

CHAPTER I

INTRODUCTION

1.1. General Background

The word 'Television' is combination of Greek and Latin words. 'Tele' came from the Greek language which means 'far' and 'visio' came from Latin language which means 'sight'. Hence the literal meaning of 'Television' is far sight. And meaning of the television is more significant now days, because any one can watch television on his/her premises which is actually telecasted from very far. In addition, anyone can watch any television s/he wants telecasted from any corner of the world.

According to Oxford learner dictionary the meaning of television is described as follows: a piece of electrical equipment with a glass screen which shows broadcast programs with moving pictures and sounds. As mention in Oxford learner dictionary, we can see visual along with audios which was initially filmed or recorded with the help audio video devices and later transmitted from Television Station. Now days, television stations telecast both recorded and live programs.

In the current world, television has a vital role, because of its popularity and effectiveness. Before television used to be premium goods whereas, now it recognized itself as necessary goods which are a principal source of entertainment and information. The scientist, who had invented it, might have not been thought about current form of television. Might be, they just tried to change audio signal into audio-visual signal. But now it is not just a means of audio-video communication system, it is also huge business.

Television holds a power. Power to communicate with billions of people at same time. Television Station now telecast news, current affairs, political analysis, interviews, entertainment programs, lives shows, economic analysis, sports programs, environmental programs, geographic programs and almost everything related to society, nation, world and about the universe, produced by the experts of related fields. The world is now partially depends on television. Hence Television holds the power to change the world.

The businessmen who invested for this business are making sales of time via transmitting advertisements. Television is strongest medium of advertisement. Each and every business houses of current world choose the television for their wide popularity. Each year they spent huge amount on television advertisement to successes their business and to built an image of their product into people's mind. Hence conducting a television channel is not only giving infotainment, it is a big service business which sales advertisement time and it need a strong marketing strategy to get advertisement.

1.2 History of Television

Even if history of Television is very long and full of disputes, here we make just a glance on past. Though there are so many disputes on invention of Television, the credit of invention of Television goes to Mr. John Logie Baird, a Scottish engineer and entrepreneur who achieved his first transmissions of simple face shapes in 1924 using mechanical television. In 1927 Baird also invented the world's first video recording system, "Phonovision": by modulating the output signal of his TV camera down to the audio range, he was able to capture the signal on a 10-inch wax audio disc using conventional audio recording technology.

WRGB is most notable for being among the first experimental television stations in the world. It began with test broadcasts in early 1928. Later that year the first daily

programs were broadcast. As time passed, it became one of a handful of television stations licensed for commercial broadcasting operation before the end of World War II.

On the later years, development of Television seems rapid. Within the very short periods, almost every country established television station. Almost every government of each country owed a television station which run with the financial aid of government, to give government voice to the public. BBC and CNN are perfect examples of television station owned by government of Britain and United states of America respectively which can be views worldwide.

Before, television stations used to telecast almost everything. So it was very difficult to find out the particular viewer group of particular shows. Later, television stations make a clear segmentation of television market which introduce separate telecast for various segments like : sports, news, entertainment, fashion etc as their portfolio. Now a days, there are only few number of television station as mix channel. Most of the television has there own portfolio and they just conduct their marketing activities on their target group which made advertisers easy to choose right channel for advertisement.

Television is the most effective vehicle of advertisement and advertisements are life line of television stations. Hence after the establishment of television station, the source of fund to conduct television channel was searched. Advertisement was found as the only one source of income for television and the culture of advertisement through television was started. The first television advertisement was broadcast in the United States on July 1, 1941. The watchmaker Bulova paid \$9 for a placement on New York station WNBC before a baseball game between the Brooklyn Dodgers and Philadelphia Phillies.

History of Television Channels in Nepal

The history of Television Industry in Nepal starts from 2041 BS (1984 AD) after the establishment of Nepal Television, a television station established for the first time in Nepal under the supervision of government. About 20 years, Nepal Television ruled its advertisement market as a solo ruler. After 2058 BS, when government of Nepal decided to issue broadcasting permission to public sector, immediately Image Channel and Kantipur Television entered into this portfolio which broke monopoly of Nepal Television which was continued from past 20 years. After the establishment of Image Channel and Kantipur Television, the public sector was so enthusiastic to invest on television station. As a result, there are 14 television stations that got license to broadcast via satellites which are listed below:

1. Nepal Television
2. Nepal Television 2
3. Image Channel (February 2003)
4. Kantipur Television (July 2003)
5. Sagarmatha Television
6. Avenues Television (July 2007)
7. News 24 Television
8. Mountain Television
9. Himalayan Television
10. Channel Nepal
11. Terai Television (TTV)
12. ABC Television
13. TV filmy
14. E24 Television

Introduction of Nepalese Television Channels

Image Channel Pvt. Ltd.

Image Channel(IC) is a household name since its conception offering 24 hours a day, 7 days a week viewership across 72 countries around the world. Image Channel started its toddler days with one and a half hours of transmission through the national television on 25 Jan 1997 (1 Magh 2053 BS). It fired up with programs that were focused on pop music, women, celebrity and fashion. Because of the uniqueness, programs such as Image pop, Button & Trades, AM guest and Srijana ko Sansar gained huge popularity among the audiences. Image then established itself as an inclusive Kathmandu Channel called the Image Metro on 11 Feb, 2003 (17 Magh 2059 BS). It expanded its wings so that Nepalese across Nepal and the world could take joy in watching its programs by starting off its satellite transmission on Feb 5, 2007 (11Magh 2063 BS). It has since then been identified popularly as the Image Channel.

Till this date too Image has lived up to the expectation of its diverse audiences in offering tasteful programs from tele-serials to live musical shows, latest fashion to sports happenings, fresh news to controversial debates. It also provides insightful talk shows that stimulate the mind - topics ranging from life style, politics to social issues of concern. It provides hourly news bulletin and immediate flash news as the event unfolds. Image broadcasts news in three languages: Nepali, English and Newari. Further, Image Channel is equally devoted to Nepal's glorious cultural and natural heritage highlighting the diverse cultures each time through various programming and on-the-spot coverage of local and national happening, exciting festivals and special features.

Mr. R.K. Manandhar is one of the renowned name in the broadcasting domain who is now president/Managing director of Image channel. Before establishing its own transmission station, Image channel used to telecast its programs through morning transmission of Nepal television. Mr. Manandhar is the very first person who showed

his courage to invest in television broadcasting business. Even though it's initial stages were full of hurdles, sooner it became heartbeat of Nepalese viewers. Hence Mr. Manandhar is one of the veteran in television broadcasting business. The management of Image Channel runs under the direct supervision of Mr. Manandhar. He prepared following organizational structure for the Image channel for well management.

Marketing section of Image channel is lead by Mr. Ranjan Adhikari, Senior business development manager. The marketing division is divided into three sections: 1) Sales and marketing section 2) Advertisement Scheduling Section 3) Distribution section.

- 1) Sales and marketing section : As it is a section of overall marketing division of Image Channel, it is lead by Mr. Adhikari. Three other officers work for this section whose primary responsibility is marketing and sales.
- 2) Advertisement Scheduling Section : Only one staff works for this section where they prepare daily advertisement schedule and also issue transmission certificate to the advertisers.
- 3) Distribution section: There are two staff in this section who look after the availability of channel in cable connection. Their major responsibility are: to get feedback of viewers regarding availability of IC and to make sound relationship will all the cable operators of country to make them carry IC on their cable

Kantipur Television

Launch in July 2003, As one of the private channel, Kantipur Television(KTV) Network is Nepal's pre-eminent television station, beaming 24/7 to more than hundred countries across the pacific, the Indian subcontinent and North America. During its

seven years of transmission, Kantipur Television has grown significantly and have carved niche in the broadcasting history of Nepal. It gained equal popularity at home and non residency Nepalese community abroad.

Promoted by non residence in Russia and Kantipur Media group it is licensed to operate as a TV broadcasting Company in terrestrially as well as via satellite. For this purpose it has embraced the latest technology, updated production equipments and other facilities and skilled human resource with a view to provide a multitude of entertainment programs, national and international news and talk shows. It has achieved a milestone in its stands of creditable news and information and classy entertainments programs. Its objective is to provide a television service that informs, entertains and inspires viewers with a Nepalese perspective in the changing context.

Mr. Kailash Sirohiya also another renown name of Nepali Media, is also President/Managing director of Kantipur Television. The management of Kantipur Television runs under direct supervision of Mr. Sirohiya. Following is the organizational structure of Kantipur Television Network:

Avenues Television

Avenues Television (ATV) is a satellite television channel which has introduced itself as the first news channel of Nepal. It is transmitting 24 hour with the objective of giving factual news to public as fast as possible. It produces news program and current affairs programs.

The concept of Avenues Television emerged from its sister concern Ad Avenues Nepal, a pioneer advertising agency in Nepali advertisement market. Avenues television is the very first television in Nepal who entered into it's portfolio with clear market segment.

It appeared as first news channel of nepal, which created a new phenomenon. It launched its transmission from the first week of July 2007 and started test transmissions beginning the 3rd week of September, 2007.

Mr. Bhaskar Raj Rajkarnikar, another pioneer name in the advertisement world of Nepal, who was also former president of Advertising association of Nepal(AAN) is now Executive president of Avenues Television Pvt. Ltd. Under the direct supervision of Mr. Rajkarnikar, he created a management committee for the well management of Avenues Television. All the decision concerning the management of ATV is taken by this committee. Avenues Television has following type of organizational Structure.

Himalayan Television

Himalaya Television, named after the mighty Himalayas, is a channel that has a vision beyond the conventional vogues of broadcasting. Our ambition is not solely to show but also to raise awareness of human issues and embrace the heterogeneous needs of a multicultural society. Himalaya Television reaches out to all the people of Nepal from the plains of the Terai to the high ranges of the Himalayas and to those struggling for their livelihood abroad. We give priority to the needy and the marginalized and to those who really care about the sustainable development of the country. By doing so, we fulfill an important need, that is, expressing the sentiments of the voiceless mass.

Media can be a good catalyst for the proper functioning of democracy and for ensuring peace and prosperity. We believe in a future where all of us can lead respectable lives. Thus, our slogan is 'Prosperity and Peace'. We have placed prosperity before peace because we are campaigning for sustainable peace rather than mere rhetoric for 'peace'.

For everlasting peace, prosperity is a prerequisite. We sow the seeds of an abundant, prosperous wealth of knowledge, thereby generating mass awareness for issues that are significant to the environment and that ensure democratic and human rights for all. Having a clear concept of prosperity and peace, Himalaya Television is determined to campaign for the same in the most effective way possible. Committed to the precepts of human rights and norms of democracy, we are a holistic experience.

News24 Television

News 24 Television is established on 2009 as a pure News Channel which is known as N24 Television among the advertiser and viewers. Mr. Anil Joshi is Executive Chairman of News 24. News 24 television entered into the television channel's portfolio with a new technologies which vibrate ground of Nepalese television.

Currently telecasting its signal 24 hours, it telecast mainly news and news based programs. Not to avoid the viewers who loves entertainment, N24 Television has also some entertainment programs based on information. So they called it infotainment programs.

N24 located at Maharajung, has its own mission, vision and objective. The main mission is mission journalism. Though the chairman holds the authority of stations, according to marketing manager of N24, the workers are always free on their task.

1.3 Focus of Study

Nepalese people had participated in various revolutionary manifestations, sometime to preserve democracy and sometime to regain democracy. In each and every manifestation, nepali media had played vital role. Particularly during the revolutionary manifestation of 2063, nepali media played a significant role, especially nepali television channels. Hence, in the developing countries like Nepal, television channels may play vital role for the sustainable development. In this context, it is very important to know that, how television channels are functioning economically? What is the size of advertisement market of Nepalese televisions? How they sell their advertisement time to advertisers? What marketing strategy are they adopting to get advertisements?

On the other hand, after the reestablishment of democracy, in the very short period of time, Nepalese people got numbers of nepali television's signal on their TV set. Initially established televisions were established as mixed channel whereas latest television entered into market with their specific working area. Now nepali televisions' portfolio has been segmented into various segments and obviously existing market will be segmented into more segments in coming future. In this context, my study on television marketing in Nepal will primarily focus on their marketing plan and strategic, pricing and discounts policy and also publicity and other promotional activities of channels. My study will also focus on their research activities.

1.4 Statement of Problems

Till now, there are 14 television stations telecasting their signal particularly for Nepali viewers, targeting on Nepali advertisement market. But frequently it can be heard that except some stations, Nepali television stations are not professional, they are not making profit after the many years of establishment, Nepali television's marketing policies are very old or actually they don't have any fixed marketing polices. etc. Some people don't hesitate to blame on manpower that they were working on marketing section. Generally it becomes hot topic when an informal gathering occurs. Some of owner had stated that, to run television on Nepali market is like to chew metal chocolate.

The questions behind these serious problems are: Is it because of its marketing policies that televisions had adopted? Is it because of unprofessional man powers who are working for marketing department? Is the marketing policies that they are following is working properly? or it is the consequence of fight between size of market and number of television stations ?

The problems not finish here. On the other hand Nepal is suffering from many national as well as international problems as: huge load shedding, instability of politics, vanishing of industries due to unfavorable condition, worst economic condition, and decreasing purchase power of Nepalese people and so many. In this situation we will ties to find out that do Nepalese television stations adopting proper marketing policy to cope against this condition? or They were just making sales on the domain of marketing ? .

1.5 Objectives of Study

This research work is concerned with studying the Television Marketing in Nepal with references to Nepali Television stations. The main objective is to study marketing strategies of Nepalese Television Stations. Following are the subsidiary objectives to assists the basic objective:

-) To examine the "Product Strategy".
-) To examine the "Price Strateegy".
-) To examine the "People Strategy".
-) To examine the "Promotion Strategy".

1.6 Importance of Study

In the current scenario of Nepali Television stations and its market, this study would be very important. The finding of this thesis may give a clear direction to television stations. The importance of the study may be mentioned as follows:

-) The study will have great significance since the study focus on Television Marketing In Nepal with references to existing TV stations.
-) This study will be valuable for the Television Stations, Advertisers, Advertising agencies and other stakeholders.
-) The study will give a clear picture on marketing procedures of TV station in Nepal. Hence it would be helpful to those who want to know about Television marketing.
-) This study will be beneficial for the students of marketing who want to make research on the same or related topics.

1.7 Limitations of Study

This study has certain limitation. The major limitations and constraints of this study are as follows:

-) This study is based on the interview with the marketing managers or responsible person of related television. Hence the information might not be fully correct.
-) No mathematical terms will be used on this Thesis work. Hence there is low chance of finding exact solutions of problems.
-) Time factor is one of the major limitations of this study.
-) As the research has been conducted as per the objectives, it may not be sufficient to draw conclusions beyond the objectives.

1.8 Organization of the Study

My study on "Television Marketing in Nepal" follows the same research process that mentioned in "research methodology" of MBS for the good organization. The each chapter and its contains are explained below :

Chapter 1 - Introduction

Chapter 1(Introduction) is the very fist step to start my study. It contains general background, history, short introduction of related televisions, focus of study, importance of study, objective of study and limitation of study

Chapter 2 - Review of Literature

The second chapter is review of literature which make review of marketing, service marketing, some published article and review of previous research works.

Chapter 3 - Research Methodology

The third chapter is research methodology which contains the method that I have adopted for this study. I speak about the sources of data, data processing procedure and technique of analysis.

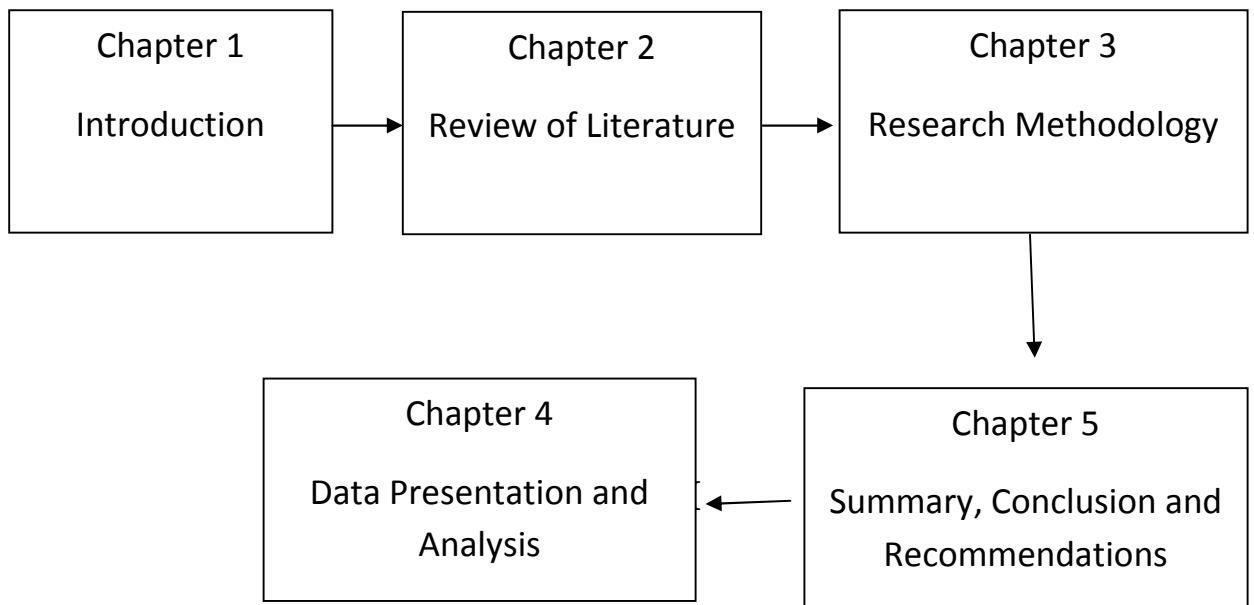
Chapter 4 - Data Presentation and Analysis

This chapter deals with the presentation and analysis of data that are collected during the research. This is the main chapter where we finds almost all the answer of questions which were arose in the beginning of study.

Chapter 5 - Summary, Conclusion and Recommendations

The last chapter is Summary, Conclusion and Recommendations which summaries the overall thesis and give a solid conclusion followed by some recommendations.

Finally, Bibliography and Appendixes has been included.



CHAPTER II

REVIEW OF LITERATURE

A literature review is a body of text that aims to review the critical points of current knowledge on a particular topic.

A good literature review is characterized by

1. A logical flow of ideas
2. Current and relevant references with consistent, appropriate referencing style
3. Proper use of terminology
4. An unbiased and comprehensive view of the previous research on the topic.

2.1 Conceptual Review

Introduction of Marketing Concept

The marketing concept is the philosophy that firms should analyze the needs of their customers and then make decisions to satisfy those needs, better than the competition. Today most firms have adopted the marketing concept, but this has not always been the case.

In 1776, in the *Wealth of Nations*, Adam Smith wrote that the needs of producers should be considered only with regard to meeting the needs of consumers. While this philosophy is considered with the marketing concept, it would not be adopted widely until nearly 200 years later.

To better understand the marketing concept, it is worthwhile to put it in perspective by reviewing other philosophies that once were predominant. While these alternative

concepts prevailed during different historical time frames, they are not restricted to those periods and still practiced by some firms today.

When firms first began to adopt the marketing concept, they typically set up separate marketing departments whose objective it was to satisfy customers' needs. Often these departments were sales department with expanded responsibilities. While this departments were sales departments structure can be found in some companies today, many firms have structured themselves into marketing organizations having a company-wide customers focus. Since the entire organization exists to satisfy customer needs, nobody can neglect a customer issue by declaring it a "marketing problem" -everybody must be concerned customer satisfaction.

The marketing Concept relies upon marketing research to define market segments, their size and their needs. To satisfy those needs, the marketing team makes decision about the controllable parameters of the marketing mix. Different individuals and associations have tried to define marketing in their own terms.

Some are as such:

According to the American Marketing Association : "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

According to Philip Kotler : "Marketing is a social and managerial process by which individuals and groups obtain what they need and what through creating, offering and exchanging products of values with others."

According to Peter Drucker: "There will always, one can assume, be need for some selling but the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. All that should be needed then is to make the product or services available."

The Marketing Mix decision generally fall into the following four controllable categories:

-) Product
-) Price
-) Place (distribution)
-) Promotion

The term "marketing mix" became popularized after Neil H. Borden Published his 1964 article, the concept of the Marketing Mix. Borden began using the term in his teaching in the late 1940s after James Culliton had described the marketing manager as "mixer of ingredients". The ingredients in Border's marketing mix included product planning, price, branding, distribution channels, personal selling, advertising, promotions, packaging, display , servicing, physical handling and fact finding and analyhsis. E. Jerome McCarthy later grouped these ingredients into the four categories that today are known as the 4 P's marketing

The Marketing Mix

These four P's are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The goal is to make decision that centers the four P's on the customers in the target market in order to create perceived value and generate a positive response.

1. Product Decisions

The term "product" efers to tangible, physical product as well as services. Here are some examples of the product decision to be made:

-) Brand name
-) Functionality
-) Styling
-) Packaging
-) Repairs and Support
-) Warranty
-) Accessories and Services

2. Price Decisions

Some examples of pricing decision to be made include :

-) Pricing strategy (skim, penetration, etc)
-) Suggested retail price
-) Volume discounts and wholesale pricing
-) Cash and early payment discounts
-) Seasonal pricing
-) Bundling
-) Price flexibility
-) Price Discrimination

3. Distribution (Place) Decisions

Distribution is about getting the product/service to the customer. Some examples of distributions decisions include:

-) Distribution Channels
-) Market coverage (inclusive, selective, or exclusive distribution)
-) Specific channels members

-) Inventory Management
-) Warehousing
-) Distribution centers
-) Order processing
-) Transportation
-) Reverse logistics

4. Promotion Decisions

In the context of the marketing mix, promotion represents the various aspects of marketing communication of information about the product with the goal of generating a positive customer response. Marketing communication decisions include :

-) Promotional strategy (Push, pull etc)
-) Advertising
-) Personal selling and sales force
-) Sales promotins
-) Public relations and publicity
-) Marketing communications budget

Limitation of Marketing Mix Framework

The marketing mix framework particularly useful in the early days of the marketing concept when physical p rducts represented a larger portion of the economy. Today, with marketing more integrated into organizatio and with a wider variety of products makrets, some authors have attempted to extend its usefulness by proposing a fifth P, such as packaging, People, process, etc. today however, the marketing mix most commonly remains based on the 4 P's. Despite its limitations and perhaps because of its simplicity, the use of this framework remains strong and many marketing textbook have been organized around it.

Concept of Service Marketing

Meaning

The marketing activities focused on the "Service" are simply known as service marketing. Hence before going deep into the service marketing, we will understand what "Service" is ?

Service is action of doing something for the person who required it. It does not have any kind of shape and size. It is always intangible which can feel. Here are some of definition of service given by some of scholars of marketing :

According to Philip Kotler, "a service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership on anything".

Another scholar Shostack views services as fulfilling certain wants and states that "Services are those separately identifiable, essentially intangible activities, which provide want-satisfaction, and are not necessarily tied to the sale of a product or another service. To produce a service may or may not require the use of tangible goods. However, when such use is required, there is no transfer of title (permanent ownership) to these tangible goods"

Mr. Gronoross describe services as "Objects of transaction offered by firms and institutions that generally offer services or that considers themselves as service organs"

The four writer, Valarie A Zeithaml, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit have described the service in broad concept in the following way "All economical activities whose output is not a physical product or construction, is generally consumed at the same time it is produced, and provides added value in forms

(such as convenience, amusement, timeliness, comfort or health) That are essentially intangible concerns of its first purchaser"

From above definition, it is clear that service is human activities which are done to fulfill one's need. It is intangible and should consume when it produced. Which mean we cannot save a service for the future. It should be provided at the time of necessary.

Nowadays, Services is the principle theory of every business houses. In the early stages of business, only goods used to sell. People used to buy what the business firms sell. Today's scenario is different. Business houses sell service along with goods and there is lots of business houses who only sell service. And, the marketing activities which business houses perform to sell the services are simply called service marketing.

Distinctive Characteristics of Services

According to scholars of service marketing, following are the distinctive characters of services:

1. **Intangibility:** Intangibility is an important consideration that complicates the functional responsibility of a marketing manager, specially while influencing and motivating the customers. The goods of tangible nature can be displayed, the prospects of buyers can have a view, they can even test and make a trial before making the buying decisions. The selling processes are thus found easier. We are aware of the fact that services are of intangible nature and it is intangibility that complicates the task of decision makers. While motivating they find it difficult to perform and display and the positive or negative opinions regarding the services come up only after the completion of the using process. The customer can't touch the services, they albeit can't smell them. In a true sense, it is not a physical object. It has mental connotations. According to Carman and Uhl, a buyer of products have an opportunity to see, touch, hear, smell or taste them before they buy. Of course, we don't find the same thing with

service product. It is the professional excellence of decision makers that counts here, that influences the entire process and that helps them substantially. While selling or promoting services, we need to concentrate on benefits and satisfaction which a buyer can derive after buying. We can hardly emphasize the service itself. As for example, the banking organizations promote the sale of credit cards are likely to get form the same. Services carry with them a combination of intangible perceptions. As for instance, an airline sells the seat from one destination to another . here it is a matter of consumer's perception of the services and their expectations not smelling or tasting the services. They expect safe, fast, decent services. A service by nature is an abstract phenomenon. Thus it is right to mention that due to intangibility, the selling and marketing of services become much more complicated.

2. **Inseparability:** This is also a feature that complicates the task of professionals while marketing the services. The inseparability focuses on the fact that the services are not of separable nature. Generally the services are created and supplied simultaneously. Like the dancer, musicians, dentists and other professionals create and offer services at the same time. In other words, the services and their providers are the same. Donald Cowell says, "Goods are produced, sold and then consumed whereas the services are sold and then produced and consumed. It is inseparability that makes that task of marketing services a bit difficult. The goods are produced at one point and then distributed by others at other points. In the services, we find the selling processes making ways for the generation of services. The professionals while marketing the services thus bear the responsibility of removing or minimizing the gap between the services promised and services-offered. Goods are produced, sold and then consumed but the services are sold, produced and then used. The inseparability thus makes it essential that the services providers are acting and behaving

professionally so that the marketing processes are not to pave the avenues of the degeneration in the quality.

3. **Heterogeneity:** Another feature is heterogeneity which makes it difficult to establish standard. The quality of services can't be standardized. The prices charged may be too high or too low. In the case of entertainments and sports, we find the same thing. The same type of services can't be sold to all the customers even if they pay the same price. The consumers rate the services in a different way. Of course, it is due to the difference in the perception of individuals at the levels of providers and users. The heterogeneity factor makes it difficult to market efficiently. The professionals by using their excellence bear their responsibility of minimizing the problems.
4. **Perishability** Another point complicating the task of professionals is the nature of perishability that we find in the services. The goods if not sold today can be stored, preserved for further selling. Thus the risk element is here in a different form. But in the context of selling, if we fail to sell the services, it is lost only not for today but even for that future. If a labor stops to work, if a seat in the aircraft remains unsold, if a bedroom in a hotel remains un-booked, if a chair in a cinema hall remains vacant, we find the business non-existent and the opportunities are lost and lost forever. The services can't be stored or preserved. Unutilized or underutilized services are found to be a waste. A building unoccupied, a person unemployed, credit unutilized vacant beds in a hospital is economic waste. Of course, this is due mainly to its perishability. This makes it essential that decisions makers or the executives by using their professionalism minimize the possibilities of economic waste. The opportunities come and you need to capitalize on the same by using your excellence.
5. **Ownership:** It is also ownership that makes it significant to market that services in a bit different way. The goods sold are transferred from one place to

another, the ownership is also transferred and this provides to the buyers an opportunity to resell. In the case of services, we don't find the same thing. The users have just an access to the service. As for example a consumer can use personal care services or medicare services or can use a hotel room or swimming pool, however the ownership rests with the providers. An expert opines, " A service is any activity or benefit that one party can offer to another that it is essentially intangible and does not result in the ownership of anything."? Here it is clear that ownership is not affected in the process of selling the services. The issue of ownership has also been clarified by another expert. He says. "services are those separately identifiable, essentially intangible activities which provide want satisfaction and that are not necessarily tied to use sales of a product or another services. To produce a service may or may not require the use of tangible goods. However when such use is required, there is no transfer of permanent ownership to these tangible goods." The same theme of not transferring the ownership has also been supported by Batesan. Here, the focus is on the point that transfer of ownership simplifies the task of a marketer since he/she can use it as a motivational tool. In case of services, the professional experience difficulties because we don't find any scope for the transfer of ownership. The professionals thus need to be more careful while selling or marketing the services.

Difference Between Service and Goods

There is general agreement that differences between goods and services exist and that the distinctive characteristics. It is also important to realize that each of these characteristics could be arranged on a continuum similar to the tangibility spectrum show in figure. That is, services tend to be more heterogeneous, more intangible, more

difficult to evaluate than goods, but the differences between goods and services are not black and white by any means.

The table below summarizes the differences between goods and services and the implications of these characteristics. Many of the strategies, tools, and frameworks in the text were developed to address these characteristics, which, until the 1980s, had been largely ignored by marketers. Recently it has been suggested that these distinctive characteristics should not be viewed as unique to services but that they are also relevant to goods, that "all products are services," and that "economic exchange is fundamentally about service provision." Although this view is rather abstract, it does suggest that all types of organizations may be able to gain valuable insights from services marketing frameworks, tools, and strategies.

Table No. 2.1 : Goods Versus Services

Goods	Services	Resulting Implications
Tangible	Intangible	<ul style="list-style-type: none">) Service cannot be Inventoried.) Services cannot be easily patented.) Services cannot be readily displayed or Communicated.
Standardized	Heterogeneous	<ul style="list-style-type: none">) Service delivery and customer satisfaction depends on employee and customer actions.) Service quality depends on many uncontrollable Factors.) There is no sure knowledge that the service delivered matches what was planned and promoted.
Production separate form consumption	Simultaneous production and consumption	<ul style="list-style-type: none">) Customers participate in and affect the transaction.) Customers affect each other.) Employees affect the service outcome.) Decentralization may be essential.) Mass production is difficult.
Nonperishable	Perishable	<ul style="list-style-type: none">) It is difficult to synchronize supply to demand with services.) Services cannot be returned or resold.

Source : *Service marketing -Zeithaml, Gremler, Bitner and Pandit*

Service Marketing

The term marketing is a function by which a marketers plans, promotes and delivers goods and services to the customers or clients. In the marketing of services, the providers are supposed to influence and satisfy the customers or users. An institution or an individual may act as a provider who requires professional excellence to influence the impulse of prospects and to transform them into actual customers. When we buy services offered by a service generating organization in a true sense we buy the time knowledge, skill or resources. The applications of marketing principles in the service sector is the main thing in the services marketing

The perception of service marketing focuses on selling the services in the best interest of customers. It is concerned with a scientific and planned management of services which makes possible a fair synchronization of the interests of providers as well as the users. With a change in the perception of management, we witnessed multi-faceted changes which necessitated and analogues change in the concept of services marketing. The services generating organizations realized the interests of customers and thereafter they were compelled to assign due weight age to the interest of society in the face of the holistic concept of management.

Marketing a service is meant marketing something intangible. It is marketing a promise. It is more selling oneself. We can't deny the fact that selling of promises complicate the task of marketers since they find it difficult to identify the stage of time where the services start degenerating or where the promises fall. Of late, we consider marketing customer satisfaction engineering. There is no doubt in it that the organizational goals like making profits, establishing a leadership, innovating the marketing resources are found significant but the focal point is the user's satisfaction. In the marketing of services, we go through a number of problems directly or indirectly influencing the business index. The problems like market segmentation, marketing information system,

behavioral management are studied minutely which simplify the task of formulating a sound mix for marketing, such as product mix, promotion mix, price mix and the place mix. It is important to mention that we find "People" in important mix of marketing services.

The aforesaid facts make it clear that marketing is a vital function in both profit and no-profit making organizations. Traditionally, we study marketing only from the view point of profit-seeking institution but recently we have the marketing type problem of even the no-profit making organization like educational institutions, hospitals, political and social organizations or so. Now we evince our interests in studying the marketing problems of services generating organizations. The banks making available to the customers the saving and investment facilities, the insurance companies sharing the risks of insured persons, the transport organizations offering to their customers quality, safe and economic services, the tourist organizations, the hotels, the communication organizations and many other are found studying the problems of marketing with the motto of satisfying the customers, subservient the social interests and enriching their potentials to face the challenges and threats in the market. By and large almost all the service generating are found practicing marketing for accomplishing the organizational goals.

Till now, we have observed the following key points regarding the concept or perception of services marketing:

-) It is a managerial process of managing the services.
-) It is an organized effort for providing a sound foundation for the development of and organization.
-) It is a social process helping an organization to understand the emerging social problems and to take part in the social transformation process to justify its existence in the society.

Significance of Service Marketing

The service sector if marketed in a right fashion contributes substantially to the process of development. The speed of socio-economic transformation can be increased sizably if the innovative marketing principles are practiced. We can't deny the fact that in the years to come the services sector would get a conducive environment with profitable opportunities. If we market the services in a right direction, the available opportunity can be capitalized on optimally. It is against this background that we make an advocacy in favor of services marketing. The following facts are a staunch testimony to this proposition that an optimal development of the services sector would pave copious avenues for the development of national economy.

1. **Creation and Expansion of Job Opportunities:** The mounting problems of unemployment globally make it essential that whatever the development plans we formulate are instrumental in creating and expanding the job opportunities. We can't deny that the development of services sector would open doors. Search new vistas for the development of even those sectors which have either remained untapped or have partially been tapped. If we turn our eyes on the different components of the services sector, such as personal care services, education services, Medicare services, communication services, tourism services, hospitality services, banking services, insurance services, transportation services, consultancy services and even other services, the existing conditions compel us to think that an organized and a systematic development would create tremendous job opportunities.
2. **An Optimal Utilization of Resources:** The most important thing in the development process is to make possible an optimal development of the different types of resources available in a country. Since we have been facing the problem of a non-optimal demographic structure, it is pertinent that we make an assault on the misuse of resources. It is in this context that we find the

services marketing important since this sector of the economy if marketed properly regulates the unproductive use of resources. By marketing services, we prefer to use resources which remain unutilized or underutilized generally found to be a burden on the exchequer. The personal care services, the entertainment services, tourism services, hotel services help developing the economy without consuming the natural resources. It is high time that the policy planners realise gravity of the situation and regulate the non-optimal use of natural use of natural recourses so that we don't complicate the magnitude of problem for the coming generations.

3. **Paving Avenues for Formation of Capital:** To energize the process of development, it is essential that we speed up the process of capital formation so that the problem of inadequacy of financial resources is minimized. It is against this background that we need to assign due weight age to the development of services sector. The formation of capital is substantially influenced by the contributions of production processes to the national economy. If our investments are found to be productive, we contribute substantially to the development process. The increasing GNP paves avenues for the development of income which opens doors for investment.
4. **Increasing Standard of Living:** The philosophy of development is coiled in the essence of improving the living conditions of masses which in turn help increasing the standard of living. If we offer quality living conditions for the masses, the faculty of development would be proved to be productive. The qualitative developments in the society are substantially influenced by the pattern or system of development adopted by the policy makers. For increasing the standard of living, it is only not essential that we make available to the masses opportunities to earn more but it is also essential that we make sincere efforts to increase public awareness so that they know how to spend, where to spend, what to eat, how much to eat, how to develop our personality, how to keep the health sound and so on. These things contributes considerably to the

standard of living, we succeed in enriching the potentials of human resources. The development of service generating organization inform and sense the customer in a right fashion.

- 5. Environment-Friendly Technology:** We find use of technologies even in the service (Placeholder1)s sector since almost all the services are now found technology-driven. To be more specific the developed countries have been found practising the same. The basic difference that we find in the nature and types of technologies used for maanging and offering the servies is its negligible or even dismal negative effective on the environment. The banking services, insurance services, tourism services, hostel services, communication services, education services and by and large almost all the services are now technology-ddriven but environment friendly. If we talk about the technologies used for the manufacturing organizations, the harmful effects on environment can't be negated. This makes it clear that technology-driven service generating organizations offer world class services even without polluting the environment.

Service Marketing Mix

Service marketing mix can be classified under the following two heads:

1. Traditional Marketing Mix
2. Expanded Mix for Services

1. Traditional Marketing Mix

One of the most basic concepts in marketing is the marketing mix, defined as the elements an organization controls that can be used to satisfy or communicate with customers. The traditional marketing mix is composed of 4Ps : **Product, Price, Place(distribution) and Promotion.** These elements appear as core decision variables in any marketing text or marketing plan. The notion of mix implies that all the variables are interrelated and depend on each other to some extent. Further , the marketing mix

philosophy implies an optimal mix of the four factors for a given market segment at a given point in time.

Careful management of product, place, promotion and price will clearly also be essential to the successful marketing of services. However, the strategies for the four Ps require some modifications when applied to services. For example, traditionally promotion is thought of as involving decisions related to sales, advertising, sales promotions, and publicity. In services these factors are also important, but because services are produced and consumed simultaneously, service delivery people are involved in real-time promotion of the service even if their jobs are typically defined in terms of the operational function they perform.

2. Expanded Mix for Services

Because services are usually produced and consumed simultaneously, customers are often present in the firm's factory, interact directly with the firm's personnel, and are actually part of the services production process. Also, because services are intangible, customers will often be looking for any tangible cue to help them understand the nature of the service experience. For example, in the hotel industry the design and decor of the hotel as well as the appearance and attitudes of its employees will influence customer perceptions and experiences.

Table No. 2.2 :Expanded Marketing Mix for Services

Product	Place	Promotion	Price
<ul style="list-style-type: none">) Brand name) Functionality) Styling) Packaging) Repairs and Support) Warranty) Accessories and Services 	<ul style="list-style-type: none">) Distribution Channels) Market coverage inclusive, selective, or exclusive distribution)) Specific channels members) Inventory Management) Warehousing) Distribution centers) Order processing) Transportation) Reverse logistics 	<ul style="list-style-type: none">) Promotional strategy (Push, pull etc)) Advertising) Personal selling and sales force) Sales promotions) Public relations and publicity) Marketing communications budget 	<ul style="list-style-type: none">) Pricing strategy (skim, penetration, etc)) Suggested retail price) Volume discounts and wholesale pricing) Cash and early payment discounts) Seasonal pricing) Bundling) Price flexibility) Price Discrimination
People		Physical Evidence	Process
<ul style="list-style-type: none">) Employee Recruiting) Training) Motivation) Rewards) Teamwork) Customer Education) Training 	<ul style="list-style-type: none">) Facility design) Equipment) Signage) Employee dress) Other Tangibles) Reports) Business Cards) Statements) Guarantees 	<ul style="list-style-type: none">) Flow of activities) Standardized) Customized) Number of steps) Simple) Complex) Customer) Involvement 	

Source : Christopher H. Lovelock, service marketing, page no.:29

People

All the human actors participating in the delivery of a service provide cues to the customer regarding the nature of the service itself. How these people are dressed, their personal appearance, and their attitudes and behaviors all influence the customer's perceptions of the service. The service provider or contact person can be very important. In fact, for some services, such as consulting, counseling, teaching and other professional relationship-based services, the provider is the service. In other cases the contact person may play what appears to be a relatively small part in service delivery - for instance, a telephone installer, an airline baggage handler, or an equipment delivery dispatcher. Yet research suggests that even these providers may be the focal point of service encounters that can prove critical for the organization.

In many service situations, customers themselves can also influence service delivery, thus affecting service quality and their own satisfaction. Customers not only influence their own service outcomes, but they can influence other customers as well.

Physical Evidence

The physical evidence of service includes all the tangible representations of the service such as brochures, letterhead, business cards, report formats, signage, and equipment. In some cases it includes the physical facility where the service is offered - the "Servicescape" - for example, the retail bank branch facility. In other words cases, such as telecommunication services, the physical facility may be irrelevant. In this case other tangibles such as billing statements and appearance of the repair truck may be important indicators of quality. Especially when consumers have little on which to judge to actual quality of service they will rely on these cues, just as they rely on the cues provided by the people and the service process. Physical evidence cues provide excellent opportunities for the firm to send consistent and strong messages regarding the organization's purpose, the intended market segments, and the nature of the service.

Process

The actual delivery steps that the customer experiences, or the operational flow of the service, also give customers evidence on which to judge the service. Some services are very complex, requiring the customer to follow a complicated and extensive series of actions to complete the process. Highly bureaucratized services frequently follow this pattern, and the logic of the steps involved often escapes the customer. Another distinguishing characteristic of the process that can provide evidence to the customer is whether the service follows a production-line/standardized approach or whether the process is an empowered/customized one. None of these characteristics of the service is inherently better or worse than another. Rather, the point is that these process characteristics are another form of evidence used by the consumer to judge service.

There are three new marketing mix elements (people, physical evidence and process) included in the marketing mix as separate elements because they are within the control of the firm and because any or all of them may influence the customer's initial decision to purchase a service as well as the customer's level of satisfaction and repurchase decision.

Emerging Key Services Sectors

Today we market a number of services. This has made a sound foundation for the development of service generating organizations. The emerging key services in which we find enough potential to serve the society and economy need innovative marketing strategies. Like the goods manufacturing organization even the service generating organizations need to realize the importance of quality in management development processes. Scientific inventions and innovation have energized information explosion and we find information technologies playing an incremental role in improving the quality of services. The professional excellence makes ways for qualitative-cum-quantitative improvements.

This makes it essential that almost all the service generating organizations working in the global perspective make sincere efforts to make the services internationally competitive. There are number of service likely to be productive if the policies and strategies are innovated. The banking services, the insurance services, the transportation services, tourism services, hotel services, consultancy services, communication services, education services and hospital services are to mention a few waiting for a major change.

The Banking Services: Banking services is one of the most significant service sector of current world. The day-by-day growing economic of the world is making banking sector most essential. Today, the services provided by banks can utilize globally. The technologies that the banking sector using today is services oriented. Not only collecting deposit and making investment, the banks are now concentrating their focus on the qualitative services to their customers. Today, banking sector are hiring expert of service marketing to introduce and implement the best service marketing strategic to lead their portfolio.

In Nepalese context also, banks are one of the principal services sectors. Though, their primary objectives are collecting deposit and investing fund on productive sector, now they have introduces numbers of services to the customer.

The Insurance Services: Wherever there is uncertainty, there is risk. Wherever there is business, there is risk. The risk can't be averted. We do not have any command on uncertainties since there are a number of uncontrollable factors. The insurance is co-operative device to accumulate funds to meet uncertain losses. The industry, the business and the individual appear interested in using the insurance services. The involvement of public sector in the insurance business has made possible a number of changes in its functional areas and responsibilities. The behaviour of insuring institutions, the work culture and the quality of services are presenting a gloomy picture. Of course, a number of steps have been taken to improve the insurance business much more widely and in particular to the rural areas and to socially and economically

backward classes with a view to reaching almost all segments of society but degeneration in the quality of service has been a matter of serious concern. It is against this background that we talk about the insurance services, specially under the public sector.

The Transport Services: The transport sector is considered to be a de-factor barometer of national economy. Beside, it has even contributed to the evolution of civilisation by transmitting ideas and inventions to the people of different countries. It removes barriers to physical separations, momentises the inflow and outflow of different types of resources and instrumentalists the process of delivering goods and national economy. In the modern age, we can't imagine the development of society if there is a bottleneck in the transport network. In the country like Nepal, the development of transport network in which different modes take part is felt essential. There are a number of services generating organizations engaged in the process of making available to organizations take part in the process but all of us fell that the quality of service risk element, time schedule, fare and freight decisions are required to be innovated. This is essential to improve the quality of service vis-a-vis to maintain the commercial viability of the transport organization.

The Tourism Services: With the passage of time, the tourism has become almost a part of our normal life. It is virtually a mass phenomenon. It has grown to such an extent that we consider it an important industry contributing substantially to national economy viv-a-vis the foreign exchange reserve. The promotion of the tourism as an industry serves multi-pronged interests, such as promoting our art and culture, preserving our cultural heritage, interaction between different religions, exchange of views, enrichment of knowledge, generation of foreign exchange and so on. It is against this background that tourism organizations like Global Tourist Organization, Pacific Area Travel Association, International Union of Official Travel Organization etc. have been found promoting the tourism industry. We find this industry an economic bonanza. It is also considered to be a potential force for making possible world peace through mutual

appreciation and international understanding. The success of tourism industry is considerably influenced by consumer orientations which necessitates integrated development of all the related components like transportations facilities, hotel, communication, availability of travel agents, tourist guides etc. The tourist product can only be experienced. It is a service product found of perishable nature. The providers are heterogeneous group of people. The success of this industry depends upon the integrated efforts of providers. Since it is an amalgam of different industries, the task of developing professional excellences requires due co-operation of all the constituents.

The Hotel Services : The recent developments in the transportation and communications services, the liberal cultural exchange policy of government, the development of tourism as an industry, the development of corporate culture, a change in the lifestyles of masses are some of the important factors opening new vistas for the development of hotel industry in India. The growing instrumentality of managerial proficiency in the hotel industry has made it essential that we develop this industry in the changed socio-economic scenario and create new job opportunities in this neglected sector. Today, the customer services are planned, automated, audited for quality control and regularly reviewed with the motto of initiating qualitative improvements which make the industry internationally competitive. We find a new vision for the development of hotel industry the world over and it is essential that hotel planners assign due weight age to the same even in the Nepalese perspective. The moment we find a change in the taste and preferences of customers, it is pertinent that we make possible an analogous change in our service mix.

Consultancy Services : Providing consultancy or advice is not a recent phenomenon. We have witnessed the practice even during the ancient days when a king used to keep ministers for consultation and advice for which they were suitably paid. At the same time, we also find cases when the religious saints, gurus and hermits offered free of cost services which was the result of their deep meditations. With the passage of time, the concept of commercialization gained the momentum. A firm, an organization or an

individual required specialized knowledge, expertise for the smooth functioning of the business. An individual needed legal, financial, medical advices. An organization used consultant for generating profits and an individual used consultation for his/her personal gains. The engineered a foundation for the development of consultancy organizations in different areas. A number of public and private organizations have been found selling their expertise. The mounting intensity of competition in the business world and the increasing requirements and expectations of the individuals are some of the points injecting strength to the consultancy business. It is in this context that we find profitable avenues for the development of consultancy business.

The Hospital Services: Human resources are the precious endowment in a country. The success of a plan or development of the national economy or an increase in the physical quality life index is substantially influenced by the effective measures taken for education, health, skill and well-being of the masses. This is a natural ways draws our attention on the Medicare services made available to the human resources. The development of healthcare facilities is only not influenced by the opening of healthcare centers and hospitals but more so by their effective administrations and value-orientation. If the hospital or the healthcare centers are well managed, we can't deny quantitative-cum-qualitative improvements in the healthcare services. Of course, the healthcare services have not received due attention of the policy plan nears which have been found deteriorating the quality of services made available by the hospitals. To be more specific the government hospitals are found in a depleted condition. The doctors, Para-medical personnel and even the low echelon staff lack a sense of commitment. In a country like Nepal where the poor sections of the society are not in a position to afford the expensive Medicare services offered by the private hospitals, it is not a good sign. Hence it is high time that the policy makers, medical and para-medical personnel, managerial personnel realize gravity of the situation and make possible the necessary changes in the administration of hospitals so that the masses are made available the world class medicare services.

Personal Care Services: With the development of corporate culture, we find a change in our lifestyles which makes ways for the personal care services. The development of industrial economy, growing significance of globalization, sophistication in the process of communications, multi-culturism management, transformations of globe into a village are some of the important factors contributing substantially to the development of personal care services. To be more specific the emerging positive trends in the level of income has paved avenues for an organized development of personal care services so that the users get the quality services and the organizations succeed in generating profits. A change in taste and fashion, increasing awareness for maintaining sound physique, grossing temptations of corporate services. It is against this background that we find development of beauty parlors, hair dressing centers, gym and jogging, steam bath or so. There is no doubt in it that our words impress and throw an imprint on the psychology of an individual but the make-up narrates our feelings and ideas, test and temperament even without a face-to-face communication. In a country like Nepal, where we find a problem of unemployment at its peak, the development of personal care services may create job opportunities and may sizably counter the problem of unemployment. Of course, a number of organization have been found engaged in offering the personal care services but we find much scope for developing the same so that the organization are found internationally competitive.

Education Services: Today we pay for excellence. Education is an important device to enrich the credentials which help in generating excellence. It is only fair but even judicious that all the segments of the society get an opportunity to enrich their potentials. If we successes on developing knowledge, our success in developing professional excellence can't be negated. If we succeed in developing professional excellence, the managerial proficiency would help both the profit and not-for - profit making organizations in subservient the organizational interests vis-a-vis the social interests. Contrary to it, if we fail in developing excellence even the world class inputs and sophisticated technologies would fail in delivering goods. It is in this context that we talk about the education services which have been found in a critical condition. The

educational institutions, of course, bear the responsibility of enriching the credentials but the task becomes much more difficult when we find them in a depleted conditions . Except a few almost all the educational institutions have been found facing numerous problems which have been making an attack on their potentials to deliver the world class services. The primary education, secondary education, college education and university education need a structural change. With the passage of time, we find multi-dimensional changes in the socio-economic conditions and this makes it pertinent that the educational institutions assign on overriding priority to the total quality management. It is against this background that we go through the problem of general and professional educations.

The Entertainment Services: Temptation for recreation is a natural phenomenon. If we undermine the law of nature, the environment for concentration, meditation, efficiency generation can't be conducive. This may result into monotony and the procession of degenerations may gain momentum. Particularly in the modern age, the human beings in general have been found experiencing multi-faceted problems. They are supposed to follow the busy schedule to earn more and at the same time are also required to be a high performer. In addition, the management of family is also an important responsibility. This necessitates entertainment. The incoming changes in the taste and temperament of masses, the increasing disposable income, the changing lifestyles due to the development of corporate sector have paved avenues for the development of healthy entertainment facilities. Opening of new air-conditioned cinema halls, open air theaters, music centers, pub, club, art and handicraft and painting centers have been found gaining popularity. A number of new budding, upcoming entrepreneurs have been seen evincing their interests in promoting the entertainment services.

They by doing such only not entertain masses but also perform the responsibility of inculcating awareness, promoting education and developing knowledge. It is against this background that we focus on the development of entertainment services in the right fashion.

Electricity Services: Energy is the basic element of human activity and an indispensable input to energies the process of socio-economic transformation. The present energy scenario has diverted the attention of scientists, the planner and the publics alike realizing that the process of overall development can hardly be geared up in the right direction unless adequate energy supply is made possible. Hence the electricity on the current moments is a hot topic for the discussion globally. In the present context of Nepal, Nepalese are now being victim of long power cut, which is pushing back electricity services which also cause the regression of the overall nation's development.

The Communications Services: The communication services are another most important service sector of current world. When we talk about the communication, it often divided in to two parts: one way communication and two way communications. The inventions of telephone and mobile phone are the best example of two way communications. The another forms of communications are television, radio , internet, news papers etc. which are lies on the single way communication. Whatever the medium of communication, the term "communication" plays vital role today. As this is one of the most important domain, it has its own uniqueness as services oriented business. As my study is focused on television marketing strategy, I hereby make short review of television stations as services oriented business house in Nepal.

Television Channels in Nepal: Television stations are the most effective medium of electronic media of current world. It is also considered as the strongest vehicle of advertisement which can transmit the message to the millions of people at the same time. Hence televisions stations are one of the most significant services oriented businesses of current world.

In the current world, there are lots of televisions channels which can be viewed globally. The broadcast portfolio has been segmented into various segments. As result, today we have various kinds of televisions channels e.g. news channels, sports channels, entertainment channels, religious channels etc.

In the context of broadcasting technology, we have different type of televisions channels. E.g. Satellite television, terrestrial television, Internet television, Cable television and recently introduced technology is DTH (Direct to Home).

In the context of Nepal, more than 13 televisions channels are broadcasting their signal. The television broadcasting business has grown dramatically in very short period. And they have already proved themselves as the signing star of service business portfolio. Talking about the market segmentation of advertisement market of Nepal with references of televisions channels, the recently established TVs have segmented the market by declaring them as a specific TV station. Currently in Nepal, we have eight mix TV channels, five news channels, one film channel and one fully entertainment channel.

Table No. 2.3 : List of Nepalese Television

News Channels	Entertainment Based Channels	Mix Channels
Avenues TV	T V Filmy	Kantipur TV
Sagamatha Television	E24	Image channel
ABC Television		Channel Nepal
News 24		Himalayan Television
National Television		Terai Tv
		Mountain Television

Source : Market Survey 2012

As Nepal is a small country, obviously its overall market size is also not immense. Advertisement market, the business ground of televisions is also not so large. According to the some expert of advertisement market, after the entry of private TVs into the advertisement market, the market size of advertisement has not grown as it have to. Instead, it only shared the advertisement of other media, e.g. radio, news paper etc. On the other hand, there are lots of foreign TV channels into the Nepalese sky, especially Indian channels which hold the strong capture of Nepalese viewer, which is also major challenge for the Nepali TV channels. Nepalese Channels are compelled to compete with foreign TV channels with a poor technical system and grooming and semi

professional manpower. In this context, to grab advertisement, Nepalese TV channels need to work with short term as well as long goals along with some strong strategies.

During my study on Marketing strategic of Nepalese TV channels, I visited central library of Tribhuvan University, Shankhardev Campus, and some other private management college of Kathmandu. But I did not find any research work on this topic. I also review the daily news paper and other magazine to find out the related article. But again I failed to find out. On the internet also, I tried to find the material regarding Marketing strategies on Nepalese television, but I did not find.

I found some related thesis, like advertisement effectiveness with references to Nepalese television. All the related material that I found during the my study, I will present them briefly.

2.2 Review of Related studies

Relate Thesis:

During my thesis work, I found a thesis by Mr. Ranjeev Thakur of Shankar Dev Campus, Putalisadak, Kathmandu. The title of his thesis is " A Case Study on the effectiveness of television advertising in Kathmandu Valley (With Reference to Nepal Television, Kantipur Television and Image Channel)

The primary objective of his study is to find out whether T.V. is an effective media for advertisement and whether Nepal, Kantipur and Image Television are effective media for transmission of the advertisement.

Finally he gave his conclusion as follows:

"According to the survey, large percentage of respondents specified television as the most persuasive medium of advertisement. This without doubt indicates television to be the most persuasive medium of advertisement. Similarly, all of the respondents watch television. This again indicates the popularity of television and television as an effective medium of advertisement. Most of the viewers of television watch television from 6-9 pm followed by 9-12 am. So taking this to consideration advertisements

should be telecasted during peak watching hours of the day. Comparatively large percentage of viewers watch television 2-4 hours daily while a slightly lower percentage watch 4-6 hours a day. It can be said through this that most of the viewers watch television some hours in a day. This also proves that television is a popular media for advertisements. Among the most watch channels between NTV, KTV and Image Channel, a relatively large portion watch both KTV and NTV while a slightly larger audience watches NTV than KTV. Image Channel is watched by lesser viewer in comparison to NTV and KTV.

Another research work of Ms Sunita Nhemapukhi on Advertising trend in Nepal also made research on advertising through private television in Nepal. Though this study also not exactly of marketing strategies of Nepali television, it also gave some idea on advertising through private television channel in Nepal. The main objective of her study is "To find out the current trend of advertising in Nepali private television channel and total business volume on the basis of the advertising gateway, content commercialization, product and production way of advertising and so on."

Her finding on this study is: On the basis of volume, old and established television channel getting more advertisement than new channel. Advertising on television allow producer to show and tell a wide audience about business, product, or service. It allows actually demonstrate the benefits of ownership. Present television are unable to touch heart of the viewers. Television prepare program and include the Television commercial without proper research. The present private channel advertisement collection and broadcasting are more provocative, lacking appropriate information, and does not communicate sufficiently to audiences. So, the producer should focus on these areas to improve the quality of television image.

2.3 Review of Related Articles

There are no related article found in this topic.

CHAPTER III

RESEARCH METHODOLOGY

3. Introduction

Research Methodology is a systematic way to solve the research problem. Research methodology refers to the various sequential steps to be adopted by researcher in studying a problem with a certain object in view.

Research methodology includes the following concepts as they relate to particular discipline or field of inquiry:

1. A collection of theories, concepts or ideas
2. Comparative study of different approaches, and
3. Critique of the individual methods

Marketing research involves specific inquires into specific marketing problems. It is basically problem oriented and based on systematic and careful planning and implementation. To purpose of marketing research is to generate information, which helps the business executive to take appropriate and timely decision. Marketing researcher provides the firm with important customer feed-back and understand the dynamics of the market place. Today, business decisions are increasingly based on the market-place than intuitions. The increase in marketing research activities reflects a transition from intuitive problem solving methods.

The present study has its objective to analyze, examine and dexcribe the application and effectiveness of marketing and sales promotion strategies and techniques. This research methodology will be followed to attain the basis objectives and goals of this research work.

3.1 Research Design

A research design is the agreement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedures. Thus it is not possible for the researcher to conduct a research project without research designs.

The objective of the study is to study and analyze the marketing strategies of Nepalese television channels of Nepal. And the research design is developed to fit the study.

The research design of this study is descriptive as well as analytical. This is the study of practical use of marketing and sales promotion tools and their effectiveness, so the appropriate research design followed according to the requirement of the study.

Types of design:

Some of the most popular designs are sorted below, with the ones at the top being the most powerful at reducing observer - expectancy effect but also most expensive, and in some cases introducing ethical concerns. The ones at the bottom are the most affordable, and are frequently used earlier in the research cycle, to develop strong hypotheses worth testing with the more expensive research approaches.

1. Analytic

a. Experimental

i. Randomize clinical trial

ii. Nonrandomized clinical trial

b. Non Experimental

i. Cohort

ii. Case-cohort

iii. Cross-sectional

2. Descriptive

a. community survey

3.2 General Research Activities.

With the reference to research methodology the different research activities has been conducted by researcher. There are as follows:

Population: The term population or universe for research means all the existing televisions stations in Nepal.

Though the government have issued broadcasting license to numbers of applicants, the Populations mean, the televisions channel which are on the state of operation.

Sample; A population in most studies usually consist of a large group or group of people. Because of its large size it is fairly difficult to collect detailed information form each member of the population. so, Rather than accumulation information from each group, a sub-group is formed, this method is called sampling. In other words, sampling is selecting certain number of respondent out of population.

In the research study, the five televisions channels are selected as sample which are as follows : Image channel, Avenues Television, Kantipur Television, ABC Television and News 24 Television.

Sources of Data collection : Data and information has been collected by following method:

1. Primary Data and Information

1. Primary Data and Information

While collecting primary data and information, the different methods have been adopted:

They were:

I. Observation Method; observation method is more direct way to accumulate information from particular field, area and event. It is one of the best way for the researcher to get real information. By following this method, the researcher has frequently visited the organization, observed different departments' giving a major concentration on the marketing department, observed different division and units of the departments.

II. Questionnaire Method: During the course of the research study, different questionnaire have been designed or prepared as per the requirement of the research study. the list got questionnaire and their types are attached in the Appendix I of the research study. The list of questionnaire has been distributed to the administrative and executive manager levels randomly to receive information from the different divisions of marketing department.

III Interview method; the interview is a method allowing the researcher to ask question which will be enable him/her to answer research option, In order to get information for the introductory farm we work of research study. Structured and unstructured interview had been conducted to the different employees of marketing department.

3.3 Data Analysis Tools and Techniques:

With reference to research methodology, different tools and techniques have been used by researchers to present and analyze the existing marketing (Advertising and sales) system.

Such tools consist of graphs , tables and figures, charts and percentage which are used to analyze and present the collected data and information to make it more easily understood. Noble Descriptive analysis and presentation will be made.

3.4 Method of Data Analysis

The data collection from different sources are classified, tabulated and analyzed according to the needs of the study. Necessary tables are constructed to fit the data obtained from different sources.

CHAPTER IV

PRESENTATION AND DATA ANALYSIS

4. Introduction

This chapter focuses on the presentation and analysis of data obtained from research interviews. A description of the respondents who took part in the study will be given. The researcher will present the data or information from the interview schedule. Data analysis will also be discussed. According to De Vos (1998:334) “Data analysis in qualitative research is a challenging and highly creative process. It starts with data collection. The researcher is intimately involved with the respondents and the data are generated.” The data presentation and analysis are based on the primary sources of information.

To find the marketing strategy of Nepalese televisions, researcher developed a questionnaire and made interviews with the marketing managers of five television stations located at Kathmandu which are as follows:

- 1) Image Channel Pvt. Ltd. Panipokhari, Kathmandu now onwards know as IC in this research study.
- 2) Kantipur Television Network, Tinkune, Kathmandu, now onwards known as KTV in this research Study.
- 3) Himalaya Television Pvt. Ltd, Midbaneshwor, Kathmandu, now onwards known as HTV on this research study.
- 4) Avenues Television Pvt. Ltd, Tripureswor, Kathmandu, now onwards known as ATV on this research study.
- 5) Nepal Broadcasting channel Pvt. Ltd.(News24), Maharajjung, Kathmandu, now onwards as N24 on this research study.

Hence, researcher hereby presents the data that were collected form interview.

4.1 General Information of IC, KTV, ATV, N24 and HTV

Particular	IC	KTV	ATV	N24	HTV
Chairman/MD	Mr. R.K. Manandhar	Mr. Kailash Sirohiya	Mr. Bhaskaraj Rajkarnikar	Mr. Anil Shrestha	Mr. Lalit Agrawal
Telecast Type	Satellite	Satellite	Satellite	Satellite	Satellite
Type of TV	Mixed	Mixed	News	News	Mixed
Technical Details					
Total no. of staff	200	260	250	235	200
No. of staff in marketing department	3	4	3	4	11

4.2 Product Strategy Analysis

New Program Development Process of IC, KTV, ATV, N24 and HTV

The new product development process of all television stations is almost similar. During the research, it is found that non of above mentioned television make market research to develop programs.

All five television stations produces new programs according to the ideas of produces, according market trend and some time according to sponsor need. Non of television stations do marketing research to develop New program. The details are shown below in table:

The proportion of the programs which were developed according to ideas of producers is more than other method. Details are presented on table.

Table no. 4.2 : Proportation of New Program Development Process.

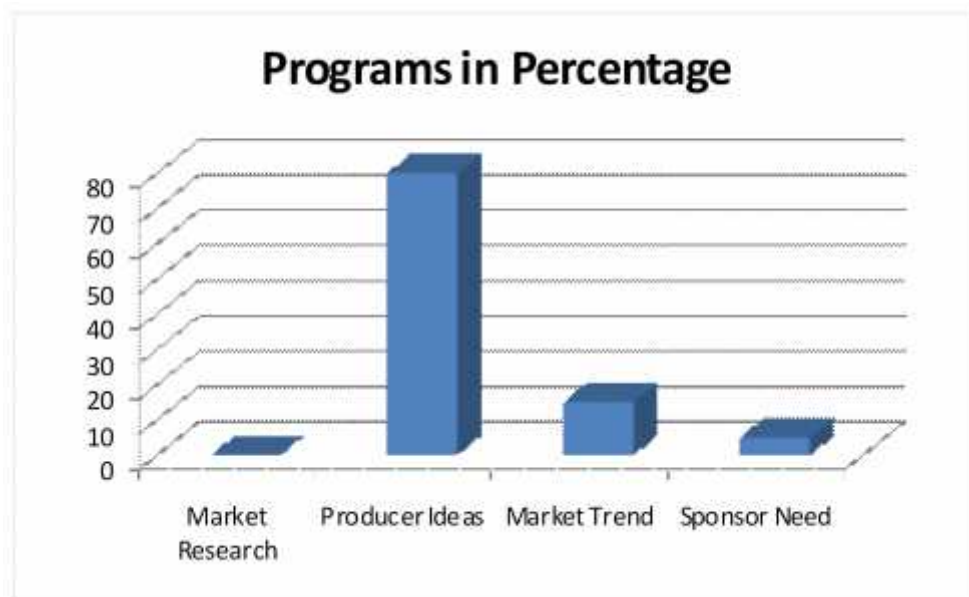
	IC	KTV	ATV	N24	HTV
New Program development	Proportion of program in percentage				
According to market research	0	0	0	0	0
According to Ideas of producers	80	90	95	90	70
According to Market trend	15	5	5	10	15
According to sponsor need	5	5	0	0	15

Source : Market survey 2012

Graphic presentation of new program development process of all television:
Image channel (IC)

Development of New Programs in Image Channel

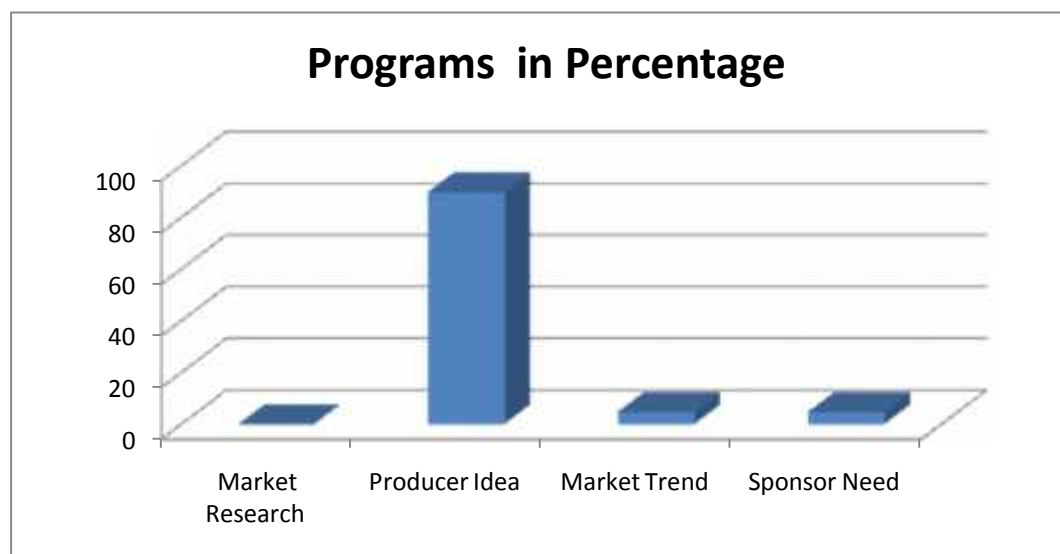
Figure No. 4.1: New Program Development of IC



Source : Market Survey 2012

Kantipur Television (KTV)

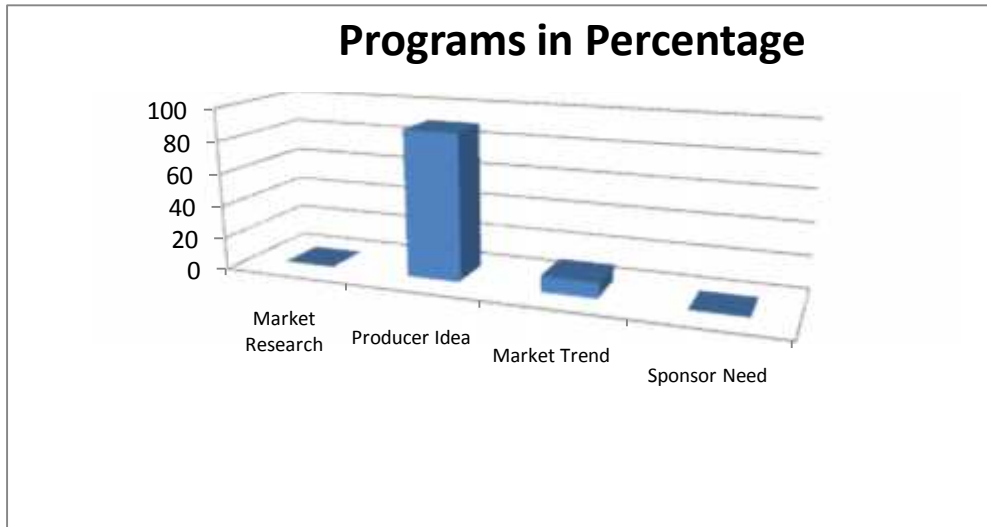
Figure No. 4.2 :Development of New Programs in Kantipur Television



Source : Market Survey 2012

Avenues Television (ATV)

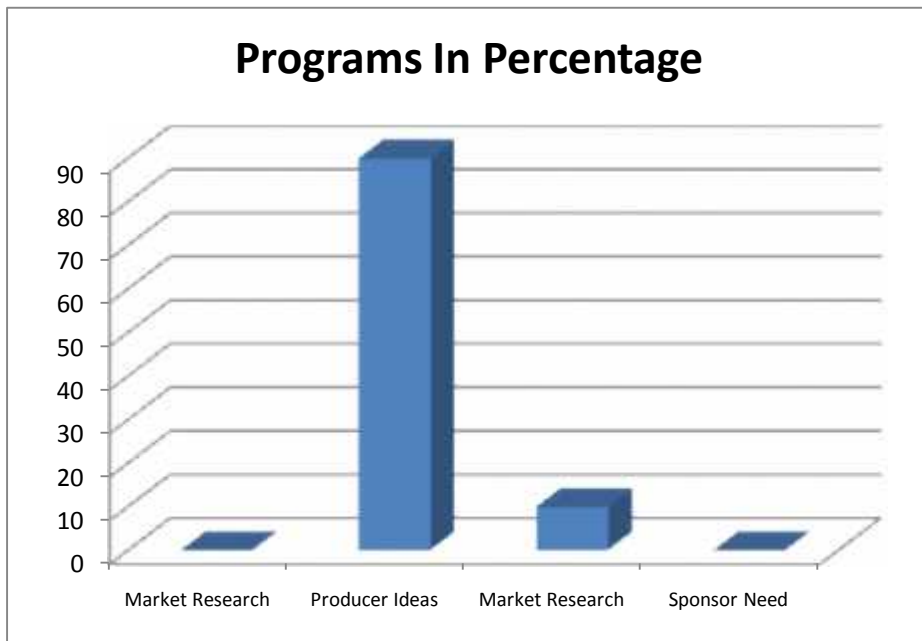
Figure No. 4.3 : Development of New programs in in Avenues Television



Source : Market Survey 2012

News 24 Television (N24)

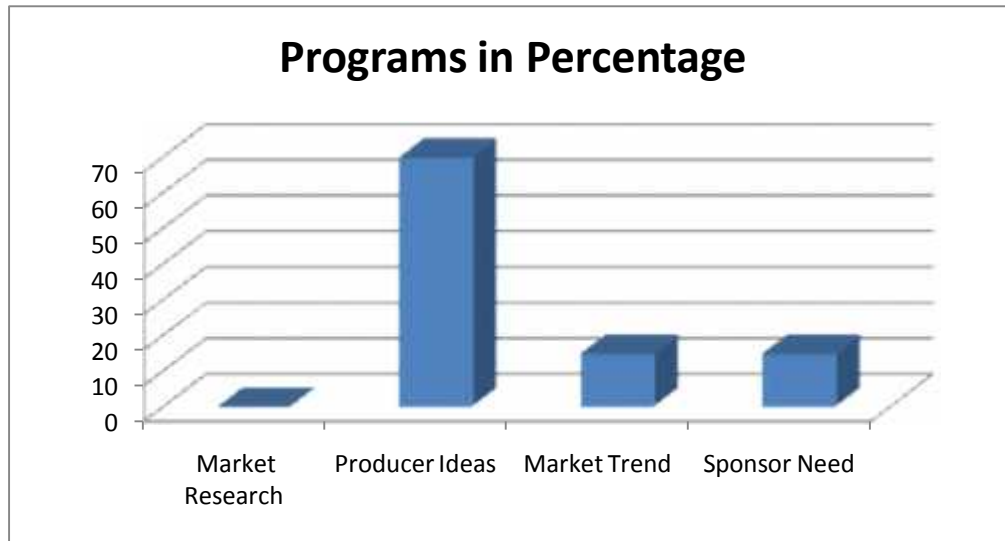
Figure No. 4.4 : Development of New Programs in News 24 television.



Source : Market Survey 2012

Himalayan Television (HTV)

Figure No. 4.5 Development of New Programs in Himalayan Television



Source : Market Survey 2012

The strategic way of new program development process in service marketing is **Front – end planning (Concept Development)** and **Back – end (Implementation)** stages. By research, it is found that, the way they produce new programs is similar to back-end(implementation) stages. Because, non of above television stations make research or market survey for the development of new programs.

From above figures, it is very clear that, to produce new program, stations are very much dependent on their producer ideas which indicates the maximum utilization of brainstorming but at the same it seems that all the stations above avoid market survey for the new program development. On the other hand, It seems that television stations produces program according to market trend and according to sponsor need. By above data, it can be said that television stations do not invest on market survey. Rather they follow the trend of market and sometime they produces programs according to sponsor need which might be just a program of sponsor’s interest, not for the general viewers.

The Back-end stage says that, after producing a new product then it makes market testing. But in the case of Nepalese television, even their very first stage is similar to

Back end stage, they don't make market test. Without doing any test, they directly telecast the programs. It is found that above mentioned television stations do commercialization and post-introduction evaluation. In fact no any televisions have research department or research representative. So it seems so obvious not to do any research or post evaluation of programs.

4.3 Price Strategy Analysis

Pricing policy of almost all the televisions of Nepal seems all. Almost all the television adopt competition based pricing policy, where they fix their advertisement tariff according to their competitors. The pricing structure of all televisions are same where the difference on prices of the advertisement time and discounts patterns are different. Another common thing is that every television have commission system and every stations pay same percentage of agency commission i.e 15%.

Though all the station that were chosen for research propose are satellite television whose market area is considered within whole Nepal, but price of the advertisement time is differ. According to them, though there is no any authentic statics to find out the viewer ship of each television station, they rate their television on their own hypothesis. And on that hypothesis they fix their advertisement tariff. And they claim that more or less, the position of televisions will be the same if they make a real market research to find out the position.

Presentation and Analysis of Advertisement Tariff of Television Stations:

Image channel:

According to Advertisement tariff of Image channel, principally it present its prices in seven titles: (i) Premium News Package (ii) All News Package (iii) Loose spots rate for news (iv) All short news package (v) Loose spots rate (vi) Program sponsorship rate & (vii) Time slot rate

The advertisement tariff is based on the time. They have categorized advertisement time into three parts: (i) Ordinary Time – 10:00 to 17:00 & 23:00 to 06:00 (ii) Prime time – 06:00 to 10:00 & 22:00 to 23:00 (iii) Super prime time – 17:00 to 22:00 and advertisement tariff of the above prices are Rs. 7000.00, Rs. 8000.00 & Rs. 9000.00 per one minute.

On the study of Advertisement tariff on Image channel, it is came to know that their prices are focused on package basis. Among the seven price title, there are three package prices. One of the package is Premium News package which include six bulletins and which offer Rs. 28000.00 for headline break, Rs. 20000.00 for first break, Rs. 18000.00 for second break and Rs. 18000.00 for before news break for one minute. Another package is All news package which offer Rs. 56,000.00 for headline break, Rs. 38,000.00 for first break, Rs. 33,000.00 for second break and Rs. 33,000.00 for before news break for sixty seconds. And all short news package, offer Rs. 10000.00 for sixty seconds.

The other title of price is loose spots in between news bulletins. The price for lose advertisement also vary according to time classification. Rate for advertisement for news which lies on ordinary time is Rs. 16,000.00 for headline break, Rs. 15000.00 for first break , Rs. 14500.00 for second break and before news.

The price for the news which telecast on prime time is Rs. 20,000.00 for headline break, Rs. 19000.00 for first break and Rs. 18000.00 for second and before news break per minute. The tariff for the news which telecast on prime time is Rs. 25000.00 for headline break, Rs. 23000.00 for first break, Rs. 22000 for second and before news break for one minute.

Tabular Presentation of Advertisement Tariff of Image Channel.

Time division

Table No. 4.3 : Time Division of IC

Super Prime Time	Prime time	Ordinary Time
17:00 – 22:00	06:00 – 10:00 22:00 – 23:00	10:00 – 17:00 23:00 – 06:00

Source : Rate Card, Image Channel, f/y 068/69

Advertisement Tariff

Table No. 4.4 : Package Prices of IC

	Headline	1st break	2nd break/before news
Premium News Package	28000	20000	18000
All news Package	56000	38000	33000
All short news package	-	-	10000

Source : Rate Card, Image Channel, f/y 068/69

Table No. 4.5 :Loose Advertisement Prices of News of IC

	Headline	1st break	2nd break/before news
super prime time	25000	23000	22000
prime time	20000	19000	18000
ordinary time	16000	15000	14500

Source : Rate Card, Image Channel, f/y 068/69

Table No. 4.6 :Loose Advertisement Prices of Programs

Super Prime Time	9000
Prime Time	8000
Ordinary Time	7000

Source : Rate Card, Image Channel, f/y 068/69

Discount Structure of Image Channel:

Image channel also provide 15% agency commission to advertising agencies, and it has following discount structure.

Discount Pattern of Image channel:

I) Corporate discount	15%
II) Special discount	15%
III) Volume discount	15%
IV) Cash discount	10%

The way Image channel has prepared its price structure, it is very clear that, price is one of the major tool of its marketing strategic. The price has been divide into various parts according to telecast times as well as its program. It has also dynamic discount structure which signifies the one of the perceived value of price. Here perceived value of price of Image channel explains that **Value is low price**. Hence it offers various discounts to attract the clients.

It is found that Image Channel increases its advertisement tariff and the most common reason is “because every competitor increase price every year”. Not any clear-cut policies were applied to restructuring the pricing policy. As price is one of the major tools of service marketing, the restricting of price should be scientific. It should respect revenue management which seems lack on the price restructuring of Image channel.

Kantipur Television:

According to Kantipur television, Kantipur television has principally three tariffs for the advertisement. (i) Across the News package (ii) Loose advertisement rate (iii) program rates & (iv) Documentary telecast rate

Across the news package includes 14 news. The each news has four breaks and each break is divided into **initial time** and **rest time** which means prices vary in each

position. Here price seems more strategic and it signifies the “**value is everything I want in a service**”, which mean price is less priority. The advertisement place is important.

Tabular Presentation:

Table No. 4.7 : Price of News Package of KTV

Placement	price per minute(rs)
Before News	32000
Before Last 3 position	36000
Headline	75000
First break first 3 Position	50000
First Break	44000
Second Break first 3 Position	39000
Second Break	34000
Third and Forth Break	5000

Source : Rate Card, KTV, f/y 068/69

Another title of its price is Loose Advertisement rate. It has different pricing policy for the loose advertisement in between news and in between programs. The price of loose advertisement in between news seems more expensive than programs. Another thing to be noted is that price of loose advertisement rate again vary on placement. Prices are presented on table below:

Table No. 4.8 : Loose Rate for 7 AM/ 7 PM OR 8 PM News

Duration	Before	1st Break	2nd Break
1 Min	22500	30000	23000
30 Sec	11250	15000	11500
20 Sec	7500	10000	7666.67
10 Sec	3750	5000	3833.33

Source : Rate Card, KTV, f/y 068/69

Table No.: 4.9 :Loose Advertisement Rate of Various Programs:

Program	Time	Rate (Per Min)
Call Kantipur (Reloaded)	5:00 PM	Rs 12000.00
6:30 PM Slot	6:30 PM	Rs 8000.00
7:30 PM Slot	7:30 PM	Rs 12000.00
9 PM Slot	9:00 PM	Rs 10000.00
Aaja	10:00 PM	Rs 8000.00
Shuvarambha	5:00 AM	Rs 2000.00
Samachar Time (7:30 AM-8 AM)	7:30 AM	Rs 2500.00
Samachar Time (8:30 AM-10 AM)	8:30 AM	Rs 2500.00
Rest Morning & Days		Rs 2500.00

Source : Rate Card, KTV, f/y 068/69

Kantipur television offers the following discounts structures.

Discount patter of Kantipur television:

- I) Corporate discount 15%
- II) Special discount 10%
- III) Volume discount 10%
- IV) Cash discount 10%

It is also very clear that, pricing is one of the most important tools of marketing strategy. It offers various prices for various programs and news. It also offers various discounts. Though its pricing policy signifies its value as **“value is whatever I want in a product or service”** but its discount pattern signifies its value as **“value is low price”**. Hence strategically it seems contradictory.

Avenues Television

As other televisions, Avenues television also divides time for the pricing of advertisement time. According to its rate card, the twenty four hours is classified into five categories which are as follows: Classic Time (11:00 pm – 6:00 am), Silver time(9:00 am – 6:00 am), Gold time (6:00 am – 7 :00 am & 6:00 pm – 7:00 am), Diamond

time (7:00 am – to 9:00 am and 10:00 pm – 11:00 pm) and platinum Time (7:00 pm – 10:00 pm). Below is the tabular presentation of time classification of Avenues Television.

Table No. 4.10 : Time Classification of Avenues Television

Classic Time	11:00 PM - 6:00 AM
Silver Time	9:00 AM - 6:00 PM
Gold Time	06:00 AM - 7:00 AM
	6:00 PM - 7:00 PM
Diamond Time	7:00 AM - 9:00 AM
	10:00 PM - 11:00 PM
Platinum Time	7:00 PM - 10:00 PM

Source : Rate Card, ATV, f/y 068/69

The prices of advertisement in Avenues television is based on above time classification. Basically the price of loose advertisement and documentary telecast rates are based on above time classification. The loose advertisement rate is Rs. 18000.00 per minute in platinum time, Rs. 14000.00 per minute on diamond time. Rs. 10,000.00 per minute in gold time, Rs. 7000.00 per minute on silver time and Rs. 3000.00 per minute on classic time. On the other hand rates for telecasting documentary are, Rs. 2500.00 per minute on platinum time, Rs. 2000.00 per minute on diamond time, Rs. 1500.00 per minute on gold time, Rs. 1200.00 per minute on silver time and Rs. 1000.00 per minute per minute.

Table No. 4.11 : Loose Advertisement Rate of Avenues Television

Platinum Time	18000.00
Diamond Time	14000.00
Gold Time	10000.00
Silver Time	7000.00
Classic Time	3000.00

Source : Rate Card, ATV, f/y 068/069

Table No. 4.12 : Documentary Telecast Rate of Avenues Television

Platinum Time	2500.00
Diamond Time	2000.00
Gold Time	1500.00
Silver Time	1200.00
Classic Time	1000.00

Source : Rate Card, ATV, f/y 068/069

The pricing policy of avenues television seems clear about its prices. It is seems that its another main target of sales is documentary telecast. Hence it has clear rate for telecasting documentaries.

Avenues television also offers package prices for its news packages. There are fifteen news in this package and each news has four breaks which are: before news packages, headline break news package, first break news package and second news package. The per minute rate of before all news package is Rs. 20,000.00 for sixty seconds in each news, Rs. 44000.00 for headline break of all news for sixty seconds , Rs. 32,000.00 for first break of all news for sixty seconds and Rs. 22,000.00 for second break of all news for sixty seconds. Below the tabular presentation of all news package of Avenues television.

Table No.: 4.13 : All News Package Rate of Avenues Television

Position	60 Sec	30 Sec	20 Sec
Before All News	20000.00	10000.00	7000.00
Headline Break	44000.00	22000.00	15000.00
First Break	32000.00	16000.00	11000.00
Second Break	22000.00	11000.00	7500.00

Source : Rate Card, ATV, f/y 068/069

Avenues television has also individual program tariff. It has per minute prices for the placement of advertisement in between Khabar Bhitra ko Khabar and Off the beat which are Rs. 12000.00 and Rs. 10,000.00 respectively. The placement of advertisement in between other program is Rs. 3000.00 per minute.

According to pricing policy of Avenues television, it seems that Avenues television encourage advertiser to purchase News package.

Avenues television offer discount according to following structure

Discount pattern of Avenues Television:

- I) Corporate discount 10%
- II) Special discount 10%
- III) Volume discount 15%
- IV) Bureau discount 10%
- V) Cash discount 10%

For the Avenues television also, pricing is the most important tools of marketing strategy. After the study of pricing of Avenues Television, it has offered different prices and different structure of prices to attract the clients. It signify that pricing policy of Avenues television also “**value is low price**”. Even if its prices seem expensive, it offer different discounts on different titles to communicate with price sensitive buyers.

News 24 Television

News 24 television also divides time into various categories for the pricing of advertisement time. It divides time as ordinary time(11pm – 6am), mid – prime time(6am – 7am and 9am to 5pm) , Prime time (7am - 9am, 5pm – 7pm and 10pm – 11pm) and super prime time (7pm – 10 pm). Tabular presentation below:

Table No.: 4.14 : Time Classification of News 24 Television

Ordinary time	11:00 PM - 6:00 AM
Mid - prime Time	06:00 AM - 7:00 AM
	9:00 AM – 5:00 PM
Prime Time	7:00 AM – 9:00AM
	5:00 PM – 7:00PM
	10:00PM – 11:00PM
Super Prime time	7:00 PM - 10:00 PM

Source : Rate Card, N24,f/y 068/69

It is seems that, basic pricing policy of News 24 television is same as other television. It has also its price based on time division and it also offered all news packages. The loose advertisement rate is Rs. 8000.00 per minute in super prime time, Rs. 6500.00 per minute in prime time. Rs. 4,000.00 per minute in mid- prime time and Rs. 2500.00 per minute in ordinary time. On the other hand, loose advertisement rates in between 7 pm and 8 pm news are Rs. 15000.00, Rs 10,000.00 and Rs. 8,000.00 per minute for headline break, first break and before/second break respectively.

Another prices that News 24 television offers is all news package which includes 14 news. The each news has four breaks and each break is divided into **initial time** and **rest time** which means prices vary in each position. Here price seems more strategic

and it signifies the “**value is everything I want in a service**”, which mean price is less priority. The advertisement place is important.

Table No. 4.15 : All news package price of News24 Television

Titles	Price per Minute(rs)
Before News	17000
Immediate Before News 1 min	20000
Headline	30000
First break first 1 minute	25000
First Break remaining	23000
Second Break first 1 minute	20000
Second Break remaining	17000

Source : Rate Card, N24, f/y 068/69

News 24 television also offer documentary telecast rate which is also based on time classification. According to its rate card, Rs. 2500.00, Rs. 1500.00, Rs. 1000.00 & Rs. 800.00 per minute for super prime time, prime time, mid-prime time and ordinary time. Tabular presentation of documentary telecast rate is as follows:

Table No. 4.16 : Documentary Telecast Price of News 24 Television

Super Prime Time	2500.00
Prime Time	1500.00
Mid-prime Time	1000.00
Ordinary Time	800.00

Source : Rate Card, N24,f/y 068/69

Another unique advertisement price it offers is **L** shaped screen display. During the telecast it shows L shape animation advertisement without audio. For this advertisement price of L shape screen animation is also based on time and package. Rs. 10000.00, Rs. 6000.00, Rs. 5000.00 and Rs. 3000.00 per ten second for during headline news, after headline news, after first break and after second break respectively. And Rs 2000.00,

Rs. 1500.00, Rs. 1000 and Rs. 7000.00 per ten second for super prime time, prime time, mid-prime time and ordinary time. Tabular presentation as follows:

Table No. 4.17 : All News Package Price of L Shaped Advertisement in News24
Television

SN	Placement	Per 10 sec.
1	During Headline break	10,000.00
2	After headline	6,000.00
3	Before first break	5,000.00
4	Before second break	3,000.00

Source : Rate Card, N24, f/y 068/069

Table no. 4.18 :Loose Placement Price of L Shaped Advertisement in News 24
Television

SN	Placement	Per 10 sec.
1	Super Prime time	2,000.00
2	Prime time	1,500.00
3	Mid-prime time	1,000.00
4	Ordinary time	700.00

Source : Rate Card, N24, f/y 068/69

The L shape advertisement placement is the unique advertisement for Nepalese television which segmented the advertisement types. Only New 24 television offers this advertisement placement to advertisers.

According to above data regarding the price of News 24 television, it is clear that the pricing policy is same like other television. No any unique strategy was found on pricing policy of News 24 television. It follows the same pricing system that other

television has adopted. With references to its prices and its discount structure, we can say that its pricing policy signify **“Value is low price”**.

Discount pattern of News 24 Television:

- I) Corporate discount 35%
- II) Special discount 15%
- III) Volume discount 15%
- IV) Cash discount 10%

Himalayan Television

Himalayan Television also divides its telecast time on four categories, they are Platinum time (6pm – 10pm), Diamond time 7am – 11am and 10pm – 17pm), Gold time(10am – 5pm) and Silve time 10pm – 7am).

Table No. 4.19 : Time Categorization of Himalayan Television

1	Platinum	18:00-22:00
2	Diamond	07:00- 11:00 22:00- 00:00
3	Gold	10:00- 17:00
4	Silver	24:00-07:00

Source : Rate Card, HTV, f/y 068/69

Himalayan television have fixed its prices on All news Package, Loose advertisement rate, program sponsorship rate, scrolling rate, documentary placement rate and program rates.

With reference to its price card, it’s price is Rs. 9600 per minute on before news, Rs. 18000.00 per minute in between headline break, Rs. 14,400.00 per minute in between first break and Rs. 9600.00 in between second break. Comparatively this price of all news package is most cheapest price among five television. But HTV charges ten percentage extra for the specific placement of advertisement.

Table No. 4.20: All News Package Price of Himalayan Television

SN	Placement	60 Sec	Positioning Rate	Remarks
01	All News (Before)	9600	960 / Min	Counting from Last Position
02	All News (H/L)	18000		
03	All News (1st BRK)	14400	1440/ Min	Counting from 1 st Position
04	All News(2nd BRK)	9600	960 / Min	Counting from 1 st Position

Source : Rate Card, HTV, f/y 068/069

HTV title for pricing is loose advertisement tariff. In this price, HTV has fixed its prices according to its time categorization. It offers Rs. 3000 per minute in Platinum time, Rs. 2000 per minute in Diamond time, Rs. 1200 per minute in Gold time and Rs. 800 per minute in silver time. The above rate is also cheapest rate among five television. There is difference of Rs. 1000 in platinum and diamond time, difference of Rs. 800 in between diamond and gold time where as there is difference of only Rs. 400 in between Gold and silver time. Hence HTV have encourage its advertisers to place advertisement in gold time rather than silver time. The Platinum time and Diamond time seems to be taken as precious time for advertisement. Hence its price is also higher than other time.

Table No. 4.21 : Himalayan Television Prices for Loose Advertisement Placement

SN	Placement	Rate/ Min.
01	Platinum	3000
02	Diamond	2000
03	Gold	1200
04	Silver	800

Source : Rate Card, HTV, f/y 068/069

The other price that HTV has fixed is price for program sponsorship and advertisement placement in-between programs. Himalayan television has seven different prices for its seven individual programs. The most expensive program, according to its rate card is

“420 Ko Jhatka” whose sponsorship price is Rs. 10,000.00 per episode and advertisement placement rate is Rs. 7500.00 per minute

The most cheapest program is “Aadha Akash” whose sponsorship price is Rs. 4500.00 per episode and advertisement placement rate is Rs. 2000 per minute. The details of price and programs are mentioned as follows:

Table no. 4. 22 :Sponsorship and Advertisement Price of Programs of Himalayan Television

SN	Program	Loose/Min.	Sponsorship/Pro.
01	420 KO JHATKA	7500	10000
02	Jogindar Bole PranamJee	5000	8000
03	Yaso Gare Kaso Hola	5000	8000
04	Prime Story/ Good News	4000	7000
05	Anugaman	4000	7000
06	Music Station	3000	6000
07	Nagarik Sarokar	2500	5000
08	Jeevan Sathi	2500	5000
09	Adha Aakash	2000	4500

Source : Rate Card, HTV, f/y 068/069

Another title of pricing of HTV is scrolling prices and documentary telecast prices. It charges Rs. 35000.00 per month for scrolling advertisement which rotate the screen twenty four hour and throughout a month. The documentary telecast rate is based on time categorization. Rs. 1200 per minute for platinum time, Rs. 800 for Diamond time, Rs. 700 for Gold time and Rs. 500 for Silve time.

Table no. 4.23 : Price of Scrolling Advertisement of Himalayan Television

SN	Placement	Placement	Rate / Month
01	Scrolling	24 Hrs/30 Days	35000

Source : Rate Card, HTV, f/y 0680/69

Table No. 4.24 : Documentary Placement Prices of Himalayan Television

SN	Placement	Rate / Min.
01	Diamond	1200
02	Platinum	800
03	Gold	700
04	Silver	500

Source : Rate Card, HTV, fy 068/069

Discount pattern of Himalayan Television:

- I) Corporate discount 20%
- II) Special discount 15%
- III) Volume discount 15%
- IV) Cash discount 10%

Discount patter of Himalayan television seems alike to other television. The pricing of Himalayan television and its discount pattern says that pricing is the major strategic factor of Himalayan television. Hence value of service in Himalayan television for clients seems low value.

4.4 Comparative Analysis of Price IC, KTV, ATV, N24 and HTV

Comparison of News Package

Image channel offers two types of News packages : i) Premium New package which include 6 news bulletins and ii) All news package which includes 13 news bulletins, Kantipur television offers news package which include 14 news package. Avenues television offers news package which include 15 news bulletins, News 24 offers news package which include 14 new bulletins and Himalayan Television offers news package 11 news bulletins. KTV has the most expensive news package among five televisions and HTV has the cheapest news package. IC has second most expensive news package,

ATV has third most expensive news package and N24 has second cheapest news package.

Table No.: 4.25 : Comparison of All News Package

Comparison of All news package								
	IC (in rs)	KTV (in rs)		ATV (in rs)	N24 (in rs)		HTV (in rs)	
		General position	Spetic position		General position	Sepfic position	General position	Sepfic position
Before News	33000	32000	36000	20000	17000	20000	9600	10560
Headline break	56000	75000	75000	44000	30000	30000	18000	19800
first break	38000	44000	50000	32000	23000	25000	14400	15840
Second break	33000	34000	39000	22000	17000	20000	9600	10560
Average Rate	40000	46250	50000	29500	21750	23750	12900	14190

In above table, the average rate per minute has been calculated. KTV has the most expensive rate per minute which is Rs. 50,000.00 per day for the specific position and Rs. 46,250.00 in general position. The second most expensive average rate is of IC which is Rs. 40,000.00 per day. The third and fourth positions hold Avenues television and N24 respectively. HTV has the cheapest average tariff among five televisions.

Same trend of pricing could be found on the other advertisement tariff also. But KTV, IC and N24 has its loose advertisement tariff according to News Time and breaks where as ATV and HTV has its loose advertisement tariff according to its time classification.

Table No. 4.26 : Comparison of Loose Advertisement Tariff

Time Division	IC (in rs)	KTV (in rs)	N24 (in rs)
Before News	22000	22000	8000
Headline break	25000		15000
first break	23000	30000	10000
Second break	22000	23000	8000
Average Rate	23000	25000	10250

KTV does have price for the Headline break. IC and N24, both has loose advertisement tariff for all four break. KTV have the most expensive average rate among three televisions where 24 has cheapest price. The difference of price between N24, IC and KTV is more than double where price of IC and KTV seems comparative. Hence strategically price value of N24 if lower than IC and KTV.

Table no. 4.27 : Comparison of Loose Advertisement Tariff

Time Division	ATV	HTV
Platinum Time (in rs.)	18000	3000
Diamond Time(in rs.)	14000	
Gold time (in rs.)	10000	2000
Silver time (in rs.)	7000	1200
Ordinary tine (in rs.)	3000	800
Average (in rs)	10400	1750

In above tariff, the average rate of loose advertisement can be seen. As ATV and HTV has fixed its advertisement tariff according to its time classification, it is difficult to compare with other television. Though ATV has the average rate of Rs. 10400 per minute where as HTV has only Rs. 1750.00 per minute. Again it seems that the value of price of HTV is lower than ATV. Hence HTV need to increase its price for the increment of its value of price.

Discounts

Table No. 4.28 : Tabular Presentation of Discount Patterns of All Televisions:

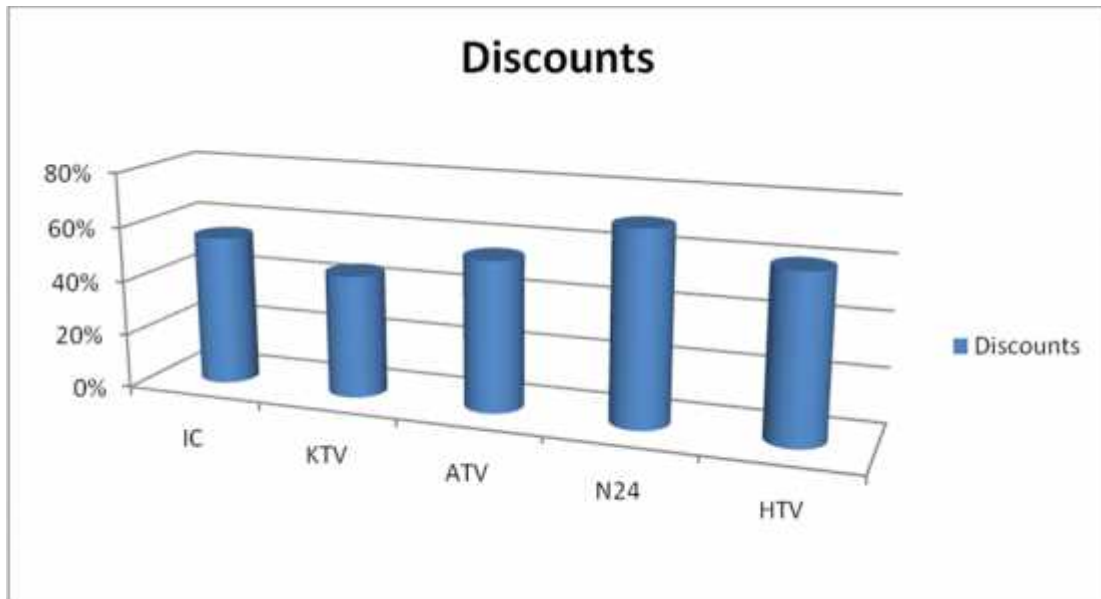
Discount Pattern	IC	KTV	ATV	N24	HTV
Corporate Discount	15%	15%	10%	35%	20%
Special Discount	15%	10%	10%	15%	15%
Volume Discount	15%	10%	15%	15%	15%
Bureau Discount	-	-	10%	-	-
Cash Discount	10%	10%	10%	10%	10%

The discount pattern of ATV is little different because it offers bureau discount. Otherwise all the other discounts are the same. The only difference is the given percentage. It is found that in total Image channel gives fifty-five percentage of discount, Kantipur television provides forty-five percentages of discounts, Avenues television provides fifty-five percentage of discount, News 24 television provides seventy percentage of discount and Himalayan television provides sixty percentage of discount. It shows that the discount factor plays a vital role on pricing and pricing is the major to play with clients.

Table No. 4.29 : Total Discounts Provided by Television Channels.

IC	KTV	ATV	N24	HTV
55%	45%	55%	70%	60%

Figure No. 4.6 : Graphic Presentation of Total Discounts of televisions



Form above presentation of prices of five television, it is found that the basis of pricing of all the television are same. And pricing is one of the most valuable strategic tools of five televisions. They have various prices for various type of advertisement and they have introduced the various types of discounts which makes the pricing policy more strategic.

All above mentioned televisions are satellite television and according to them, they have national market. It is come to know that, none of above television has regional marketing as well as sales office outside of Kathmandu valley nor they have marketing representative.

4.5 Promotion Strategy Analysis

Promotion is another strategic tool of service marketing. For the promotion, each television conduct promotional activities throughout the year. But it is found that none of television had specific strategic promotion plan. During the research program, it is found that they conduct promotion according to instant necessary. None of the

television has annual promotional program for it's product and overall promotion of station.

Kantipur Television

Kantipur television has no annual promotional calendar but it operates various promotional activities all over the year. Some time they operate advertisement campaign for the promotion of their products and overall stations, and often it is not previously planned. It is came to know that they decide just some time before the advertisement campaign. For the promotion, KTV use both outdoor and indoor sources of publicity.

Outdoor publicity

KTV uses hording boards as the principal source of outdoor publicity. They have about twenty five hording boards all over the country.

Indoor publicity

KTV use electronic media, paper media, and internet as the main source of indoor publicity. They use television promos, radio jingles for the promotion of products and promotion of overall stations. KTV telecast its TV promos on its own television station and they broadcast radio jingles in their sister organization Kantipur FM where as some of other television stations have cross promotional activities between different television stations and radios.

Other promotional activities

Each year KTV participate in various events as official media. Annually it participates in 100 programs official media. The another activities they perform is, its install its stall in various program. Annually it installs about 5 stalls.

Table No. 4. 30 : Promotional Activities of KTV

		Yes	No
Annual promotional calendar			✓
Annual promotional			

Campaign for specific product			✓
Annual promotional campaign for overall promotion of station			✓
Indoor Promotion			
	Paper Media	✓	
	Electronic Media	✓	
	Cross promotional activities with other television		✓
Outdoor Promotion	Hording boards	✓	
Other Promotional activities	Participate as official media	✓	
	Stall installation	✓	

Source : Market survey, 2012

Table No. 4.31 :Promotional Tools that KTV uses

Promotions tools	Frequency
Paper advertisement	Not specific. As per requirement
TV promos	Telecast all over the year
Radio promos	Broadcast all over the yera
No. of hording	25 hording
Participation as official Media	100 programs
Stall installation	As per programs.

Source : Market survey, 2012

Image Channel

Image channel also does not have annual promotional calendar but it operates various promotional activities all over the year. IC operate advertisement campaign for their annual function: Image award. Beside this event, Image channel does not have other annual promotion campaign of their products and overall stations. For the promotion, Image channel use both outdoor and indoor sources of publicity.

Outdoor publicity

IC uses hording boards as the principal source of outdoor publicity. They have about fifteen hording boards all over the country.

Indoor publicity

IC use electronic media, paper media, and internet as the main source of indoor publicity. They use television promos, radio jingles for the promotion of products and promotion of overall stations. IC telecast its TV promos on its own television station and they broadcast radio jingles in their sister organization Image FM but IC also does not have cross promotional activities between different television stations and radios.

Other promotional activities

Each year IC participates in various events as official media. Annually it participates in 120 programs as official media. Another activities they perform is, its install its stall in various program. Annually it installs about 5 stalls.

Table No. 4.32 : Promotional Activities of IC

		Yes	No
Annual promotional calendar			✓
Annual promotional Campaign for specific product			✓
Annual promotional campaign for overall promotion of station			✓
Indoor Promotion			
	Paper Media	✓	
	Electronic Media	✓	
	Cross promotional activities with other television		✓
Outdoor Promotion	Hording boards	✓	
Other Promotional	Participate as	✓	

activities	official media		
	Stall installation	✓	

Source : Market survey, 2012

Table No. 4.33 : Promotional Tools that IC uses

Promotions tools	Frequency
Paper Advertisement	Not specific. As per requirement
TV Promos	Telecast all over the year
Radio Promos	Broadcast all over the year
No. of Hording	15 hording
Participation as Official Media	120 programs
Stall Installation	As per programs.

Source : Market survey, 2012

Avenues Television

ATV have annual promotional calendar and it operates various promotional activities all over the year. ATV operate advertisement various advertisement campaign for promotion of its programs and its overall promotion of station. For the promotion, ATV use both outdoor and indoor sources of publicity.

Outdoor publicity

ATV uses hording boards as the principal source of outdoor publicity. They have about forty hording boards all over the country.

Indoor publicity

ATV use electronic media, paper media, and internet as the main source of indoor publicity. They use television promos, radio jingles for the promotion of products and promotion of overall stations. ATV have cross promotional program with other electronic media. It telecast its TV promos on TV filmy and they broadcast radio jingles through Radio filmy.

Other promotional activities

Each year IC participates in various events as official media. Annually it participates in 120 programs as official media. Another activities they perform is, its install its stall in various program. Annually it installs about 10 stalls in various places of country.

Table no. 4.34 : Promotional Activities of ATV

		Yes	No
Annual Promotional Calendar		✓	
Annual Promotional Campaign for specific product		✓	
Annual promotional campaign for overall promotion of station		✓	
Indoor Promotion			
	Paper Media	✓	
	Electronic Media	✓	
	Cross promotional activities with other television		
Outdoor Promotion	Hording boards	✓	
Other Promotional activities	Participate as official media	✓	
	Stall installation	✓	

Source : Market survey, 2012

Table No. 4.35 : Promotional Tools that ATV uses

Promotions tools	Frequency
Paper advertisement	Yearly 2000 CC
TV promos	Telecast all over the year
Radio promos	Broadcast all over the year
No. of hording	40 hording
Participation as official Media	120 programs
Stall installation	As per programs.

Source : Market survey, 2012

News 24 Television

N24 also does not have annual promotional calendar even though it operates various promotional activities all over the year. N24 does not operate any advertisement campaign for promotion of its programs and its overall promotion of station, but it frequently do publicities of its programs. For the promotion, N24 use both outdoor and indoor sources of publicity.

Outdoor publicity

N24 uses hording boards as the principal source of outdoor publicity. They have about 20 hording boards all over the country.

Indoor publicity

N24 use electronic media, paper media, and internet as the main source of indoor publicity. They use television promos, radio jingles for the promotion of products and promotion of overall stations. N24 have cross promotional program with other electronic media. It telecast its TV promos on various other television stations and they broadcast radio jingles through various FM stations.

Other promotional activities

Each year N24 participates in various events as official media. Annually it participates in 80 programs as official media. Another activities they perform is, its install its stall in various program. Annually it installs about 4 stalls in various places of country.

Table No. 4.36 : Promotional Activities of N24

		Yes	No
Annual promotional calendar			✓
Annual promotional Campaign for specific product			✓
Annual promotional campaign for overall promotion of station			✓
Indoor promotion			
	Paper Media	✓	
	Electronic Media	✓	
	Cross promotional activities with other television	✓	
Outdoor promotion	Hording boards	✓	
	Wall paintings		✓
Other Promotional activities	Participate as official media	✓	
	Stall installation	✓	

Source : Market survey, 2012

Table No. 4.37: Promotional Tools that N24 uses

Promotions tools	Frequency
Paper advertisement	As per necessary
TV promos	Telecast all over the year
Radio promos	Broadcast all over the year
No. of hording	20 hording
Participation as official Media	80 programs
Stall installation	As per programs.

Source : Market survey, 2012

Himalayan Television

HTV also does not have annual promotional calendar even though it operates various promotional activities all over the year. HTV does not operate any advertisement campaign for promotion of its programs and its overall promotion of station, but it frequently do publicities of its programs. For the promotion, HTV use both outdoor and indoor sources of publicity.

Outdoor publicity

HTV uses hording boards as the principal source of outdoor publicity. They have about 25 hording boards all over the country.

Indoor publicity

HTV use electronic media, paper media, and internet as the main source of indoor publicity. They use television promos, radio jingles for the promotion of products and promotion of overall stations. HTV have cross promotional program with other electronic media. It telecast its TV promos on various other television stations and they broadcast radio jingles through various FM stations.

Other promotional activities

Each year HTV participates in various events as official media. Annually it participates in 50 programs as official media. Another activities they perform is, its install its stall in various program. Annually it installs about 4 stalls in various places of country.

Table No. 4.38 : Promotional Activities of HTV

		Yes	No
Annual promotional calendar			✓
Annual promotional Campaign for specific product			✓
Annual promotional campaign for overall promotion of station			✓
Indoor promotion			

	Paper Media	✓	
	Electronic Media	✓	
	Cross promotional activities with other television	✓	
Outdoor promotion	Hording boards	✓	
	Wall painting	✓	
Other Promotional activities	Participate as official media	✓	
	Stall installation	✓	

Source : Market survey, 2012

Table No. 4.39 :Promotional Tools that N24 uses

Promotions tools	Frequency
Paper advertisement	As per necessary
TV promos	Telecast all over the year
Radio promos	Broadcast all over the year
No. of hording	25 hording
Participation as official Media	50 programs
Stall installation	As per programs.

Source : Market survey, 2012

4.3 People Strategy Analysis

Among the 7ps, people is of the most vital strategic tool of service marketing. In fact, in service marketing, service itself is invisible and success of organization totally depends upon the people as worker of organization to people as consumer. Hence “people” indicates here both worker of organization and clients. Jeffery Peffer of the Stanford Graduate School of Business reports that companies that manage people right will outperform companies that don’t by 30 to 40 percent.

Kantipur Television

There are about 260 employees in KTV. During the research, it is come to know that KTV recruit its employees in three ways: i) By announcing vacancy on medias ii) By recommendation of department chief iii) By recommendation of other people. It is also come to know that KTV does not have training departments. They do not conduct any training programs for the workers. Even if KTV has Human Resource Department, it does not have specific system for the evaluation and monitoring the employee. Instead, the head of department is full responsible for employees who work under his/her supervision. But neither head of department nor HR department prepare any periodical reports of employee for the personal evaluation and monitoring. During research it is also came to know that KTV does not have any system for the evaluation of employees satisfaction level. Another thing I found during research is, KTV also does not have any reward system for the best employee and it does not have any tradition of staff meeting. But it provides motivation to its workers. They provide both monetary and non monetary motivation to workers.

Even if KTV is considered as one of the best television station, it does not have any makeable for “people” factor, which might be stopping the acceleration of output of employee.

Table No. 4.40 : Tabular Presentation of People Strategy of KTV

		Yes	No
Training			✓
Staff Meeting			✓
Employee Evaluation and monitoring system			✓
Measurement of Employee Satisfaction			✓
Reward system			✓
Motivation System	Monetary	✓	
	Non-monetary	✓	

Source : Market survey, 2012

Image Channel

There are about 200 employees who work for Image Channel. IC also recruit employees on these ways i) announcing vacancy ii) By recommendation of Department chief and iii) By recommendation of other people. Marketing manager of IC states that they often recruit employee by announcing vacancy to newspaper. During to study, it is come to know that even if they do not have training department. They conduct training programs for employee when they feel necessary. For the training, they invite veterans of related field which mean they do outsourcing for the training. But IC also does not have evaluation and monitoring system neither they have any tradition of staff meeting. They also do not have and system to know the employee satisfaction. But on the occasion of their anniversary, they declare the best employee for each department and they reward him/her. Except this, IC does not have any other motivational programs.

The very important thing that I noted during the research, the employee of Image channel is not satisfied. Some of the employee stated that the principle reason of dissatisfaction is no regular payment of salary. They stayed that they should wait two/three months to get salary.

Table No. 4.41 : Tabular Presentation of People Strategy of IC

		Yes	No
Training	As per necessary	✓	
Staff meeting			✓
Employee Evaluation and monitoring system			✓
Measurement of Employee Satisfaction			✓
Reward system		✓	
Motivation System	Monetary		✓
	Non-monetary		✓

Source : Market survey, 2012

Avenues Television

There are about 250 employees who work for Avenues television. Avenues television also recruit employees on their ways i) announcing vacancy ii) By recommendation of Department chief and iii) During to study, it is come to know that even if they do not have training department. They conduct training programs for employee when they feel necessary, but minimum once a year. For the training, they invite veterans of related field which mean they do outsourcing for the training. But Avenues television also does not have evaluation and monitoring system. They have tradition of staff meeting. At the end of each month they organize staff for the discussion of dissatisfaction of staff. Hence it can be said that Avenues television tries to listen the employees complains through staff meeting. On the occasion of their anniversary, they declare the best employee for each department and they reward him/her. Except this, Avenues television does not have any other motivational programs.

The employee of Avenues television are also not satisfied. The same problem as in Image channel was found there: late distribution of Salary. One of the individual of Avenues Television state that they have to wait 3 to 4 months to get salary.

Table No. 4.42 : Tabular Presentation of People Strategy of ATV

		Yes	No
Training	Minimum once a year	✓	
Staff Meeting		✓	
Employee Evaluation and Monitoring System			✓
Measurement of Employee Satisfaction			✓
Reward System		✓	
Motivation System	Monetary		✓
	Non-monetary		✓

Source : Market survey, 2012

News 24 Television

There are about 250 employees in New 24 Television. As other television, News 24 television also recruit employee in three ways mentioned above. N24 television does not have training department and it does not conduct any training programs. They also do not have tradition of staff meeting. Neither they have any system for the evaluation nor monitoring of employees. N24 also does not have any system to measure satisfaction level of employees. They also do not have any reward system. N24 also do not have any motivation program for the employees.

N24 television also suffers from the same problem. The employees of the N24 television are not satisfied with station because of late distribution of salary.

Table No. 4.43 : Tabular Presentation of People Strategy of N24

		Yes	No
Training	As per necessary		✓
Staff meeting			✓
Employee Evaluation and monitoring system			✓
Measurement of Employee Satisfaction			✓
Reward system			✓
Motivation System	Monetary		✓
	Non-monetary		✓

Source : Market survey, 2012

Himalayan Television

Himalayan Television have 200 employee. HTV also recruit employees on three ways :i) by announcing vacancy to public ii) By recommendation of department chief and iii) By recommendation of other people. HTV done have training department but they run training for all employees minimum once a year. They also have tradition of staff

meeting in each month. But HTV does not have any system for evaluation , monitoring and rewarding of employees. They also do not have any type of system to measure the satisfaction level of employees. HTV also does not have any motivational programs for the staffs.

The common problem exist in HTV also. Employees are not satisfied with station because employees has to wait 2/3 months to get a salary.

Table No. 4.44 : Tabular Presentation of People Strategy of HTV

		Yes	No
Training	As per necessary		✓
Staff meeting		✓	
Employee Evaluation and monitoring system			✓
Measurement of Employee Satisfaction			✓
Reward system			✓
Motivation System	Monetary		✓
	Non-monetary		✓

Source : Market survey, 2012

For a service organization, People factor is very important. The service profit chain explains that good internal service quality renders employment satisfaction which increases employment productivity and it also retain employee. This all cause external service value which is directly attached to customer satisfaction. Customer satisfaction builds customer loyalty which finally generates profitability and makes growth of revenue.

During study, it is come to know that Nepalese television one and only strategic toos is “Price” factor. They play maximum with price factor. Their policy on pricing is very much flexible. Beside “Price” factor, none of television have taken other factors as strategic factor. It seems that some of the television are serious about their product. Other wish no television do market survey for the development on new programs. The other factors like Promotion, People , Process etc are highly neglected.

4.7 Major Findings

- 1) One of the major finding of this research work is that Nepalese televisions channels do not conduct any kind of market research or market survey for the development of new program.
- 2) The process of new product development is Back-end process. But after the production before launching it in the market, none of the television do market testing or commercialization.
- 3) In service marketing “Product” is the most valuable marketing strategic tools. But In the case of Nepalese television station, it is not taken as important strategic tool
- 4) Nepalese televisions stations do not do research to find out the performance of their other programs. They make position of their programs as well as their station according to their own hypothesis.
- 5) During the research work, it is found that “Price” is the most important strategic tools of Nepalese televisions.
- 6) The pricing policy of all the television is same. Each television offers same advertisement package and same type of programs for the advertisement.
- 7) Every television offers about same structure of discounts. The minimum discount offered is 35% and maximum is 70%.
- 8) Every year Nepalese televisions increase their advertisement tariff without making any research. Some of television increases its tariff because other competitors increase.

- 9) No television has clear cut policy and strategy of promotion. Even if they do promotion and even if they use almost all means of publicity, promotion is not systematic and strategic which indicates that promotion is also not taken as important factor of marketing strategy.
- 10) None of television has any mechanism to check the promotion effectiveness.
- 11) None of Television station has training department. By outsourcing, only two television stations provide training to employees. and only one television station provide monetary and non-monetary motivation to employees.
- 12) None of television has evaluation and monitoring system. Neither they have reward system for the best employee.
- 13) “People” also not taken as a tool of marketing strategy.
- 14) Finally, it is found that Nepalese television stations don’t have any kind of specific strategic. None televisions do not respect the minimum requirement of service marketing. The worker of almost all the television stations is dissatisfied. The only one strategic tool of Nepalese television stations is “price” which is also not found fully strategic.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

In this chapter we examine the processed data to come into summary, conclusion on the performance of the financial companies on an individual basis and put some recommendation for the subject bank in order to improve its weakness. This Chapter is divided into summary, conclusion and recommendations.

5.1 Summary

The history of Television industry in Nepal is not so old and experienced. After the re-establishment of democracy in Nepal, the portfolio of Nepalese television channels has extended and within very short period, Nepal got various television station's signal in Nepalese sky.

Nepal television is the very first station of Nepal which is established under the surveillances of government. Channel Nepal requested to issue broadcast license to government but they did not successes. Then Channel Nepal started its transmission form Singapore. Image channel appeared into television's boundary not as broadcast house, but as a production house later who bought time on Nepal television and started its transmission. Later it established as broadcast house. At the same time, Kantipur television also appeared as broadcast house. The entrance of private sector into television stations grew rapidly and now Nepal got 13 televisions which is big number for the tiny country like Nepal.

Even if Nepalese television's portfolio extended enormously, the scholars of this portfolio says that Nepal has made quantitatively high jump on television sector, but there is still lots of thing to do for the qualitative development of televisions.

Now investing in television broadcasting business is considered as unprofitable business and it sounds true. According to the manpower who are involved in this portfolio are not motivated to continue his/her work in Televisions. Almost all the television do not give salary on time. In this context, each and every marketing manager of each television were blamed not to adopt proper marketing strategy. In this situation, it is very important to make a possible research work to find out the strategy of Nepalese televisions and analyze them. During the research work, so many factors were found out which were presented in chapter four.

5.2 Conclusion

Service marketing is the marketing based on the service. In the marketing of services, the providers are supposed to influence and satisfy the customers or users. An institution or an individual may act as a provider who requires professional excellence to influence the impulse of prospects and to transform them into actual customers. When we buy services offered by a service generating organization in a true sense we buy the time knowledge, skill or resources.

Nowadays, Services is the principle theory of every business houses. In the early stages of business, only goods used to sell. People used to buy what the business firms sell. Today's scenario is different. Business houses sell service along with goods and there is lots of business houses who only sell service. And, the marketing activities which business houses perform to sell the services are simply called service marketing.

Product , Price, promotion, place, people , process and physical evidences are the strategic tools of service marketing which we called 7 ps and also called as service marketing mix.

The communication services are another most important service sector of current world. When we talk about the communication, it often divided in to two parts: one way

communication and two way communications. The inventions of telephone and mobile phone are the best example of two way communications. The another forms of communications are television, radio , internet, news papers etc. which are lies on the single way communication. Whatever the medium of communication, the term "communication" plays vital role today.

In the current world, there are lots of televisions channels which can be viewed globally. The broadcast portfolio has been segmented into various segments. As result, today we have various kinds of televisions channels e.g. news channels, sports channels, entertainment channels, religious channels etc.

In the context of Nepal, more then 13 televisions channels are broadcasting their signal. The television broadcasting business has grown dramatically in very short period. And they have already proved themselves as the signing star of service business portfolio. Talking about the market segmentation of advertisement market of Nepal with references of televisions channels, the recently established TVs have segmented the market by declaring them as a specific TV station. Currently in Nepal, we have eight mix TV channels, five news channels, one film channel and one fully entertainment channel.

Regarding the strategy of Nepalese television stations, Nepalese television stations seems to be very far from the strategic tools of services marketing. During the research, it is found that none of Nepalese television are aware of the strategic marketing. The one and only one strategic tools of Nepalese television stations is “Price”. There is a big problem on producing new products. Although there is numbers of competitors, Nepalese television seems to fight just for the price to obtain business. The product , promotion, people are highly neglected. Particularly Product and people is not considered as strategic tools though these are the most important factor of service marketing. The worker of the every television station seems dissatisfied. Only one television stations provide monetary motivation. Rest of all has no any plan of

motivation for the worker. Finally it can be said that, Nepalese television stations run without any strategy.

5.3 Recommendations

After the survey and research in the five television stations, here are some suggestions or recommendations that I would like to make which may be applicable to help television stations in its better performance in the market resulting in more strategic and to capture a majority of the shares in the market by winning majority of Nepalese viewers:

-) From this research on strategy of Nepalese television in Nepal, it is found that none of the television make any survey or research for their product. For the best output of the product, research is an essential factor which definitely increase their quality of product and it also help to give new test on product. Hence I would like to recommend that, every television station produce their programs on the basis of their research. At least each television should make research on their programs minimum twice a year.
-) There is no any feedback system after the launching of new programs. The feedback system helps to increase the product's quality. So each television should system of getting feedback of their product. I hereby recommend each television to develop the feedback system of their programs.
-) "Price" seems the major strategic tools of each television. Yes, price is one of major factor of 7 Ps in service marketing. But each element of service marketing should be addressed properly. Spending all the efforts only on price does not give expected output. Instead it may backfire organizations mission.
-) The price of all television seems that it has kept its value. But looking at its discounts structure, it is clear that price has no value. Offering too much discounts to clients decrease the products value even if the product is highly success. Hence each television should offer less discounts to make value of its product and to follow the good pricing policy.

-) promotional part of nepalese television stations is not strategic even if they follow every means of promotions. Promotion should have objective. When station make promotion, its hould hit its product value. Hence promotion should be organized and strategic. But none of television have strategic or goal oriented promotional activity. It is highly recommented that every television should adopt strategic and organized promotional plan.

-) "People" factor is highly negelated by each television stations. Even if television stations adobt hi-tech technology for the better output, finally its human resource who operate. Without highly motivated worker, none of organization in the world could achieve its objective. In Nepalese television stations , worker are highly demotivated. Only one television provide cash motivation. Hence I recommend that each television should work out on the motivition of people.

-) None of television have training department. And only one television provide training to its employ by outsourcing. Hence I recommend that minimum twice a year, organization should provide training to its worker.

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APPENDIX

- 1) Name of Television station:.....
- 2) Name of Television Station (If station name is differ than broadcast brand name):.....
- 3) Technical details of Television (to find signal) :
.....
- 4) Address:
- 5) Name of Chairman/ Managing Director:
.....
- 6) Total no. of staffs:
- 7) Name of departments:
 - I)
 - ii)..... iii)..... iv)
 -v) vi)
 -
 - vii) viii)ix)
 -
 - x)
- 8) No. of staff in Marketing department:
- 9) Is there any sub-departments under marketing department? If yes, mention the name of sub departments:
.....
.....

10) Types of television channel: News Entertainment Mixed
 Filmy Musical Religious Other.....

11) Types of television channel according to coverage : National
Regional

12) Does your station telecast news : yes No

13) If yes , mention the no. of news per day :

14) No. of programs (all types except news) per week

15) Does your station re-telecast programs : yes No

16) Mention the 5 primary reasons of re-telecasting programs :

(i)
.....

(ii)
.....

(iii)
.....

(iv)
.....

(v)

.....

17) Does your station do marketing research to launch new programs? Yes

No

18) How does your station development new programs? (Multiple option possible)

By market research According to Ideas of Producers by

Market Trend

According to Sponsors need other ways

.....

19) If u have selected multiple option, please mention the proportion of programs :

Programs developed according to: market research.....%, According to
Ideas of Producers..... % By Market Trend.....% , According to
Sponsors need.....% & other ways %.....

20) After developing new programs, before launching it, does your station do virtual

telecast among some viewers to get feedback on it Yes No

21) After developing new programs, before launching it, does your station do quality

check? Yes No

22) Does your station get feedbacks of individual programs after launching : Yes

No

23) If yes, How? : By personal interviews By emails

By polls By other techniques

24) Does your station make research for particular programs to know the performance of programs telecasted via your station? Yes No

If Yes , how often ? Once a year twice a year thrice a year

on monthly basis Other

25) What is the pricing policy of your television?

Cost based pricing Competition-based Pricing

Demand-based pricing

26) How often your station increase price of advertisement time?

Twice a year Yearly once in two years once in three year

Depends upon demands other

27) Is there any case of decrease of advertisement tariff than previous time? Yes

No

28) If yes, mention the year and reasons?

.....

29) What is the basis of increment of price?

High demand of advertisement time because every competitor increase

According to suggestion of finance department others

.....

30) Does your organization offer discounts? Yes No

31) If yes, mention the types of discounts: i)ii)

.....

iii).....iv).....

v).....

vi).....vii).....viii).....

.....

32) Does your organization have provision of commissions? Yes No

33) If yes, mention the percentage of commission

34) Does your organization classify the buyers ? Yes No

35) What is the basis of classifying the buyers (Multiple option possible) ?

According to sales volume
organizational relation

According to regularity

According to

Others

36) Mention the group of buyers :

According to sales volume: i) ii)

iii)iv)

According to regularity: i) ii).....

iii).....iv).....

According to organizational relation: i)

ii).....

iii).....iv).....

Other: i)..... ii).....

iii).....iv)

.....

37) Does your organization have sales/marketing office outside the Kathmandu valley:

Yes No

38) If yes, mentions the number of sales/marketing office:.....

39) If No, Does your organization have sales/marketing representative outside

Kathma valley? Yes No

40) Does your organization do publicity of programs: Yes No

41) If yes, what are the means of publicity(both option possible) : Indoor

Outdoor

42) Mention the indoor and outdoor means of publicity: Indoor

i).....

ii).....iii).....iv).....

...v).....

Outdoor:

i).....ii).....iii).....

.....iv).....v).....

43) Does your organization do regular advertisement campaign for brand promotion:

Yes No

44) If yes, mention:

.....

.....

45) Does your organization do specific advertisement campaign for specific programs:

Yes No

46) If yes, give some example of latest advertisement campaign

.....

.....

47) What other promotional activities does your organization do for the promotion, mention some activities:

i).....ii).....iii).....

.....

iv).....v).....vi)

.....

vii).....viii).....ix).....

.....

48) Does your organization check the promotional effectiveness? Yes

No

49) How does your organization recruit employees (multiple options possible)?

By announcing vacancy to public By recommendation of

department chief

By recommendation of other people other process

50) Does your organization have its own training department? Yes

No

51) Does your organization provide trainings to employees to increase their skills?

Yes No

52) If yes, How frequently? Once in 6 months Once a year

Once a twear As per Nssary Other

53) Does your organization conduction staff meeting? Yes No

54) If yes, How often?

55) Does your organization provide motivation programs? Yes No

56) If yes, what is the form of motivation? Monetary Non

monetary

57) How often they provide motivation?