 1986.
- Bovee, Courtland L. and Arens William F., *Advertising*, Boston, Richard D. Irwin Inc., Homewood, 1992.
- Boyd, Horper W; Westfall, Jr. Ralph; Stasch, Stanely F., *Marketing Research: Text and Cases*, 7/e, Illinois, Richard D. Irwin Inc., Homewood, 1998.
- Cateora, Philip R., *International Marketing*, 9/e, Singapore, McGraw Hill, (International Edition), 1997.
- Chunawalla, S.A and Sethia K.C., *Foundation of Advertising: Theory and Practice*, 4th revised edition, Mumbai, Himalaya publishing house, 1998.
- Jefkins, Frank, *Advertising*, 3/e, New Delhi, McMillan India Ltd., 1999.
- Joshi, P.R., *Research Methodology*, 1st Edition, Kathmandu, Buddha Academic Publishers and Distributors Pvt. Ltd; 2001.

Koirala, K.D., *Marketing Decisions*, 4/e, Kathmandu, M.K. Publishers and Distributors, 1995.

Kotler, Philip, *Marketing Management*, New Delhi, Prentice Hall of India, Millennium Edition, 2000.

Sandage, C.H.; Fry burger, Vernon and Rotzoll, Kim, *Advertising Theory and Practice*, 11/e, New Delhi, A.I.T.B.S. Publishers and Distributors, 2000.

Sontakki, C.N., *Advertising*, 1st Edition, New Delhi, Kalyani Publishers, 1989.

Schiffman, Leon G. and Kanuk, Leslie-Lazar, *Consumer Behavior*, 6/e, New Delhi, Prentice-Hall of India (Pvt.) Ltd., 1997.

Shrestha, K.N and Manandhar, K.D., *Statistics and Quantitative Techniques for Management*, 3/e, Kathmandu, Valley Publishers, 2000.

Stanton, Willian J., *Fundamental of Marketing*, 5/e, New York, McGraw Hill, 1985.

Wolff, Howard K. and Pant, Prem R., *A Handbook for Social Science Research and Thesis Writing*, 2/e, Kathmandu, Buddha Academic Enterprises Pvt. Ltd., 2000.

Magazines, Journals, Reports, Articles and Government Publications.

Agrawal, Neha, *How Brands Influence people*, Business Age, August, 2003.

Business Age, *Welcome Ad.*, *Welcome MNCs* December, 2000.

Dahal, Mitrasen, *Nepalma Bigyapan Byabasaya*, Smarika.(AAAN), 2049.

Koirala, Rajesh, *Belama Bigyapan*, Kantipur Daily, 20th Baisakh, 2060.

Lamsal, Madan, *Market Competition, Is everything fair?* Business age May,1999.

Nepal, Kiran and Humagai, Mukul, *Ramra Bigyapan Ramro Bhabisya*, Himal (Apr- May), 2003.

Nepal Television Viewer Survey, Centre for Economic Development and Administration (CEDA), Kathmandu, 2003.

Pradhan, Dhana, "*Nepalma Bigyapan Byabasaya*, Smarika, (AAAN), 2049. Rate Card, Kantipur Publication and Asia-Pacific Communication Associates Nepal Pvt. Ltd., 2060.

Rate Card, Radio Nepal, August 18, 2003.

Statistical Pocket Book, Nepal, Central Bureau of Statistics, Kathmandu, 2004.

The Annual Report of AAAN, Kathmandu, 2004.

Vakratsas, Demetrios and Ambler, Tim, *How Advertising works: What Do We Really Know?* Journal of Marketing, January, 1999, Vol. 63.

Wagle, Ananta, *Competing advertisements*, Business Age, June, 2003.

Dissertations

Baral, Laxmi Prasad, *A comparative study on the communication effects of Advertising and Brand Preference*, Dissertation-Degree in Management, T.U., Kathmandu, 1996.

Ghimire, Ram Bhakta, *Advertising Through Television: Impact on Consumer Behavior*, Dissertation-Degree in MBA, T.U., Kathmandu, 2000.

Giri, R.P., *A study on Communication Effect of Advertising and Brand Preference of instant Noodle*, Dissertation-Degree in Management, T.U., Kathmandu, 1985.

Nepal, Damodar, *A study on Brand Loyalty of the Nepalese Consumers*, Dissertation-Degree in Management, T.U., Kathmandu, 2003.

Pant, Yogesh, *A study on Brand Loyalty*, Dissertation-Degree in MBA, T.U., Kathmandu, 1993.

Sharma, G.R., *A study on Movies- Stars Endorsement in Advertising*, Dissertation-Degree in Management, T.U., Kathmandu, 1996.

Shrestha, Rajendra Krishna, *The Role of Advertising in Brand choice and product positioning*, Dissertation-Degree in Management, T.U., Kathmandu, 1997.

Thakur, Binaya Kumar, *The role of Advertising in Brand Loyalty*, Dissertation-Degree in Management, T.U., Kathmandu, 2001.

Timilsina, Jagat, *A Study on Buyer's Behavior of Indian Gorkhas and Local People*, Dissertation-Degree in Management, T.U., Kathmandu, 1999.

Upadhaya, Santosh Kumar, *Radio Advertising and Its Impact on Purchasing act in Consumer Goods*, Dissertation-Degree in Commerce, T.U., Kathmandu, 1981.

QUESTIONNAIRE

"Advertising Impact on Brand Choice of Convenience Goods"

Hello! My name is Narendra Kumar Agrawal. I am student of MBS in Post Graduate Campus, Biratnagar under Tribhuvan University and I am conducting a survey to measure the "Advertising Impact on Brand Choice of Convenience Goods" as a part of MBS course. Would you give me a few minutes to answer some questions? I assure you that your answer will be kept completely confidential.

1. Have you seen/read/heard the advertisement of toothpaste?

a) Yes []

b) No []

If yes, from which medium you have known about the advertisement of product? (Please tick at one or more)

(a) Newspaper [] (b) Magazine [] (c) Television []

(d) Radio/FM [] (e) Outdoor/ Hoarding [] (f) Others []

2. Who usually buy toothpaste for you?

(a) Myself [] (b) Family Members []

(c) Servant [] (d) Any other []

3. Who decides the brand of toothpaste to be bought?

(a) Myself [] (b) Family Members []

(c) Servant [] (d) Any other []

4. Among the following factors, which factors do you consider in buying the toothpaste? Could you rank them in order of your choice? (Most into 1 and least into 7)

Toothpaste	Rank
a) Availability	[]
b) Advertising	[]
c) Price	[]
d) Quality	[]
e) Sales schemes	[]
f) Taste	[]
g) Any other factor	[]

5. What brand of toothpaste you usually buy? Could you place them in order of your choice?

- a) 1st choice
- b) 2nd choice

6. What do you feel that the advertisement for your most preferred brand is

- (a) Informative (b) Entertaining
- (c) Persuasive (d) Reminding the product/Brand

7. Do you believe, what is said in the advertisement for your brand of toothpaste?

- a) I believe fully []
- b) I believe to some extent []
- c) I don't know []
- d) I don't believe so much []
- e) I don't believe at all []

8. Do you agree advertising is responsible for choosing a particular toothpaste brand?

- (a) Yes [] (b) No [] (c) Don't know []

If yes, how much advertising is responsible for choosing a particular toothpaste brand?

- a) Advertising is fully responsible []
b) Advertising is responsible to some extent []
c) I don't know []
d) Advertising played not much role []
e) Advertising played no role at all []

9. Which brand's advertisement do you prefer the most? (Please tick at one)

- (a) Close up [] (b) Pepsodent [] (c) Dabur Red []
(d) Colgate [] (e) Anchor [] (f) Others []

10. Which medium do you prefer among the following medium for toothpaste brand advertising? (Please tick at one)

- (a) Newspaper [] (b) Magazine []
(c) Television [] (d) Radio/FM []
(e) Outdoor/ Hoarding [] (f) Others []

11. What benefits do you prefer to buy the toothpaste? Could you rank them in order of importance? (Most into 1 and least into 5)

- (a) Pleasant Flavor [] (b) Avoid tooth decay []
(c) Brighter Teeth [] (d) Stronger Gum []
(e) Economy []

12. Where do you usually buy toothpaste?
 (a) Place- Supermarket [] (b) Retail shop [] (c) Cosmetic shop []
13. How long have you usually been using the current brand of toothpaste?
 (a) Less than 1 Year [] (b) 1-3 years [] (c) More than 3 years []
14. To what extent advertising is responsible for staying in the current brand?
 a) Advertising is fully responsible []
 b) Advertising is responsible to some extent []
 c) I don't know []
 d) Advertising played not much role []
 e) Advertising played no role at all []
15. What was your previous brand of toothpaste?
 a) Most recent
- b) Before that
16. Why do you switch to your current toothpaste brand? (Please tick at one)
 (a) Availability [] (b) Advertising []
 (c) Packaging [] (d) Price []
 (e) Quality [] (f) Sales schemes []
 (g) Taste []
17. To what extent advertising played its role to change of your brand?
 a) Advertising is fully responsible []
 b) Advertising is responsible to some extent []
 c) I don't know []
 d) Advertising played not much role []
 e) Advertising played no role at all []

Appendix

Arithmetic mean (\bar{X}) = $X_1 + X_2 + X_3 + \dots + X_n$

Or
$$\frac{\sum X}{N}$$

Where (\bar{X}) = Arithmetic mean

X_1, X_2, \dots, X_n are Value of variables

N = Total number of observations

$\sum X$ = sum of the variables

Mathematically, let $W_1, W_2, W_3, \dots, W_n$ be the weights given to the variant values $X_1, X_2, X_3, \dots, X_n$ respectively then their weighted arithmetic mean is denoted by \bar{X}_W is defined by

$$\begin{aligned} \bar{X}_W &= \frac{W_1 X_1 + W_2 X_2 + \dots + W_n X_n}{W_1 + W_2 + \dots + W_n} \\ &= \frac{\sum WX}{\sum W} \end{aligned}$$

Chi- Square Test

The steps for the computation of Chi- Square test:

Step 1: Formulate the null and alternative hypothesis.

Step 2: Compute E_1, E_2, \dots, E_n corresponding to O_1, O_2, \dots, O_n

Step 3: Under H_0 , compute the test statistic.

Step 4: write down the critical or tabulated value of χ^2 at a certain level of significance (usually = 0.05 or 0.01) for degree of freedom.

Step 5: Make Decision if the computed value of χ^2 is less than its tabulated value, H_0 is accepted. If the computed value of χ^2 is greater than its tabulated value, H_0 is rejected (i.e. H_1 is accepted)