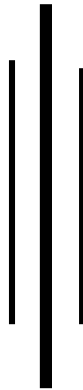


**THE EFFECTIVENESS OF TELEVISION ADVERTISING
For
COSMETIC PRODUCTS AND CONSUMER'S BEHAVIOR
(With reference to Sunsilk Shampoo)**



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A thesis Submitted to:

The Office of the Dean

Faculty of Management

Tribhuvan University

***In Partial fulfillment for the requirement for the Degree of
Master in Business Studies (MBS)***

Kathmandu, Nepal

2010

Sub: RECOMMENDATION

This is to certify that the thesis

Submitted by

Ms Sarmila Neupane

Entitled

“The Effectiveness of Television Advertising for Cosmetic Products and Consumer’s Behavior”

(With reference to Sunsilk Shampoo)

has been prepared as approved by this Department in the prescribed format of Faculty of Management. This thesis is forwarded for examination.

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We have conducted the viva-voce examination of the thesis presented by

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(With reference to Sunsilk Shampoo)

and found the thesis to be the original work of the student and written according to prescribed format. We recommend the thesis to be accepted as a partial fulfillment of the requirement for the Master’s Degree in Business Studies (M.B.S.)

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**The Effectiveness of Television Advertising for Cosmetic Products and Consumer’s Behavior**” with reference to Sunsilk Shampoo in urban and semi urban areas of Kathmandu valley submitted to the office of the Dean, Faculty of Management, Tribhuvan University is my own work which is prepared as the partial fulfillment of the requirement for Master’s degree in Business Studies (M.B.S.) under the guidance and supervision of **Mr Babu Ram Singh Thapa, Lecturer**, Patan Multiple Campus, Tribhuvan University.

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Table of Contents

Title page

Recommendation

Viva-Voce Sheet

Declaration

Acknowledgement

Table of contents

List of Tables

List of Figure

Abbreviation

CHAPTER - I

Page No.

1. Introduction

1-10

1.1 Background of the Study

1

1.2 Statement of the Problem

6

1.3 Objectives of the Study

8

1.4 Significance of the Study

9

1.5 Limitations of the Study

9

1.6 Organization of the Study

9

CHAPTER - II

2. Review of Literature

11-38

2.1 Conceptual Review

11

2.1.1 History of Advertising

11

2.1.2 Meaning of Advertising

14

2.1.3 Specific Reasons for Advertising

17

2.1.4 Types of Advertising

19

2.1.5 Methods of Advertising

20

2.1.5.1 Print Media of Advertising	22
2.1.5.2 Radio Advertising	24
2.1.5.3 Television Advertising	25
2.1.6 Advertising as a Part of Marketing Activities	29
2.1.7 Advertising and Personal Selling	31
2.1.8 Advertising and Sales Promotion	32
2.1.9 Advertising and Publicity	34
2.2 Review of related Studies	34

CHAPTER - III

3. Research Methodology	39-42
3.1 Research Design	39
3.2 Population, Sample size and Sources of Data	39
3.3 The Sampling Procedures	40
3.4 Data Collection Procedures	40
3.5 Data Processing and Tabulation	40
3.6 Data Analysis Procedures	42

CHAPTER - IV

4. Presentation and Analysis of Data	43-69
4.1 Age-wise Consumers' Preference on TV Advertisement	43
4.2 Literacy-wise Consumers' Preference on TV Advertisement	45
4.3 Preference of Advertisements According to Gender (Sex)	47
4.4 Consumers' Television Watching Habit	48
4.5 Age-wise Consumers' Reaction to the Television Advertisements	50
4.6 Education-wise Reaction to the TV Advertisement	51
4.7 Gender-wise Reaction to the Advertisement	53
4.8 Effect of Advertisement on Consumers' Purchasing Decisions	54

4.9	Consumers Preferences to the Product	55
4.10	Consumers' Preferences to the Means of Advertisement	56
4.11	Impact of Repeated Advertisement to Attract the Consumers' Attention	57
4.12	Consumers Response to the Adequacy of Advertisement	58
4.13	Consumers' Preference to the Product Having Same Price and Quality	59
4.14	Effects of Advertisement on Customer	60
4.15	Role of Advertisements to Make the Purchase Decision	61
4.16	Effectiveness of the Advertisement of Cosmetic Product	62
4.17	Effectiveness of the Advertisement of Sunsilk Shampoo	62
4.18	Factors Influence to Buy the Product (Sunsilk Shampoo)	63
4.19	Major Findings of the Study.	64

CHAPTER - V

5.	Summary, Conclusion and Recommendations	70-74
5.1	Summary	70
5.2	Conclusion	72
5.3	Recommendations	72
	Bibliography	
	Appendix	

List of Tables

	Page No.
Table- 3.1 Gender-wise Sample Collection	41
Table- 3.2 Education –Wise Sample Collection	41
Table- 3.3 Age-Wise Sample Collection	41
Table- 4.1 Age-wise Consumers' Preference on TV Advertisement	43
Table- 4.2 Literacy-wise Consumers' Preference on TV Advertisement	45
Table- 4.3 Preference of Advertisements According to Gender (Sex)	47
Table- 4. 4 Consumers' Television Watching Habits	49
Table- 4.5 Age-wise Consumers' Reaction to the Television Advertisements	50
Table- 4.6 Education-wise Reaction to the TV Advertisement	52
Table- 4.7 Gender-wise Reaction to the Advertisement	53
Table: 4. 8 Effect of Advertisement on Consumers' Purchasing Decisions	55
Table- 4.9 Consumers' Preferences to the Product	55
Table- 4.10 Consumers' Preferences to the Means of Advertisement	56
Table - 4.11 Impact of Repeated Advertisement to Attract the Consumers' Attention	58
Table- 4.12 Consumers' response to the adequacy of advertisement	59
Table- 4.13 Consumers' Preference to the Product Having Same Price and Quality	60
Table 4.14 Impact of Advertisement on Customers	60
Table 4.15 Role of Advertisements to Make the Purchase Decision	61
Table 4.16 Effectiveness of the Advertisement of Cosmetic Product	62
Table 4.17 Effectiveness of the Advertisement of Sunsilk Shampoo	62
Table 4.18 Factors Influence to Buy the Product (Sunsilk Shampoo)	63

List of Figures

	Page No.
Figure: 4.1 Preference on TV Advertisement	44
Figure: 4.2 Literacy-wise Consumers' Preference on TV Advertisement	46
Figure: 4.3 Preference of Advertisements According to Gender (Male)	48
Figure: 4.4 Preference of Advertisements According to Gender (Female)	48
Figure: 4.5 Consumers' Television Watching Habits	49
Figure: 4.6 Age-wise Consumers' Reaction to the Television Advertisements	51
Figure: 4.7 Educational-wise Reaction to the TV Advertisement	53
Figure: 4.8 Gender-wise Reaction to the Advertisement	54
Figure: 4.9 Consumers' Preferences to the Means of Advertisement	57

ABBREVIATION

CBS- Central Bureau of statistics

CEO- Chief executive officer

FM- Frequency Modulation

HLL- Hindustan Liver Limited

LTD- Limited

NTV- Nepal Television

PAS- Public Service Advertisement

PVT- Private

TV- Television