

**EFFECT OF ADVERTISEMENT ON CONSUMER
BUYING BEHAVIOR OF SMART PHONE USERS IN
KATHMANDU VALLEY**

**A Dissertation submitted to the Office of the Dean, Faculty of Management in
partial fulfillment of the requirements for the Master of Business Studies (MBS)**

By

Sonika Shrestha

Campus Roll No.: 681/074

Exam Roll No.: 6308/18

T.U. Regd. No.: 7-2-422-45-2012

Shanker Dev Campus

Kathmandu, Nepal

June, 2024

CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “**Effect of Advertisement on Consumer Buying Behavior of Smart Phone Users in Kathmandu Valley**”. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

.....

Sonika Shrestha

Date:

REPORT OF RESEARCH COMMITTEE

Ms. Sonika Shrestha has defended research proposal entitled “**Effect of Advertisement on Consumer Buying Behavior of Smart Phone Users in Kathmandu Valley**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidelines of supervisor Mikha Shrestha and submit the thesis for evaluation and viva-voce examination.

Mikha Shrestha

Dissertation Supervisor

Signature:

Dissertation Proposal Defended Date:

.....

Dissertation Submitted Date:

.....

Asso. Prof. Dr. Sajeeb Kumar Shrestha

Head, Research Department

Signature:

Dissertation Viva Voce Date:

.....

APPROVAL SHEET

We, the undersigned, have examined the thesis entitled “**Effect of Advertisement on Consumer Buying Behavior of Smart Phone Users in Kathmandu Valley**” presented by Sonika Shrestha, a candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

.....

Mikha Shrestha
Dissertation Supervisor

.....

Internal Examiner

.....

Internal Expert

.....

External Expert

.....

Asso. Prof. Dr. Sajeeb Kumar Shrestha
Chairperson, Research Committee

.....

Asso. Prof. Dr. Krishna Prasad Acharya
Campus Chief

ACKNOWLEDGEMENT

This thesis entitled “**Effect of Advertisement on Consumer Buying Behavior of Smart Phone Users in Kathmandu Valley**” has been prepared for the partial fulfillment of the requirement for the Degree of Master of Business Studies.

I extend my deep sense of indebtedness to my respected supervisor Mikha Shrestha for her precious guidelines, inspiration and suggestion thoroughly during the period of this research. Without her valuable insight, I would not think of accomplishment of this dissertation. I would like to express my gratitude to my honorable campus chief Asso. Prof. Krishna Prasad Acharya, research department head Asso. Prof. Dr. Sajeeb Kumar Shrestha of Shanker Dev Campus and Shanker Dev Campus Library who provided the reference and reading materials during the period of research. I also like to thank to my respectable teacher for guiding and inspiring me to complete this thesis.

I am deeply indebted to my respected teachers and friends for helping me during the period of research.

Sonika Shrestha

TABLE OF CONTENTS

	Page No.
<i>Title Page</i>	<i>i</i>
<i>Certification of Authorship</i>	<i>ii</i>
<i>Report of Research Committee</i>	<i>iii</i>
<i>Approval Sheet</i>	<i>iv</i>
<i>Acknowledgement</i>	<i>v</i>
<i>Table of Contents</i>	<i>vi</i>
<i>List of Tables</i>	<i>ix</i>
<i>List of Figures</i>	<i>ix</i>
<i>Abbreviations</i>	<i>x</i>
<i>Abstract</i>	<i>xi</i>
CHAPTER - INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Statement	3
1.3 Objective of the Study	5
1.4 Hypothesis of the Study	5
1.5 Rationale of the Study	5
1.6 Limitations of the Study	E
rror! Bookmark not defined.	
CHAPTER – II LITERATURE REVIEW	8
2.2 Theoretical Review	8
2.1.1 History of Advertisement	8
2.1.2 Concept of Advertising	10
2.1.3 Different Types of Advertising	12
2.1.4 Methods of Advertising	13
2.1.5 Print Media of Advertising	14
2.1.6 Radio Advertising	19
2.1.7 Television Advertising	21
2.1.8 Advertisement as a Part of Marketing Activities	24

2.1.9 Theories of Advertising	25
2.1.9.1 Hierarchy of Effects Theory	25
2.1.9.2 AIDA Theory	26
2.1.9.3 Relationship Marketing Theory	27
2.1.9.4 Media Richness Theory (MRT)	27
2.1.10 Consumer Behaviour	28
2.1.11 Consumers Buying Behavior Models	29
2.2 Empirical Review	30
2.2.1 Review of Journals and Articles	30
2.3.2 Review of Thesis	39
2.4 Research Gap	43
CHAPTER – III RESEARCH METHODOLOGY	44
3.1 Research Design	44
3.2 Population and Sample and Sampling Design	44
3.3 Nature and Sources of Data and the Instrument of Data Collection	44
3.4 Method of Analysis	45
3.5 Research Framework and Definition of Variables	48
CHAPTER – IV RESULTS AND DISCUSSION	51
4.1 Results	51
4.1.1 Respondents Demographic Profile	51
4.1.2 Reliability Test	53
4.1.3 Descriptive Analysis	54
4.1.3.1 Summary of Descriptive Statistics	54
4.1.3.2 Descriptive Study of TV Adv. on Consumer Buying Behaviour	55
4.1.3.3 Descriptive Study of Radio Adv. on Consumer Buying Behaviour	56
4.1.3.4 Descriptive Study of Online Adv. on Consumer Buying Behaviour	57
4.1.3.5 Descriptive Study of Print Adv. on Consumer Buying Behaviour	57
4.1.3.6 Descriptive Study of Consumer Buying Behaviour	58
4.1.4 Correlation Analysis	59
4.1.5 Regression Analysis	60
4.2 Major Findings	63
4.3 Discussion	64

CHAPTER – V SUMMARY AND CONCLUSION	67
5.1 Summary	67
5.2 Conclusion	68
5.3 Implications	69

References

Appendices

LIST OF TABLES

Table No.	Title	Page No.
Table 1	Summary of Empirical Review	36
Table 2	Demographic Profile of Respondents	52
Table 3	Reliability Statistic of Variables	53
Table 4	Summary of Descriptive Analysis	54
Table 5	Descriptive Study of TV Adv. on Consumer Buying Behaviour	55
Table 6	Descriptive Study of Radio Adv. on Consumer Buying Behaviour	56
Table 7	Descriptive Study of Online Adv. on Consumer Buying Behaviour	57
Table 8	Descriptive Study of Print Adv. on Consumer Buying Behaviour	58
Table 9	Descriptive Study of Consumer Buying Behaviour	59
Table 10	Pearson Correlation Coefficients of Study Variables	60
Table 11	Model Summary	61
Table 12	Analysis of Variance (ANOVA)	61
Table 13	Regression Coefficient of Variables on Consumer Buying Behaviour	62

LIST OF FIGURE

Figure No.	Title	Page No.
Figure 1	Research Framework	49

ABBREVIATIONS

%	:	Percentage
&	:	And
Adv.	:	Advertising
CBB	:	Consumer Buying Behaviour
Co.	:	Company
e.g.	:	Example
i.e.	:	That is
IBM	:	International Business Machine Corporation
MKT	:	Marketing
MS. DO	:	Microsoft Disk Operating System
No.	:	Number
OA	:	Online Advertising
PA	:	Print Advertising
RA	:	Ratio Advertising
Res	:	Respondents
T.U.	:	Tribhuvan University
TVA	:	Television Advertising
www	:	World Wide Web

ABSTRACT

This study investigates the effect of impact of advertisement on consumer buying behavior of smart phone users in Kathmandu valley. This study is based on descriptive research design and causal-comparative research design to deal with fundamental issues associated with the impact of advertisement on consumer buying behaviour of smart phone users. This study has included 400 smart phone users based in Kathmandu Valley. This study used descriptive statistic, correlation analysis and multiple regression analysis by using SPSS version 26. This study shows that the majority of the respondents agreed that online advertisement highly affects their buying behavior of smart phone users and they believe that their intense to buy is also high. The correlation analysis also shows that there is significant positive association between TV advertisement and consumer buying behaviour. Similarly, there is significant positive association between radio advertising and the consumer buying behaviour. At the same time, correlation value between online advertising and the consumer buying behaviour is significant positive. Moreover, print advertising has significant position association with consumer buying behaviour of smart phone users. The regression result reveals that TV advertisement has significant positive effect on consumer buying behaviour. Likewise, there is significant positive effect of radio advertisement on consumer buying behaviour. At the meantime, online advertising has significant positive impact on consumer buying behaviour. Finally, there is significant positive effect of print advertisement on consumer buying behaviour of smart phone users. Therefore, this study concluded that the impact of advertisement on consumer buying behavior of smart phone users in Kathmandu valley.

Keywords: Consumer Buying Behaviour, TV Advertising, Radio Advertising, Online Advertising and Print Advertising

CHAPTER - I

INTRODUCTION

1.1 Background of the Study

Advertising and other public relations strategies are used to advance a cause or encourage the sale of a good or service on behalf of a named sponsor. The majority of advertising seeks to influence viewers to purchase a certain good or service. On the other hand, some commercials aim to enlighten or sway consumer behavior. Instances include promoting family planning and giving health advisories about the dangers of drug use and cigarette smoking. This type of advertising is sometimes referred to as public service announcements, or PSAs. Commercials that also function to promote an organization, like Maiti Nepal or the Red Cross, are referred to as institutional advertising. The main goal of this type of advertising is to influence viewers to donate money or their time to the cause (Koirala, 2015).

Advertisement is the term used to describe all the activities involved in presenting a group of individuals with an openly funded, impersonal, spoken, or visual message about a good, service, or concept. This communication also referred to as an advertisement is backed by the named sponsor and is disseminated through one or more media outlets. The American Marketing Association defines advertising as any kind of publicly sponsored, paid-for, non-personal presentation of products, services, or a call to action. Numerous academics think that advertising offers significant financial and societal advantages. Some claim that advertising reinforces harmful stereotypes, promotes an excessively materialistic culture, or does both. But most people consider it to be crucial purchasing advice (Cunawalla & K. C., 2015).

Consumer buying behavior is the process by which individuals select, pay for, and utilize goods and services to meet their requirements. Since buying is our main activity, consumer behavior could be considered the epitome of human behavior. It addresses all aspect of the purchasing process, including elements that influence a buyer prior to, during, and following a transaction. For consumers, making purchases is a difficult process. For the purpose of analyzing and evaluating a particular product, consumer purchasing trends are crucial. Depending on the price or the perceived value and quality of the goods, a buyer's intentions may change (Rai et al., 2023).

The definitions given above include a wide range of advertising elements. To begin with, advertising is impersonal. Advertising doesn't include any sort of in-person communication. In advertising, the sender's physical presence is not necessary. The message is disseminated by one or more of the many mass communication channels, including radio, television, and newspapers. The audience does not feel compelled to listen or react because of its impersonality. Advertising therefore cannot be as persuasive as a firm sales professional. Mass communication is advantageous for advertising, though. Advertising is the most economical form of communication in this sense. It is a low-exposure effective method of contacting a big number of geographically scattered buyers. Second, there is a clear sponsor for advertising. Sponsors can be people, groups, or organizations. The advertiser under contract is named as the sponsor. Put another way, because the sponsors of the adverts are clearly named, the general public is aware of who is funding them (Agrawal, 2014).

The key objective of advertising is to influence consumer behavior while making purchases, but it also commonly modifies or reinforces people's recollections of a brand. The connections that consumers have with the brand name in their minds make up their memories of the brand. These brand cognitions impact contemplation, assessment, and ultimately purchase decisions. The majority of businesses analyze customer behavior. Finding the variables that influence consumer behavior under certain conditions, such as those related to the economy, is the main goal of consumer behavior analysis. Advertisers may better grasp consumer behavior in various buying scenarios by using consumer behavior analysis. The advertising effect of advertising exposure, in accordance with conventional hierarchy-of-effects models, leads to brand cognition and cognition about the advertisement, which in turn leads to attitude toward the advertisement and the brand until purchase intent (Ayanwale et al., 2005).

Smartphones, which differ from regular mobile phones in terms of operating system, have been drawing a sizable user base and are now seen as essential for both personal and professional use. Users utilize them for social networking, as well as for features and activities including gaming, emailing, reading e-books, and sending messages. Since smartphones are a relatively new technology, there hasn't been much focus on them in academic studies to better understand customers' attitudes about smartphone usage (Joo & Sang, 2013). However, when consumers make decisions to support their

purchases, smartphone marketing are becoming more and more important (Kim & Han, 2014). Smartphone advertisements have advanced in sophistication, fitting screens of devices that are unsuitable for displaying standard online advertising. Thus, the main focus of this study is to find out how advertising affects the consumer behavior towards smartphones.

1.2 Problem Statement

In marketing, advertising is very important. Nowadays, a lot of businesses use advertising as a crucial component because of its value. Advertising's job is to make the product demand curve incline upward. One of the most important things an advertiser needs to think about in this regard is the effectiveness of their ads. The most important thing an advertiser can do to ensure the success of any advertisement is to choose the appropriate media. Television holds a strong position among other media types. Through the media, advertisements can simultaneously reach many different countries. It takes a global approach (Keller & Kotler, 2015).

Awan et al. (2016) showed that advertisements had a big impact on consumers' decisions and buying habits. Dhaliwal (2016) found a significant relationship between quality advertising and consumer purchase behavior. Assaf (2017) found that the message's qualities, content, and distribution medium all positively influence the decisions that customers make about what to buy. Sunderaraj (2018) found no relationship between respondents' wealth and contentment or between respondents' age and the level of marketing influence. Sama (2019) found that newspapers and magazines are useful media for influencing customers' PUR and PPUR behavior.

Neupane (2019) stated that television was the popular medium. This study had opened the ground for further research. Oyekanmi (2019) revealed that there was a significant influence of advertising on consumers' buying behavior of Smartphones in Ibadan metropolis. Additionally, the result showed that there was an age disparity among the buyers of Smartphones in Ibadan metropolis. Manandhar (2019) showed that there was a positive impact of advertisement on consumer behavior and that television was more effective media to influence and convince the audience towards the advertised products.

Maiyaki (2020) revealed celebrity advertising had no discernible impact on customer purchasing behavior, whereas outdoor, print, and broadcast advertising significantly and favorably affected consumer purchasing behavior. Mustafi and Hosain (2020) found that each independent component had a favorable and substantial impact on the purchasing behavior. Njuguna (2021) concluded that using social media pages facilitates customer interaction and influences their purchasing decisions. The use of email marketing strategy by online shopping sites was made possible by the utilization of internet platforms.

Khanam (2022) found advertising in print, broadcast, and internet media significantly impacted consumers' awareness, conviction, and purchasing behavior (PUR). Lenin and Manivannan (2022) provided an illustration of how consumers view digital advertisements and how they influence their purchasing decisions. Moosavijad et al. (2023) found that advertising value had a secondary effect on purchase intention, whereas the flow experience had the greatest impact. Achuku and Abubakar (2023) revealed outdoor advertising had no discernible impact on consumer purchasing behavior, radio advertising had a negative but significant effect, and television advertising had a positive and statistically significant effect. While the aforementioned empirical data are relevant to other nations, there are none relevant to Nepal, particularly the Kathmandu Valley, and the current state of affairs. However, the research that is currently accessible only covers a very small number of respondents; this study aims to close this gap by including 400 respondents. It is intended to fulfill the gap of the context as mentioned above. So, the study aims at answering the following research questions;

- What is the status of advertisement and consumer buying behavior of smart phone users?
- How is the relationship between advertisement and consumer buying behaviour of smart phone users?
- What is the impact of TV advertising, radio advertising, online advertising and print advertising on consumer buying behavior of smart phone users in Kathmandu valley?

1.3 Objective of the Study

The main objective of the study is to evaluate the impact of advertisement on consumer buying behavior of smart phone users in Kathmandu valley. The other specific objectives are;

- To analyze the status of advertisement and consumer buying behavior of smart phone users.
- To measure the relationship between advertisement and consumer buying behaviour of smart phone users.
- To examine the impact of TV advertising, radio advertising, online advertising and print advertising on consumer buying behavior of smart phone users in Kathmandu valley.

1.4 Hypothesis of the Study

The researcher develops the following hypotheses for the study:

H₁: TV advertising has significant and positive impact on consumer buying behavior of smart phone users.

H₂: Radio advertising has significant and positive impact on consumer buying behavior of smart phone users.

H₃: Online advertising has significant and positive impact on consumer buying behavior of smart phone users.

H₄: Print advertising has significant and positive impact on consumer buying behavior of smart phone users.

1.5 Rationale of the Study

Advertisements aid in gathering the data and understanding required to create a pleasant environment. Various forms of advertising, including direct, display, indoor and outdoor, were employed. Has among many mediums. Vision, sound, motion, selective and adaptable mass communications, etc. are among the advantages of this advertising medium; however, its current drawbacks include its short lifespan, cultural issues, time constraints, expensive limited area, etc. Products that include things, services, concepts, encounters, people, locations, and organizations are all promoted through advertising. The items can be marketed in a number of ways on a local, national, and international level, including through consumer, industrial, institutional,

and individual cooperative commerce. Compared to other sources, advertising has been shown to be an effective information source. Similar to this, advertising raises consumer demand for goods and services and facilitates the installation of modern equipment, which lowers an item's cost and ushers in mass production. Given the complexity of advertising, it is crucial for anybody working in the industry or simply interested in learning more about how it operates to comprehend the fundamental communication processes that underpin it. Advertising benefits not just producers and retailers, but also consumers. The following are the major significances:

- Marketers, advertising agencies, and advertisers need to know how customers respond to advertising and how that affects their purchasing decisions.
- The purpose of this study is to determine how advertising affects consumers' purchasing decisions. The study's researcher believes that by learning about consumers' attitudes toward advertisements and their perception of their credibility, as well as the factors influencing their behavior, advertisers, advertising agencies, media, copywriters, and businesspeople will be able to effectively design, develop, and convey their message about products and services to the intended audience.
- In the same way, marketing students may also benefit from this study by learning about customer views regarding advertisements and how those sentiments affect their choice to buy.
- Lastly, this study helps future researchers develop research problems related to the topic. The study's benefits are also available to other individuals who are curious about how it operates.

1.6 Limitations of the Study

There are some limitations which are as follows;

- This study is only focused on impact of advertising on buying behavior of Nepalese Smartphone customers and it ignores other marketing aspects.
- Although the study is restricted to the Kathmandu valley, the data may not be typical of the entire country even if primary sources of information are used in the research.

- The validity and accuracy of the statistics are directly impacted by the correctness of the second source. As such, it is unavoidable that the evaluation will also contain the limits of the extra source.
- Even when every attempt is made to correctly capture the views and sentiments of the respondents, errors may nevertheless find their way into the study.
- Due to time and financial constraints, the sample size consists of 400 customers or clients. There's a chance that the data doesn't accurately depict the population.

CHAPTER - II

LITERATURE REVIEW

The reader develops knowledge of how advertising affects smartphone purchases made by consumers in the Kathmandu Valley from this chapter. The chapter includes background material to aid in a better understanding of what will be assessed and reported in the research. The chapter offers a theoretical and empirical evaluation that is consistent with the aims and objectives of the research.

2.2 Theoretical Review

2.1.1 History of Advertisement

As early as 3000 BC, researchers have found evidence of advertising among the Babylonians. The outdoor display, frequently an eye-catching sign painted on the outside of a building, was one of the earliest types of advertising. Similar clues have been discovered by archaeologists in a number of locations, most notably the ruins of Pompeii and ancient Rome. One find on a Pompeii wall points visitors to a bar in a nearby village, and an outside sign from Rome advertises rental properties (Chaudhary, 1990).

"Word-of-mouth" advertising is probably the oldest kind of advertising because it developed before reading and writing. The instant a man started the trading process, he was awarded commercial status for advertising (Koirala, 2015).

During the Middle Ages, word-of-mouth product endorsements used as collateral for marketing campaigns. As a result, "town criers," a simple yet efficient form of advertising, are hired. Public notifications are read out by residents serving as criers. These town criers were often employed by businesses to advertise their goods. Town criers used to march through Nepal's streets during the Rana Regime to announce the start and end of the gambling hours on important holidays like Laxmi Puja. An advertising of this kind was called "Jhyali Pitne." in Nepal. "Pitne" means "to beat," while "jhyali" refers to a specific kind of musical instrument. The reason for this nickname is that the town crier beat the "Jhyali" when announcing or updating the

public. The announcers that play radio and television advertising today were modeled after the town criers.

While graphic forms of advertising have been around since ancient times, printed advertising did not advance much until the German printer Johannes Guttenberg invented the moveable type printing machine around 1450. The widespread distribution of posters and circulars was made possible by this technology. A handbill advertising a prayer book for sale served as the first English-language advertisement in 1472. The first newspaper ad offering a reward for the return of twelve stolen horses appeared two centuries later (Khanam, 2022).

The development of photography in the late 1880s represented another significant technological advance in the area of advertising. Before this discovery, ads could only be depicted through drawings. Since photography captures items as an artist sees them, it lends legitimacy to advertising. The majority of prints throughout the 16th century were periodicals, which took the shape of newsletters. In England, the first newsletter was launched in 1622. Newspapers in the form of news books first appeared in the latter part of the 16th century, and by the middle of the 17th century, specialized advertising journals had emerged. Newspapers began publishing outstanding news books around 1675. Newspapers were well-established in England by the end of the 17th century and often ran advertisements (Kleppner, 1997).

Advertising agencies initially focused primarily on print. Then, in Pittsburgh, Pennsylvania, on November 2, 1920, radio made its debut as a powerful new advertising medium. The introduction of these broadcasting channels created new opportunities, and by the end of the 1920s, sponsors were employing a significant number of their own programmers due to the widespread use of radio advertising. In America, a number of radio drama series known as "soap company-sponsored" were established in the early 1930s (Achuku & Abubakar, 2023).

Radio was soon eclipsed by television as the most popular advertising medium. Additionally, the advertising's tone is evolving. Advertising no longer only highlights the features of the product. Rather, it forges a picture of the object. The nation's social, economic, and political developments are reflected in the changes in

advertising. Just a few years ago, there would have been very few product and service commercials on television or in the popular press. On Nepal television, one may see numerous commercials for domestic airlines such as Necon Air, Buddha Air, and so forth. Newspapers, radio stations, and other mass communication outlets frequently feature advertisements for cosmetic products, noodles, and other items. Advertisements were not as commonplace in the past as they are now. There have never been so many fantastic ads about giving away prizes by using noodles like Wai-Wai, Mayos, etc. (Koirala, 2015).

The people of Nepal are now more aware of the specific goods and services that best meet their demands, and the country has a different face. The way people live is evolving. People are helped by advertisements while making purchases. People now have a wide variety of things to choose from to meet their specific needs, which has complicated the decision-making process. Advertisements save the day for them in this sense. Individuals are now making decisions based on their favorite advertising. For example, among different cosmetics that are not heavily marketed, some teens select the one that is. Both the advertising industry and the significance of advertising are expanding daily. Nobody can foresee the direction that new advertising formats will go in the future. The newest and most sophisticated kind of advertising is done online, such as by building various websites.

2.1.2 Concept of Advertising

Advertising seeks to sway audiences by educating or reminding them of the brand's existence, or, on a more sophisticated level, by convincing or assisting the target audience in distinguishing a brand from rivals in the industry. According to a compelling view of advertising, people may be convinced or influenced by advertisements to purchase a product they have never used before. It also aids in maintaining a long-term purchasing habit. Additionally, advertising is intended to increase people's knowledge. Most people think that advertising functions on a logical, reasonable, and cognitive level. However, it might not be the case. Emotions and feelings certainly matter in advertising, particularly when it comes to increasing brand strength and awareness. Furthermore, it is essential that this ultimately prompt a

customer to buy the mentioned product. The majority of advertising is intended to influence a consumer to make a purchase (Mowen, 1990).

Advertising is one of the most often used marketing strategies. It is used by corporations, nonprofits, service organizations, and charity organizations. It is one of the primary techniques employed by companies to persuade their target market and the broader public to buy their products or services. The main objectives of advertising are to persuade the public to purchase a product by providing information about its uses, advantages, etc. Many people use advertising at some time in their lives. Some may utilize it for personal purposes, while others may use it for business purposes. Furthermore, a lot of people respond to advertisements and value the range of choices available to them in many facets of life (Kotler, 2000).

The word "advertising" is widely used in the contemporary world. Advertising is used for a variety of purposes, such as introducing a new product to the market, winning a competition, promoting the product and the institution itself, and so on. As a result, there are several types of ads, including demand (or trade) advertising, pioneer advertising, institutional advertising, competitive advertising, and product advertising. Since the amount of money spent on advertising determines its efficacy, it is also possible to think of advertising as a proportion of sales (Maiyaki, 2020).

Advertising has a direct effect on consumer behavior. A buyer is a person or an entity that has the means to buy the items and is interested in them. A buyer is therefore someone who might be able and willing to buy the products that the marketing is promoting. Buyer behavior includes the actions of those who are directly involved in purchasing and using economic goods and services, as well as the choices that precede and shape these actions. The consumer must be the center of the advertiser's attention. No matter how significant the issue may appear to others, a buyer will not accept items or services that do not address their concerns. This is only true when advertisements are expertly planned and carried out. Simply said, determining what customers want from a product and then providing it in a way that persuades them to purchase it is more intelligent, simpler, and productive (Batra et al., 2010).

Advertising has a number of benefits. Because it combines sound, vision, and action, it has a large audience and a high attention span. While some argue that advertising is ineffective, costly, disorganized, only reaches a tiny segment of the public, and a waste of resources, the evidence from the contemporary world suggests that the advantages of advertising exceed the disadvantages. Therefore, it is indisputable that advertising plays a critical role in the commercialization of an item or service (Shrestha & Neupane, 2020).

The impact of advertising on consumer demand is a complicated topic. Economic and societal variables are thought to have an impact on consumer demand. In addition to these elements, advertising drives up consumer demand. One powerful technique for communication that has a significant impact on how consumers make decisions is advertising. The purpose of advertising is to deliver a message to the audience or potential consumer. Advertising serves as a guide, and the message is the conversion element that persuades the consumer to buy the goods (Tiwari, 2017).

If the intention is to effectively sell a product, advertising is one of the most important supporting elements of a promotion (Cateora & Ghauri, 2014). Therefore, advertising is a kind of paid, impersonal mass communication that pushes ideas, goods, or services to a target market on behalf of a designated sponsor. Additionally, advertising uses mass communication mediums, as mentioned in the previous word.

2.1.3 Different Types of Advertising

Advertising falls into two main categories: dealer marketing (b) and consumer promotion (a). Apart from these two categories, there are various other forms of advertising, including but not limited to product advertising, institutional advertising, primary demand advertising, secondary demand advertising, indoor and outdoor advertising, press advertising, electronic advertising, and so forth. Advertising that targets the general public is known as consumer advertising, while advertising meant for wholesalers or distributors who resell to the general public is known as trade advertising.

Local and national advertising are two more categories of consumer advertising. All around the nation, customers are the target of national advertising. This kind of

advertising typically seeks to increase public knowledge of a good or service or foster a sense of brand loyalty. Local advertising seeks to let people know where in a specific region they may buy a good or service. Public service announcements can also be distributed through cooperatives, institutions, images, or informative campaigns.

Institutional advertising is to establish a positive perception of a company or organization; it is not intended to promote a particular product; rather, its primary goal is to gain the trust and respect of the public. Such advertising aids non-profit organizations in funding their operations, such as by promoting blood donations or monetary contributions for the Red Cross's work; yet, profit-making businesses (Keller & Kotler, 2015).

2.1.4 Methods of Advertising

The medium is the tool or means by which the audience is exposed to the ads. It is the means by which the messages are delivered to the appropriate readers, viewers, listeners, or bystanders. Experts with extensive knowledge, media strategists and buyers work for advertising companies. In order to sell airtime, space, or websites, the media owner takes advantage of their advantages.

Making the best media choice from the range of options available to optimize the quantity and frequency of people reached is one of the purposes of advertising. In order to affect a change in behavior that will impact brand sales, advertisers must first identify the target market they wish to reach. Next, they must determine (a) the desired frequency of message exposure and (b) the maximum number of individuals in the target market that can be reached with the desired frequency. The reach that can be achieved within a given budget decreases with increasing frequency requested.

The process of selecting media is complex because, in addition to having to decide between the main media categories—such as radio, television, and newspapers details having to make particular choices within each category. If periodicals are picked, for example, certain magazines and even issues need to be chosen. Similar considerations apply to radio and television: in addition to networks or stations, one must also take into account programming, days of the week, times, and other factors.

Diverse writers categorize various media into various groups in various ways. The ideas of classification in the west and the east are not the same. For example, Chunawala co-wrote a book with four other writers. According to Advertising Theory and Practice, there are two types of advertising media: broadcast media and non-broadcast media. Examples of non-broadcast media include movies, cables, networks, and theaters; broadcast media include things like radio and television. In addition to these media, print media comprises magazines and newspapers. The term "mass media" refers to these three mediums. They have also discussed outdoor media, such as hoarding, statues, banners, transportation media, etc., in addition to these three media. But the media can be categorized as follows:

1) Print Media

The print media also can be classified in to:

- A) Newspaper, magazines
- B) Other papers

2) Electronic Media

The electronic media includes:

- A) Radio
- B) Television
- C) Video
- D) Cinema
- E) Electronic signs
- F) Sky- writing

3) Direct Advertising Media:

The direct advertising media is also in four types

- A) Envelop enclosure
- B) Catalogue and booklets
- C) Sales letters
- D) Gift novelties (Shrestha, 2020).

2.1.5 Print Media of Advertising

One of the first medium that only use written word for information was print media. Even in the era of modern visuals, print media is still more favored for advertising.

Perhaps because of its broad reach. Print media can be categorized into the subsequent groups:

- A) Newspaper: Daily, Weekly, Biweekly
#Morning edition, Evening edition
- B) Magazines: Weekly, Fortnightly, monthly and annual
#Fashion, Women, Sport, Tourism, Geography, Films etc.

A) Newspaper Advertising

Newspapers are now a common communication tool in daily life. It is quite difficult to envision a world without newspapers. "Newspaper is one that gives news, views, ideas interpretations, opinions, comments and explanation regarding the social, economic, political, educational, moral, cultural, ecological, methodological developments and the like" (Trivedi et al., 2018). This is a habit for many people to begin their days with a newspaper. The publication contains a variety of news and opinions. Newspapers contain news and commentary on a variety of topics, including the economy, society, education, politics, morality, culture, and ecology.

Newspapers have been one of the main media outlets for advertising ideas and products. It is estimated that advertising occupy 45% of the newspaper's area. It still has the title of most potent message carrier. Newspapers are becoming more and more important as a medium for advertising every day, and this trend will continue as the corporate world develops.

Newspapers are distributed and printed for a variety of reasons. They can be categorized based on things like language, frequency, and coverage (area). People are becoming more and more accustomed to reading newspapers every day. As a result, the targeted clients are responding favorably to the newspaper ads. Newspapers continue to be the most popular form of advertising in American corporate society. Every newspaper is allegedly read by three people or more. The following are newspaper's advantages and disadvantages (Koirala, 2015):

Merits of Newspaper Advertising

1) Wide Coverage

The benefit of comprehensive coverage both domestically and internationally is enjoyed by the newspaper medium. There is something of interest for everyone with the inclusion of extras on holidays. Readers of all ages and economic levels can benefit from it. We may use the weekly newspaper "Sapthahik" in Nepal as an example, as it is read by people of all ages and socioeconomic backgrounds.

2) Quick Response

Most people read newspapers in their free time. Newspaper advertisements stand a better possibility of eliciting a positive response from potential customers since they reach a fresh and responsive audience.

3) Regularity

Newspaper ads that run on a regular basis serve to remind readers of a product, service, or concept. Furthermore, observing the same potential customers. Additionally, the reader finds the published advertising to be highly credible.

4) Flexibility and Timely Announcement

There is a lot of flexibility because the advertisement that appears in the newspaper can be altered or modified. Additionally, as the newspaper is published at the regular time every morning and evening, the announcement can be made on schedule.

5) Economical

When considering other media, the expense of an advertising is little. If there is circulation, this cost will be much lower because higher circulation equals lower cost per reader.

Demerits of Newspaper Advertising

1) Short Life

Newspaper advertisements have a fairly limited lifespan. The lifespan of an advertising published in a newspaper is considerably less than that because readers may only spend ten to fifteen minutes each day reading it. Additionally, the newspaper becomes outdated as soon as the following edition is distributed. Thus, a newspaper has a one-day lifespan.

2) Lack of Quality Reproduction

When we compare newspaper advertisements to those in magazines or other media, we may observe that there is a significant disparity since newspaper paper is often of

lower quality. In contrast to magazines or other media, the advertisement's color and black-and-white production quality in newspapers is subpar. As a result, there's a higher chance that readers won't find the newspaper ads appealing.

3) Waste in Circulation

Given that the target audience may not be reached by the newspaper's distribution, the advertisement could be a waste of money. It can be the result of people's illiteracy. Given the high percentage of illiteracy in poor nations like Nepal, there is a significant likelihood of waste in newspaper circulation. It makes no sense to utilize newspapers as an advertising medium if the intended market is illiterate villagers. The newspaper is exclusively available to a specific group of literate people (Agrawal, 2014).

4) Duplication

There are two drawbacks to newspaper advertisements that are repeated. It raises the expense of advertising, but it also frustrates potential customers when advertisements are repeated.

B) Magazines Advertising

Periodicals that are published weekly, fortnightly, monthly, quarterly, or annually are called magazines. Magazines typically have better-quality articles printed on better-quality paper. At least during free time, it is read. The magazine may be of general interest or special interest. Periodicals with a single area of expertise are known as special periodicals. Sports, fashion, and other publications are examples of this type of publication, whereas general magazines cover a wide range of topics. They have a range of articles on various topics. The magazine "Reader's digest" is one instance of this type. The method by which magazines choose their readers and provide consistent, nationwide coverage at the same time; the depth with which the magazine is read; and the magazine's extended lifespan and range of coverage are the main benefits of magazine advertising. Opportunities provided for the advertiser to replicate in real life, such as fashion, full, or, if he so wishes, his product in use and the benefits it offers customers; and presentational completeness. Additionally, there are several drawbacks to magazines (Johnson, 1998).

Merits of Magazine Advertising

1) Long Life

Magazines last a long time, in contrast to newspapers. A newspaper's lifespan is one day, while a magazine's lifespan is undoubtedly longer. Additionally, the length of time that passes between one issue and the next will determine how long an advertisement lasts. The yearly magazine, for instance, runs for a full year. The majority of readers have a tendency to save the best periodicals for extended periods of time. The magazine advertising has a long shelf life as a result.

2) Visual Display

Since magazines often utilize high-quality paper, their advertising also appear nice and have true-to-life color displays. These commercials have superb picture reproduction. Additionally, the message may be reinforced using illustrations, detail figures, and color schemes that strengthen and clarify it.

3) Selectivity

Periodicals are published to cater to a wide range of demographics, including age, sex, occupation, and income. For example, young people read sports periodicals the most. In a similar vein, teens and working women are the primary readers of fashion magazines. Thus, a marketer can choose a magazine that best appeals to the target market segments. For instance, a football advertisement in a sports magazine, a Benetton clothing advertisement in a fashion magazine, etc.

4) Loyalty and Prestige

Those with education typically buy and read the popular periodicals. They even connected some periodicals to their status. They think it elevates them to read publications like Cosmopolitan, Reader's Digest, and the Times. This demographic doesn't move to other magazines; they are devoted to the publications. They take the advertising that appear in periodicals seriously (Johnson, 1998).

5) Geographical Flexibility

Magazines typically cover both domestic and foreign news. They are read by many individuals in numerous nations. Many individuals from many countries read magazines such as Reader's Digest, Cosmopolitan, and Femina, among others. Since many different kinds of publications have a global readership, their advertisements have a large audience.

Demerits of Magazine Advertising

1) Inflexibility Regarding Changes

Magazines are rigid when it comes to alterations in their advertising. Advertisements must be sent to magazines well in advance of the publication date since publications have a fixed publishing date. When commercials are colorful, the duration extends. Therefore, before the issue date, advertisers must have the advertisement layout. Any last-minute adjustments are not possible because the publications have already been allocated space.

2) Costly

The expense of printing an advertisement in a magazine is unquestionably more than that of a newspaper due to the superior papers and diverse technical aspects involved. Additionally, because there are only a limited amount of magazine subscribers, each advertiser's advertisement costs a lot of money.

3) Some Waste in Circulation

Advertising a product in the national and international markets is ineffective and wasteful if it is aimed at the local market. Small company owners choose not to advertise their products in publications due to the significant expense involved.

4) Restricted Frequency

Regular reader correspondence is limited because magazines are published on a regular basis (Johnson, 1998).

2.1.6 Radio Advertising

One of the most widely consumed forms of media among the general public is radio. FM and AM radio transmission are the two main formats. While AM is amplitude modulation, in which sound wave length fluctuates while frequency stays constant, FM is frequency modulation, in which signals are received very consistently and with clear sound.

On radio, advertising is done through sponsored programs or brief commercials, sometimes referred to as "spot advertising." Spot advertising is the practice of introducing brief, few-second commercials into regular broadcast programming. The commercials could feature dialogue, jingles, quotes from well-known people, or other types of content. Advertisers may create sponsored shows that last fifteen minutes or longer in order to combine a well-liked program with advertising (McDonald, 1984).

Since television and newspapers cannot reach distant areas, radio advertisements may have a significant influence on potential customers in a nation like Nepal. People living in distant areas are deprived of television because of the scarcity of energy and the high cost of television sets. On the other hand, the news media is unable to have the required influence on potential consumers because of the high percentage of illiteracy in communities.

The United Kingdom was the birthplace of radio broadcasting before it expanded to other nations. On April 20, 2007, radio Nepal was founded in Nepal. The following are some advantages and disadvantages of radio advertising:

Merits of Radio Advertising

1) Human Touch

There is a personal touch to the radio commercial. Jingle advertisements, live presenters' conversation, and well-known celebrities' direct quotes are all more successful than other forms of advertising. The voices of the listeners' preferred anchors are audible. Certain programs allow listeners to voice their ideas and broadcast live, appealing to a wider audience.

2) Selectivity

Both listeners and marketers can choose from a wide variety of local and national radio broadcasting systems. The listeners select the most engaging and high-quality station to tune in to. It is possible for advertisers to broadcast their advertisements based on the listening habits of their target audience. They may choose the shows, channel, and broadcast time that best fit their intended audience.

3) Economical

Radio advertising is more affordable than other forms of advertising. The cost per listener is undoubtedly low because it reaches the majority of people in every region of the nation. Put another way, the advertiser pays a low fee for the advertisement. Radio plays a vital role in a nation such as Nepal, where a low literacy rate leads to press waste and television's inability to reach distant areas. The impoverished can also afford radio sets because they are readily available at a reasonable price. Radio advertising is therefore also cost-effective (Shrestha, 2020).

Demerits of Radio Advertising

1) Short life of Message

A radio broadcast's message has a limited shelf life. If the intended listener is not hearing the radio commercial, it is a waste of time. The message's life comes to an end. The life of an advertising stops with the announcement, so even if the listener pays attention, he cannot go back and review the content.

2) Lack of Illustration

It is not possible to present visual content via radio. Compared to radio, other mediums have this benefit. As a result, radio advertising might not be successful. The sole means of impressing listeners with radio advertising is hearing. For the commercials, it uses music, sound effects, and words.

3) Time Limit

In radio, the commercial has a certain amount of time. The advertisement is as restricted as the scheduled times. Since radio time is constantly restricted and advertisers cannot purchase extended announcement timings, the advertising cannot be too long.

4) Wastage

Radio advertisements target a broad audience, making it impossible to target particular demographics like adolescents or the elderly. Additionally, listeners are more engaged with music and news, therefore commercials are frequently ignored. As a result, advertising are wasted (Shrestha, 2020).

2.1.7 Television Advertising

One of the most potent forms of media in the modern world is television. It is currently widely utilized for advertisements and is the newest kind of mass communication. Television was created through a protracted, cooperative process. A significant early achievement was the successful transmission of a picture by a German inventor in 1884, which was created by Scottish scientist John Logie Baird. In 1962, Baird broadcast a television image to an audience at the London Royal Academy of Science. But by the 1950s, television was widely used in America, and a decade later, it had also expanded to Europe, Canada, Australia, and Japan. Much later, it becomes popular in Nepal. "Regular television transmission in Nepal began in 2041 B.S. (1985). Beginning with limited resources, Nepal Television (NTV) now broadcasts its programming for 114 hours every week through its three studios,

regional program production center, and broadcast center in Kohalpur (Banke) and Murtidanda (Illam), Nanijedana Bhedetar (Dhankuta), Lalaeshwar (Mahottari), Hetauda (Makawanpur), Daunne (Nawalparasi), Pulchowki (Lalaitpur), Kakani (Nuwakot), Sarangkot (Kaski), Tansen (palpa), Butwal (Rupandehi), Harre (Surkhet), and 11 broadcast centers in other kingdom locations. It is estimated that roughly 47% of people who reside in 32% of Nepal's total area can see Nepal Television (NTV) programming. There are ongoing initiatives to expand the coverage of the reception region and boost broadcasting capacity.

Science is used in the synchronization of sound, light, motion, color, and other elements of television as a communication medium. The prevailing features of television have led to the daily rise in popularity of television advertising.

When Nepal Television (NTV) started airing fifteen years ago, there was hardly a minute of advertisement during the two hours of programming. According to the 1999 NTV Viewers Survey, Nepal Television (NTV) airs 16 minutes and 30 seconds of advertisements every day on average. The following are the benefits and drawbacks of television:

Merits of Television Advertising

The following are television advertisements' primary benefits:

1) Deep Impact

Television advertising is most stunning and successful because it mixes sight, sound, and motion. Television commercials have the power to influence viewers' ears, eyes, and emotions. Television may convey content that is true to life. Through television advertising, it is simple to illustrate the items' availability, outlook, unique characteristics, conveniences, etc. It may grab viewers' attention and appeal to their senses.

2) Life Like Presentation

Television advertising has a distinct edge over other media in that it presents content in a lifelike manner. An advertisement that incorporates color, movement, sound, and sight is more enticing than one that does not. Television advertising is the most sophisticated type of advertising as a result.

3) Selective and Flexible

Since it is a medium that is always changing, television is adaptable. The content of adverts can be altered at any moment by the advertiser. If they are not happy with the outcome, they may pay to have their advertising edited and redone. Additionally, they may choose the best channel, timing, and other factors to broadcast their commercial more successfully. Because there is a large selection of channels, advertisers have more options. Additionally, they have the option to select based on the interests of their target audience as well as the television coverage, including local, national, and worldwide programming.

4) Mass Communication

One kind of mass communication is television. An average person has been found to watch television for three hours per day. As a result, most individuals watch television for three hours every day. As a result, most individuals watch television for three hours every day. As a result, people see television advertisements more frequently than they do other types. People are so affected by television ads that they find themselves acting like the characters in the commercials or singing along to the jingles. There are many different shows available, so there is something for every viewer to enjoy. The viewer's encounter sponsor product advertisements while viewing the broadcasts. They receive frequent reminders about these goods. TV advertising appeals to the masses in this way.

5) Better Distribution

Television advertising is advantageous to the middlemen as much as the producer. The middlemen, such as wholesalers, retailers, and the like, benefit from the producer's use of cutting-edge media, such as television, by maximizing sales and profits (Koirala, 2015).

Demerits of Television Advertising

The following are some restrictions that apply to advertisements:

1) High Cost

Television is a very costly advertising medium. As a result, the small company unit cannot afford to run television ads. In India, the price range for a just 10-second television advertisement is between Rs. 45,000 and Rs. 70,000. This is almost 800 times more expensive than a radio commercial. The frequency of television advertising in Nepal varies depending on whether the product is domestic or foreign.

In regular time, a ten-second television commercial for a Nepali product would cost Rs. 900, while one for a foreign one would cost Rs. 1800. If an advertisement is to air during prime time, this fee is twice. (Data: 1988). Television advertising is getting more and more expensive these days.

2) High Clutter

"Television dominated the media mix for a while, with other media receiving less attention. Then, media researchers noticed that television was becoming less effective. This was because of three factors: more "zipping and zapping" of commercials, increased commercial clutter (advertisers beamed shorter and more numerous commercials at the television audience, resulting in poorer audience attention and impact), and lowered commercial TV viewing due to the growth of cable TV and VCRS (Kotler, 2000). On television, a lot of commercials play one after the other. When potential customers see too many commercials for various items, they frequently become confused and frustrated, lose interest in the advertising, and move to other channels for content that doesn't include commercials.

3) Short Life

A television advertisement appears and then disappears. It resembles a fleeting message that is lost, much as in newspapers and magazines. Because of this, television advertisements have a limited lifespan. To influence a potential customer, television advertisements must air more frequently, and they are quite costly.

4) Low Reach

Not everyone in a nation like Nepal, where the lifestyles of the urban and rural areas differ greatly, can afford to watch television. This is because it costs a lot of money. Poor individuals in rural areas cannot afford to buy it. Furthermore, there are still many Nepalese villages without access to power. Thus, the TV medium is ineffective since it cannot reach the target audience, which included rural people (Koirala, 2015).

2.1.8 Advertisement as a Part of Marketing Activities

Marketing is a social and management process that enables people and organizations to create, market, and exchange valuable items with others in order to fulfill their needs and desires (Shrestha & Neupane, 2020).

Activities that facilitate exchanges, such purchasing, selling, product planning, manufacturing, branding, pricing, packaging, advertising, and sales promotion, are all

included in marketing. Four requirements need to be met in order for an exchange to take place. First and first, there needs to be a minimum of two people, groups, or organizations. Second, each side needs to offer the other side something of value in exchange. Thirdly, one side needs to be prepared to part with their "something of value" in return for the other party's "something of value." A commodity, service, concept, or financial resource like cash or credit might be considered this valuable item. Finally, there has to be dialogue between the two or more involved parties (Kleppner, 1997).

One of the elements of marketing is advertising. The marketing mix consists of four components: product, place, promotion, and price. Promotion mix includes advertising.

Every marketing activity shares the trait of being carried out with the intention of achieving the common objective of boosting sales of a good, service, or concept. The strategies employed by the marketing initiatives to achieve this shared objective set them apart from one another. For instance, direct marketing communicates with particular consumers and prospects via phone calls and other impersonal contact methods, whereas sales promotion offers short-term incentives to promote product or service trials or purchases. While public relations and publicity employ a range of programs to promote the company's image or individual items, personal selling involves face-to-face engagement with one or more potential customers to enable the sale of a good or service. Contrary to all of this, advertising presents and promotes ideas, commodities, or services to the target market through a variety of mass communication non-personal media, including radio, television, newspapers, etc. (Kotler, 2000).

2.1.9 Theories of Advertising

2.1.9.1 Hierarchy of Effects Theory

Lavidge and Steiner developed the Hierarchy of Effects Model in 1961. According to this marketing communication model, buying a product involves six phases, starting with seeing an advertising. It is the responsibility of the marketer to persuade the consumer to follow the six steps awareness, knowledge, like, preference, and purchase and make the buy.

Consumers view numerous advertisements every day, but only a small percentage of the products' brands are recalled. When a product is promoted through a variety of channels, such as the internet, retail advisors, and product packaging, the customer's knowledge begins. In the current digital era, where customers anticipate instant access to product information, this stage has become increasingly crucial. If consumers could not find what they were looking for, they would immediately switch to other brands. It is the advertiser's responsibility to make sure product details are readily accessible (Belch & Belch, 2015).

Customers' propensity to purchase a product after conducting market research on it indicates how much they like the product. Customer loyalty to a specific brand over other brands is referred to as preference. Advertisers want the consumer to focus on their specific product at this point and to ignore competing offerings. In order for consumers to distinguish their brand from that of other companies, advertisers aimed to emphasize the advantages and distinctive features of their brand. A customer's desire to buy a product on the market is first sparked by their conviction about it. Advertisers may help consumers become more convinced by letting them try or sample the goods (Buzzell, 2004).

The last step in the purchasing process that customers go through is the purchase. By highlighting the advantages of their product to the consumer, the advertising may hope to persuade the buyer to buy it (Belch & Belch, 2015). If this step is not straightforward and easy, the consumer will become impatient and leave without making a purchase. For instance, having a range of payment choices promotes sales, whereas a slow, convoluted website discourages them. Businesses should find fresh approaches to encourage customers to make more purchases. Modern innovations like smartphone and internet shopping should propel competitive businesses while lowering operating expenses.

2.1.9.2 AIDA Theory

The AIDA model, which stands for attention, interest, desire, and action, provides a thorough explanation of how advertising influences consumer behavior and purchasing decisions throughout the whole process. It is an abbreviation for the elements of action, desire, attention, and interest—all of which are important to the

interaction between advertising and consumer behavior. Initiatory and basic is the AIDA model (Aaker & Joachimsthaler, 2000). It describes the steps that lead a potential client to make a purchase and outlines the workings of personal selling.

The initial component, attention, denotes the phase in which the brand successfully captures the consumer's interest via the advertisement that they have encountered. It might receive favorable or unfavorable attention, or in the worst situation, none at all. Only the first scenario, in which the customer responds favorably to the advertisement and ultimately the brand, is advantageous from the advertiser's perspective (Kotler, 2000). In order to reach the mass market and increase demand for both new and existing items, the corporation should use appropriate communication channels to generate attention, interest, desire, and attraction about their products.

As a result, when businesses use the principle, their clientele and income increase dramatically (Aaker & Joachimsthaler, 2000). Regardless of the number or nomenclature of the sub-stages, they all share three main stages: Affective stage: the recipient's emotions or affective state; cognitive stage: what the receiver knows or sees; behavioral stage: the consumer's activity (Aaker & Joachimsthaler, 2000).

2.1.9.3 Relationship Marketing Theory

Several variables contribute to the increased impact of promotional initiatives on an organization. The first of such is the extensive range of options available to customers. In order to convince these clients to change their purchasing habits, promotion is necessary. The growing disparity between physical and emotional distance is another aspect. Manufacturers employ associations and channels to tell customers about their products; this needs to be considered when developing a communication plan. The industry's increasing competitiveness is the next factor. Finally, technology-related issues are the most active factor. To create an effective promotional plan, all of these elements need to be taken into consideration (Strydom, 2004).

2.1.9.4 Media Richness Theory (MRT)

It claims that only rich media can accomplish this, and both have an impact on consumers' inclinations to make purchases. Channels can be ranked based on how

affluent they are, according to MRT. It also explains the amount of knowledge that can be transmitted across a certain communication channel. Face-to-face interactions enable the simultaneous interpersonal interchange of cues from language content, tone of voice, facial expressions, gaze direction, gestures, and postures, making it the richest media, according to MRT (Simon & Peppas, 2004). This hypothesis is important because it explains how rich digital media that is, digital material that includes music, video, and pictures evokes more favorable attitudes and higher levels of pleasure among Internet users. As a result, it's possible that consumer tastes have changed as new media has emerged, and that people increasingly choose information presented using a more sophisticated multimedia approach. In summary, the MRT and Social Presence Theory assert that effective communication results from providing rich information, which positively influences customers' purchase intentions when it comes to face-to-face communication.

2.1.10 Consumer Behaviour

Consumer behavior is the study of how individuals, groups, and institutions make decisions about what products, services, ideas, or experiences to buy, use, or discard in order to fulfill their needs and desires (Solomon et al., 2010). Understanding the purchasing process of clients is essential. According to Kotler and Keller (2015), consumer decisions on goods and services can have a big effect on producers and suppliers, giving them a lot of advantages over competitors. Furthermore, the demand for green products has sharply increased across all consumer sectors due to the "green shift" and the strategic marketing strategies employed by many organizations. Therefore, it is imperative to have a deeper understanding of consumer behavior in this respect (Durif et al., 2012).

Comprehending consumer behavior is the first step towards creating a thorough marketing strategy. The way that customers react to this marketing strategy will influence whether the business succeeds or fails (Kotler, 2002).

Given the breadth of the notion, there are several subcategories within consumer behavior. These domains cover topics like product ownership, usage, and purchase as well as complaint and purchase behavior (Usunier, 1993).

2.1.11 Consumers Buying Behavior Models

Information-processing Models

The most obvious distinction between information-process models and other consumer behavior models is their basic tenet—that every individual actively evaluates the information he receives from his surroundings while making decisions. This kind of model focuses on an individual by using protocol data. As so, it is highly distinctive.

Early studies on this subject were heavily influenced by psychology and computer science. Customer choice is addressed by very few distinct information processing models. Modeling the state of women's fashion choices, Alexis et al. Whereas Bettman (1970) modeled consumer choices for supermarket goods, Russ (1971) modeled the decisions of several individuals for tiny durable things in a lab setting.

Large-system Models

Large-system models are characterized by a relatively simple formal model fitting that falls within a broad generic structure of anticipated interrelationships. Since these models are created in accordance with the reductions of detailed verbal descriptions of consumer behavior, many mathematical formulations are employed. Compared to other models, these have a significantly higher mathematical diversity. This type of model is mostly found in three places: the differential equation model from Nocosia, the linear implementation of the Howard-Sheth model by Farley and Ring, and the consumer behavior model from Amstutz's microanalytic simulation.

Stochastic Models

Stochastic models have been used in several research to study consumer behavior. In 1958, Kuehn conducted research on brand choice and purchase incidence using stochastic models. He suggested "purchase event feedback" as a potential explanatory mechanism for brand choice. According to Kuehn, consumers who have purchased a certain brand several times in the past could be more likely to choose that brand the next time they make a buy. This might be called "buy event feedback," and it turned out to be the only meaningful element in his linear learning model that explained the customer's decision-making process.

Frank (1962) offered an alternate interpretation of Kuehn's findings. The author made the assumption that there would be heterogeneity, which is a quality that distinguishes various customers with various initial impressions of a certain brand. Frank's business strategy also includes the crucial tenet that each customer's impression of this unique brand will remain constant over time and across purchasing occasions. But it seems like here is where people disagree the most. Much of the study on this subject over the next 10 years focused on determining whether consumer behavior was influenced by purchase event feedback or by heterogeneity (Massy et al., 1970).

2.2 Empirical Review

2.2.1 Review of Journals and Articles

Achuku and Abubakar (2023) assessed the effect of advertising on the consumer buying behaviour towards smartphone users in Katsina-Nigeria. The main objective of the research was to investigate how advertising affects consumers' purchasing decisions. For this study, 550 respondents were chosen at random from several streets in Katsina, Nigeria. The study's research methodology, a cross-sectional survey, encourages the gathering of structured questionnaires at a particular point in time. The data was analyzed by the study using both multiple regression and descriptive approaches. The study showed that radio advertising had a significant but negative impact on consumer purchasing behavior, outdoor advertising had no discernible impact on the purchasing decisions of smartphone users in Katsina town, and television advertising had a positive and statistically significant impact on consumer purchasing behavior.

Moosavijad et al. (2023) investigated the effect of advertising through smartphones on consumers' buying behavior from companies provided online services. The purpose of this study is to investigate how smartphone advertising affects consumers' intentions to make purchases as well as the factors affecting how consumers view and evaluate various types of advertisements. A questionnaire was utilized to gather data, and SPSS and PLS software were utilized for data analysis, hypothesis testing, normality checks, and other statistical operations. The findings indicated that the flow experience had the biggest influence on purchase intention, with advertising value having a secondary effect. The relationship between the factors studied and flow experience was confirmed, but the relationship between site design quality and

emotional value on brand awareness was not. Among the factors affecting the value of advertising, the effects of information, credibility, entertainment, and annoyance were confirmed, but the effects of emotional value and motivation were not. It was discovered that the average purchase intention of the users of these websites is identical after examining the buying intentions of the brands included in the study.

Khanam (2022) analyzed influence of advertisements on consumer behavior: a study of mobile phones. The main objective of the research was to find out how advertisements in print (magazines, newspapers), broadcast (TV, radio), and online (the internet) media affect customers' awareness, interest, conviction, purchase, and post-purchase (PPUR) behavior. In this study, graduate and post-graduate students in Chattogram, Bangladesh, were surveyed utilizing a structured questionnaire in both electronic and study versions. The Kruskal-Wallis (K-W) test was performed to analyze the data from the 404 valid responses. According to the study, there was a statistically significant impact of advertising in print, broadcast, and online media on consumers' awareness, interest, conviction, and purchasing behavior (PUR).

Lenin and Manivannan (2022) investigated the impact of digital advertising on consumer behavior towards mobile phone. The principal aims of this study were to examine consumer behavior with respect to digital advertisements, which are gaining popularity in the advertising sector, and to identify the factors that influence consumers' responses to these commercials. The data was collected via an online questionnaire filled out by 150 members of the sample, and it was analyzed using SPSS. Marketing managers may evaluate how advertising influences consumer behavior and improve their advertising efforts by using these attribution concepts. The study's conclusions showed how consumers feel about digital ads and how they affect their decisions to buy.

Njuguna (2021) analyzed effect of online advertising on consumer behaviour, a case of mobile phone. The particular goals were to find out how search engine optimization, email advertising, social media advertising, and blog advertising affected customer behavior in Kenyan online retailers. In this study, a descriptive survey design was employed. The target demographic for the study was the 150 employees of Jumia Kenya. Once the 110 sample population members arrived, data

was gathered using structured questioners. Descriptive statistics including means, standard deviation, frequencies, and percentages were used to analyze the data. The link between the independent variables was evaluated using correlation analysis and multiple linear regression. The usage of social media pages was shown to facilitate client interaction and have an impact on their purchasing decisions regarding mobile phones. Using email marketing strategy is made possible by the usage of internet platforms, which is particularly beneficial for online shopping sites. Customers may choose from a range of items by using search engines to find products based on color, size, and form combinations.

Mustafi and Hosain (2020) examined the role of online advertising on consumer behaviour of smartphones: mediating effects of flow experience and advertising value. The objective of this research was to determine how Bangladeshi consumers' smartphone purchasing decisions were influenced by internet advertising. The study was carried out using primary data that was obtained from a reliable sample of 281 randomly chosen smartphone users using a structured questionnaire. Descriptive statistical analysis has been conducted using SPSS (Version 24), and tests of potential correlations between the variables have been conducted using the structural equation modeling technique (using AMOS 24). The findings showed that each of the independent components—INFO, IRR, ENT, INC, and CRD—had a favorable and substantial impact on consumer purchasing behavior. Given the importance of both the direct and indirect effects, FE has the potential to partially moderate the interactions between IRR and PI as well as ENT and CBB. However, because both the direct and indirect effects are substantial, ADD can partially moderate the correlations between IRR and PI and INC and CBB, respectively.

Maiyaki (2020) investigated impact of advertising on consumer buying behavior in Kano metropolis: a study of mobile phone. The primary aim of the research was to examine the influence of various advertising formats on the purchasing habits of consumers. In a questionnaire study, data from Kano City's public senior secondary schools was gathered via purposeful sampling. Using SPSS V.21 software, regression analysis was performed to assess a sample of 352 respondents' responses in order to ascertain the impact of independent variables. The findings showed that customer purchasing behavior was significantly and favorably impacted by outdoor, print, and

broadcast advertising. The findings also showed that celebrity endorsements had no discernible impact on the purchasing habits of consumers.

Neupane (2019) analyzed advertising and its effects on consumer behavior of smart phone in Kathmandu valley. The main objective of the study was to find out if the ultimate consumer's age, gender, level of education, and profession affected the media choice that resulted from advertising. It was found that a significant number of participants indicated that television was their favorite form of advertising. This demonstrates unequivocally that television is the most preferred medium for advertising when choosing to buy a smartphone. The four media platforms all increase awareness, but television advertising has a big influence on what people buy. The reason for this is that TV commercials are more specialized and flashy; they provide aspects like color, light, and sound synchronization that are exclusive to TV and cannot be found in other forms of media. This implies that television is the media that is most frequently used. More research opportunities have been made possible by this study. Additional variables including cost, duration, reliability, and caliber may be incorporated into this research.

Oyekanmi (2019) analyzed influence of advertisement on consumers' buying behaviour of smartphones in Ibadan metropolis. Thus, in the Nigerian city of Ibadan, this study looked at how advertisements affected customers' decisions to purchase smartphones. The study established and evaluated three hypotheses in addition to two research questions. For this study, a survey research design was used. The four hundred and four (404) smartphone merchants throughout all four hundred and four (404) phone retail stores selling smartphones in eleven locations within Ibadan Metropolis made up the population and sample. The Advertising Scale and the Consumer Buying Behavior Inventory were the two tools utilized to gather the data. Frequency counts, percentages, and correlation analyses were used to examine the data. The study's conclusions showed that advertising had a big impact on smartphone purchasing decisions made by people in the city of Ibadan. Additionally, the results indicated that smartphone buyers in the city of Ibadan varied in age. The findings also showed that compared to their male counterparts, a larger percentage of female consumers in Ibadan use smartphones.

Manandhar (2019) analyzed effect of advertisement in consumer behavior of smartphone. This research looked at the impact of commercials on smartphone-related consumer behavior. The purpose of this study was to look at how commercials impact consumer behavior. Convenience sampling was used during the investigation. Out of the 250 surveys distributed to clients in Kathmandu City, only 200 were returned. According to the majority of respondents, advertising is a type of promotion that can influence people to purchase cellphones. The survey found that the advertisement had a significant influence on consumers since it aroused their curiosity and provided them with information about cellphones that they needed to know before making any purchases. Therefore, commercials had a positive impact on consumer behavior. According to the respondents, television was a more effective medium for influencing viewers to purchase the smartphone that was being advertised.

Sama (2019) assessed impact of media advertisements on consumer behavior towards smartphone. The aim of the research was to examine the impact of ads on television, radio, newspapers, magazines, and the internet on customer awareness, interest, conviction, purchase, and post-purchase behavior (AWR, INT, CON, PPUR). Multiple regression analysis was performed in this study to examine the data. The findings showed that newspapers and magazines are useful media for influencing consumers' PUR and PPUR behavior. By investing in the right medium, advertising managers may improve the objectivity of their ads by taking a lead from this research.

Sunderaraj (2018) analyzed impact of advertisement on buying behaviour of consumers of mobile phones in Sivakasi. The main objective of advertising was to investigate the impact of advertisements on customers' purchase choices. There was just one sample of respondents chosen from the total population using a simple sampling approach. Twenty-five respondents in all were selected from students in various disciplines. The weighted arithmetic mean, chi-square test, and basic percentage analysis were employed by the researcher to assess the study's primary data. The study's findings demonstrated that there was no relationship between respondents' affluence and how much fun they had using their mobile phones at the time, nor between respondents' age and the effect of commercials.

Assaf (2017) analyzed impact of advertising messages across social networks on consumers' purchasing behavior of mobile phones: a study amongst youth in Jordan. This study set out to investigate the relationship between three important factors—message content, message characteristics, and delivery media—and consumer purchasing behavior in Jordan's mobile phone market. A questionnaire survey was employed by the researcher to collect data from the study participants. There were 480 surveys in the sample. As of late December 2016, 418 of the 480 surveys had been returned. They were given to many young people in Jordan, especially in "Amman," the country's capital. Multiple regression analysis and descriptive statistics were utilized in this study to analyze the data. The study's findings demonstrated that message attributes, content, and medium had a favorable impact on consumers' propensity to make purchases.

Awan et al. (2016) investigated the effects of advertisement on consumer's buying behaviour with references to Smartphone in Southern Punjab-Pakistan. This study set out to determine the extent to which advertisements influence consumers' purchasing decisions in relation to smartphones. 250 questionnaires were delivered in five cities in southern Punjab (Bahawalpur, Layyah, Tounsa, Bhakhar, and Multan) as a sample utilizing a 5-point Likert scale with cross-sectional data. Following a field survey, 231 completed questionnaires were received from respondents. A conceptual framework was created with the use of the Kirkpatrick model, which has one dependent variable and five independent factors. Several statistical methods, including regression analysis, correlation analysis, and descriptive statistics, were used to analyze the data. Our study's findings are solid since the data demonstrated that commercials significantly influenced customers' purchasing decisions and behavior.

Dhaliwal (2016) analyzed effect of advertisement on consumer buying behavior of mobile phone. The main objective of this research was to demonstrate the substantial impact that advertising has on consumer behavior. In this study, descriptive analysis and correlation were used to analyze the data. This study found that considerable efforts are made to guarantee excellent advertising and the development of favorable consumer impressions using suitable ways, which positively influences consumers' choices about mobile phone purchases. Consumers acquire knowledge about products from commercials and other marketing materials, and they then build opinions based

on the company's actions, their past encounters with it, and past purchases that support those perceptions.

Table 1

Summary of Empirical Review

S.N.	Author	Title	Objective	Methodology	Major Findings
1	Achuku and Abubakar (2023)	Effect of advertising on the consumer buying behaviour towards smartphone in Katsina-Nigeria.	The main objective of the study was to explore the effect of advertising on the consumer buying behavior.	The data was analyzed by the study using both multiple regression and descriptive approaches.	The study showed that radio advertising had a significant but negative impact on consumer purchasing behavior, outdoor advertising had no discernible impact on the purchasing decisions of smartphone users in Katsina town, and television advertising had a positive and statistically significant impact on consumer purchasing behavior.
2	Moosavijad et al. (2023)	The effect of advertising through smartphones on consumers' buying behavior from companies provided online services.	The present study tries to investigate the effect of advertising through smartphones on consumers' purchase intentions	This study used multiple regression analysis.	The results showed that among the factors affecting the value of advertising, the effects of information, credibility, entertainment, and annoyance were confirmed, but the effects of emotional value and motivation were not. It was discovered that the average purchase intention of the users of these websites is identical after examining the buying intentions of the brands included in the study.
3	Khanam (2022)	Influence of advertisements on consumer behavior: A study of mobile phones	The main objective of the study was to investigate the effect of advertisements in broadcast media, print media, and online (internet) media on consumers' behavior	404 usable responses were used for data analysis using Kruskal-Wallis (K-W) test.	The study found that there was a statistically significant impact of advertising in print, broadcast, and online media on consumers' awareness, interest, conviction, and purchasing behavior (PUR).
4	Lenin and Manivanan	The impact of digital advertising on consumer	The primary objective of this study was to examine consumer	Multiple regression analysis was employed to	The findings of this study demonstrated how consumers feel about digital advertisements and their

	(2022)	behavior towards mobile phone.	behavior toward digital advertising, which are rapidly advancing in today's world of advertising	achieve the study.	impact on consumer purchase decisions.
5	Njuguna (2021)	Effect of online advertising on consumer behavior: A case of mobile phone.	The specific objectives were to determine the effect of social media advertising, email advertising, search engine optimization and the effect of blogging advertising on consumer behaviour.	The link between the independent variables was evaluated using correlation analysis and multiple linear regression.	The usage of social media pages was shown to facilitate client interaction and have an impact on their purchasing decisions regarding mobile phones. Using email marketing strategy is made possible by the usage of internet platforms, which is particularly beneficial for online shopping sites.
6	Maiyaki (2020)	Impact of advertising on consumer buying behavior in Kano metropolis: A study of mobile phone	This study investigated the impact of different forms of advertising on consumer buying behavior.	Using SPSS V.21 software, regression analysis was performed to assess a sample of 352 respondents' responses	The findings showed that customer purchasing behavior was significantly and favorably impacted by outdoor, print, and broadcast advertising. The findings also showed that celebrity endorsements had no discernible impact on the purchasing habits of consumers.
7	Mustafi and Hosain (2020)	The role of online advertising on consumer behaviour of smartphones: Mediating effects of flow experience and advertising value.	The objective of the study was to identify the role of online advertising on the buying behaviour of smartphones of Bangladeshi customers.	Descriptive statistical analysis has been conducted using SPSS (Version 24	The findings showed that each of the independent components INFO, IRR, ENT, INC, and CRD had a favorable and substantial impact on consumer purchasing behavior. Given the importance of both the direct and indirect effects, FE has the potential to partially moderate the interactions between IRR and PI as well as ENT and CBB.
8	Neupane (2019)	Advertising and its effects on consumer behaviour of smart phone in Kathmandu valley.	The main objective of the study was to answer the questions that whether the demographic background of ultimate consumer i.e. age, gender, education and occupation has a	This study used percentage, mean and descriptive analysis were used to analyze the data.	It was found that a significant number of participants indicated that television was their favorite form of advertising. This demonstrates unequivocally that television is the most preferred medium for advertising when choosing to buy a smartphone. The four media platforms all increase awareness, but television advertising has a big influence

			varying effect on the media preference due to advertisements		on what people buy.
9	Oyekanmi (2019)	Influence of advertisement on consumers' buying behaviour of smartphones in Ibadan metropolis.	This study investigated the influence of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis, Nigeria.	Frequency counts, percentages, and correlation analyses were used to examine the data.	The study's conclusions showed that advertising had a big impact on smartphone purchasing decisions made by people in the city of Ibadan. Additionally, the results indicated that smartphone buyers in the city of Ibadan varied in age. The findings also showed that compared to their male counterparts, a larger percentage of female consumers in Ibadan use smartphones.
10	Manandhar (2019)	Effect of advertisement in consumer behavior of smartphone.	This study was intended to analyze the impact of advertisement in consumer behavior.	This study used descriptive and multiple analysis to analyze the data.	This study found that the advertisement had a significant influence on consumers since it aroused their curiosity and provided them with information about cellphones that they needed to know before making any purchases. Therefore, commercials had a positive impact on consumer behavior.
11	Sama (2019)	Impact of Media Advertisements on Consumer Behaviour towards smartphone.	This objective of the study was to analyze the effect of media advertising on buying behaviour of consumers.	Multiple regression analysis was performed in this study to examine the data	The findings showed that newspapers and magazines are useful media for influencing consumers' PUR and PPUR behavior. By investing in the right medium, advertising managers may improve the objectivity of their ads by taking a lead from this research.
12	Sunderaraj (2018)	Impact of advertisement on buying behaviour of consumers of mobile phones in Sivakasi.	The objective of advertisement was to study the Impact of advertisement on buying behavior.	The weighted arithmetic mean, chi-square test, and basic percentage analysis were employed	The study's findings demonstrated that there was no relationship between respondents' affluence and how much fun they had using their mobile phones at the time, nor between respondents' age and the effect of commercials.
13	Assaf (2017)	Impact of advertising messages across social networks on consumers' purchasing	This study examined relationship between three key variables, namely message content, message	Multiple regression analysis and descriptive statistics were	The study's findings demonstrated that message attributes, content, and medium had a favorable impact on consumers' propensity to make purchases.

		behavior of mobile phones: A study amongst youth in Jordan.	properties and means media and customer purchase behavior in mobile phone industry in Jordan	utilized in this study to analyze the data	
14	Awan et al. (2016)	Effects of Advertisement on Consumer's Buying Behaviour with Reference to Smartphone in Southern Punjab-Pakistan.	The objective of this study was to find out how much advertisement bring effect on the consumer's buying behavior with reference to Smartphone	Several statistical methods, including regression analysis, correlation analysis, and descriptive statistics, were used to analyze the data.	This study found that there are solid since the data demonstrated that commercials significantly influenced customers' purchasing decisions and behavior.
15	Dhaliwal (2016)	Effect of advertisement on consumer buying behavior of mobile phone.	The main purpose of the study was to show that advertising on the behavior of consumer plays an important role.	In this study, descriptive analysis and correlation were used to analyze the data.	This study found that significant efforts are made to guarantee excellent advertising and the development of favorable consumer impressions using suitable ways, which positively influences consumers' choices about mobile phone purchases.

2.3.2 Review of Thesis

Rijal (2024) analyzed the impact of advertisement on consumer's buying behavior in Pokhara: a case study of mobile phones. The primary aim of the research was to investigate how ads affect the purchasing decisions of consumers in Pokhara. Data was collected from 359 mobile users. Statistical methods like as Cronbach alpha, skewers and kurtosis, linear regression, and Pearson correlation were used to examine the collected data. For the purpose of the result, the suggested hypothesis was approved. The findings indicated that reminder advertisements are the most effective in influencing customer purchasing behavior when compared to the other sub-dimensions. The purchasing behavior of consumers was statistically significantly influenced by advertisements. Effective advertising is necessary, and customers must be the only ones targeted in order to understand their mobile phone-related purchase habits. Given that consumers' emotions have a significant impact on their allegiance, advertising that appeals to their emotions should receive more attention.

Upreti (2023) investigated effect of advertisement on consumer purchasing behavior: the case of mobile phone market in Biratnagar. The purpose of this study was to evaluate how digital advertisements affected Biratnagar's mobile phone market's customer purchase behavior. For quantitative analysis, the 215 respondents' data were imported into SPSS. Using a five-point Likert scale questionnaire, frequency count and percentage were used to evaluate the degree to which consumer purchasing behavior and the efficacy of digital advertisements in the research region. According to this study, uniqueness, vividness, and interaction have a favorable and significant impact on the mobile buying behavior of consumers. The study came to the conclusion that consumer attitudes toward advertising messages, advertising companies, and media had an impact on the effects of advertising activities. Consequently, this study came to the conclusion that customer mobile buying behavior is influenced by uniqueness, vividness, and interaction.

Subedi (2022) investigated impact of advertisement on consumer behavior in Cell phone. The primary aim of this research project was to examine the overall influence of advertisements on customer behavior. The study's particular goals, however, are to ascertain consumer preferences for commercials, ascertain consumer reactions to advertisements, assess the attractiveness of advertisements, and evaluate the efficacy of cell phone advertisements. According to this study, most consumers would rather buy a product that is advertised regularly than one that is not. Similarly, cell phone advertisements are a great way to introduce clients to the product, but most of them are impacted by the product's quality rather than the advertisement itself, even though they are aware of it. Lastly, this study discovered that advertisements appear to be the most often used media that significantly increases the market for manufactured items.

Shrestha (2021) examined smartphone advertising influences consumers' buying behaviors. The primary aim of the research was to examine the driving forces behind customers' interactions with smartphone advertising and, therefore, the elements that influence their purchasing decisions. We used partial least squares (PLS) estimation to experimentally assess the conceptual model based on data obtained from 303 respondents in a European nation. The findings demonstrated that brand recognition, flow experience, advertising value, and site design quality all explain consumer

behavior. The study's findings give advertisers and marketers insight into how smartphone ads influence customers' purchasing decisions.

Gaire (2020) analyzed influence of advertising on buying behaviors of users' mobile phone in Butwal. This study set out to ascertain how advertising affected Butwal smartphone users' purchasing decisions. The first four hypotheses were tested using simple regression analysis, and the aggregate effect was tested using multiple regressions. The results of the study indicated that all independent variables and the dependent variable had a weak but positive connection. The study found that consumer decisions to purchase smart phones were significantly and favorably influenced by online, TV, print, billboard, and radio advertising. According to the study's findings, Butwal university campuses' students' decisions to buy smartphones were significantly influenced by advertising.

Joshi (2019) analyzed the effect of advertisement on consumer buying behavior towards smart phone in Kathmandu valley. Examining the impact of media ads on consumers' purchase decisions was the primary goal of the study. In this study, a sample of 250 smartphone users took part. The research employed a descriptive design. Primary data were obtained by surveys, and secondary data were obtained by reading through many studies. Approaches both quantitative and qualitative were used to analyze the collected data. Tables and figures that described the study's findings were extracted using Excel and SPSS (Statistical Package for Social Science). This study indicates that commercials have a direct impact on customers' purchase decisions. The study also found that television commercials appeared to be the most important influencing element. The survey also found that when it came to making purchases, people were beginning to believe online marketing.

Yadav (2018) examined the influence of advertising on users' buying behavior towards Samsung mobile. The primary goal of the study was to assess how customers' purchasing decisions for Samsung mobile devices were influenced by demographic, sociocultural, and media choices for advertisements. Descriptive statistics and linear regression were employed in the study to examine group differences and the impact of input factors on the result variable. The findings show that customer purchasing behavior is influenced by advertising and education. Similarly, out of the four media outlets used by the industry, only broadcast media have a major and positive effect on

consumer behavior. The study comes to the conclusion that media choice, demographics, and advertising goals affect consumers' purchasing decisions when it comes to Samsung mobile devices.

Bhandari (2018) investigated the impact of advertising towards consumer buying behavior: with reference to Samsung mobile. This study's objective was to examine how advertising affects consumers' purchasing decisions, using Samsung Mobile as a case study. This study, which is causal in nature, employs ordinal regression analysis and primary data collected via questionnaires. The population that observed is people in Kathmandu Valley who had experienced buying mobile with 80 respondents as the sample size. The study's findings demonstrated the substantial effects that formativeness, interaction, and believability have on consumers' purchasing decisions. Unlike entertainment, which has little effect on the purchasing decisions of consumers. Even so, Samsung Mobile's advertising might be considered effective in announcing its items to consumers.

Manandhar (2017) examined the effect of advertising on consumer's buying behavior towards mobile phone. The main objective of this research was to evaluate how media advertising affects consumers' purchasing decisions. In order to get quantitative data from primary sources via questionnaires, this study employed descriptive designs. Both descriptive and inferential statistical methods were applied in this study's data analysis. The results of this study indicated that there was a statistically significant positive correlation between media advertisements and consumer purchasing behavior. The advertisement's channel component ranks highest in terms of correlation magnitude when compared to other relationship aspects taken into consideration in this study. Additionally, the other two independent variables are as follows: the advertisement's message factor, which ranks second in terms of correlation magnitude, and Customers' purchasing behavior, the dependent variable, and the advertisement's source factor had a positive link, according to the results of a Pearson correlation test at the significance level.

Poudel (2016) analyzed on effect of advertising on consumer buying behavior of smart phone in Kathmandu valley. The primary objective of the research is to

examine how customers' behavior with smart phones is affected. Examining the crucial elements that impact a smart phone purchase and examining advertising methods are the other particular goals. It has been discovered that advertising significantly and favorably affects consumer behavior. This study also shown that the quality of the smart phone had an impact on consumers, demonstrating that while quality is a key factor in persuading people to purchase a product, pricing, promotion, and scheme all play significant roles in influencing consumers. The findings show a strong correlation between the effect of the commercial and brand purchases.

2.4 Research Gap

Research gap refers to the gap between previous research and this research. There have only been a few research on how advertising affects customers' decisions to purchase various products in the Kathmandu Valley. But this study solely looks at what wasn't previously researched the behavior of smart phone users. This study also tried to find out the relationship between advertisement and consumer buying behaviour. This study has included important explanatory variables such as TV advertising, radio advertising, online advertising and print (Newspaper) advertising which variables were not included in previous study to analyze the impact of advertisement on consumer buying behaviour of smart phone users. In addition, the available research, however cover a very limited respondent but this research intends to fulfill this gap by taking large number of 400 respondents. Moreover, descriptive analysis, correlation analysis and multiple regression analysis are the major tools in this study which are not used on this topic by other researchers. So, this study is different in number of respondents, explanatory variables as well as methodology or tools. That's why, this study fullfills the study gap or knowledge gap.

CHAPTER - III

RESEARCH METHODOLOGY

Research methodology is the disciplined approach to problem solving that involves the systematic collection, documentation, analysis, interpretation, and reporting of data pertaining to the various facets of the phenomenon being studied. The research methodology for this paper describes the steps and techniques employed in each phase of the investigation. This chapter describes research design, population and sample, and sampling design, nature and sources of data, method of analysis and research framework and definition of variables.

3.1 Research Design

Descriptive and causal-comparative research designs are the foundations of this study, which addresses fundamental questions about how advertisements affect smart phone users' purchasing decisions. The frequency, percentage, mean, and standard deviation of the advertising aspects of the status of smart phone users were assessed in this study using a descriptive research methodology. In the Kathmandu Valley, advertisements are utilized to determine the cause and effect of customer purchasing behavior through the use of causal-comparative design.

3.2 Population and Sample and Sampling Design

Since it is difficult to determine how many people are using smart phone in Kathmandu valley, the study uses the overall population of the Kathmandu Valley as its sample. Although the sample size for this study is relatively small compared to the overall population, 400 smart phone users from the Kathmandu Valley were included. This was done using the convenience sampling technique, which is quick, affordable, easy to use, and provides qualitative information, making it a suitable method for students. Consumers from a variety of age groups, professions, and educational levels were also included in the sample. Convenience sampling data analysis is simpler as compared to other procedures.

3.3 Nature and Sources of Data and the Instrument of Data Collection

Data from primary sources is gathered and analyzed to determine how advertisements affect consumers' purchasing decisions. The study research is based on the primary

data source for the research topics. Primary data are first-hand observations that the researcher makes in order to confirm a theory and then provide evidence for statements the researcher makes. To get primary data, the researcher used the questionnaire technique to data collection. The respondents were requested to fill out the questionnaire and were also told of the main objective and purpose of the study. In the Kathmandu Valley, this type of data collecting has improved user purchasing behavior and customer comprehension of advertisements. At the convenience of the respondent and the researcher, the questionnaires were distributed and collected.

3.4 Method of Analysis

The investigation makes use of a number of statistical techniques. The statistical tools used in this write-up statistical analysis to assess the data findings are covered in the ensuing subsections:

Mean

The arithmetic mean of a range of values or quantities is the mean, which is calculated by dividing the total number of values by the number of values. It makes reference to the average that is looked at or used to ascertain the central tendency of the data. The arithmetic mean is a commonly used and simple to understand measure of central tendency. Add together all the data points for the population and divide the total by the number point to find it. In this study, the average of the respondents' responses to the several variables in the Likert scale question is calculated using the mean. On all samples, the mean value of the answers to the Likert scale question is computed.

$$\text{Mean } (\bar{X}) = \frac{\sum X}{n}$$

Where,

$\sum X$ = Value of responses of each independent or dependent variable

n = No. of statements

Standard Deviation

The degree to which a set of data values fluctuate or are distributed can be expressed using the standard deviation, which measures dispersion. One way to describe it is as the variance times the positive square root. The fact that the standard deviation has the same units of measurement as the data a useful distinction from variance is one of its features. If the data points diverge more from the mean, there is a greater deviation within the data set. Thus, as data spreads, the standard deviation rises. The standard deviation is computed for each sample in this study based on the Likert scale responses.

$$\text{Standard Deviation (S.D.)} = \sqrt{\frac{\Sigma(X - \bar{X})^2}{n}}$$

Where,

X = Value of responses of each dependent or independent variable

\bar{X} = Mean value of responses of each dependent or independent variable

n = No. of responses

Variance

Variance is a measure of the variation in numbers within a set of data. The variance of a set shows how far each number deviates from the mean. To calculate the variance, take the difference between each value in the set and the mean, square the differences, then divide the sum of the squares by the total number of values in the set. The Likert scale responses for each sample in this study are calculated to determine the variance. Variance is a statistical measure of how much a set of data differs from each other. Since variance quantifies the deviation from an average or mean, it is utilized in statistics for probability distribution.

ANOVA

An analysis of variance, or ANOVA, is a collection of statistical models and the accompanying estimation methods used to compare group averages within a sample. ANOVA is used to look at general mean differences rather than specific ones. This technique uses a nominal variable with two or more categories to assess potential scale-level changes in a dependent variable. In its most basic form, an ANOVA provides a statistical test to ascertain if the population means of many groups are

equal and broadens the use of the t-test to encompass more than two groups. An ANOVA is useful when comparing the means of three or more groups for statistical significance. In theory, it is comparable to numerous two-sample t-tests. The Fisher analysis of variance is another name for this test.

Correlation Coefficient (r)

The correlation coefficient describes the link between the independent and dependent variables. It is a method for determining the relationship between these two variables. When there is a substantial correlation between the two variables—that is, when changes in the value of the independent variable also have an impact on the value of the dependent variable—there is a correlation coefficient. Correlation is estimated for Likert scale responses in order to ascertain the degree of association between independent and dependent variables for each sample in this study.

$$\text{Correlation Coefficient (r)} = \frac{n\sum XY - \sum X \sum Y}{\sqrt{n\sum X^2 - (\sum X)^2} \sqrt{n\sum Y^2 - (\sum Y)^2}}$$

Where,

X = Value of independent variable

Y = Value of dependent variable

n = Number of responses

t- Statistics

It is applied to Student's t-test hypothesis testing. In a t-test, the t-statistic is used to decide whether to accept or reject the null hypothesis. Set up Hypothesis

Null hypothesis (H_0); $\rho = 0$ i.e. There is no correlation between the considered variables.

Alternative Hypothesis (H_1); $\rho \neq 0$ i.e. There is significant correlation between the considered variables.

Test statistic under H_0 ;

$$t_{\text{cal.}} = \frac{r}{\sqrt{1 - r^2}} \times \sqrt{n - 2}$$

Where,

r = Sample correlation between two variables

r^2 = Coefficient Determination

n = No of Pair of observations

Level of significance: Level of significance $\alpha = 5$ percent

Critical Value: Tabulated or critical value of t at α percent level of significance for $(n - 2)$ degree of freedom obtain from 't' tables.

Decision

- i. The null hypothesis is accepted if calculated "t" is less than or equal to the tabulated value of "t" and falls within the accepted range; if calculated "t" is larger than the tabulated "t," the null hypothesis is rejected.
- ii. The null hypothesis is accepted if the estimated p-value is more than the level of significance, or 5 percent, and rejected if the p-value is less than the level of significance.

Regression

Regression is one statistical method used to evaluate the degree of a relationship between one dependent variable and one or more independent variables. It includes a wide range of techniques for analyzing and modeling several variables to find their relationships. Based on responses on a Likert scale, regression analysis is utilized in this study to ascertain the direction of the relationship between the independent and dependent variables for each sample. The relationship's theoretical model is represented by the equation below:

$$CBB = \beta_0 + \beta_1TVA + \beta_2RA + \beta_3OA + \beta_4PA + \varepsilon$$

Where,

CBB = Consumer Buying Behaviour

TVA = Television Advertising

RA = Ratio Advertising

OA = Online Advertising

PA = Print Advertising

β_0 = The intercept (constant)

$\beta_1, \beta_2, \beta_3, \beta_4$ = Coefficient of variables

ε = Error term.

3.5 Research Framework and Definition of Variables

The researcher develops the following research framework for the study based on reviews of the theoretical and empirical literature.

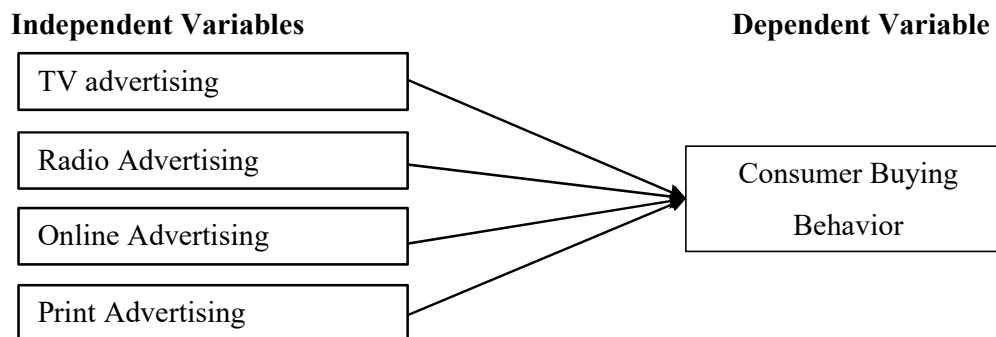


Figure 1 Research Framework

Source: Sama (2019) Neupane (2019) and Achuku and Abubakar (2023)

Definition of Variables

Independent Variables

The independent factors may have a significant impact on smartphone users' purchasing decisions.

TV Advertising

Since their introduction, television advertisements have gained a lot of popularity. The length of an advertisement on television frequently affects how much it costs. Neupane (2019) found that TV advertising had significant positive impact on consumer buying behavior. Likewise, Achuku and Abubakar (2023) found significant positive impact on consumer buying behavior. Further, Sama (2019) concluded that significant effect on consumer buying behavior.

Radio Advertising

Before a radio commercial truly becomes ingrained in listeners' thoughts, it must be played several times. Therefore, the advertisement's frequency matters. Your target audience's demographic is also crucial. Therefore, if one wants the advertisements to be effective, they need to discover what kind of audience watches what channels. Neupane (2019) found that radio advertising had significant positive impact on consumer buying behavior. However, Achuku and Abubakar (2023) found negative but significant impact on consumer buying behavior. Moreover, Sama (2019) revealed that insignificant effect on consumer buying behavior.

Online Advertising

Email marketing, social media marketing, search engine marketing (SEM), and a variety of display advertising formats, such as web banner advertising, are all considered forms of online advertising. Programmatic advertising refers to the growing trend of delivering advertisements through automated software systems that operate across various websites, media services, and platforms. According to Neupane's (2019) research, online advertising significantly improved customer purchasing decisions. Likewise, Sama (2019) found that online advertising significantly influenced the purchasing decisions of consumers.

Print Advertising

Posters, newspapers, magazines, and brochures are examples of print media, which is one of the oldest and most popular types of advertising. The audience for print media is larger, and copy extension ads may even be employed there. Neupane's (2019) study found that print advertising greatly enhanced consumers' decision to buy. At the same time, Achuku and Abubakar (2023) found no evidence of any impact on consumer purchasing behavior, but Sama (2019) reported a significant effect.

Dependent Variable

The dependent variable is depends upon its independent variables such as TV advertising, radio advertising, internet advertising and print advertising.

Consumer Buying Behaviour

In this study, the dependent variable is consumer purchasing behavior. Sama (2019) defined consumer buying behavior is the culmination of a customer's attitudes, interests, intentions, and choices about how they would behave in the marketplace while making a purchase of a good or service. The social science fields of anthropology, psychology, sociology, and economics are all used in the study of consumer behavior.

CHAPTER - IV

RESULTS AND DISCUSSION

The main objective of research is to look into how advertisements affect the buying behaviour of smart phone users in the Kathmandu Valley. Thus, the analysis and outcomes of the conversation are covered in this chapter, which is split into three pieces. The first component included the study's demographic profile, descriptive, and correlation analysis of the variables. In the second portion, the linear regression model's assumptions were met, and in the third section, the regression's findings were reported. Data analysis techniques were used to determine the ratio of the chosen dependent and independent variables as well as the ratio scale measurement for further statistical analysis. With the aid of SPSS version 26, the collected data was statistically analyzed.

4.1 Results

The demographic profile of the respondents is thoroughly analyzed and key traits are highlighted in the results section. Subsequently, an extensive descriptive analysis is carried out to detect patterns and trends within the data. The intricate relationships between variables are then examined using correlation analysis, which provides insights into the dynamics among the topics being studied. Our understanding of the research landscape is further enhanced by regression analysis, which also displays the effect and predictive components. This amalgamation of demographic insights, analytical depth, and descriptive nuances enriches the data and makes it easier to fully comprehend the study's conclusions.

4.1.1 Respondents Demographic Profile

This part explores the respondents' demographic nature, covering important variables like gender, age group, occupation level, and frequency of most preferred smartphone brand. By filling in these crucial demographic gaps, the research was able to learn important details about the participants' varied personalities and provide an adequate understanding of the context for the analysis and interpretations that followed. Every respondent belongs to the Kathmandu Valley.

Table 2
Demographic Profile of Respondents

No.	Items	Frequency	Percent	
1	Gender	Male	264	66
		Female	136	34
		Total	400	100
2	Age Group (in Years)	20-29	144	36
		30-39	192	48
		40 and above	64	16
		Total	400	100
3	Occupation Level	Student	140	35.00
		Businessman	124	31.00
		Service Holders	136	34.00
		Total	400	100
4	Most Preferred Brand of Smart Phone	Samsung	136	34
		One Plus	36	9
		Apple	48	12
		Xiaomi	124	31
		Others	56	14
		Total	400	100

(Source: Field Survey, 2024)

Table 2 presents the respondents' gender distribution. Information from 400 respondents is gathered and examined for this study. Data from 400 respondents are gathered and examined for this study. Male respondents accounted for 66.0 percent of the total replies, suggesting that men make up the bulk of smartphone users. As a result, out of 400 respondents, men provide a greater percentage of replies than women. Nonetheless, 34.00 percent of the respondents were female and discussed the influence of advertisements on smartphone users' purchasing decisions. Based on these results, it appears that men were more likely than women to be smartphone users. In this particular scenario, smart phone users in Nepal are able to recognize both male and female respondents as the primary survey participants.

Additionally, it provides an age description of the respondents, revealing that 48.00 percent of them are in the 30- to 39-year-old age range. The age group of 40 and older has the lowest percentage of smart phone users. Nonetheless, the bulk of responders are young. Furthermore, of the respondents, 36.00 percent identified as belonging to the 20–39 age group and 16.00 percent as representing the 40+ age group. This suggests that 84.00 percent of all smartphone users are between the ages of 18 and 34 and that they own smartphones.

Similar to the profile of respondents depending on their occupation, the majority of respondents 35.00 percent are students, followed by service providers (34.0 percent) and business owners (31.0 percent).

Finally, table 2 displays the comparative preference figure for several smart phone companies. Out of the 400 respondents, 34.00 percent favored Samsung, 31.00 percent Xiaomi, 14.00 percent others, 12.00 percent Apple, and 9 percent One Plus.

4.1.2 Reliability Test

The composite reliability test was employed in the study to evaluate the variables' internal consistency. Internal consistency, according to Saunders et al. (2009), entails comparing each questionnaire question's response to those of other questionnaire questions. Put differently, internal consistency quantifies the degree of uniformity in the answers provided to either a subset or all of the questionnaire's questions (Saunders, et al., 2009). The degree to which a test consistently measures the items it is supposed to evaluate is known as its reliability. Cronbach's Alpha for this questionnaire is computed for the reliability test. Table 3 displays the reliability test result.

Table 3

Reliability Statistic of Variables

Code	Variables	No. of Items	Cronbach's Alpha
TVA	TV advertising	4	0.777
RA	Radio advertising	4	0.719
OA	Online advertising	4	0.743
PA	Print advertising	4	0.722
CBB	Consumer Buying Behaviour	4	0.731

(Source: SPSS)

Table 3 shows the reliability statistic or coefficient alpha of independent TV advertising, radio advertising, online advertising and print advertising and dependent variable consumer buying behaviour. As shown in Table 3, every variable in the current investigation had a composite reliability better than 0.7. This satisfies the recommended threshold of more than 0.7 set by Fornell and Larcker (1981). This suggests that the measurements are internally consistent, assessing the same things for

each element. Low composite reliability indicates that the measures' internal consistency is lacking, with different items assessing the same thing for a given factor.

4.1.3 Descriptive Analysis

This section looks at the study of descriptive data to understand the respondents' opinions about advertisements and consumer purchasing behavior. The study's primary analytical tools for providing a detailed analysis of the data gathered were the mean and standard deviation. The standard deviation measures the degree of variability and provides a comprehensive assessment of the respondents' entire viewpoint, whereas the mean provides information about the fundamental trend of the responses and displays the average view. The study clarified the many viewpoints included in the dataset and the respondents' varying opinions on advertising and consumer purchasing behavior by using these metrics.

4.1.3.1 Summary of Descriptive Statistics

The advertisement and its impact on the buying behaviour of smart phone users in the Kathmandu Valley are determined by analyzing the standard deviation and mean value of each variable. Descriptive analysis has been used to examine the collected data, aiding in the data's summarizing and description. The details of the descriptive analysis are provided in Table 4.

Table 4

Summary of Descriptive Analysis

Study Variables	N	Mean	Std. Deviation
TV advertising (TVA)	400	3.8575	.75883
Radio advertising (RA)	400	3.8100	.79225
Online advertising (OA)	400	3.8625	.76673
Print advertising (PA)	400	3.8425	.78911
Consumer Buying Behaviour (CBB)	400	3.7937	.79233

(Source: SPSS)

Table 4 presents the study's findings, which indicate that the average score for consumer buying behavior is 3.7937, indicating a high level. It demonstrates that the range of all advertisement elements in Nepal is 3.8625 to 3.8100. When compared to the other elements TV, radio, and print advertising online advertising has the highest

mean score value, at 3.8625. Given that the highest mean score of 3.8625 is the overall value, this suggests that internet advertising is the study's major feature. In other word, it is clear that the majority of respondents who own smartphones concur that internet advertising has a significant impact on consumers' purchasing decisions in the Kathmandu Valley, and they also consider that this influence is substantial. Meanwhile, TV advertising, radio advertising and print advertising element got an overall mean score of 3.8575, 3.8100 and 3.8425 respectively.

4.1.3.2 Descriptive Study of TV Advertising on Consumer Buying Behaviour

This section uses a descriptive study to examine how TV advertising affects consumers' **buying behaviour** about smart phone users. Four claims are found in TV advertisements in this study. A Likert scale with five points is employed to quantify the variable. 5 people strongly agreed, 1 strongly disagreed. To observe the opinions of the respondents, the responses' mean and standard deviation are computed. While the mean value represents the typical condition of the respondents' feelings, the standard deviation shows the departure from the average mean of the respondents.

Table 5

Descriptive Study of TV Advertising on Consumer Buying Behaviour

Scale Items of TV Advertising	N	Mean	Std. Dev.
TVA1 Television advertising change perceptions among users who use Smartphones	400	3.9150	.87446
TVA2 TV advertising is an important tool to generate and sustain smartphone brand awareness among users	400	3.8550	1.03035
TVA3 The TV advertising is both informative and entertaining	400	3.8025	1.03981
TVA4 Repeated TV advertising messages serves as a reminder to the Smart phone users	400	3.8575	.96930

(Source: SPSS)

Table 5 shows descriptive statistics of four different scale items of TV advertising of smart phone users. TVA1, "Television advertising changes perceptions among users who use Smartphones," earned the highest mean score of all the scale items, 3.9150. The TVA3 scale item, "The TV advertisement is both entertaining and informative," received the lowest mean (3.8025). It is clear from the data that consumers feel television advertising alters their perspectives. People who own smartphones are able

to quickly identify and remember TV advertising messages since they are repeated. Additionally, the study found a standard deviation (Std. Deviation) ranging from 0.87446 to 1.03981. This indicates a little variance across the variables examined in the study and suggests that the responses are not widely distributed.

4.1.3.3 Descriptive Study of Radio Advertising on Consumer Buying Behaviour

The descriptive analysis of radio advertising is displayed in this section. Four claims are made in radio advertisements. The likert scale used to quantify this concept ranged from 1 for strongly disagreeing to 5 for highly agreeing. The mean and standard deviation are calculated to observe the respondents' opinions. The standard deviation displays the variation from the average mean of the respondents, whereas the mean value indicates the average state of the respondents' feelings.

Table 6

Descriptive Study of Radio Advertising on Consumer Buying Behaviour

Scale Items of Radio Advertising	N	Mean	Std. Dev.
RA1 Radio advertising play significant role in influencing users on Smart phone	400	3.8025	1.03012
RA2 Radio advertisements are motivating and capable of driving arousal among users	400	3.8575	1.02216
RA3 I purchase smartphone because of radio advertisement	400	3.7825	1.14388
RA4 Radio advertisement changes perception towards users	400	3.7975	1.09978

(Source: SPSS)

Table 6 shows descriptive statistics of three different scale items of radio advertising towards smart phone users. RA2, "Radio advertisements are motivating and capable of driving arousal among users," earned the highest mean score of all the scale items, 3.8575. It indicates that the majority of consumers concur that radio commercials are energizing and have the power to raise user arousal. Simultaneously, the statement RA3, "I purchase smartphone because of radio advertisement," had the lowest mean score (3.7825), indicating that a smaller percentage of respondents believed that consumers buy smartphones because of radio advertisements. Additionally, the study found a standard deviation ranging from 1.02216 to 1.14388, indicating a small variation among the variables examined and suggesting that the responses are not widely distributed.

4.1.3.4 Descriptive Study of Online Advertising on Consumer Buying Behaviour

Through descriptive analysis, the state of online advertising is examined in this part. Four comments about online advertising are included in this study. A five-point Likert scale is used to measure the variable. 1 being very disagreed and 5 being firmly agreed. The mean and standard deviation of the responses are calculated to observe the respondents' opinions. The standard deviation displays the variation from the average mean of the respondents, whereas the mean value indicates the average condition of the respondents' feelings. The information shown below illustrates how online advertising affects users' smartphone buying behaviour.

Table 7

Descriptive Study of Online Advertising on Consumer Buying Behaviour

Scale Items of Online Advertising	N	Mean	Std. Dev.
OA1 Online offers an interactive alternative to mass media communication through the use of web pages and emails	400	3.8200	1.03454
OA2 The online advertising is more informative but less entertaining	400	3.9350	1.01900
OA3 Online advertising enables the smart phone users with detailed information with no time or space restriction	400	3.8275	1.00012
OA4 Repeated online advertising messages serves as a reminder to the Smart phone users	400	3.8675	1.02839

(Source: SPSS)

Table 7 shows descriptive statistics of four different scale items of online advertising towards smart phone users. The item OA2, "The online advertising is more informative but less entertaining," earned the highest mean score of all the scale items, 3.9350. The lowest mean, 3.8200, was found for scale item OA1, "Online offers an interactive alternative to mass media communication through the use of web pages and emails." It may be inferred that consumers find internet advertisements to be less engaging but more educational. Less consumers, however, think that email and web sites provide an engaging substitute for mass media communication. Additionally, the study found a standard deviation (Std. Deviation) ranging from 1.00012 to 1.03454. This indicates a little variance across the variables examined in the study and suggests that the responses are not widely distributed.

4.1.3.5 Descriptive Study of Print Advertising on Consumer Buying Behaviour

This section uses a descriptive analysis to demonstrate how print advertising affects consumers' purchasing decisions about smart phone users. Four distinct statements are included in print advertising. The likert scale used to quantify this construct ranged from 1 (strongly disagree) to 5 (strongly agree). The mean and standard deviation of the responses were calculated to observe the respondents' opinions. The standard deviation displays the variation from the average mean of the respondents, whereas the mean value indicates the average condition of the respondents' feelings.

Table 8

Descriptive Study of Print Advertising on Consumer Buying Behaviour

Scale Items of Print Advertising	N	Mean	Std. Deviation
PA1 Print advertising have a higher recognition of advertising content than other modes of advertising	400	3.7675	1.11874
PA2 Print advertising help in purchasing process and it appears to be simple among smart phone users	400	3.8500	1.05370
PA3 Print advertising creates understanding, strong belief, and selection of smart phone among users	400	3.8450	1.09498
PA4 Print advertising enables users with detailed information and it is easy to understand	400	3.8575	1.00982

(Source: SPSS)

Table 8 shows descriptive statistics of four different scale items of print advertising towards smart phone users. The PA4 item, "Print advertising enables users with detailed information and is easy to understand," earned the highest mean score of all the scale items, 3.8575. The lowest mean, 3.7675, was found for scale item PA1, "Print advertising have a higher recognition of advertising content than other modes of advertising." Customers overwhelmingly agreed that print advertising provides users with clear and comprehensive information. Additionally, a small difference across the variables under investigation is revealed by the study's reported Std. Deviation, which ranges from 1.00982 to 1.11874. This suggests that the responses are not widely scattered.

4.1.3.6 Descriptive Study of Consumer Buying Behaviour

This section uses descriptive analysis to illustrate the state of consumer buying behavior. The purchasing behavior of consumers comprises four distinct statements. The Likert scale for this domain has five points: 1 for strongly disagree and 5 for

strongly agree. The mean and standard deviation of the responses were calculated to observe the respondents' opinions. The standard deviation displays the variation from the average mean of the respondents, whereas the mean value indicates the average condition of the respondents' feelings.

Table 9

Descriptive Study of Consumer Buying Behaviour

Scale Items of Consumer Buying Behaviour	N	Mean	Std. Deviation
CBB1 I prefer to buy a smart phone brand which advertises by digital advertisement	400	3.7075	1.12700
CBB2 I think I buy best smart phone when I see repeatedly page viewing online advertisement	400	3.8200	1.00255
CBB3 I can easily reflect my feedback when I see advertisement content on social media	400	3.8575	.99985
CBB4 I trust digitally advertised smart phone brands	400	3.7900	1.12430

(Source: SPSS)

Table 9 shows individual scale items of consumer buying behaviour. With a mean score of 3.8575, the construct CBB3, "I can easily reflect my feedback when I see advertisement content on social media," has the highest mean score of all the scale components. With a mean score of 3.7075, the construct CBB1, "I prefer to buy a smart phone brand which advertises by digital advertisement," had the lowest score. The findings showed that consumers may readily express their opinions when they watch advertisements on social media, and they purchase the finest smartphone when they frequently view online advertisements on pages. Additionally, the study found a standard deviation (Std. Deviation) ranging from 0.99985 to 1.12700. This indicates a little variance across the variables examined in the study and suggests that the responses are not widely distributed.

4.1.4 Correlation Analysis

To investigate the effect of advertisements on the buying behaviour made by smart phone users in the Kathmandu Valley, correlation analysis was done. The following tables illustrate the relationship between the dependent and independent variables: consumer purchasing behavior for smartphones and advertising factors. In this study, correlation analysis was employed to ascertain the relationship between the variables.

The researcher calculated the correlation coefficient value in this analysis using the SPSS program. The general association between advertisements and smartphone users' purchasing decisions was the main focus of the correlation analysis.

Table 10

Pearson Correlation Coefficients of Study Variables

Variables	TVA	RA	OA	PA	CBB
TVA Pearson Correlation Sig. (2-tailed)					
RA Pearson Correlation Sig. (2-tailed)	.526**	1			
OA Pearson Correlation Sig. (2-tailed)	.528**	.482**	1		
PA Pearson Correlation Sig. (2-tailed)	.417**	.545**	.457**	1	
CBB Pearson Correlation Sig. (2-tailed)	.695**	.714**	.614**	.640**	1

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: SPSS)

Table 10 reveals the correlation test between both dependent and independent variables using correlation coefficient matrix. TV advertising and consumer purchasing behavior have a 0.695 correlation value, with a significant value of 0.000. It is therefore evident that there is a significant positive association ($P < 0.05$) between TV advertising and customer buying behaviour. Similarly, there is a significant positive association ($P < 0.05$) between radio advertising and consumer buying behaviour, as indicated by the correlation value of 0.714, which has a significant value of 0.000. Similarly, there is a significant positive relationship ($P < 0.05$) between online advertising and consumer buying behaviour, as indicated by the correlation value of 0.614 between the two variables, which has a significant value of 0.000. It is evident that there is a significant positive relationship ($P < 0.05$) between print advertising and customer buying behavior, as the correlation value between the two variables is 0.640, with a significant value of 0.000.

4.1.5 Regression Analysis

A range of approaches for modeling and assessing numerous variables are covered where the relationship between a dependent variable (the purchasing habits of smart

phone users) and independent factors (TV, radio, online, and print advertising) is the main emphasis.

Table 11

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.851 ^a	.724	.721	.41843	1.822

a. Predictors: (Constant), TV advertising, radio advertising, online advertising and print advertising

(Source: SPSS)

The R² value is 0.724 indicates that variations in the independent variables like TV advertising, radio advertising, online advertising and print advertising can explain for 72.40 percent of the observed variability in consumer buying behaviour. Other variables account for the remaining 27.60 percent of the preference variance that they are unable to explain since they are not included in the model. The R value in this study, which is 0.851, shows that the study variables have a high association with one another. This suggests that the independent variables have a significant impact on the purchasing behavior of consumers. Regression analysis is perfectly correlated with standard error of estimate. The Durbin-Watson coefficient of 1.822, which is near to 2, suggests that the regression model is free of auto- or serial-correlation issues.

Table 12

Analysis of Variance (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	181.327	4	45.332	258.919	.000 ^b
Residual	69.157	395	.175		
Total	250.484	399			

a. Dependent Variable: Consumer Buying Behaviour

b. Predictors: (Constant), TV advertising, radio advertising, online advertising and print advertising

(Source: SPSS)

The influence of independent factors may be most fully described by the widest possible set of combinations of predictor variables, according to an ANOVA (F-

value) study. The findings indicate that the consumer buying behavior indicator has a significant influence. The consumer purchasing behavior proxy's F-values of 258.919 ($p = 0.000 < 0.05$) for TV, radio, web, and print advertising amply show the substantial relationship between the independent factors and the dependent variable (consumer buying behavior).

Table 13

Regression Coefficient of Independent Variables on Consumer Buying Behaviour

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.407	.134		-3.043	.002		
1 TVA	.347	.035	.333	9.904	.000	.619	1.615
RA	.322	.035	.322	9.239	.000	.576	1.737
OA	.175	.034	.170	5.108	.000	.633	1.580
PA	.249	.033	.248	7.548	.000	.648	1.544

a. Dependent Variable: Consumer Buying Behaviour

(Source: SPSS)

Table 13 presents the regression coefficient of independent variables TV advertising, radio advertising, online advertising and print advertising and the intercept value of dependent variable consumer buying behaviour. It shows that tolerance values of all independent variables are above 0.1 and VIF is below 10. Therefore, there is no multicollinearity in the model. The coefficient of regression (β) for television advertising is 0.347. According to the statistics, there is a 0.347-unit increase in consumer purchasing behavior for every unit increase in TV advertising. Furthermore, the p value of 0.000 indicates the statistical significance of TV advertising at the five percent significance level. Hence, this is significant positive effect of TV advertising on consumer buying behaviour.

The coefficient of regression (β) for radio advertising is 0.322. According to the research, there would be a 0.322-unit rise in consumer purchasing behavior for every unit increase in radio advertising. Furthermore, at the 5 percent significance level, the data is statistically significant according to the p value of perceived value, which is 0.000. Hence, this is significant positive effect of radio advertising on consumer buying behaviour. The coefficient of regression (β) for internet advertising is 0.175. According to the findings, there would be a 0.175-unit increase in consumer

purchasing behavior for every unit increase in internet advertising. Furthermore, the p value of 0.000 indicates the statistical importance of internet advertising at the 5 percent significance level. Hence, online advertising has significant positive impact on consumer buying behaviour. The coefficient of regression (β) for print advertising is 0.249. According to the statistics, there would be a 0.249 unit rise in consumer purchasing behavior for every unit increase in print advertising. Furthermore, the p value of 0.000 indicates the statistical importance of print advertising at the 5 percent significance level. Hence, this is significant positive effect of print advertising on consumer buying behaviour of smart phone users.

4.2 Major Findings

- Out of 400 respondents, 66.00 percent of the responses were achieved, while 34.00 percent of the respondents were female. This suggests that male respondents are more likely than female respondents to own smartphones. The majority 48.00 percent of respondents are in the 30- to 39-year-old age range, according to the results. The age group of 40 and older has the lowest percentage of smart phone users. This suggests that the majority of smart phone users are young, energetic people who use smart phones.
- The majority of respondents 35.00 percent are students, 34.00 percent are employees, and 31.00 percent are company owners are divided into three categories.
- Furthermore, out of the 400 respondents, 34.00 percent liked Samsung, 31 percent Xiaomi, 14.00 percent selected other brands, 12.00 percent preferred Apple, and 9 percent preferred One Plus among the other smartphone brands.
- All of the variables in the current study had composite reliability values more than 0.7, which suggests that the internal consistency is satisfactory.
- The majority of respondents to this study who used smartphones believed that online advertising has a significant impact on consumers' purchasing decisions in the Kathmandu Valley and that their own purchasing decisions are likewise substantially influenced by this factor.
- Additionally, people feel that television advertisements alter their perspectives. Smart phone users can recognize and are reminded of TV advertising messages by seeing them repeatedly.

- The majority of respondents to this study who used smartphones believed that online advertising has a significant impact on consumers' purchasing decisions in the Kathmandu Valley and that their own purchasing decisions are likewise substantially influenced by this factor.
- Furthermore, people feel that television advertisements alter their perspectives. Smart phone users can recognize and are reminded of TV advertising messages by seeing them repeatedly.
- Customers agreed, according to a descriptive study, that print advertisements provide users with clear and detailed information. The results also showed that customers can readily express their opinions when they see advertisements on social media, and they purchase the best smartphones when they frequently view online advertisements.
- The correlation analysis shows that there is significant positive association between TV advertisement and consumer buying behaviour. Similarly, there is significant positive association between radio advertising and the consumer buying behaviour.
- The correlation analysis also shows that the correlation value between online advertising and the consumer buying behaviour is significant positive. Moreover, print advertising has significant position association with consumer buying behaviour of smart phone users.
- The multiple regression analysis found that TV advertisement has significant positive effect on consumer buying behaviour. Likewise, there is significant positive effect of radio advertisement on consumer buying behaviour.
- Moreover, online advertising has significant positive impact on consumer buying behavior and there is significant positive effect of print advertisement on consumer buying behaviour of smart phone users. So, it can be said that the effect of advertisement has significant impact on consumer buying behavior of smart phone users in Kathmandu Valley.

4.3 Discussion

The main objective of the study is to evaluate the impact of advertisement on consumer buying behavior of smart phone users in Kathmandu valley. This study is broadly paying attention on different factors (like TV advertising, radio advertising,

online advertising and print advertising). This research also highlights the association between advertising and consumer buying behaviour. Research and previous literature supports the relationship between TV advertising, radio advertising, online advertising and print advertising and consumer buying behaviour. The research literature validates that these factors directly influence consumer buying behaviour.

The correlation analysis shows that there is significant positive association between TV advertising and consumer buying behavior which is consistent with the finding of Neupane (2019) found that TV advertising had significant positive association with consumer buying behavior. This is also consistent with the finding of Achuku and Abubakar (2023); Sama (2019). Likewise, the correlation value between radio advertising and consumer buying behaviour is positive and significant association. This is consistent with the finding of Neupane (2019) found that radio advertising had significant positive relationship with consumer buying behavior. This is also similar with the finding of Khanam (2022). However, it contradicts with the finding of Achuku and Abubakar (2023) concluded that negative relationship with consumer buying behavior. Similarly, online advertisement has significant positive relationship with consumer buying behavior of smart phone users which is consistent with the finding of Sama (2019) concluded that online advertising had significant relationship with consumer buying behavior. This is also consistent with the finding of Khanam (2022). Moreover, print advertising has significant positive relationship with consumer buying behaviour. This is consistent with the finding of Sama (2019) observed that significant relationship with consumer buying behavior. However, it contradicts with the finding of Achuku and Abubakar (2023) found no significant relationship with consumer buying behavior.

The multiple regression analysis shows TV advertising has significant positive effect on consumer buying behavior which is consistent with the Neupane (2019) found that TV advertising had significant positive impact on consumer buying behavior. This result is also line with the previous study of Sama (2019); Achuku and Abubakar (2023). Likewise, there is significant positive effect of radio advertising on consumer buying behaviour. This finding is similar with the finding of Neupane (2019) revealed that radio advertising had significant positive impact on consumer buying behavior. This is also consistent with the finding of Khanam (2022). However, it contradicts

with the finding of Achuku and Abubakar (2023) found negative but significant impact on consumer buying behavior.

Further, online advertising has significant positive impact on consumer buying behavior which is consistent with the finding of Khanam (2022) found that online advertising had significant positive impact on consumer buying behavior. This finding is similar with the previous study of Sama (2019) concluded that online advertising had significant effect on consumer buying behavior. This is also similar with the finding of Njuguna (2021). Finally, print advertising has statistically significant positive effect on consumer buying behaviour of smart phone users which is similar with the finding of Neupane (2019) found that print advertising had significant positive impact on consumer buying behavior. This is also consistent with the finding of Sama (2019); Khanam (2022) observed that significant effect on consumer buying behavior but opposite to the finding of Achuku and Abubakar (2023).

CHAPTER – V

SUMMARY AND CONCLUSION

5.1 Summary

It is nearly hard to provide consumers with information in today's fast-paced environment without using advertising. Undoubtedly, this might be attributed to globalization and the availability of hundreds of channels for modern-day audiences. Due to the numerous marketplaces that customers now have access to as a result of globalization, advertising is extremely important. Advertisements from brands that evoke strong feelings in the consumer's mind are more likely to be remembered. Positive emotional appeals offer a potent brand cue and encourage category-based processing, which explains why this is the case. The feelings and beliefs connected to this category in memory are transmitted to the item itself if the categorization process is effective. Advertisement is a tactic used by marketers to both draw in and hold onto a sizable number of new clients. The goal of advertising, which was to boost local businesses' sales and profits while also raising consumer demand, has been eroding. Various advertisements can have a significant impact on customers' purchasing decisions. This study examined how customer behavior is impacted by print, radio, web, and television advertisements.

The main objective of the study is to evaluate the impact of advertisement on consumer buying behavior of smart phone users in Kathmandu valley. The other specific objectives are to analyze is the level of advertisement and consumer buying behavior of smart phone users, to measure the relationship between advertisement and consumer buying behaviour of smart phone users and to examine the impact of TV advertising, radio advertising, online advertising and print advertising on consumer buying behavior of smart phone users in Kathmandu valley. This study is based on descriptive research design and causal-comparative research design to deal with fundamental issues associated with the impact of advertisement on consumer buying behaviour of smart phone users. This study used descriptive research design to evaluate the adverting factors of smart phone users' status through frequency, percentage, mean and standard deviation. Causal-comparative design is used to find the cause and effect of advertisement on consumer buying behaviour in Kathmandu Valley. All the consumers who are using smart phones are the population of the

study. However, this study has included 400 consumers of smart phone based in Kathmandu Valley on the basis of convenience sampling method. Primary sources of data are used to collect and analyze the impact branding on consumer purchase decision. This study used descriptive statistic, correlation analysis and multiple regression analysis by using SPSS version 26.

This study shows that the majority of the respondents agreed that online advertisement highly affects their buying behavior of smart phone users and they believe that their intense to buy is also high. The correlation analysis also shows that there is significant positive association between TV advertisement and consumer buying behaviour. Similarly, there is significant positive association between radio advertising and the consumer buying behaviour. At the same time, correlation value between online advertising and the consumer buying behaviour is significant positive. Moreover, print advertising has significant position association with consumer buying behaviour of smart phone users. The regression result reveals that TV advertisement has significant positive effect on consumer buying behaviour. Likewise, there is significant positive effect of radio advertisement on consumer buying behaviour. At the meantime, online advertising has significant positive impact on consumer buying behaviour. Finally, there is significant positive effect of print advertisement on consumer buying behaviour of smart phone users. Therefore, this study concluded that the impact of advertisement on consumer buying behavior of smart phone users in Kathmandu valley.

5.2 Conclusion

The conclusion drawn from the empirical data is that participants who are male are probably more likely to offer advice on the purchasing habits of smartphone users. The people that purchase smartphones are typically young, active individuals with high needs who are able to afford them. The results suggest that students are more likely than businesspeople and service providers to own smartphones. Samsung is the most preferred mobile band according to this analysis. The majority of respondents to this study also agreed that internet advertisements have a significant impact on smart phone users' purchasing behavior, and they felt that this influence significantly increased their inclination to buy.

The correlation analysis shows that there is significant positive association between TV advertisement and consumer buying behaviour. Similarly, there is significant positive association between radio advertising and the consumer buying behaviour. At the same time, correlation value between online advertising and the consumer buying behaviour is significant positive. Moreover, print advertising has significant position association with consumer buying behaviour of smart phone users.

The regression result concluded that TV advertisement has significant positive effect on consumer buying behaviour. Likewise, there is significant positive effect of radio advertisement on consumer buying behaviour. At the meantime, online advertising has significant positive impact on consumer buying behaviour. Finally, there is significant positive effect of print advertisement on consumer buying behaviour of smart phone users.

5.3 Implications

The implications that follow are based on the summary and conclusion mentioned above;

- The finding revealed that TV advertising, radio advertising, online advertising and print (Newspaper) advertising that have the more significant positive influence on consumer buying behaviour of smart phone users in Kathmandu valley. The findings and information support the marketers and advertisers to understand how smartphone advertisements contribute to consumer buying behaviour.
- Some of the most recent data, facts, and worries about how advertisements impact smartphone users' purchasing decisions may be found in this study. As a result, this study is crucial for traders, owners, and managers of businesses.
- For researchers and students who wish to conduct additional research on the subject, the study is an excellent resource.
- The present study provides opportunities for future research on the impact of media marketing on the purchasing behavior of consumers by smart phone firms. Researchers have the option of delving further into the same characteristics as this study or introducing additional variables that could be able to more correctly or differently forecast consumers' purchasing decisions

in connection to the ads of smart phone firms. Only respondents who lived in the Kathmandu Valley were included in this study, and the researcher suggests that comparable studies be carried out on a bigger scale, that is, with a larger sample size and greater geographic locations. This would provide better informed results and allow for form or variety in the sample.

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APPENDICES

APPENDIX-I

Questionnaires

**Impact of Advertisement on Consumer Buying Behavior of Smart Phone Users
in Kathmandu Valley**

Dear Respondent,

I am conducting a research study on “Impact of Advertisement on Consumer Buying Behavior of Smart Phone Users”. I am very pleased to have you as my respondent and really appreciate your contribution to this academic exercise. Your inputs will provide the most valuable information in disseminating finding for my research project. The information given will be treated as private and confidential and will only be used for the purpose of this research only.

Sincerely yours,

Sonika Shrestha

Name: Address:

Name of the Customer (Optional):

1. Gender

a) Male

b)

Female

2. Age of Respondents

a) 20-29 years

b)

30-39 years

c)

40 and above 40

3. Occupation

a) Student

b)

Businessman

c)

Service Holder

4. Which brand of smartphone do you prefer?

a) Samsung

b) One Plus

c) Apple

d) Xiaomi

e) Others

Please indicate the extent of your agreement with the following statement about your impact of advertisement on consumer buying behavior. Please tick “√” only one statement in each box.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

S. N.	Items	Responses				
		1	2	3	4	5
5.	TV advertising					
5.1	Television advertising change perceptions among users who use Smartphones					
5.2	TV advertising is an important tool to generate and sustain smartphone brand awareness among users					
5.3	The TV advertising is both informative and entertaining					
5.4	Repeated TV advertising messages serves as a reminder to the Smart phone users					
6.	Radio Advertising					
6.1	Radio advertising play significant role in influencing users on Smart phone					
6.2	Radio advertisements are motivating and capable of driving arousal among users					
6.3	I purchase smartphone because of radio advertisement					
6.4	Radio advertisement changes perception towards users					
7.	Online Advertising					
7.1	Online offers an interactive alternative to mass media communication through the use of web pages and emails					
7.2	The online advertising is more informative but less entertaining					
7.3	Online advertising enables the smart phone users with detailed information with no time or space restriction					
7.4	Repeated online advertising messages serves as a reminder to the Smart phone users					
8.	Print (Newspaper) Advertising					
8.1	Print advertising have a higher recognition of advertising content than other modes of advertising					
8.2	Print advertising help in purchasing process and it appears to be					

	simple among smart phone users					
8.3	Print advertising creates understanding, strong belief, and selection of smart phone among users					
8.4	Print advertising enables users with detailed information and it is easy to understand					
9.	Consumer Buying Behavior					
9.1	I prefer to buy a smart phone brand which advertises by digital advertisement.					
9.2	I think I buy best smart phone when I see repeatedly page viewing online advertisement.					
9.3	I can easily reflect my feedback when I see advertisement content on social media					
9.4	I trust digitally advertised smart phone brands					

Thank You

APPENDIX-II

SPSS Results

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	264	66.00	66.00	66.00
	Female	136	34.00	34.00	100.0
	Total	400	100.0	100.0	

Age Group (In years)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29 years	144	36.0	36.0	36.0
	30-39 years	192	48.0	48.0	84.0
	40 and above	64	16.0	16.0	100.0
	Total	400	100.0	100.0	

Occupation Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	140	35.0	35.0	35.0
	Businessman	124	31.0	31.0	66.0
	Service Holders	136	34.0	34.0	100.0
	Total	400	100.0	100.0	

Most Preferred Brand of Smart Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Samsung	136	34.0	34.0	34.0
	One Plus	36	9.0	9.0	43.0
	Apple	48	12.0	12.0	55.0
	Xiaomi	124	31.0	31.0	86.0
	Others	56	14.0	14.0	100.0
	Total	400	100.0	100.0	

Reliability Test

Cronbach Alpha of TV advertising

Reliability Statistics

Cronbach's Alpha	N of Items
.777	4

Cronbach Alpha of Radio Advertising

Reliability Statistics

Cronbach's Alpha	N of Items
.719	4

Cronbach Alpha of Online Advertising

Reliability Statistics

Cronbach's Alpha	N of Items
.743	4

Cronbach Alpha of Print (Newspaper) Advertising

Reliability Statistics

Cronbach's Alpha	N of Items
.722	4

Cronbach Alpha of Consumer Buying Behavior**Reliability Statistics**

Cronbach's Alpha	N of Items
.731	4

Summary of Descriptive Analysis

Statements	N	Mean	Std. Deviation
Television advertising change perceptions among users who use Smartphones.	400	3.9150	.87446
TV advertising is an important tool to generate and sustain smartphone brand awareness among users.	400	3.8550	1.03035
The TV advertising is both informative and entertaining.	400	3.8025	1.03981
Repeated TV advertising messages serves as a reminder to the Smart phone users.	400	3.8575	.96930
Radio advertising play significant role in influencing users on Smart phone.	400	3.8025	1.03012
Radio advertisements are motivating and capable of driving arousal among users.	400	3.8575	1.02216
I purchase smartphone because of radio advertisement.	400	3.7825	1.14388
Radio advertisement changes perception towards users.	400	3.7975	1.09978
Online offers an interactive alternative to mass media communication through the use of web pages and emails.	400	3.8200	1.03454
The online advertising is more informative but less entertaining.	400	3.9350	1.01900
Online advertising enables the smart phone users with detailed information with no time or space restriction.	400	3.8275	1.00012
Repeated online advertising messages serves as a reminder to the Smart phone users.	400	3.8675	1.02839
Print advertising have a higher recognition of advertising content than other modes of advertising.	400	3.7675	1.11874
Print advertising help in purchasing process and it appears to be simple among smart phone users.	400	3.8500	1.05370
Print advertising creates understanding, strong belief, and selection of smart phone among users.	400	3.8450	1.09498
Print advertising enables users with detailed information and it is easy to understand.	400	3.8575	1.00982
I prefer to buy a smart phone brand which advertises by digital advertisement.	400	3.7075	1.12700
I think I buy best smart phone when I see repeatedly page viewing online advertisement.	400	3.8200	1.00255
I can easily reflect my feedback when I see advertisement content on social media.	400	3.8575	.99985
I trust digitally advertised smart phone brands.	400	3.7900	1.12430
TVA	400	3.8575	.75883
RA	400	3.8100	.79225
OA	400	3.8625	.76673
PA	400	3.8425	.78911
CBB	400	3.7937	.79233

Valid N (listwise)	400		
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(Source: SPSS version 26)

APPENDIX-III
Correlation Analysis

	TVA	RA	OA	PA	CBB
TVA Pearson Correlation	1	.526**	.528**	.417**	.695**
Sig. (2-tailed)		.000	.000	.000	.000
N	400	400	400	400	400
RA Pearson Correlation	.526**	1	.482**	.545**	.714**
Sig. (2-tailed)	.000		.000	.000	.000
N	400	400	400	400	400
OA Pearson Correlation	.528**	.482**	1	.457**	.614**
Sig. (2-tailed)	.000	.000		.000	.000
N	400	400	400	400	400
PA Pearson Correlation	.417**	.545**	.457**	1	.640**
Sig. (2-tailed)	.000	.000	.000		.000
N	400	400	400	400	400
CBB Pearson Correlation	.695**	.714**	.614**	.640**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	400	400	400	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: SPSS version 26)

APPENDIX-IV
Multiple Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.851 ^a	.724	.721	.41843	1.822

a. Predictors: (Constant), PA, TVA, OA, RA

b. Dependent Variable: CBB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	181.327	4	45.332	258.919	.000 ^b
	Residual	69.157	395	.175		
	Total	250.484	399			

a. Dependent Variable: CBB

b. Predictors: (Constant), PA, TVA, OA, RA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.407	.134		-3.043	.002		
	TVA	.347	.035	.333	9.904	.000	.619	1.615
	RA	.322	.035	.322	9.239	.000	.576	1.737
	OA	.175	.034	.170	5.108	.000	.633	1.580
	PA	.249	.033	.248	7.548	.000	.648	1.544

a. Dependent Variable: CBB

(Source: SPSS version 26)

EFFECT OF ADVERTISEMENT ON CONSUMER BUYING BEHA...**By: Sonika Shrestha**As of: Jul 2, 2024 3:24:39 PM
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ABSTRACT This study investigates the effect of impact of advertisement on consumer buying behavior of smart phone users in Kathmandu valley. This study is based on descriptive research design and causal-comparative research design to deal with fundamental issues associated with the impact of advertisement on consumer buying behaviour of smart phone users. This study has included 400 smart phone users based in Kathmandu Valley.

This study used descriptive statistic, correlation analysis and multiple regression analysis

by using SPSS version 26. This study shows that the majority of the respondents agreed that

online advertisement highly affects their buying behavior of smart phone users

and they believe that their intense to buy **is also high. The correlation analysis** also shows **that there is significant positive** association **between**

TV

advertisement and consumer buying behaviour. Similarly, **there is significant positive** association **between** radio advertising and **the** consumer buying behaviour. **At the**

same time, correlation value between online advertising and the consumer buying behaviour is significant positive. Moreover, print advertising has significant position association with consumer buying behaviour of smart phone users. The regression result reveals that TV advertisement has significant positive effect on consumer buying behaviour. Likewise, there is significant positive effect of radio advertisement on consumer buying behaviour. At the meantime, online advertising has significant positive impact on consumer buying behaviour. Finally, there is significant positive effect of print advertisement on consumer buying behaviour of smart phone