

CHAPTER – ONE

Introduction

1.1 Background of the study

A product service and idea can be presented and promoted in a variety of ways and advertising is one of them. The dictionary defines advertising as 'make known' to inform. Literally, to advertise means to tell the people the public about a product or service in order to encourage them to buy or use it. Thus, advertisement can be regard as communication about products, service and organization. The major difference between the advertising and other forms of communication is that advertising uses mass media such as TV, Radio, FM, Hoarding board, Newspaper etc. to communicate about the product, service and an idea.

However, the main purpose of advertising is to persuade the consumer to buy the product and service. The other purpose can be to inform the consumer about the product's availability, features and uses etc.

Different people defined advertising in many ways. However they all mean nearly the same thing. Some of the popular definitions are as follows:

"Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor" ¹

"Advertising is the non-personal communication of information usually paid form and ideas by identified sponsor through the various media." ²

¹ Philip Kotler, *Marketing Management*, The Millenium Edition, Prentice Hall of India, New Delhi ; 2000,P. 578.

² C.L. Bovee & W.F. Arens, *Advertising*, 2/e, Irwin Home-wood, Illinois, : 1986, P.2.

The American Marketing Association, Chicago, defines Advertising as "Any paid form of non personal presentation of ideas, goods and services of an identified sponsor."³

An analysis of each element of this American definition is as follows:

Advertising may be in any form of presentation. It may be a sign, a symbol, and illustration, an advertising message in a magazine or newspaper, a commercial on the radio, or on the television. Any form of presentation, which an advertiser imagines will fulfill the requirement of an ad, can be employed. Secondly it is defined as any paid form, favorable publicity projects, services or ideas in any media because it is considered informative and useful for the audience. For publicity no payment is made by the benefited organization. The paid aspect of the definition reflects the facts that the space or time for an advertising message generally must be bought. It has been defined as non personal also. This phrase excludes any form of personal selling, which is usually done on a person to person or people to people basis. Advertising is totally non personal interaction, delivered through media and often viewed as interaction. Of course, advertising may help the sales person that in his or her sales effort.⁴

Advertising creates the awareness in the mind of the consumers and motivates the consumer to purchase the product or we can say that actual purchase occurs as a result of advertising but in reality, many other factors also effect on it. Sometimes advertising can do its job and brings the customers to the retail outlets but if the retail outlet doesn't have products on stock, purchase may not occur. Advertising stimulates the

³. S.A. Chunawala and K.C. Sethia, *Foundation of Advertising. Theory and Practice*, 4/e. Publishing House, Mumbai: 1998, P.5.

⁴. Adopted from S.H.H. Kazmi and K.B. Sethia, *Advertising, and Sales Promotion*, 2/e, Excel Books, New Delhi: P.9.

potential buyers to go to the store to buy actual advertised products. In general, advertising is done in expectation of intangible gain. Such as favorable attitudes, better image of the firm and increased sales. Marketing manager decides the techniques of advertising depending upon the situation and also blend all promotional tools-advertising, publicity, sales promotion and personal selling to arrive at a right mix. Each of the promotional tools has got unique characteristics and employment.

The advertisers include not only business firms but also museums, professionals and social organizations that advertise their products or services. The term "advertisement" is very popular in today's world. All the countries in the world use it. We can see it everywhere, i.e. on the television, in the newspaper, in the magazines, on the trash containers, on the vehicles, on the matchbox, even in the sky and so on. We can here it on Radio, FM channels, announce etc. So the advertises have different choices of media to advertised their products, services or ideas. The advertisers need to choose the medium which best reach the customers. In this respect, the study of media impacts on customers is the most.

Advertising is the major form of promotion in international as well as domestic marketing. People generally buy a product only after knowing about it. That is why; advertising plays a vital role in marketing especially in purchasing and providing information to a large number of scattered mass in different region in the country. Advertising as a tool of the mass selling in an indispensable medium. It can bring the message to millions of people at the same time. While it not so increase of personal selling, store display etc.

Advertising is used by different organization in different ways. A last company set up its own advertising department whose job is to develop the total budget, help developing advertising strategy, select media, approve advertising agency etc. most companies use an outside

advertising agency to help them, create advertising campaign and to select and purchase media.

Advertising can be understood as form of communication which aims at bringing about some change in behavior of the target audience, particularly the potential buyers or non buyers towards the products or service advertise. Generally theoretical model seeks to identify a stepwise behavior progression of a non buyer towards buying action.

This is the progression from awareness to comprehension, from comprehension to favorable attitude, from favorable attitude to conviction and from conviction to action means findings actual purchase of the product concerned which can be presented in the following figure to answer how advertising convert from potential to actual one.

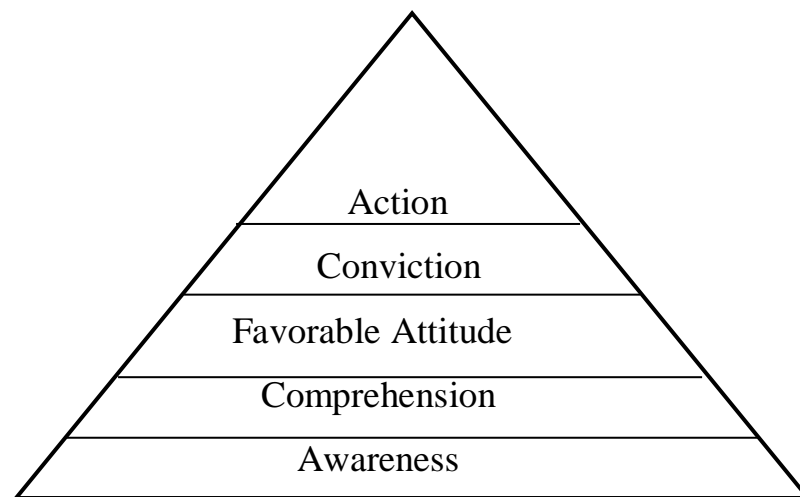


Fig. 1.1 the Advertising Pyramid ⁵

It is open to question if this model represents that actually happen in real life or one thing actual purchase occurs as result of many factors

⁵. Adopted from Nawaraj Thapa; *Role of advertisement and its impact on consumer Behavior*, Degree Dissertation, submitted to Central Department of Management, TU, 2003,P.2.

and advertising only one of them. Sometime advertising do its job and bring the customers to the retail outlets, but if distribution plan of the company is uneven and retail does not have stock of the products purchase may not result.

Simply, advertising stimulates the potential buyers to go to the store to buy the actual advertised product. In general, advertising is done in expectation of tangible gain such as favorable attitude, better image of the firm and increased sales. The techniques of advertising upon the situation however, it is the matter of design of the marketing managers to blend all promotional tools – advertising, personal selling, publicity and sales promotion to arrive at a right mix. Each promotional tools have got unique characteristics and complimentary.

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

Similarly advertisement can also generate feeling in an audience that they begin to associate with a choice a spokesperson and various devices, the advertisement can lead to the creation of an image for the brand which is often called " Brand personality "

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

It is true that sometimes the effects of advertising can't be measured directly in terms of sales. Therefore, advertising objective

could be stated in terms of communication goals, such as awareness of the product or favorability of attitude towards it. This assumption is that in some way communication relates to stated on terms of communication, measurement against such goals can always be possible.

A company can create good and effective stimuli through advertising. A consumer may be impressed by advertising and then be motivated to purchase goods. Advertising is only one among other several selling tools, which businessmen have used for centuries to assist them in getting their wares into the hands of consumers. Its early use was distinctly a minor supplement to other forms of selling. Perhaps some forms of advertising have existed as long as we have had buying and selling.

1.2 History of Advertising in Nepal

The famous Nepali proverb "Bolneko Pitho Bikksha Nabolneko Chamal Pani Bikkdaina" points out that the Nepalese society that the Nepalese society has known advertising and its usefulness to the business for the long time. The proverb means that even a superior product can not be sold if the marketer fails to advertise the product in a proper manner and vice versa. It shows that advertising has been deep rooted in our culture and was prevalent long back. Certainly, advertising in those days was done other forms of communication. Government used to publish announcements to communicate information and orders. Written government orders and information were posted on the walls where all the people could see them. Actually we still have this practice in Nepal and in many countries.

Even after the restoration of democracy, the role of effective advertisements still were used simply as a means to provide information to public. The notion of public appeal creation of demand and attraction

of need to wants were out of question. Later as Nepal's trade with other countries increased, advertisement became more and more influential as more of different commodities from different nations were introduced into Nepalese market.

The first newspaper of Nepal is Gorkhapatra,⁶ which was published in the year 1957 B.S. still it has been publishing. It has not until much later that the paper began to advertise about commodities in Nepal as information business views.

The history of Radio Broadcasting in Nepal starts from Magh 2007 B.S. At first, the radio broadcast was made from the permises of the Raghupati Jute Mills at Biratnagar on 41 mulreband on 2007 Chaitra 20. (2 April 1952) A broadcasting station was established in Singa Durbar School Ghar under the name of Nepal Radio. One and half hour daily program of Hindi recorded songs and advertisement were broadcasted from the beginning deranging the afternoon transmission and the advertisements were channeled through commercial department.

The history of advertising agencies in Nepal was started after establishing advertising agency in 2017 B.S. At that time advertising only about the official notice and information and number of advertisers were also very few. Advertising was really done in private newspapers while advertisement from Radio Nepal was not in practice.

The history of television broadcasting in Nepal starts from Poush 2041 B.S. In the name of Nepal Television and started to telecast the program in 2042 B.S. while the commercial telecasting started only in 2042 B.S. Now more than half a dozen of televisions broadcasting channels are established in Nepal.

⁶. Adopted from Bhattraai Gyaneswor, *Encyclopaedia General knowledge and Social Studies*, 22/e, Ashis Pustak Bhandar, 2005/006 P.369.

The history of FM (Frequency Modulation) program broadcasting in Nepal starts from kartik 2052 B.S.(16 Nov. 1995) which was launched by Radio Nepal. The FM channel air programs on 100 MHZ on the FM band through the 1 kw transmitter installed at Khumaltar Lalitpur.⁷ Now a days various FM stations have been established in national, regional and district level.

1.3 History of Saptakoshi F.M.

Saptakoshi FM is one and only one effective radio station on air in Eastern Nepal. The station is owned by Saptakoshi Media Pvt. Ltd. is a privately initiated people oriented organization of the different professional, working in the field of radio program production, management and social mobilization. Saptakoshi FM is on the air from October 15, 2001. The broadcasting station is established at Itahari Municipality that covers the major cities of Itahari, Dharan, Biratnagar, Inaruwa, almost all vdc of Sunsari and Morang districts.

Saptakoshi FM can be listened more than 1.5 million people and it is becoming the major bridge to connect to the centre and the development process as well. This Radio serves as a social catalyst changing people's behavior and tries to explore previously unexplored potentialities. Saptakoshi FM is forum for social, and cultural harmony keeping people in focus.

To be a true forum of information, opinion and local culture is the over all goal of the Saptakoshi FM. Saptakoshi FM bridges the eastern Nepal with the center for the betterment academically, culturally, economically ensuring human rights to the people and good governance

⁷. Thapa ,Op.Cit, P.8.

at that region with making democracy more vibrant representatives giving voice to voiceless.⁸

1.4 Statement of the Problem

Advertising is one of the most important tools that company as use to persuade target buyers to buy their products of services. There are many special and specific reasons for advertising. The reasons can be to announce a new product or announce a modification, to announce a price change to announce a new park, to make a special offer etc.

Today due to the important of advertising, many companies are using advertising as their integral part. The role of advertising is to shift the products demand curve upward. For this, the effectiveness of advertisement is one of the major areas advertiser needs to consider.

Deciding on the media is the crucial task that the advertiser needs to undertake for the success of any advertisements. Among various types of media FM enjoys the dominant position. Advertisements can reach very easily to various consumers at time through FM.

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

The selection of the target market and the product nature plays a significant impact on choosing the media. The boundaries within which,

⁸. Prepared with the help of interview with Mr.Sanjib Dahal ,the Marketing Manager of Saptakoshi FM on 1st March, 2009.

the products are intended to be sold set limitation on choice of media. Different people show different attitude toward the same message broadcasted, telecasted and published. Thus the understanding of the impact of any media on consumer behavior is extremely important for any advertiser in a developing country like Nepal, this type of study is most. The Nepalese business house can generate many ideas in the field of marketing area through this type of survey.

But in Nepal, the advertiser is advertising their products without considering the consumer behavior. They do not consider about the consumer's deceive regarding advertisement and effect of advertising on buying attitude of customers. This is why the advertisement fails to increase the goodwill of products among customers.

Therefore, the present study focused to analyze the present situation of FM advertisement in Nepal, especially in Itahari. Besides that, they should further analyze the viewer's attitudes, their comments and suggestion through different sector of viewers which would be helpful to the both advertisers and viewers in future.

1.5 Objective of the Study

The main objective of the study is to analyze the general impact of FM advertising on consumer behavior. However the basic objectives of the study can be outlined as below:-

1. To identify the present advertising situation of Saptakoshi FM,
2. To analyze the effectiveness of FM advertisements and its influence on the buying habits of the consumers,
3. To examine how the different group of people perceive and react about FM advertisement,
4. To identify the types of FM advertisements consumer prefer.

1.6 Significance of the Study

Advertising has proved to be effective source of information than other sources. In today's modern business world, the need of advertising is indispensable. Every stage of product lifecycle needs advertising. Volume of which may be low or high. Depending upon the nature helps in the introduction of mass production, installation of up to date machinery, and consequent reduction of cost of article. It is beneficial not only to the producer and retail but also to the consumer.

"Advertising presents the most persuasive possible selling message to the right prospect for the product or service at the lowest possible cost" this is the professional definition, which emphasize that advertising should be planned and reacted to achieved the most result for the least cost. The main objective of advertising is to sell the goods and services. But unlike the salesman who in a face to face or in a voice to voice situation, advertising sales in a broadcast fashion to numbers of prospects whose identity may or may not be known and who may be close at hand or at a distance. The message is reached to the large number of prospective buyers at a time. Advertising has this remarkable flexibility and range of operation. This versatile and flexibility of the advertisement does have to be used intelligently. This is lacking in Nepal. In this regard, the present study will be helpful. Before there is any expenditure on advertising, first there must be an assessment of the likely return and or method or medium should be judged against another on a cost benefits analysis. I hope this study will be important for the advertiser. It will help them to improve there advertising policy.

Every year many companies set aside a large amount of money on advertising. If advertising is used in an ill devised and unbudgeted way. Money will be fritted away and it will be pointless to say that advertising is effective or a waste of money even the advertise who allot small budget

to advertising. Also need to plan his expenditure, media choice timing of insertions and copy contains as carefully as big spender If not carefully planned, the ill spent money can be more critical to the smaller advertisers. His slightest mistake can lead the company to bankruptcy rather than survival.

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

This study will help to the marketing manager to improve upon their advertising policy. As advertising involves cost and every cost should bear ample return, it in the interest of business enterprises to study it the factor hindering its development and way to develop it. For example, if the product is younger, the advertising must prefer to make musical as the result is highly toward musical, if the product is for high educated people, the advertiser must refer to make advertisement having as the result is highly toward goods wording advertisement and so on. This study will try to find out the consumer's behavior and their thought regarding the FM. So this study will also helpful them who are related to FM advertisement.

1.7 Limitation of the study

1. This study is based on the FM advertising made by the Saptakoshi FM.
2. This study is based on primary data collected from the respondent whom the questionnaire is administrated.
3. The field survey is confined within Itahari city.
4. The resources like time and money are major constrained.

5. The secondary data is limited within a few researches because of the lack of research in this topic.

1.8 Organization of the Study/Scheme of the Study

The entire thesis works will have been organized into five chapters.

- 1) Chapter 1- Introduction
- 2) Chapter 2- Review of literature
- 3) Chapter 3- Research Methodology
- 4) Chapter 4- Presentation analysis of data
- 5) Chapter 5- Summary, findings and recommendation.

The introduction chapter includes general information and concept of advertising. This chapter gives a brief picture of what is going to be studied, why the study is important and what is the limitation of the study.

Review of literature deals with the general information related to the study. It deals with theoretical concept of advertising. This chapter gives definition, meaning, historical background of the advertising, types of the advertising; relation of the advertising with other marketing activities and various advertising media etc.

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

Data analysis deals with the issues identified in the introduction chapter. This is the heart of the thesis in actual sense. This is the major part of the whole study in which collected data are analyzed and interpreted by help of the financial and statistical tolls. Major findings are also discussed in this chapter.

Summary, findings and recommendation is concern with the summary, conclusion and recommendation. This is suggestive to all the concerned authorities and the researches. Conclusion of the whole study is presented in this chapter.

CHAPTER –TWO

Review of Literature

2.1 History of Advertising

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

"Advertising by word of mouth is probably the earliest form of advertising, because oral skills were developed before reading and writing .Advertising was given the commercial status the day man entered into the process of exchange." ⁹

Word of mouth of praise of products was the way of advertising used in medieval times. This gives rise to a simple but effective form of advertising, the use of so called town criers. The criers were citizens who read public notices aloud Merchants also employed these town criers to shout the praises of their wares.Even in Nepal,during Rana Regime ,town criers walked through the streets announcing the opening and closure of gambling periods during Laxmi Puja and other occasions .This form of advertising was called 'Jhali Pitne 'in Nepali 'Jhali 'means a certain type of instrument which produces music and 'Pitne' means to beat. This is so called because the town criers beat the 'Jhali' While making

⁹ C.N. Sontakki, *Advertising*, 2/e,New Delhi: Kalyani Publishers ,1994,P.106 .

announcement of informing the public. They were forerunners of the modern announcer who delivers radio and television commercials.

Although graphic forms of advertising appeared early in history ,printed advertising media little headway until the invention of the movable type printing press by German Printer Johannes Guttenberg about 1450.This invention made the mass distribution of posters and circulars possible .The first advertisement in English appeared in 1472 in the form of a handbill announcing a pager book for sale .Two Hundred years later the first newspaper ad was published offering a reward for the return of 12 stolen horses.

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

During the 16th century, newspaper were the largest among the prints and these newspapers were in the form of newsletters .The first newsletter was started in 1622 in England .Later half of the 16th century witnessed newspapers in the form of news books and by the middle of the 17th century ;there were special advertising periodicals. By 1675, newspaper published excellent news books. By the end of 17th century, newspapers were well established in England undertaking advertising on a regular basis."¹⁰

Advertising Agencies initially focused on print .Then a new powerful advertising medium, radio started on 2nd November 1920 in Pittsburgh, Pennsylvania. The introduction of this broad casting medium created new opportunity and by the end of the 1920s, advertising had

¹⁰ . Ibid

established itself in radio to such an extent that advertisers were producing many of their own Programs. The early 1930s produced dozens of radio dramatic series in America that were known as soap operas they were sponsored by soap Companies. Though television had been introduced in 1940, it was not immediately embraced because of the high cost of TV sets and the lack of programming. In the 1950s the American economy soared which led to the rise in the sale of TV sets and advertising that paid for the popular new shows. Soon TV became the largest advertising medium, which surpassed radio as an advertising medium. The tone of the advertising is also changing. No longer does advertising simply present the product benefit. Instead it creates a product image.

The change in advertising corresponds with social, economic and political changes of the country. The fact a world has changed and people are more sensitive about the particular types of products and services, which best satisfy their needs. Life styles are changing. Advertisements help people in their buying decision since people are faced with many products that satisfy their particular needs, decision making process has become complicated. In this regard, advertisements come to their rescue. People have started to make decisions on the basis of advertisements they preferred for instance, some teenagers choose the cosmetic that is well advertised from among other cosmetics, which are not much advertised. The importance of advertising is growing day by day and so does the field of advertising. No one can predict what new forms of advertising may take in the future. The most recent advanced form in advertising through internet i.e. by creating different websites in the internet etc.

2.1.1 Development of Advertising in Nepal

The development of the media of advertising dates back to the initial year of the Rana Regime. Prior to that, the media of communication used included only pamphlets and the town criers who speak a loud voice in the public place to communicate the message.

The history of newspaper in Nepal is a recent phenomenon. In the developed country such as United States, magazine entered the field of journalism long before the advent of newspaper in Nepal. Moti Ram Bhatta was the pioneer of the Nepalese journalism. He was first to edit and publish the first Nepali monthly Gorkha-Bharat "Jeevani" printed and published from Banarasi, India in the year 1886 AD. A Nepali poet Moti Ram Bhatta collaborated with Krishna Dev Panday set up the Pashupati press, the first printing press in Kathmandu. A Nepali monthly Sudha Sagar was first printed and published by that press in 1898 AD. The press printed the first paper "Gorkhapatra" during the premiership of Dev Shamsar J.B. Rana in 1901 AD. It was first published as a weekly paper. Later on only it was turned into a daily newspaper. In 1962, the Gorkhapatra Corporation was established; since then the corporation has expanded its field by publishing the English Daily 'The Rising Nepal'. It was not until much later that the paper began to advertise about commodities in Nepal.

During the Rana Regime, Prime Minister Juddha Shamsar had ordered all radio set owners to surrender their radio sets to the government. At the time, some Nepalese people who had return from the British Army Service in the Second World War brought some radio sets to listen to the news and other programs secretly. Therefore, it is not exactly known when radio broadcasting in Nepal was started in the 1950. At first, the radio broadcast was made to the public from the premises of the Raghupati Jute Mill at Birtatnager on 41 meter band. On 2nd April,

1951a broadcasting station was established in Singh Durbar Kathmandu under the name of Radio Nepal. With the arrival of Democracy, the means of communication developed rapidly.

Television medium of advertising was developed much later in the end of 1985 AD. With the development of different types of media, advertising also flourishes day by day. There are so many advertisements of products and services on television on television and in the popular press today, which were not there only a few years ago. We can see many advertisements of products and services. There are many advertisement of cosmetic product, noodles, soaps, telephone, and other various, FM, TV etc, Before people were not bombarded with as many excellent advertisements about offering prizes by noodles like Wai Wai, Mayos, Rum Pum etc.

The history of advertising agencies in Nepal was started after establishing advertising agency in 1017 B.S. At that time, advertising was only about the official notice and information. Number of advertisers were also very few and advertising was rarely done in private newspaper while advertisement from radio was not in practice. Television was not developed in that time. Now days, there are so many advertising agencies serving in the field of advertising. The top ten advertising agencies of Nepal are started to be selected yearly, Media Hub, Synco media, Ad. Avenues, Classis Ad., Media Times, and Thompson Nepal etc. are popular advertising agencies of Nepal.

The history of Fm (Frequency Modulation) program broadcasting in Nepal starts from Karitk 2052 B.S. (16 November 1995) which was lunched by Radio Nepal. The FM channel airs programs on 100 MHz on the FM band through a 1 kw. Transmitter installed at khumaltar Lalitpur. Now days various FM station have been established in national, regional

and district level. Kantipur FM, Image FM, Sagarmatha FM, Koshi FM, Saptakoshi FM etc. are some popular FM channel of Nepal.

2.2 Meaning of Advertising

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

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

Different people have defined advertising in many ways. However, they all mean nearly the same thing; some of popular definitions are as follows:

"Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or service by an identified sponsor."¹¹

¹¹. Kotler, Op.Cit, P.587.

The American marketing Association, Chicago, defines "Advertising is any paid form of non-personal presentation of goods, service or ideas of an identified sponsor."

"Advertisements is Message composed by the advertiser to persuade whoever receives it to accept an idea, buy a product or take some other action desired"¹²

"..... clearly advertising included the following forms of message: the message carried in newspaper and magazines or outdoor boards, or street car, bus and train cards and poster, in radio and television broadcasts, and in circulation of all kinds, whether distributed by mail, by person through trade men or by inserts in packages, dealer help materials; window display and counter display materials and efforts; store signs, house organs when directed to dealers and consumers; motion pictures used for advertising and novelties bearing advertising messages or signature of the advertiser."¹³

"Advertising is the means by which we make known what we have to sell or what we want to buy."¹⁴

The above definitions many features of advertising. Firstly, advertising is non-personal. There is not any kind of face to face interaction in advertising .The message is transmitted through one or more than various types of mass communication media such as television ,radio ,fm,newspaper. Because of its impersonality, the audience does not feel obliged to pay attention or response. As such advertising can not be as compelling as company sales representative. However, advertising enjoys the advantage of mass communication. In this regard, advertising is the most cost efficient method of communication. It is an efficient way

¹². S.A.Chunawalla and K.B.Sethia ,*Foundation of Advertising : Theory and Practice*, Himalaya Publishing House, Mumbai: 4/e, 1998, P.5.

¹³. N. Borden. And Marshal, *Advertising Management*, New Delhi: 1971. P.3.

¹⁴. Frank Jefkins, *Advertising*, London: Willaim Heine Mann Ltd.,4/e,1985,P.3.

of reaching a large number of geographically dispersed buyers at a low cost per exposure.

Secondly, advertising is sponsored by an identified sponsor. The sponsors may be individuals, group or an organization. The sponsors may be individuals, group or an organization. The sponsor who controls the advertising is identified. In other words, Public know the sponsors behind the advertising as they are openly identified in the advertisements.

Thirdly, advertising is a paid form of promotion of ideas, goods or services payment should be made by the sponsor to the medium which carries the message. The spenders not only include business firms but also museums, social organizations, professionals etc. "Advertising is one of the most Toidely used promotion tools. It is used by business non-government organization charities and service institutions."¹⁵

Last but not the least, advertising has a message. It carries a verbal or visual message. The message, thus carried, is encoded by the sender and divided by distinction between adverting and advertisement. Advertisement simply is the message where as advertising is a process which includes programming the series of activities which are necessary to plan and prepare the message and present it to the target market.

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

Thus, advertising is a paid form of non-personal mass communication and promotion of ideas, good or service by an identified

¹⁵. G.R. Agrawal, *Foundation of Marketing : A Nepalese Perspective*, 1/e Kathmandu: MK Publishers and Distributors, Kathmandu, 2006. P.29.

sponsor to the target market. And advertising uses mass communication media as mentioned in the above definitions.

"Advertising works in a myriad of different ways: it varies according to many factors, including the following:

- The product or service being advertised.
- The organization doing the advertising.
- The target market aimed at.
- The competitive environment.
- The time period in which the advertising is done.
- The media being used.
- The message content of the advertisement.
- The level of advertising being employed."¹⁶

The above mentioned all the factors need to be clearly analyzed before understanding any advertising campaign.

Daniel Starch wrote in 1925, an advertising to be successful:

- Must be seen;
- Must be read;
- Must be believe;
- Must be remembered;
- Must be acted upon.

Thus, advertising must be capable of drawing the attention of consumers towards the advertised product and persuading them to buy.

2.3 Specific Reason for advertising

The primary reason for advertising by an organization is to promote the sale of a product, service or an idea. However there are many

¹⁶. G. Lancaster and I. Massingham, *Marketing Management*, 5/e, New Delhi: Prentice Hall of India 1998. P.217.

special and specific reasons for advertising, following are some specific reasons for advertising.

1. To promote a new product or service.
2. To expand the market to new buyers.
3. To announce a modification.
4. To announce a price change.
5. To announce a new pack.
6. To make a special offer.
7. To invite inquires.
8. To sell direct.
9. To test a media.
10. Media announce the location of stakeholders.
11. To obtain stockiest.
12. To educate consumers.
13. To maintain sales.
14. To Challenge Competition.
15. To remind.
16. To retrieve lost sales.
17. To please stockiest.
18. To please the sales force.
19. To recruit staff.
20. To attract investors.
21. To export.
22. To announce trading results.¹⁷

Announcing a new product or service usually means a costly and dramatic lunch. To create a market for a product is not an easy job. The buying public is conservative, skeptical and is hard to shift from

¹⁷. Jefkin, Op.Cit. PP. 3-11.

established habits. The advertising has to be bold; dramatic persuasive and convincing to promote something new .A long term campaign of advertising is required instead of a solitary big splash. The advertising should be persistent and insistent for the new product to create the market.

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

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

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

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

For various reasons such as competition, slack seasons, the business house may plan to give special offer to their clients. These

special offers need to be advertising. For example, Buddha announcing mileage card system offers to their regular clients traveling some sectors.

Some manufactures advertised to sell direct while other advertises to test the medium. The adverting objectives or reasons for advertising differ as advertiser's requirements. The other objectives of advertisements can be to educate consumers, to announce the location of stockiest, to challenge sales, to maintain sales etc.

2.4 Types of Advertising

Advertising can be divided into two broad categories:-

1. Consumer Advertising.
2. Trade Advertising.

Consumer advertising is the type of advertising, which is directed at the public where as trade advertising is directed at wholesaler or distributors who sell to the public.

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

Rather that trying to sell a specific product, institutional advertising seeks to create a favorable impression of a business or institution. It is designed solely to build prestige and public respect. For non-profit institutions, such advertising helps support the institutions activities i.e., by encouraging blood donations or cash contributions for the work of an

organization like the Red Cross. However, profit earning business organization may also conduct institutional advertising for improving its reputation rather than trying to sell a particular product. There are many large companies who sell a diversity of products. As a result, there is more value and greater efficiency in building a brand image for the company itself. The company's diverse products if they learn to have a high regard for the company.

Many advertisers prefer image advertising. It is a type of advertising in which the advertiser seeks to give a product personality that is unique, appealing and appropriate so that the consumers are persuaded to choose it over similar products that might fulfill the same need. This type of personality is created more by the words and pictures of the advertisements associated with the product than the product's design and packaging. This personality is known as brand image. The brand image often leads to a consumer's purchase. It is especially important for commodities such as detergents, jeans, hamburgers and soft drinks as within these product categories there are few if any major differences.

Cooperative advertising is an arrangement between manufacturer and retailers. In this arrangement, manufacturers offer credits to their retail customers for advertising. These credits or advertising allowances are normally based on the amount of product the retailer purchases. For example, if the retailer purchases Rs.10,000 worth of product from a manufacturer, the manufacturer's cooperative advertising program may allot a 1 percent credit towards the cost of purchasing an ad which will feature the product. In addition, some manufacturers may share the cost of the ad and match the amount that the retailer spends. Cooperative advertising is a form of local advertising as it directs consumers to local retail outlets. Informational advertising seeks to promote an idea or influence behavior. Sometimes known as public service advertising

(PSA), it may try to encourage people to adopt safer, healthier lifestyles or it may try to discourage young people from using illicit drugs or tobacco.

2.5 Methods (Media) of advertising

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

One of the functions of advertising is to select media from among the available alternatives that will maximize the number of people reached and the frequency with which they are reached. The advertising must first set the target market they want to reach and then they must decide;

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

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

what programs, what day or days of the week time etc. one to be considered as well.

The classification of different media into different groups different from Author to author. The eastern concept and the western concept of classifications are different; for example, author Chunawala with other four authors in their book Advertising Theory and Practice leave classified advertising media as broadcast and non-broadcast media include radio, fm and television where as the non-broadcast media include videos, cable, network, cinemas etc. Beside these media, there is print media which includes newspapers and magazines. These three media are called the "mass media" or "technological media". Addition to these three media, they have explained the outdoor media like hording board, postures, transit media etc. for the simplicity, the media can be classified as:

1) Print Media

- a. Newspapers
- b. Magazines

2) Electronic Media

- a. Radio
- b. Frequency Modulation(FM)
- c. Television
- d. Video
- e. Cinema
- f. Electronic signs
- g. Sky-writing

3) Direct Adverting Media

- a. Envelop enclosure
- b. Catalogue and booklets
- c. Sales letter

d. Gift novelties

2.5.1 Newspaper Advertising

Newspaper as means of communication has become a part of life. It is really hard to imagine life without newspaper, "Newspaper is one that gives news, views, ideas, interpretations, opinions, comments and explanations regarding the social, economic, political, educational, moral, cultural, ecological, methodological development and the like"¹⁸. We can find news and views of different types in the newspaper. There are economical, social, educational, political, moral, cultural, ecological etc. news and comments in newspaper.

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

Advantages:-

- 1) Newspaper are widely read by the people simply because they carry news.
- 2) Advertising can choose a suitable newspaper to meet the expected reader.
- 3) It is believed that the newspaper can be read with minimal wastage in advertising.
- 4) It is mass media, which penetrates every segment of society.

¹⁸. Sontak, Op. Cit, P.140.

- 5) Newspaper are a local medium,, covering a specific geographic area, which are both a market and a community of people having common concerns and interest.
- 6) Newspapers are timely since are primarily devoted the news.
- 7) Planning is advocated not necessary incase of advertising.

Disadvantages:-

- 1) The life of the newspaper is very short.
- 2) Display possibilities are limited because of rough paper.
- 3) Their costs are often difficult to determine just because many small papers do not have one price system and their circulation statements are unreliable.
- 4) Newspaper particularly like daily papers are read very hurriedly which reduce the possibility of the advertisement being seen,
- 5) Lack of guidance selectivity, poor and production quality, heavy advertising.

Competition, potentially poor and placement and overlapping circulation etc. Number of newspaper in Nepal.¹⁹

Frequency	Chaitra(2061)	Chaitra(2062)	Chaitra (2063)
Daily	298	274	336
Half weekly	9	15	10
Weekly	1414	1467	1648
Fortnightly	276	284	315
Monthly	1231	1280	1379
Bio-monthly	257	278	276
Quarter	407	395	440
Four monthly	-	31	26
Half yearly	22	57	63
Yearly	73	71	79

2.5.2 Magazines:-

"Magazines are the medium to use while high quality printing and color are desired in an advertisement. Magazine can reach a national market as a relatively low cost per reader. Through special interest magazines or regional editions of general interest, magazine an advertiser can reach to select audience."²⁰

With least of wasted circulation, Magazine is usually read in a leisure time in contrast to the haste in which other print media are read. This feature is especially valuable to the advertiser with a lengthily or complicated message.

¹⁹ · *International Forum*, April/May 2007, P.12.

²⁰. William J. Stanton, *Fundamentals of Marketing*, 5/e, Mc Graw-Hill, New York: 1985.

Advantages:

- 1) The life of magazines is long in comparison to the newspapers. Every morning there is fresh issues of newspaper but magazine are read over a month at leaguers.
- 2) Almost all the members of the family read the newspaper and they also pass it to the friends, while newspaper attracts the attention of elders only.
- 3) Magazines are often stored for reference and therefore the advertisements are remembered longer.
- 4) Magazines are printed in better paper enabling more artistic and colorful production of the advertising copy.

Disadvantages:

- 1) Magazines are less flexible .Space must be looked and advertisement material prepared long in advance of publication, so it is difficult to change the advertisement materials.
- 2) The national coverage is a demerit to the advertiser, who does not have national distribution, does not instead set it, since it involves too much waste circulation.

2.5.3 Radio Advertising

The radio broadcasting is very cheap and one of the quickest and widely covered means of mass communication in Nepal. In the difficult geographical structure like Nepal Radio Broadcasting has proved a very effective and efficient medium in disseminating information, educating people and entertaining the message. It has been providing various providing various program aimed at creating mass awareness. The people in the hilly areas and many of the remote villages have no access to motor able roads, communication and entertainment facilities. Illiteracy being a

common feature among the people, little use of newspaper, which has very delayed and little circulation. Therefore, the radio has been the most suitable means of disseminating information and providing entertainment to the people in Nepal.

Advantages:

- 1) Radio advertisements can target specific audiences.
- 2) It can be placed quickly.
- 3) It can be sound intimacy effectively.
- 4) Radio advertisements can take message to millions of people through sound, which make it more personal than the printed word.
- 5) Postured and the signboards may be seen and not road, and so also the advertisements in the newspapers and magazine. While the radio appeal directly reaches to a large number of people thus makes for mechanization of selling, which is very essential in these days of mechanized production?

Disadvantages:

- 1) Radio advertisement has visual excitement, short exposure time and perishable message.
- 2) It has difficulties to convey complex information.
- 3) It was lack of illustration through which it is impossible to illustrate the product.
- 4) Advertising message can be carried only to these who have radio set.
- 5) It is costly media of advertising than newspaper and magazines.
- 6) Radio advertising is not suited to all types of products. Goods of frequent purchase and rapid turnover may be advertised on radio with good results. Good advertised must be range within every day orbit of the listeners. If any wrong type of product in

advertised on the radio, It will more of than not result in waste of circulation.

2.5.4 Frequency Modulation (FM)

FM is one of the most popular and one of the cheapest media that reaches to the ear of mass public .Now a day's fm has been more popular than radio. FM (Frequency Modulation), which signals are received with great regularity and with clear sound .In a country like Nepal; advertisement can have a great impact on the prospective buyers because other media like television and newspaper can not reach to the remote place. It is very easy and cheap to establish in comparison of radio station. More than four dozen fm stations have established in Nepal in national, regional, sectoral and district level.

The advantages and disadvantages of fm advertising are as same as radio advertising besides that fm advertising is cheaper than radio advertising and different advertising can be broadcast in different sector through different fm.

2.5.5 Television Advertising

This is the newest and fastest growing media in the developed countries. Hence, medium of advertising is considered as most effective. Most of advertisers use this medium these days. Television advertising combines use this medium these days. Television advertising combines the merits of both radio and cinema; people can see and hear the advertisement message in their house.

Advantages:

- 1) TV advertisement reaches extremely to large audience.
- 2) It uses pictures, print, sound and motion for effective result.
- 3) It can target specific audiences.

- 4) TV is highly flexible and selective media, which can be used locally, regionally and nationally.
- 5) It is considered as the best advertising media ever invented because it is a means of actual demonstration in to the house of the prospect.

Disadvantages:

- 1) It is high cost to prepare and run ads, short exposure time, and perishable message difficult to convey complex information.
- 2) The audience is low because of low range of telecasting.
- 3) it is also very costly medium of advertising so small advertiser can not afford to advertise their product and service in it.
- 4) The commercial message has a very short life. Once it is viewed and heard, it is gone.

2.5.6 Direct Mail

Direct mail is the utilization of the postal agency to distribute advertising materials and sales literature to customers and prospective buyers. The message is planned to go directly from the advertiser to the customer. The advertiser opportunity to expand or contact the number of names to be used, and to stop and starts this program, it will makes direct Mail advertising highly flexible.²¹

Advantages:

- 1) This is the best medium for targeting specific audiences which very flexible, measurable and advertisement can be saved.
- 2) Longer message can be sent at a relatively lower cost.
- 3) Confidential message can also be sent, but it any other has not such advantages.

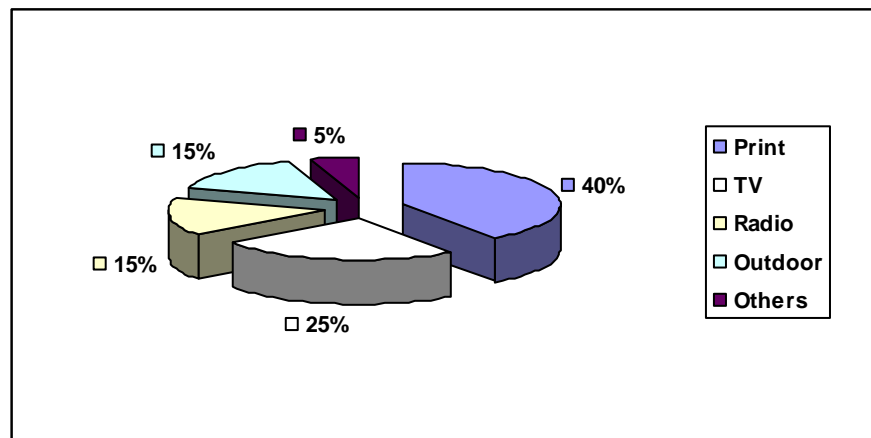
²¹. Thapa, Op.Cit.P. 31.

4) It is helpful in case of distributing free samples to the selected few customers.

Disadvantages:

- 1) Its appeal is restricted to those whom the materials sent and 'wide' coverage is not possible except at a huge cost.
- 2) Postal displays in delivers can also hurt the timing of the message.
- 3) There is high possibility of time literatures being thrown away without having been read.

Market Share of Different Media ²²



2.6 Advertising as a part of marketing activities

"Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating ,offering and exchanging product of value with others."²³

Marketing consists of activities that facilitate exchanging such as selling, buying, product planning, production, branding, pricing, packaging, advertising, sales promotion etc. for an exchange to happen, four conditions must be satisfied.

²². S.B. Rai "Advertising Impact on Brand Choice and Brand Loyalty," A Degree Dissertation submitted to Faculty of Management , T.U. 2005, P.42.

²³. Kotler, Op. Cit. P.6.

Firstly, there must be two or more individuals groups or organizations.

Secondly, each party must have something of value to exchange with other party.

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

Lastly, there must be communication between the two or more parties.

Advertising is one of the components of marketing .there are 4 Ps in the marketing mix i.e. product, place, promotion and price. Advertising falls under promotion mix.

The common Characteristic of all marketing activities is that they are performed to achieve the common goal of increasing the sales of product, service or an idea. The marketing activities are distinguished from each other on the basis of the methods they use to accomplish this common goal. For example ,sales promotion uses the short term incentives to encourage trial or purchase of product or service where as direct marketing uses telephone, mail and other non–personal contact tools to communicate with specific customers

And prospects. Personal selling uses the method of face to face interaction with one or more prospective purchasers to facilitate the sales of product or service where as public relation and publicity uses a variety of programs in order to promote the company's image or its individual products in contrast to all this advertising uses various mass communication non-personal media like: TV, Radio, fm, newspaper etc. to present and promote the ideas, goods or service to the target market.

2.7 Advertising and personal selling

"When a persuasive communication is directed toward on single individual, it is an act of salesmanship. When it is directed towards a large group of individual it is called advertising."²⁴

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

1) Non – personal communication

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

2) Paid but independent media:-

Personal selling and advertising both are paid form of communication. The difference is that the sales are not media are engaged only on a task/assignment basis. As soon as the assigned task of communicating the message is over, the media get disengaged and work independently.

3) Objective:-

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

²⁴ K.A. logman, 1971: P.17

4) Audience:-

"Where as personal selling is more intensive in the transactional phase, advertising is relatively more intense in pre- and post-transactional phase. In the former, advertising develops consumer's favorable predisposition while in the latter is prevents or dilutes past –purchase dissonance."²⁵

Personal selling also makes the buyer feel more obliged to listen to the sales talk. The buyer responds to the sales person even if the response is simply 'Thank You'.

2.8 Advertising and sales promotion

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

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

Sales promotion tools are generally short term measures which are designed to stimulate quicker and greater purchase of product or services

By consumers or traders. Sales promotion is also called as aggressive selling

.the major difference between advertising and sales promotion are as follows:-

²⁵. J.C. Gandhi, *Marketing*, New Delhi: Tata Mc Grow-Hill Publishing Co.ltd., 1985; P.295.

1) Management perspective :-

In sales promotion, the management's perspective is relatively short term for example, arrest of declining sales facilitating new product purchase where as in advertising ,management's perspective may be both short term and long term. For example, the long –term perspective may be to build up the company image with no immediate increase in sales

2) Media :-

There is a vast difference between the media of communication in advertising and sales promotion. Sales promotion tools include coupons, contents, premium, prize, product sample and the like where as the advertising media include audio-visual, press, outdoor etc.

3) Timing :-

"Although advertising and sales promotion are used as communication media in all the three phase of transactions, advertising is more pronounced in pre- and post-transaction phase. Thus, sales promotion serves as an important adjunct to selling."²⁶ Sales promotion invites the buyers to engage in the transaction new sales promotion provides incentive to the consumers to buy the product which result in immediate sale.

4) Frequency :-

Sales promotion is less relative and frequent than advertising. Advertising is more repeated as impact is long term and cumulative where as sales promotion is conducted when certain objectives are to be achieved. For example, by offering product samples to introduce new product.

²⁶ Ibid. P.295.

2.9 Advertising and Publicity

Publicity is another medium of communication through which a company makes known its target consumers about its product, service or an idea. It has been defined by the American Marketing Association as "non personal stimulation of demand for a product, service or business unit by planting commercial significant news about it in a public medium or obtaining favorable presentation of it on radio, television or stage that is not paid for by the sponsor."

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

2.10 Advertising and Consumer Behavior

Consumers are categorized into two types:-

The personal consumer and the organizational consumer. The personal consumer buys goods and services for his/her own use (e.g. Shampoo, cosmetics etc), for the use of household (e.g. TV, VCR etc.) or for giving gift to others (e.g. Showcase, book etc). Thus, personal consumers buy goods for final use and they are referred to as end users or ultimate consumers.

The second category of consumer, i.e. the organizational consumers include profit and non-profit business, government agencies and institutions. The purpose of their buying goods is to run their organizations for e.g. manufacturing companies buy the raw materials to manufacture and sell their own products.

Although both categories of consumers are useful, this study focuses on the individual consumer, who purchase for his/her own personal use or household use.

"Consumer behavior is defined as the behavior that consumers display in searching for purchasing, using evaluating and disposing of products, services and ideas that they expect will satisfy their needs."²⁷

The study of consumer's behavior is about The study of consumers behavior is about the study of how consumers make decision to spend their available limited resources i.e. time, money and effort on consumption related items. It focuses on what they buy, why they buy it, how often they buy it, how often they buy it and how often they use it .Consumer research can take place at any stages of consumption process i.e. before the purchase, during the purchase and after the purchase.

Consumer behavior is based on concepts and theories about people that have been developed by Scientists in many disciplines such as sociology, psychology, social psychology, culture, anthropology an economics consumer research is the methodology that is used to study consumer behavior.

The study of consumer behavior is of almost importance in this competitive world. It helps firms and organizations improve their marketing strategies by understanding issues such as:

²⁷. L.G. Schiffman and L.L. Kanuk; *Consumer Behavior*, 6/e, New Delhi: Prentice Hall of India 2000 : P.18.

- ❖ The psychology of how consumers think, feel, decide and select between different alternatives (e.g. Brands, Products);
- ❖ The Psychology of how the consumers is influenced by his/her environment(e.g. Culture, Family, Signs, Media);
- ❖ The behavior of consumers while shopping or marketing other marketing decisions;
- ❖ How the limitations in consumer in consumer knowledge or information processing abilities influence decisions and making outcome;
- ❖ How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer ;and
- ❖ How markets can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

In today's competitive world, consumers have so many choices to make. It is known that business growth depends heavily on loyal consumers who return because they have received .But first; companies have to bring consumers into the stores. They can do this by marketing as a combination of advertising and selling .However, marketing includes more than this .Modern marketing can be most simply defined as directing the flow of goods from producers to consumers.

Promotion, an important element in the marketing mix, allows the product to reach the right consumer through campaigns. It is essentially about communication .Target audiences need to receive

information before they make any purchase decision .This information is made available to them through various promotion campaigns.

The nature of promotional message and the type of appeal used to get the message across are influenced by the promotional objectives .One of the key tasks in designing and executing promotional programs is the selection of appropriate media for advertising and other forms of communication." The range of possible media choice is extensive but will ultimately be governed by the factors such as the budget available and the target audience profile. The development of an effective promotional campaign involves combining the promotional mix elements in the most appropriate way to meet the organization's communication objectives. Evaluation and monitoring is important and one method of evaluation is by completing marketing research."²⁸

The first stage in planning and advertising or campaigns of advertising involves working out the strategy. This requires a thorough analysis of all available market research and knowledge of all competitive products and their advertising .From this ,the advertiser get all the necessary information about the target market to which they must direct the message and write a strategy defining all this.

At the second stage, copy writers and art directors begin to create the advertisements with the help of developed strategy. They try to come up with an idea that involves the prospects, pertains to his life or problems and is memorable .The idea can take the form of an unexpected set of words or graphic symbol. It also can be a combination of words and graphics, and even music.

The third stage is the execution of the idea which means turning the idea into some form of communication that prospects can see or hear. For broadcast advertising, it may mean writing dialogue and composing

²⁸. H. Wood ruffe, *Service Marketing*, London: MZE Pitman, 1995, P.41.

music ,hiring ,actors etc. for print advertising, execution involves writing text, arranging elements on the page(-layout)taking photographs or commissioning drawing etc.

Throughout all three stages of advertising, research plays an active role. Market research provides the information on which the strategy is based .Copy researcher may test the relative strength of several ideas on small group of consumers or large samples. Focus groups may uncover communications problems on various photographs, actors, headlines or musical compositions along the way. Consumer research remains active even after the advertisement has been executed .A finished print or broadcast is tested often before it appears in print or on the air. It is also important to track the effect of advertising in the market place during the course of a campaign .As we know that the basic objective any advertisement is to convince people that it is their best interest to take an action the advertiser is recommending, it is equally important that the advertisement is able to fulfill this objective or not. This effectiveness of advertising can be known through research only .The study of consumer behavior is also important to learn the best medium for advertising also depends on the effectiveness of media used. Media of advertising should be selected on the basis of the type of target market. The medium which is preferred most by the target market should be selected to have a greater impact. Thus, for the successful planning an implementation of advertising, the study of consumer behavior every stage of advertising is essential.

2.11 The related studies in Nepal

This is study about the "Impact of advertising on consumer Behavior." So the related literatures were not available through some

similar literatures related to advertisements have been reviewed and from these literatures, their objectives findings method were noted as follows:

P.R. Pandey in this research titled "A study of advertising in Nepal"²⁹ has the following objectives:

- a) To identify the present position of advertising in Nepal.
- b) To find our existing patterns and brands.
- c) To identified the constraints hindering the use of advertising as an effective methods of promotion and
- d) To suggest measure to enable advertising to play its role effectively.

This merely based on primary data. The major findings of the study are:

- a) Advertising is the main method of promotion practiced in the country.
- b) Effect of advertising is generally not evaluated but advertisers think that advertising has favorable impact on their customers, sales and profits.
- c) Advertisements related to business are presented in simple language and are found to be more effective.
- d) The advertisers, advertising agencies, and the mass media are yet to create of mutual understandings and help.
- e) Advertisers think that advertising has favorable impact on their customer's sales and on profits. Customers responds are favorable to advertising through most of them are economically backward and uneducated.

²⁹. P.R.Pandey, *A Study of Advertising in Nepal*, Degree Dissertation, Submitted to IBACPA Kathmandu, T.U., 1980

S.K.Upadhaya "Radio advertising and its Impact an Purchasing Act in Consumer Goods " has the following objectives :

- a) To study the availability and cooperative cost of different forms of advertising in Nepal
- b) To study the impact of the radio advertising on the customers purchase behavior and
- c) To study the change in sales of firms due to the radio advertising.

The findings of the study are as follows:-

- a) Both customers and advertisers recognize the need of advertising specially media in the present context of the Kathmandu market.
- b) For promoting product advertising media available in Nepal, the radio advertising is ranked topped in the list.
- c) Most of the consumers consider utility aspect while buying the products.
- d) The major percentage of the listeners listens to radio advertising seldom. The percentage of regular listeners is very few.
- e) The effects of advertising are to be seen on new products rather than olden existing products.
- f) The effective forms of media to reach the heart of consumers are radio, cinema and periodicals, which ranked first, second and third respectively.

Anusha B.C."Television Advertising: its impact on consumer Behavior " ³⁰ has following objectives:

- a) To examine the popularity of television in urban areas among different people,
- b) To analyze the effectiveness of television advertisements and its influence to the buying habits of the consumers
- c) To identify the type of television advertisements consumer prefer,
- d) To evaluate the present situation of advertising and
- e) To provide valuable suggestions and recommendations for an effective television campaign.

The major finding of the study are :-

- a) Advertising strategy should be formed on the basis of target consumers. So marketers are suggested to implement effective advertising strategies which can captivate the attention, persuasion and motivation of the consumers.
- b) Consumers have high expectations towards ads. They demand more attractive and genuine ads than simple ads.
- c) Most male and female population prefers musical advertisements.
- d) Most people buy the products when they need them, so a successful advertisement is the one which can create need among the people and allure the people to the market to buy the product.
- e) Consumers prefer to buy advertised products than the not advertised products.

³⁰ Anusha B.C. "*Television Advertising; Its impacts on Consumer Behavior*", Degree Dissertation, Submitted to Faculty of Management, TU, 2003.

f) The advertising budget should be used more effectively by the company and the effectiveness of this expenditure should also be measured etc.

All the reviewed literatures/research studies are related to the advertising. However the present study focuses mainly on FM advertising special reference to Sapakoshi fm. Of all the studies reviewed only one study involving entirely around mentioned topic is found and reviewed .Through most of the reviewed literatures are quite different to this study but they all relates to the field of advertising. Form these previous studies conducted by different people, various ideas are gained and utilized in the betterment of this study.

CHAPTER –THREE

Research Methodology

3.1 Research Design

This is a descriptive study which attempts to obtain a complete and accurate description of a situation .In this study ,various media of advertising with more emphasis on the impact of FM advertising on consumers have been evaluated .The various opinions of people about FM advertising have been gathered .The appropriate survey research design is used. The study is basically based on primary data. In order to collect primary information, various interested individuals buyers are questioned. The majority of finding of primary information have come from questionnaire interviews that have been taken of various sample groups. Different books concerned with advertising that have been authored by various writers read. Other magazines ,journals and newspapers are also considered during the course of the study .In Nepal, within past 25 years ,marketing research studies were rarely conducted .Most researches had been done only to fulfill academic formalities .However, things are changing .Today people have realized the importance of marketing research to survive in this competitive world .So the speed of advertising research can be expected to accelerate through very few advertising researchers, perhaps have been conducted on the behalf of any business institutions yet. However, some research studies in the field of advertising for the partial fulfillment of MBS have been conducted .So for the secondary information; few dissertations submitted to Faculty of Management, TU are reviewed as well.

The descriptive studies collected through questionnaire method are analyzed with the help of simple statistical method like percentage

method .Then, the percentage of various data under different groups are analyzed and interpreted to come to the valuable findings, recommendations and suggestions.

3.2 Source of Data

Data used in this study is basically primary in nature .This is due to the absence of adequate previous studies and writing in the subject matter. Consumers are the main source of getting primary data. For the allocation of primary data, questionnaire method is used .Set of questionnaire are distributed to various sample groups which are categorized according to sex, age and education.40 male and 40 female are distributed the questionnaire which they fill. And interview is also taken of them about the peoples' attitude towards FM advertising and influence of FM among them age wise, the total age group is classified into various sub age groups, i.e. below 15 ,16-25,26-35,36-45 and above 45.16 samples from each age group is taken and they are distributed the questionnaire which they fill and interview is taken whenever necessary .Similarly for the collection of education wise information ,the total universe is stratified into various small universe and total sample size of 80 people is taken accordingly i.e. blow S.L.C., S.L.C. graduate above graduate and uneducated.

Secondary data are also collected from various magazines, newspaper, several books authored by different writers and dissertations submitted to the institute of Management, TU.

3.3. Data Gathering Instrument

Primary data are gathered by the use of questionnaires method. According to the objective of the study, questionnaires are developed as

the instrument of gathering data. The questionnaire intended to know type of advertisement preferred by different target audience, the options of people regarding FM advertising, its influence on them and provide valuable suggestions and recommendations to the advertise for an effective advertising campaign. The questionnaires so developed are distributed to the selected samples. They fill the questionnaire and also the interview is taken whenever necessary .The specimen of questionnaire is included in Appendix.

3.4 Sampling Plan

In this section, the population of this study, sample size, sampling unit and sampling procedures have been described;

3.4.1 Population

The population of this study includes all the audiences of the area of Itahari, Municipality .

3.4.2 Sample size

Total population is categorized into three different groups i.e., age wise, sex - wise and education-wise. Each group contains 80 people.

3.4.3 Sampling Unit

Listeners of FM advertising of Itahari Municipality are the sampling units of this survey.

3.4.4 Sampling procedures

Sample size is selected using judgmental technique in different schools, colleges, offices retail stores and residential houses of different

locations of Ihahari i.e. B.P Chowk, Itahari Bus Park, Gaisar, Pashupati Marga, Pandhare and Aitabera.

3.5 Data Processing and Tabulation

The collected raw data are edited for the legibility and accuracy. Then for a number of questions on the questionnaire, information categories i.e., types of ads etc. and classes i.e., sex level, education level etc. are established. The data are accordingly put into these categories.

After the data collection forms have all been edited and the responses all put into the proper classes and categories, the data are entered into the computer. Different sets of tables have been prepared for every important question. For tabulation of data; simple listing method is used. These results are then summarized to present the findings in a more compact and easier understood format with the help of percentage method. Both univariate and bivariate tabulation method are used for the proper convenient and informative presentation of data.

3.6 Analysis Technique

Basically, descriptive and analytical approaches are used in analyzing the facts and figures. Simple technique is used to analyze the various groups of data tabulated in different tables. Other statistical tool are not used because of non mathematical nature of the data. The different between the percentages of each class are analyzed. Various graphs and diagrams are used to further elaborate the information given on table.

CHAPTER –FOUR

Analysis and Interpretation of Data

The advertising business in Nepal is flourishing day by day, which passes through an appropriate medium like television, radio, press, and FM. The FM advertising is not ordinary communication but marketing communication. Communication is an integral part of modern marketing without which it is unimaginable in the present days .FM advertising relays the message of different product in the easy of common people. This analysis covers Itahari, Municipality and glances upon the behavior of different consumers.

Table No. 1

Age wise preference of different types of FM advertisement

Type of Adv. Age Group	Musical		Good Wording		Simple		All types of Adv.		Total
	No	%	No	%	No	%	No	%	
Below 15	10	62.2	3	18.75	1	6.25	2	12.5	16
16-25	9	56.25	5	31.25	0	0	2	12.5	16
26-35	6	37.5	7	43.75	0	0	3	18.75	16
36-45	5	31.25	9	56.25	1	6.25	1	6.25	16
Above 45	8	50.0	7	43.75	0	0	1	6.25	16
Total	38	47.50	31	38.75	2	2.5	9	11.25	80

Source: Field Survey -2009

The sample population of the study is 80 respondents of the Itahari belonging to different age groups. The major objectives of the study is to analyze the view of different people regarding FM advertisement .The views of people are analyzed according to the above table as follows:

The above table presents at age level and preference of advertisement according to it. The sample size used for the survey is 80 people. They are divided into five groups, i.e., below 15, 16-25, 26-35, 36-45 and above 45. Each group consists of 16 people. Under the first group of below 15 years, majority of 62.5% of the people prefer musical advertisement, 18.75% people prefer simple advertisement whereas 12.5% people prefer all types of advertisement i.e., musical and good wording and simple under 16-25 age level, majority of people i.e., 56.25% prefer musical advertisement .then, 31.25% of the people prefer good wording advertisement and 12.5% of people prefer all types of advertisement. No one under this group prefers simple advertisement. Unlike the age group below 15 and 16-25 under the age group of 26-35, the majority of people i.e., 43.75% people prefer good wording advertisement than other types of advertisement.37.5% and 18.75% of people like musical and all types of advertisement respectively. Like in the age group of 16-25, on one from this group of 36-45 are as follows:- 56.25% like good wording 31.25% like musical, 6.25% like simple and 6.25% like all types of advertisement .Lastly, under the group of above 45 years old, majority of people i.e., 50% prefer musical advertisement, 43.75% of the people prefer good wording advertisement and 6.25% prefer all types of advertisement where as no one prefer simple advertisement.

The above table can be presented in multiple diagrams, which is as follows:-

Figure No. 1

Preference of FM advertisement

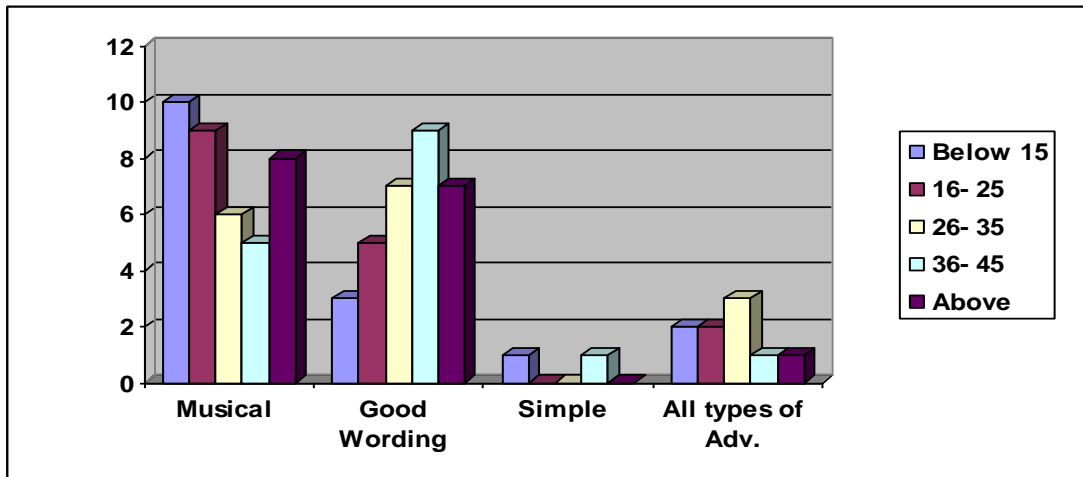


Table No. 2

Education-wise preference on different types of advertisement

Type of Adv. / Educ. Level	Musical		Good Wording		Simple		All types of Adv.		Total
	No	%	No	%	No	%	No	%	
Below SLC	11	68.75	3	18.75	1	6.25	1	6.25	16
SLC	9	56.25	4	25	2	12.5	1	6.25	16
Graduate	6	37.50	8	50	0	0	2	12.5	16
Above Graduate	5	31.25	9	56.25	0	0	2	12.5	16
Uneducated	10	62.50	3	18.75	2	12.5	1	6.25	16
Total	41	51.25	27	33.75	5	6.25	7	8.75	80

Source: Field Survey -2009

The above table shows that the people below S.L.C. level prefer musical advertisements more than other types of advertisements i.e, 68.78% of them prefer musical advertisements where as 18.75% prefer good wording advertisements, 6.26% prefer simple advertisement and the remaining other 6.25% of people prefer all types of advertisements. Among the sample size of 16 respondents of S.L.C. level, majority of 56.25% of them like's musical advertisement 25% of them likes good wording advertisement. 12.5% Likes simple advertisement, and only 6.25% likes all type of advertisement. The graduate level of students prefer advertisements with good wording to other type of advertisements .50% of them prefer good wording, 37.5%prefer musical advertisement. And 12.5% prefer all types of advertisement whereas nobody prefers simple advertisement. A like graduate level, above graduate level also give first priority to good wording advertisement and none of them like simple advertisement i.e., 56.25% of them like good working advertisement.31.25% like musical advertisement and 12.5% like all types of advertisements. The majority of uneducated people, ie.62.5% prefer simple advertisement and 6.25% prefer all types of advertisement.

The above information can be understood more clearly with the help of the following bar diagram which is as follows:

Figure No-2

Preference of FM advertisements
(Education-Wise)

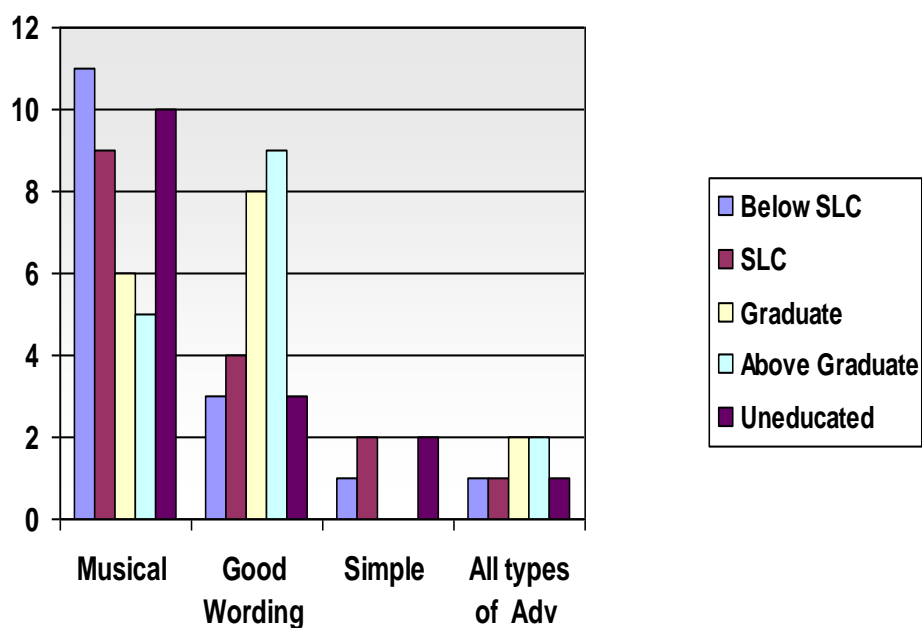


Table No. 3

Sex-wise Preference of different types of FM advertisements

Type of Adv. \ Sex Wise	Musical		Good Wording		Simple		All types of Adv.		Total
	No	%	No	%	No	%	No	%	
Male	20	50.00	15	37.25	3	7.5	2	5	40
Female	25	62.50	10	25	1	2.5	4	10	40
Total	45	56.25	25	31.25	4	5	6	7.5	80

Source: Field Survey -2009

The above table shows preference of advertisement according to sex. Out of 40 male, 50% of them are found to like the musical

advertisements 37.5% prefer good wording, 7.5% prefer simple advertisements and 5% like all types of the advertisements.

Among female, 62.5% of them like musical advertisements, 25% like good wording, 2.5% like simple and 10% like all types of the advertisements.

The female and male both give priority to musical advertisement than the good wording advertisement. However, the percentage of preference to the musical advertisement is higher in female than in male.

For brevity & clarity the above information is presented with the help of the pie chart.

Figure No. 3

Female preference of different types of FM advertisements

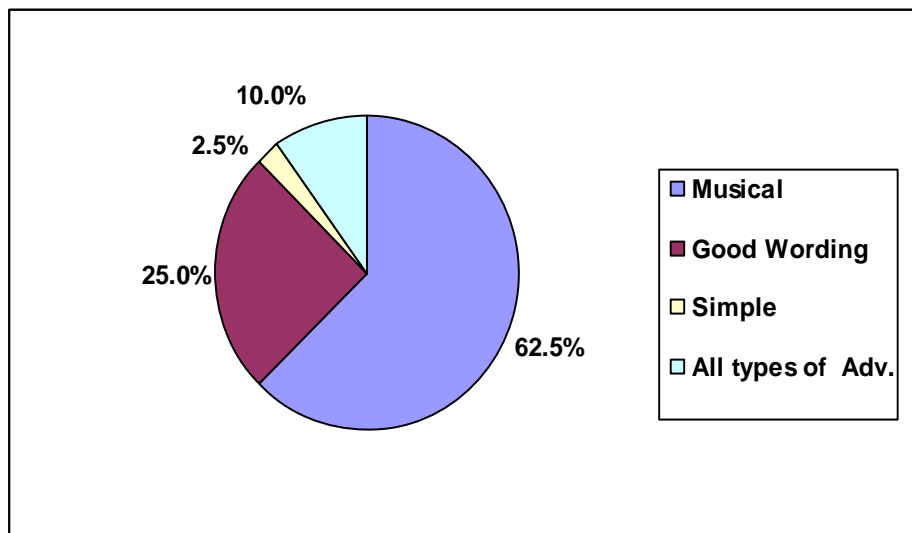


Figure No.4

Male preference of different types of FM advertisements

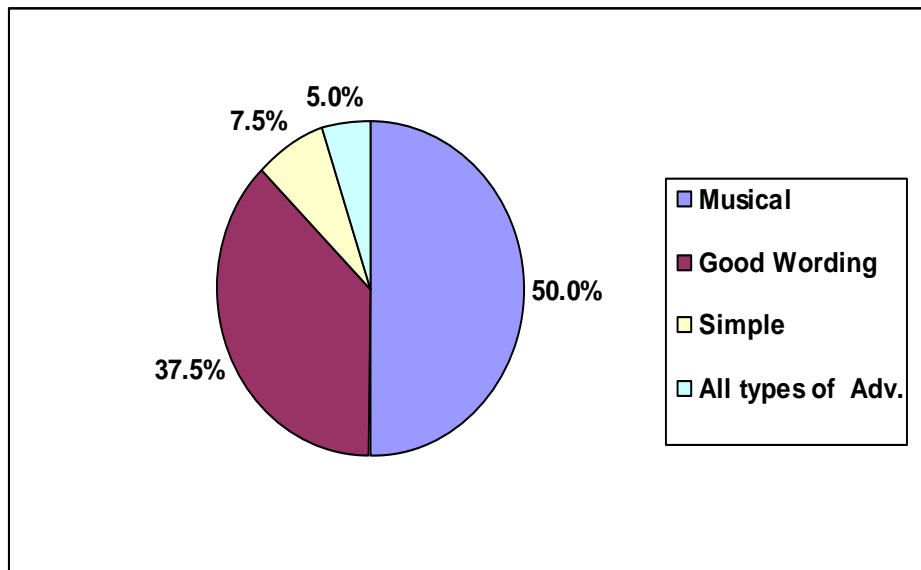


Table No.4

FM Listening habit of respondents

Sex \ Habit	Watching		Not Watching		Total
	No	%	No	%	
Male	30	75.00	10	25	40
Female	34	85.00	6	15	40
Total	64	80.00	16	20	80

Source: Field Survey -2009

The above table presents the habit of listening FM among people living in Itahari City briefly and clearly. The sample size of the survey is 80 people, out of which 40 are female, 80% of them, i.e. 64 people are not habitual to listen FM and the remaining 20% i.e. 16 people are not habitual to listen FM. The percentage of FM listening is 75% for males, whereas for females it is 85%. In other words, the percentage of female listening FM is higher by 10% than that of male listening FM. Likewise, 25% of female

and 15% of male are not found to have the habit of Listening FM. The above statistic can be presented in multiple bars diagram as follows:-

Figure No-5

FM Listening habit of respondents

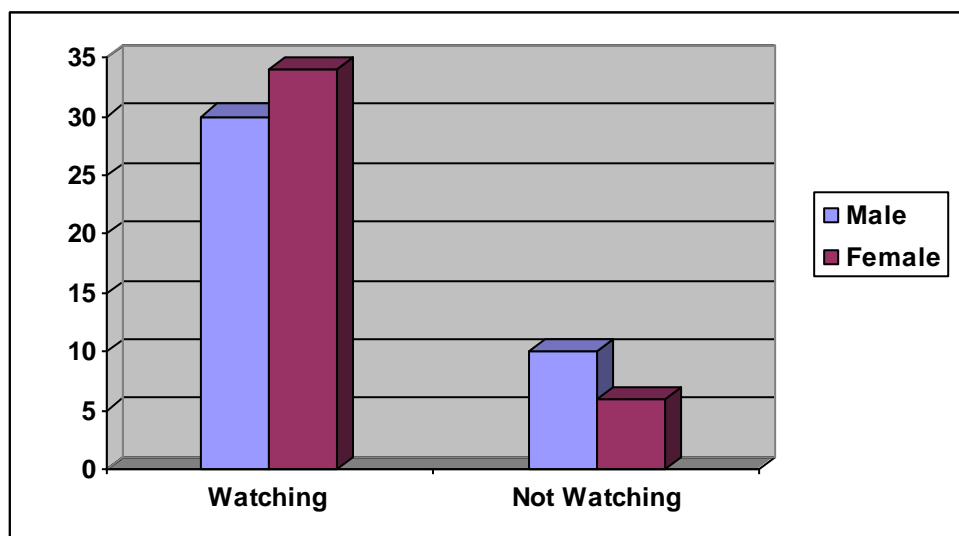


Table No.5

Age-wise reaction to FM advertisements

Reaction to FM Ad. Age Level	Curious about the advertisement		Switch off the FM or change the Station		Simple		Total
	No	%	No	%	No	%	
Below 15	5	31.25	3	12.5	9	56.25	16
16- 25	8	50.00	2	18.75	5	31.25	16
26- 35	9	56.25	1	6.25	6	37.5	16
36- 45	7	43.75	0	0	9	56.25	16
Above	6	37.50	1	6.25	9	56.25	16
Total	35	43.75	7	38.75	38	47.5	80

Source: Field Survey -2009

The above table reveals the difference in the opinion about the FM advertisement among the different age group. When the respondents below age of 15 years old are asked about reaction to the advertisement, 31.25% of them (i.e., 5 out of 16) reply that they get curious about the advertisement and try to know what does it mean, 12.5% reply that either switch off FM or change the station when advertisement appears on FM whereas 56.25% of the respondents (i.e., 9 out of 16) are found to be passive FM audiences. They just listen the advertisement and don't react to it at all. Likewise, among the respondents belonging to the second age group (i.e., 16-25) majority of them (i.e., 50%) are highly inquisitive about the advertisement and listen it attentively, 18.75% of them do not listen advertisement and 31.25% are found to be just mere listeners. The third age group (i.e., 26-35) consists of 56.25% of people who are excited about the advertisement and try to understand the meaning of it 6.25% of people either switch off the FM or station the station in search of other interesting program at the advertisements and 37.5% of the people who just glance at the advertisement without any interest. In the fourth age group, (i.e., 36-45) 43.75% respondents are found to be highly curious about the advertisement. None of them switch off the FM because of advertisements whereas 56.25% of them are only dull listeners. Among the last age group of above 45.5% are found to be highly interested in the advertisement, 6.25% of them do not listen the FM advertisement and 56.25% are just mere listeners.

In sum, 43.75% of respondents (i.e. 35 out of 80) are found to be interested and curious about the advertisement, only 8.75% (i.e. 7 out of 80) are non listeners. of FM advertisement and 47.5% (i.e. 38 out of 80) are found to be not at all interested in advertisement (just dull listeners)

To have a quick understanding of all the above information, the following multiple bar diagram can be helpful.

Figure No.6

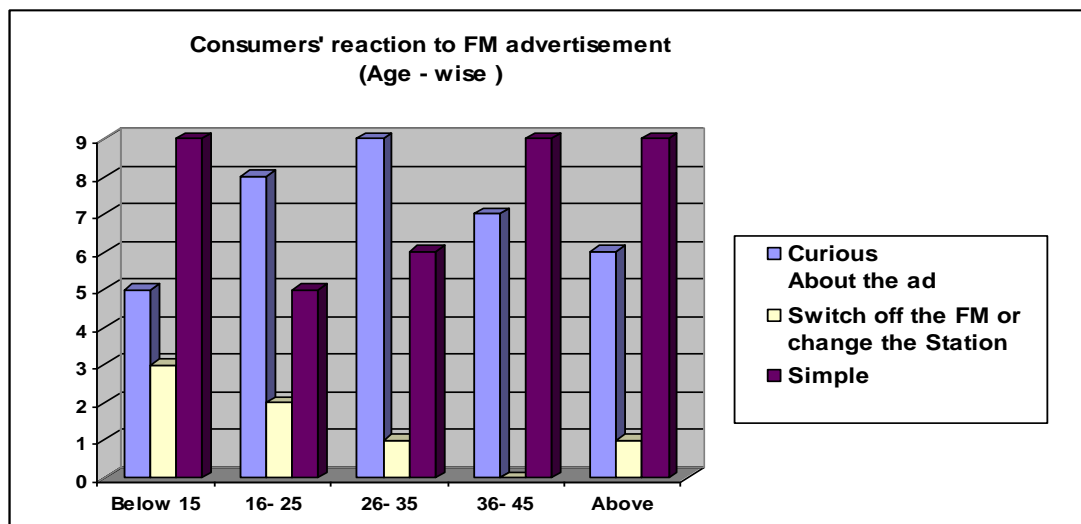


Table No.6

Education-wise reaction to FM advertisement

Reaction to FM Adv. Education Level	Curious about the Adv.		Switch off the FM or change the Station		Just listen the Adv.		Total
	No	%	No	%	No	%	
Below S.L.C.	4	25.00	1	6.25	11	68.75	16
S.L.C.	5	31.25	2	12.5	9	56.25	16
Graduate	9	56.25	2	12.5	5	31.25	16
Above Graduate	10	62.50	1	6.25	5	31.25	16
Uneducated	9	56.25	1	6.25	6	37.5	16
Total	37	46.25	7	8.75	36	45	80

Source: Field Survey -2009

Among the 16 respondent below S.L.C. level, 25% of them (i.e. 1 out of 16) switch off the FM or change the station when the advertisement appears and 68.75%(i.e 11 out of 16) are not interested in advertisement and just glance the advertisement without any interest. In the sample of 16 S.L.C. level respondents, 31.25 %(i.e., 5 out of 16) try to know what advertisement means, 12.5 %(2 out of 16) switch off the FM or change the station because of and 56.25 %(i.e., 9 out of 16) are just dull listeners of advertisement. The third group consisting of 16 graduate respondents includes 56.25%(i.e.9 out of 16 who are interested in what advertisement is all about, 12.5%(i.e., out of 16) are non listeners of the FM advertisements and 31.25%(i.e., 5 out of 16) who are mere listeners. Among the group of 16 respondents above the graduate level, 62.5% (i.e., 10 out of 16) are found to be curious about the advertisements,6.25% (i.e. 1 out of 16) switch off the FM or change the station when ad appears on FM, where as 31.25%(i.e. 5 out of 16) are inactive audiences. In the last group 1 illiterate people 56.25 %(i.e. 9 out of 16)try to know what ad means 6.25% (i.e. 1 out of 16)do not listen FM advertisements and 37.5 % (i.e. 6 out of 16)are not rational about the advertisements .They only listen it with least interest.

In sum, the majority of first and second groups just listen the advertisements and they are dull listeners. Whereas the majority of the third, fourth and fifth groups are attentive audiences i.e., they are curious about the ad.

The above information can be more precisely understood with the help of following multiple bars diagram:-

Figure No.7

Consumer's reaction to FM advertisement

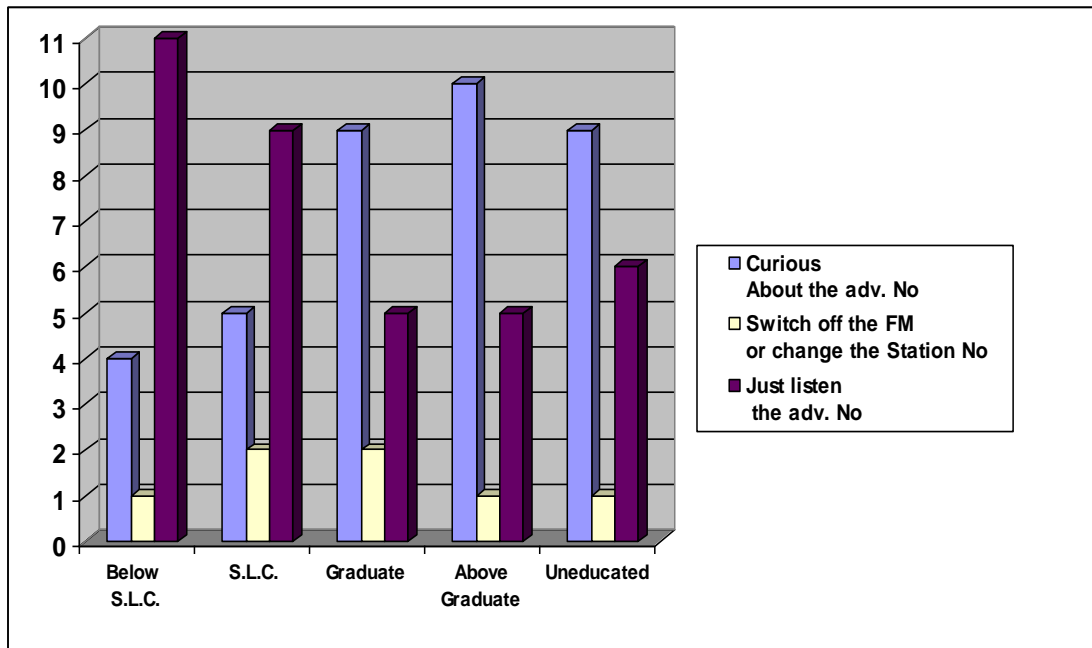


Table No.7

Sex-wise reaction to FM Advertisement

Sex Wise	Reaction to FM Adv.		Curious About the Adv.		Switch off the FM or change the Station		Just listen the adv.		Total
	No	%	No	%	No	%			
Male	29	72.5	2	5	9	22.5	40		
Female	31	77.5	1	2.5	8	20	40		
Total	60	75	3	3.75	17	21.25	80		

Source: Field Survey -2009

The above table depicts the reaction of people towards the advertisement according to their sex. In the group of forty male population, 72.5% of them (i.e. 29 males) are curious about the advertisements, 5% (i.e. 2 males) switch off the FM or change the station

when ad appears and 22.5% (i.e. 9 males)are only mere listeners who do not give proper attention towards the advertisement. While surveying the forty female population, it is found that 77.5% of them (i.e.31 females) are interested in the advertisement, 2.5 %(i.e. only one female) is not interested in the advertisement and do not listen the advertisement and 20% (i.e. 8 females)are just listeners.

From the above data, we conclude that female is more interested and curious about the advertisement than the male are. Similarly, many male are just mere listeners of advertisement than male are .Similarly, many male are just mere listeners of advertisement than the female are .And more male switch off the FM or change the station when advertisement plays than the female does. We can present the data with the help of multiple bar diagram as given below.

Figure No.8

Consumers reaction to FM advertisement (Sex-wise)

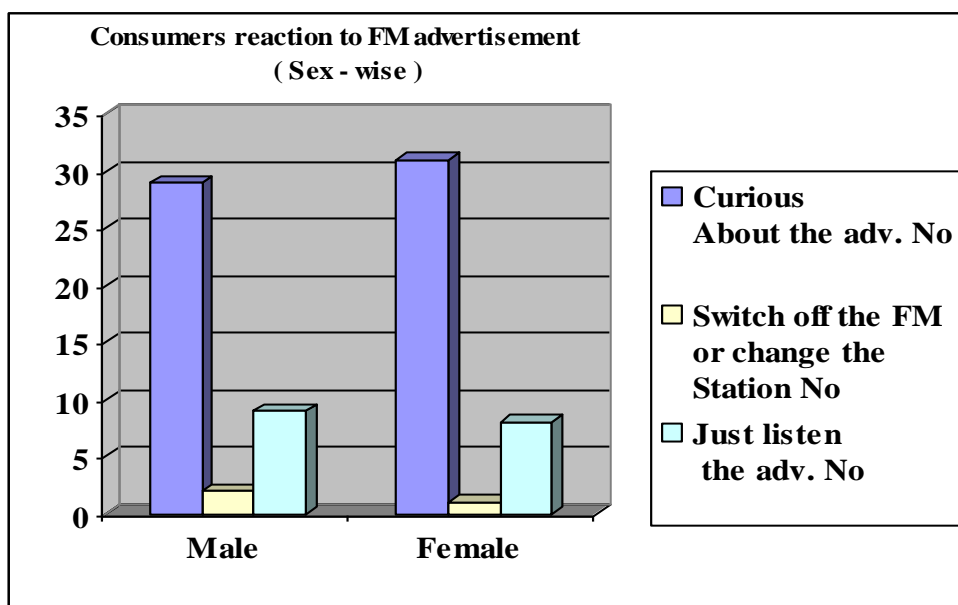


Table No. 8

Consumers' reasons to buy the product

Description	No. of Respondents	Percentage
Ads induced me to buy	5	6.25
I Need	40	50
Both of them	35	43.75
Total	80	100

Source: Field Survey -2009

The above table shows that out of total 80 respondents, 6.25%(i.e.5 respondents) buy the product because the advertisement persuades them to buy, 50%(i.e.40 respondents) buy the products because they need it and the remaining 43.75%(i.e.35 respondents) the product because of both of the reasons i.e. they are in need of the particular product and at the same time advertisement also includes them to buy that product. Thus, from this survey we can see that majority of people buy the product to fulfill their needs.

Figure No. 9

Consumer's reaction to buy the product

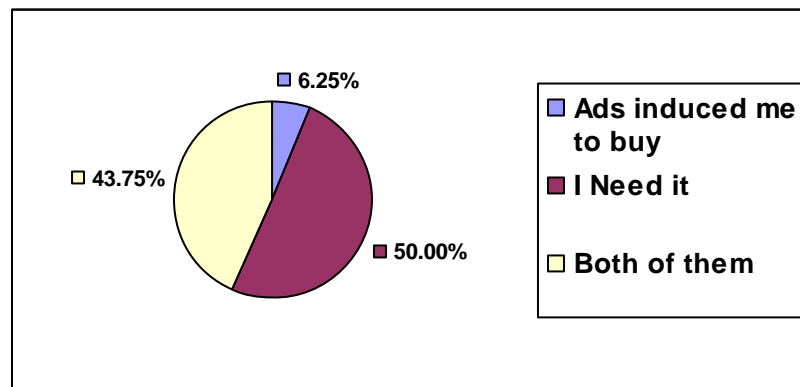


Table No.9

Consumers' preference of advertised product

Description	No. of Respondents	Percentage
Product frequently advertised	65	81.25
Product never advertised	15	18.75
Total	80	100

Source: Field Survey -2009

The above table shows that out of the total 80 respondents, 81.25 %(i.e. 65 respondents) prefer to buy the products which is not advertised .The remaining 18.75 %(i.e. 15 respondents) buy the product which is not advertised .It means that the majority of people prefer the frequently advertised product.

Figure No.10

Consumers' preference of advertised product

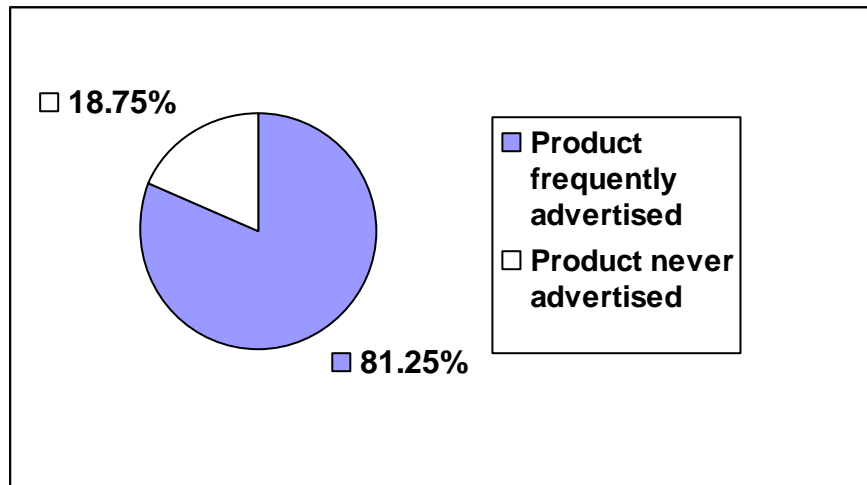


Table No.10

Influence on consumers' by repeated FM advertisement

Description	No. of Respondents	Percentage
Attract consumers' attention	50	62.50
Do not attract consumers' attention	30	37.50
Total	80	100

Source: Field Survey -2009

The above table shows the influence of repetition of advertisements through FM to the consumers i.e. how many people are attracted by repeated FM ads and vice versa .It can be seen in the table that out of 80 number of respondents, most of the respondents i.e. 62.50% (50 out of 80) are attracted by the repeated FM ads where as only 37.50% (30 out of 80) are not attracted by the repeated FM ads. Hence, it can be concluded that the most of the advertisements, which are repeated through FM are successful in alluring the consumers to buy the product.

Figure No.11

Influence on consumers by repeated FM ad

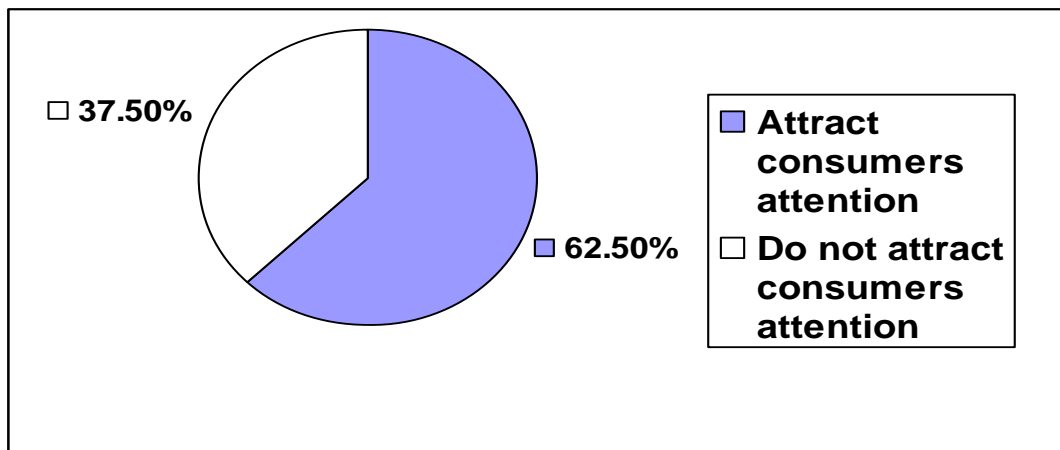


Table No.11

Advertisement deceives consumers or not

Description	No. of Respondents	Percentage
Yes	25	31.25
No	55	68.75
Total	80	100

Source: Field Survey -2009

This survey tries to examine whether the consumer think that the advertisements deceives them or not .The majority of respondents (i.e.,68.75% or 55 out of 80) say that they are never deceived by advertisements. According to them, they always find the product as per the advertisements. Whereas the remaining others (i.e., 31.25 % or 25 out of 80) feel that advertisements deceive them by giving false information or exaggerating about the product.

Figure No. 12

Advertisement deceives consumers or not

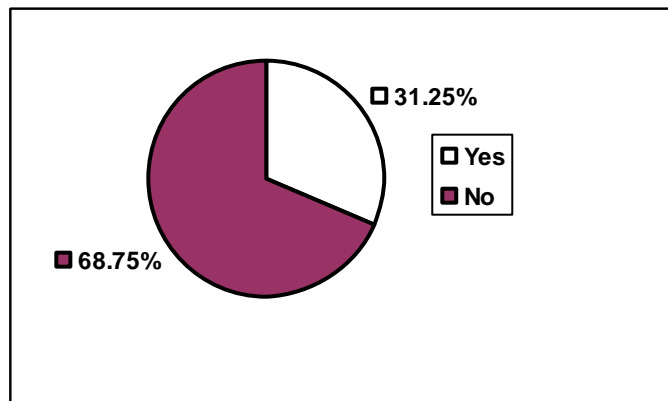


Table No.12

Consumers, response to the adequacy of FM advertisements

Description	No. of Respondents	Percentage
Seek for additional information	65	61.25
Content with what they receive	15	18.75
Total	80	100

Source: Field Survey - 2009

The above table shows a brief of the consumers' reaction to the adequacy of the advertisement. Out of the total 80 respondents, 81.25% respondents (i.e. 65 out of 80) are not satisfied with the information provided by the advertisements. They seek for additional information as they think that advertisement does not provide them with the necessary information. The remaining 18.75% respondents (i.e. 15 out of 80) are satisfied with the content of advertisements. They think that the advertisements give them the full information they want to know and hence, they are not required to search for the additional information.

To sum up majority of consumers demand to add additional information in the advertisement so that it will be adequate enough to help them take the buying decision.

Figure No.13

Consumers' response to the adequacy of FM advertisement

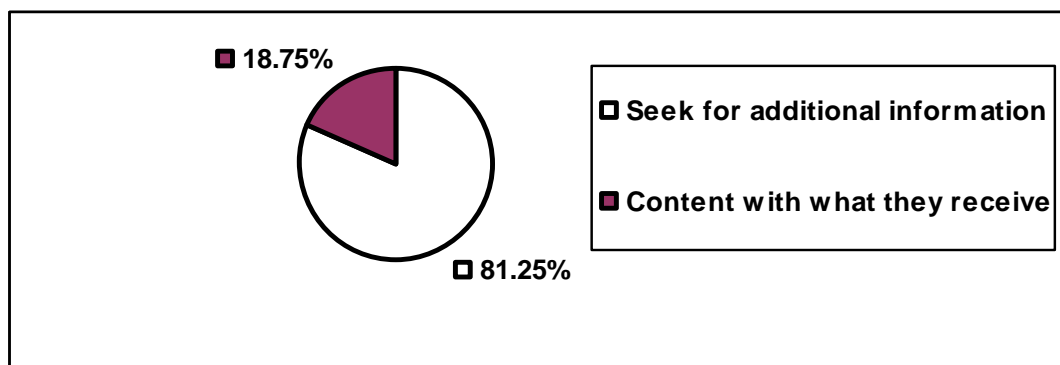


Table No.13

Opinions of Consumers about the FM advertisement

Description	No. of Respondents	Percentage
Genuine	16	20.00
Attractive	20	25.00
Satisfactory	32	40.00
Boring	12	15.00
Total	80	100

Source: Field Survey -2009

The above table presents the opinion of different respondents about FM advertisements. Among the table 80 respondents,20% respondents (i.e.16 out of 80)find the FM advertisement very genuine and totally believe in its message.25% of the respondents (i.e. 20 out of 80)find the FM ad very attractive ,appealing and advertisement pleasant to eyes .40% respondents (i.e.32 out of 80)find the FM advertisement quite satisfactory .The remaining 15% (i.e. 12 out of 80)find the advertisement quite boring and avoid the advertisement.

Figure No.14

Opinions of consumers about the FM advertisement

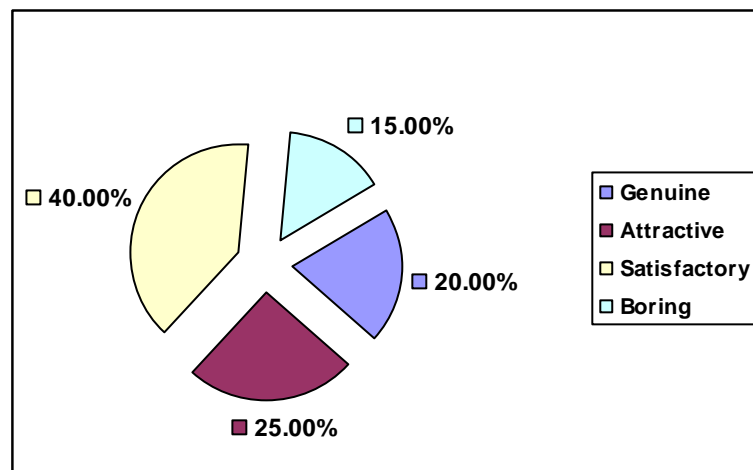


Table No.14

The degree of influence of FM ad on consumers

Description	No. of Respondents	Percentage
Highly inclined	7	8.75
Inclined	40	50.00
Indifferent	5	6.25
Fully Indifferent	28	35.00
Total	80	100.00

Source: Field Survey -2009

The main aim of advertisement is to persuade the consumers to buy the product. The data presented in the above table enlightens how far the FM ad is successful in inclining consumers to buy the product. Out of the 80 population in the survey, majority of 40 people (i.e.50%) respond that they are inclined to buy the advertised product to a certain extent.28 people (i.e.35%) are totally indifferent to the advertised product .In other words, they are not influenced to buy the product .Only 7 people (i.e. 8.75%) are highly influenced by the advertisement and they ended up buying the product .The remaining 5 people (i.e.6.25%) are indifferent to the FM advertisement.

This can be presented in the pie chart as follow:

Figure No.15

The degree of influence of FM ad on consumers:

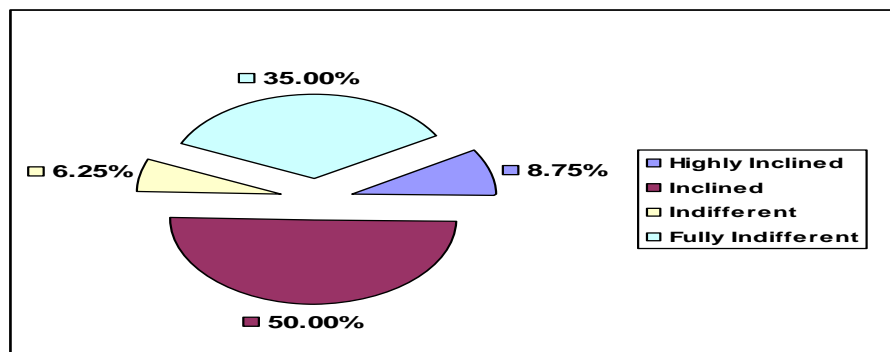


Table No.15

Consumer's preference of advertised and not advertised product

Description	No. of Respondents	Percentage
Advertised	70	87.5
Non advertised Product	10	12.5
Total	80	100

Source: Field Survey -2009

The above table shows the difference between the preference level of consumers in the advertised and the non advertised product having the same price and quality, 87.5% of the respondents (i.e. 70 out of 80) prefer the product which is advertised whereas only 12.5% of the respondents (i.e.10 out of 80) prefer the product which is not advertised .Thus advertised product is mostly preferred by the consumers.

Figure No.16

Consumer's preference of advertised and non advertised product

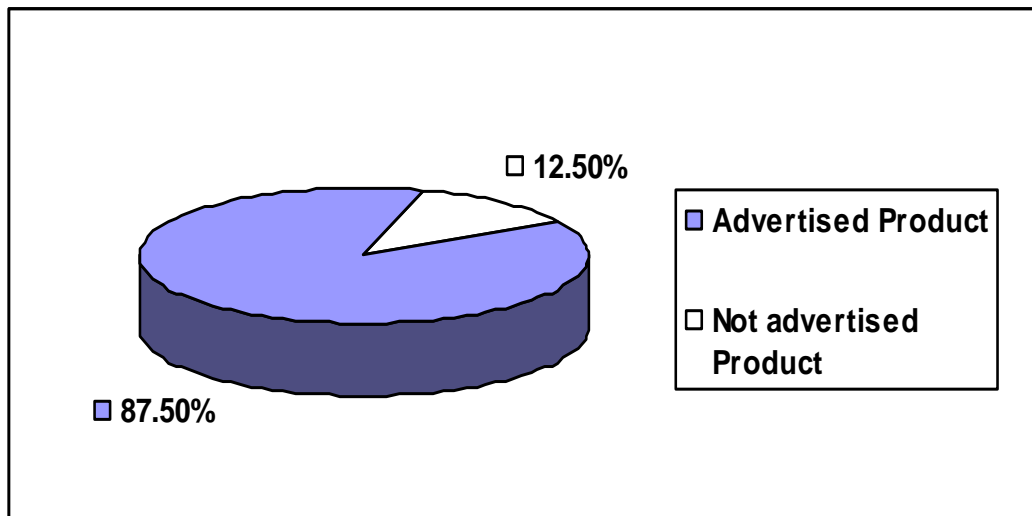


Table No.16

Consumer's curiosity towards FM advertisements

Response	No. of Respondents	Percentage
Yes	68.00	85.00
No	12.00	15.00
Total	80.00	100.00

Source: Field Survey -2009

The above table shows whether the advertisement creates curiosity among the consumers or not .It is observed that 85% of the respondents (i.e. 68 out of 80) become very curious about the product advertised through FM. Only the remaining 15%of the respondents (i.e.12 out of 80) are not curious about FM advertisement. They just the advertisement and forget about it quickly.

Figure No.17

Consumer's curiosity towards FM advertisements

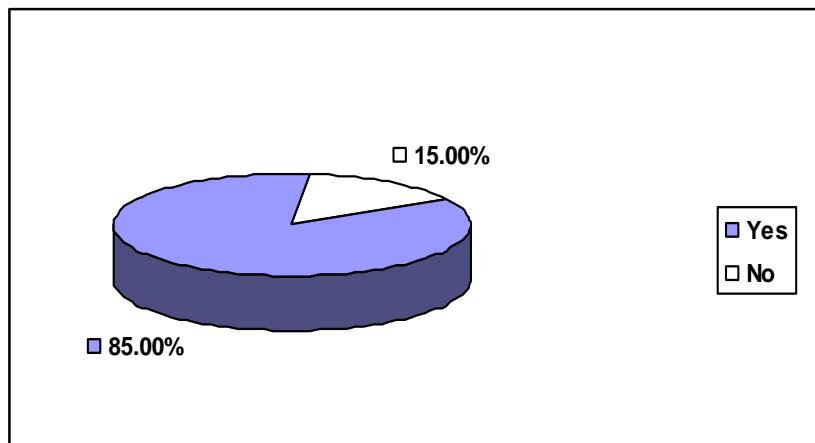


Table No. 17

Does the FM ad persuade the consumers to buy the product?

Response	No. of Respondents	Percentage
Yes	65	81.25
No	15	18.75
Total	80	100.00

Source: Field Survey -2009

The above table shows the impact of FM ad on 80 different viewers .81.25 % of the respondents (i.e. 65 out of 80) admit that the FM ad lead them to the store to buy the product. Because of the good impression created by the ad towards the product, the viewers by it. The other 18.75% of the respondents (i.e. 15 out of 80) are not affected by the FM ad. Hence, they do not buy the advertised product.

Figure No. 18

Influence of FM ad on consumers to buy the product

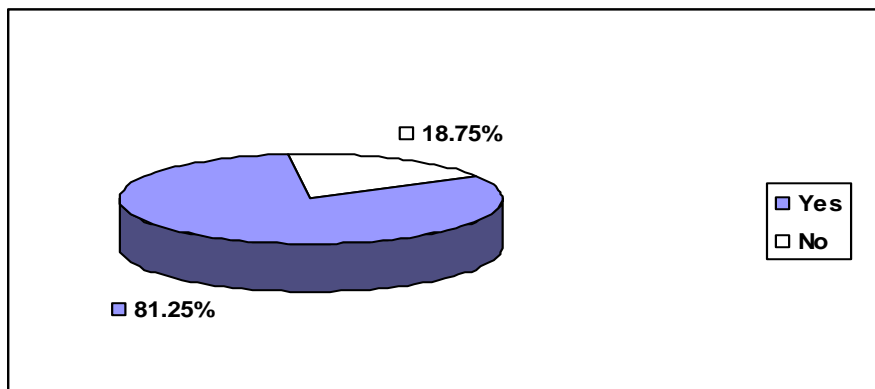


Table No.18

Role of FM advertisement to remember brand name:-

Description	No. of Respondents	Percentage
Remember brand name	67.00	83.75
Do not remember brand name	5.00	6.5
No Opinion	8.00	10.00
Total	80.00	100.00

Source: Field Survey -2009

In this survey, it is found that majority of 83.75% respondents (i. e 67 respondents out of 80) remember the brand name due to their exposure to FM ad. FM ads help them to take decision about the product that they want to buy. In other words, they buy the brand, they remember by means of FM ad. Only 6. 25% of respondents (i. e 5 out of 80) say that they do not remember the brand name advertised in the FM. So they buy the product with out taking the advertisement into consideration. The remaining 10% (i.e. .8 out of 80) respondents don't say any thing regarding this.

Figure No. 19

Role of advertisement to remember brand name

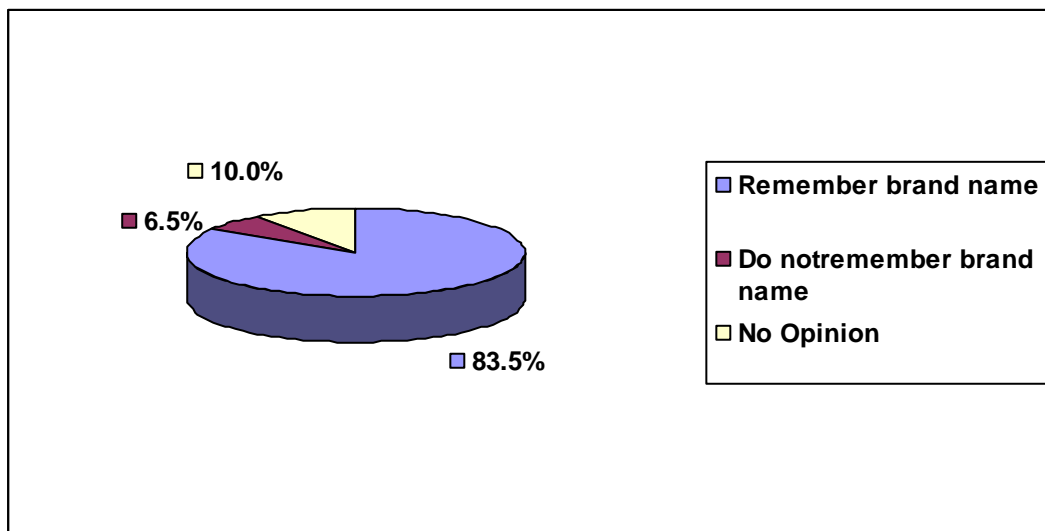


Table No.19

Advertisements and the increment in the price of the advertised product

Description	No. of Respondents	Percentage
Yes	33	41.25
No	40	50.00
Do not Know	7	8.75
Total	80	100.00

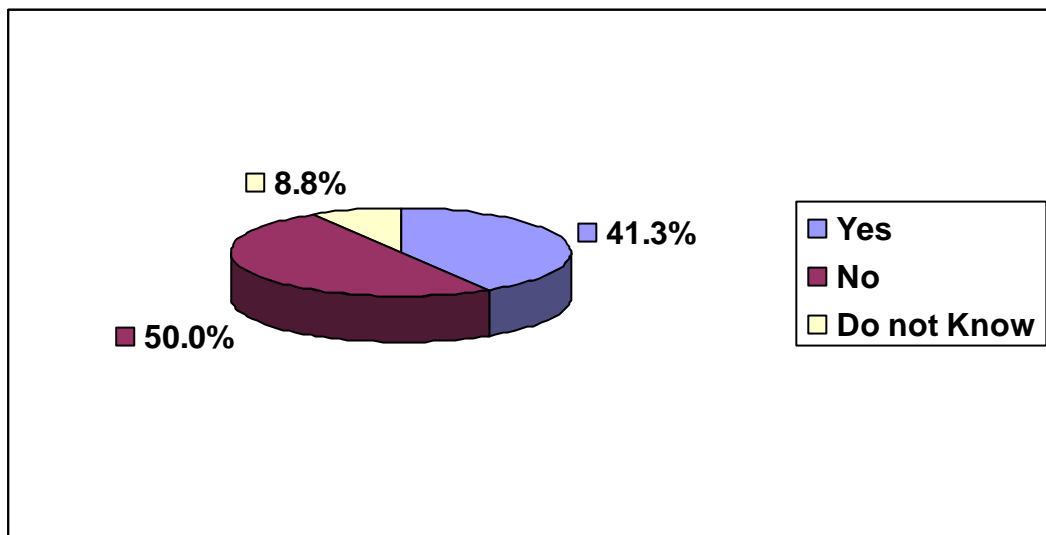
Source: Field Survey -2009

The above table presents the response of the 80 respondents to the question regarding whether or not the FM ad results in the increment price of the product. 41.25% of the respondents (i.e. 33 out of 80) have the opinion that the ad directly increases the price of the product. Some are wise enough to give the reason that the ad cost is added to the price of the product. Other blames the manufacturer for increasing the price with the rise in the demand resulted by advertisement. 50% of the respondents (i.e. 40 out of 80) think that the increment in price of the product has nothing to do with the ad. They say that they find the price of the product unchanged before and after the ad. Some even give the example of the ads announcing the discount and decrease in the price of infect, increases the price of product announcing the discount and the product and said that ad, infact, increases the price of the product. The remaining 8.75% (i.e. 7 out of 80) are ignorant about the topic.

This data can be more precisely understood with the help of the figure given below:

Figure No. 20

Ads and the increment in the price of the advertised product



Major findings of the study:

- Among all other types' advertisements, majority of people prefer musical advertisement with good wording.
- Mostly, people below 25 years of age and above 45 years of age prefer musical advertisements than other types of advertisements.
- Many people between the age of 25 years old and 45 years old seem to be more intellectuals and prefer the advertisements with good wordings.
- Education wise many people below S.L.C. level, S.L.C. level and uneducated prefer musical advertisement than other types of advertisements.
- The more the education level of people, the more their choice lies in good wording advertisement. The highly educated people, i.e. graduate level and above graduate level prefer good wording advertisement then other types of advertisements.
- Majority of the male and female population prefer musical advertisement than other types of advertisement.
- Male prefers good wording advertisements more than female does.
- Female hears FM more than male does.
- Kids below 15 years old and adults above 36 years old are just mere listeners of FM advertisements. They are not curious about the advertisements. The changing of the stations or switching off the FM to avoid advertisements is more practiced by them. Hence, it is very hard to influence the buying behavior of this group of consumers. The advertisements need to be really effective.

- Majority of the listeners between the age group of 16-35 years old, are more curious about the FM advertisements. They are more attentive listeners.
- Education-wise, mostly people below SLC and SLC level hear the advertisements without proper attention. They are dull listeners.
- Majority of graduate and above graduate people are curious about the advertisements and try to get more information from the advertisements.
- Females are more likely to go through the depth of meaning of advertisements than male.
- Many males are likely to listen FM advertisements without any interest than females.
- Majority of people buy the product when they need it.
- Few people even buy the products only being influenced by FM advertisements without being followed by needs. Similarly, there are also many people who buy the product being induced by both the advertisements and need to acquire the products.
- People are more likely to buy the product which frequently advertised then the product which is not advertised other things remain the same. By other thing remaining the same, we mean that the quality and price of the product are same.
- FM is the one of the popular media of advertising.
- The other media which are popular are television, newspaper, magazines and pamphlets.
- No one under the study prefer cinema medium of advertising. This means that the advertising through this medium is a mere wastage.

- Repetition of FM advertisements attracts consumer's attention consumers are more likely to remember the advertised product if the advertisement is repeated more often.
- The people think that the advertisement deceives them. The advertisements should reveal the true aspects of product only without deceiving the consumer to retain them in the long run.
- The present FM advertisements are not full within all the information as demanded by the people. Hence, most have to seek additional information about the advertised product.
- Most of the people find FM advertisements satisfactory only. Hence, they demand more attractive and genuine advertisements.
- The quality of FM advertisements today is improving. Most of the FM advertisements transmitted through various stations are capable of persuading the consumers to buy the advertised products.
- FM advertisements arouse curiosity among the people, which in turn persuade them to buy the product.
- FM advertisements are successful in creating good impression of products among the consumers.
- FM advertisements help consumers to recall the brand name.
- FM advertisements help consumers in their buying decision.
- There is no relation between the advertisement and the increment in the price of the advertised product.

CHAPTER-FIVE

Summary, Recommendation and Conclusion

5.1 Summary:

In today's competitive world, mass communication plays an important role. Among the mass communication media, FM medium is the most popular one. It proves to be most effective medium which appeals to the ears of listeners.

The impact of FM is so high that it leads the consumers to the market to buy the product. The consumers are highly influenced by the FM medium of advertising. FM is often referred to as an idiot box as many people allot their valuable time hearing it. As such the advertisements played through it has a high reach great impact. Life like presentation played through FM is very appealing and influencing. There are many customers who buy the product only because they have heard its advertisement from FM.

The study of such important medium like FM is very important for any marketer. FM medium of advertising is also very important and if it is effectively used, the result is highly fruitful. So the marketers need to plan the advertising campaign more effectively and effectively. For this, the study like this is very helpful.

This study successfully reveals the choice of different types of consumers regarding the FM advertisements. The importance of FM advertising to influence the consumer behavior is also well depicted in this study. The target group of any marketers may consist of male, female, kids and adults etc. For providing valuable suggestion and recommendations to the marketers, the study categorized the total population according to age, sex and education. In this way, the study can

be helpful to different marketers whose target group consists of different education levels, age and sex levels.

The study as a whole is very helpful for marketers to formulate effective FM campaign and utilize their limited budget effectively.

The summary of the study of 20 different tables can be presented number-wise as follows:-

1. The study shows that the major percentage of people i.e.47.5% prefers musical advertisement. The remaining other i.e.38.75%,12.5%and 11.25%prefer good wording ,simple all types advertisements respectively.
2. Majority of the people below S.L.C. level, S.L.C. level and uneducated level prefers musical advertisement. The percentage of their preference is 68.75%, 56.25%and 62.5% respectively. Whereas majority of graduate people and above graduate people prefer good wording advertisements. The percentage of their preference is 50% and 56.25% respectively.
3. Majority of female and male population both prefer musical advertisements to other types of advertisements. However, the percentage of preference on the musical advertisement is higher in female than in male. The percentage of preference on musical advertisement among male and female are 50% and 26.5% respectively .Similarly, male prefer good wording advertisement more than female does. The preference Percentage of male and female are 37.5% and 25% respectively.
4. 80% of people under the study regularly listen FM programs whereas only 20% of people are not habitual to listen FM programs. While comparing male and female listeners, 75% of male and 85% of female listen FM programs.

5. The majority of people (i.e. 56.25%) below 15 years old, 36-45 years old and above 54 years old are just mere listeners of FM advertisements. They do not react to the FM ads. Whereas the majority of people between 16-25 and 26-35 years old (i.e. 50% and 56.25%) are curious about the advertisement and are attentive listeners.
6. Most people below S.L.C. level and S.L.C level (i.e.68.75% and 56.25%) are just mere listeners of FM ads. They are never curious about advertisement.
7. The major percentage of male and female population (i.e. 72.5% and 56.20%) both try to know what the ads meant. Hence, the information that FM ads try to convey is important to both the male and female population.
8. 50% of the people buy the product because they need the product. Whereas 6.25% of people buy the products because FM ads induce them to buy. The other 50% of people buy the products for both reasons. They are persuaded by the FM ads as well as they need the product.
9. 81.25% of the consumers under study prefer frequently advertised products whereas only 18.75% of them prefer the product, which are not advertised.
10. 62.50% of respondents admit that FM ads attract them towards the advertised product. The other 37.50% respondents that FM ads fail to attract consumer's attention.
11. 68.50% of respondents think that FM ads deceive them. According to them, they are misguiding by the FM ads whereas 37.50% respond that FM ads never deceive them. They get genuine information from FM ads.

12. 81.25% of people are not satisfied with the information provided by FM ads. Hence, they seek for additional information. Whereas 18.75% people are content with the information fed by the FM ads.
13. Regarding the opinions of people about the FM ads. To be satisfactory, attractive, genuine and boring respectively.
14. 50% of people are inclined to buy the product because of the influence of FM ads. Whereas 35% of people are not at all influenced by FM ads. Hence, they are indifferent to FM ads. Only 8.75% of people are highly inclined to buy the product i.e. they don't waste any time to buy the product after they listen the FM ads.
15. The majority of 87.5% of people prefer to buy the product which is advertised. Whereas 12.5% of people prefer to buy the product which is not advertised.
16. FM ads succeed in generation curiosity among 85% of the consumers.
17. 81.25% of people are impressed by FM ads and buy the advertised product. The remaining 18.75% of people confess that they are not impressed by FM ads.
18. Majority of 83.75% of people admit that FM ads help them to remember brand name. They believe that FM ads help them to take quick decision by making them remember the brand name of the advertised product.
19. 41.25% of respondents think that the advertisement is the reason behind the increment in the product. Whereas 50% of them do not think so. Remaining 8.75% remain silent about the question.

5.2 Recommendation

Consumers are considered as the king of market in today's world. The main objection of advertising is to persuade the consumers to buy the advertised product. So the advertisement should be made in such a way that it can attract the consumer's attention and guide them to the market to buy the product. For the creation of fruitful advertising strategy, the study of consumer's needs, wants, preferences, habit and other related areas is most. Advertising strategy should be formed keeping in mind the needs preferences and habit of consumers. The types of advertising, medium of advertisement and other advertising related decisions should be made on the basis of target market's choice.

Today's world is full of competition. For the survival of any company, the role of advertising can't be ignored. Understanding of the medium of advertising that reach the target market, type of advertisement that consumer's prefer, habit of target market etc is very important to increase the competitive strength of manufactures. The following recommendations are made on the basis of findings of the study:-

1. Advertising strategy should be formed on the basis of target consumers. So marketers are suggested to implement effective advertising strategies which can captivate the attention, persuasion and motivation of the customers.
2. FM advertisement should be more informative. It should provide the consumers with all the important information about the products such as price, quality and use etc.
3. If the target market consists of people below 25 years of age and above 54 years of age, the advertisers are recommended to use musical advertisements to draw their attention.

4. If the target market consists of people between the age of 25 and 45 years old, the advertisements should contain goods lyrics to satisfy their intelligence.
5. Education-wise, if the target listeners consist of uneducated people, S.L.C. level and under SLC level people, it is advisable for the advertisers to use musical advertisements.
6. If the target listeners comprises of intellectuals i.e. graduate and above graduate level, the marketers are suggested to give more importance to good working advertisement.
7. It is hard to draw the attention of target listeners consists of people below 15 years and 36 years old through FM ads. There are mostly mere audiences. Thus, the advertisers are recommended to put extra effort and creativity to design really good and eye-catching advertisements to draw their attention.
8. Consumers have high expectation towards ads. They demand more and genuine ads than simple ads. Hence, the marketers are suggested to feed the target market with more attractive and genuine ads as per their demand.
9. Most male and female population prefers musical advertisement. So if the target market consists of both male and female population, it is wise to use musical advertisement.
10. If the target market consists of only male population, the advertiser is suggested to give proper attention to the wording of the advertisement as well as the musical in the advertisement.
11. FM ads will be more fruitful if the target listeners are female as many females are housewives in Nepal who spend most their time listening FM. Hence, the advertisers are suggested to take this advantage of FM medium to allure their target market consisting of female housewives.

12. Most people buy the products when they need them, so a successful advertisement is the one which can create need among the people and allure the people to the market to buy the product. The advertisers are suggested to give more attention to create such type of advertisements.
13. FM is one of the most popular medium of advertising.
14. No one under this study prefer cinema medium of advertising. Hence, using this medium of advertising is a mere wastage. The advertisers are suggested to not use this medium of advertising unless the requirement due other reasons.
15. FM ads should be repeated more often through it is expensive as repetition of ads influence greatly on the minds of people. People are more likely to remember the advertised product and buy it without any difficulty to take decision or choose among many same types of product. So the advertisers are suggested to repeat their ads within their limited budget.
16. FM medium is a successful medium of advertising to arouse curiosity among people which in turn persuade them to buy product. So the use of FM as advertising medium is fruitful.
17. Consumers prefer to buy advertised product than the not advertised product so the advertising of product is important to increase the sale. So the marketers are requested to exploit advertising as their one of important promotional tools.
18. Advertisers are suggested to conduct market research from time to time to have proper understanding of the target listeners and the impact or effectiveness of advertising in order to employ particular marketing strategies.
19. Most popular media in Itahari are TV, FM, newspaper, radio, magazines respectively. So advertising should be done through

them mostly according to the choice of target audience. The advertiser are recommended to conduct research about the choice of the target audience and choose the medium of advertising according to it.

20. Advertisers are suggested to make genuine advertisement as the deceiving and misguiding advertisement has negative impact on consumers in the long run. The consumers shift brand and the marketer cannot retain consumers by deceiving ads.

21. The advertising budget should be used more effectively by the company and the effectiveness of this expenditures should also be measured.

5.3 Conclusion

FM is one of the popular medium of advertising .For the information and implementation of effective FM advertising campaign, research about the consumer behavior is very essential. It is found that the choice of different types of advertisements varies among different types of people. The advertiser needs this information to choose the type that can lead their target listeners to buy the product.

Yong and old people prefer musical advertisements and media aged people prefer good wording advertisements. Education level also determines the choice of advertisement among people .Highly educated people like graduate and above graduate prefer good wording advertisements that satisfy their intelligence whereas the respondent below S.L.C. level and S.L.C. level and uneducated are contented with musical advertisements. Female listen FM more than male does. So FM medium is more effective if the target listeners are female. The musical advertisements should be in that case.

Middle aged people are more attentive listeners than kinds elderly people. Hence, it is hard to influence kids and elderly people with simple and ordinary advertisements. The advertisements used should be more heart catching and musical.

The advertisements should not be deceiving and exaggerating about the product quality. The correct and genuine information should be presented by any advertisement. Only then, the consumers become happy and stick to the brand.

The successful advertisement is the one which can arouse the need of the product. It is found that the majority of the people buy the product when they need it rather than being induced by the advertisement. However, advertisements help the consumers in their buying decision. The advertisements should be repeated to have positive results.

When it comes to the choice between the advertised product and not advertised product, the consumers always prefer advertised product. Advertisement adds prestige to the product. It helps consumers in their buying decision by reminding them of the popularity advertised product.

Advertising is the most important promotional tool used by any organization. The successful advertising campaign can lead to the maximization of sales and profits.

Appendix

$$\text{Arithmetic Mean } (\bar{X}) = \frac{X_1 + X_2 + X_3 + \dots + X_n}{N}$$

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

Where (\bar{X}) = Arithmetic mean

$X_1 + X_2 + \dots + X_n$ are Value of variables

N = Total number of observations

$\sum X$ = Sum of the variables

Mathematically, let W_1, W_2 and $W_3 \dots \dots \dots W_n$ be the weights given to the variate values $X_1, X_2, X_3 \dots \dots \dots X_n$ respectively then their weighted arithmetic mean is denoted by XW is defined by .

$$\begin{aligned} XW &= \frac{W_1X_1 + W_2X_2 + \dots + W_nX_n}{W_1 + W_2 + \dots + W_n} \\ &= \frac{\sum WX}{\sum W} \end{aligned}$$

Chi- Square Test

The steps for the computation of Chi- Square χ^2 test:

Step 1: Formulate the null and alternative hypothesis.

Step 2: Compute $E_1, E_2 \dots \dots \dots E_n$ corresponding to $Q_1, Q_2 \dots \dots \dots Q_n$

Step 3: Under H_0 , compute the test statistic.

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

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

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Questionnaires

Name:-

Sex:-

Age:-

Education:-

Address:-

1. What kind of advertisement do you prefer on FM generally?
 - a) Musical
 - b) Good wording
 - c) Simple
 - d) All of above
2. Do you generally listen the FM advertising?
 - a) Yes
 - b) No
3. What is your reaction when advertisement comes from the FM?
 - a) Curious about the advertisement
 - b) Switch off the FM
 - c) Change the station
 - d) Just listen the advertisement
4. Do you buy a product because.....
 - a) Advertisement induces you to buy
 - b) You need it
 - c) Both of them
5. Which product do you prefer to buy?
 - a) Frequently advertised
 - b) Non advertised
6. Does repetition of an advertisement attract your attention?
 - a) Yes

- b) No
- 7. Has an advertisement ever deceived you?
 - a) Yes
 - b) No
- 8. If an advertisement interests you, what do you do?
 - a) You look for more information
 - b) What you received is enough
- 9. How do you categorize most of the FM advertisements as?
 - a) Genuine
 - b) Attractive
 - c) Satisfactory
 - d) Boring
- 10. Do you feel inclined to buy when you listen to an advertisement?
 - a) Highly inclined
 - b) Inclined
 - c) Indifferent
 - d) Fully indifferent
- 11. If there are same kinds of products in the market in terms of quality and the price, which one do you prefer?
 - a) Advertised one
 - b) Non advertised
- 12. Do FM advertisements generate curiosity about the product?
 - a) Yes
 - b) No
- 13. Have you bought any product after getting information from advertisement?
 - a) Yes
 - b) No

14. Does advertisement help you to remember brand name?

a) Yes

b) No

15. Do you think that the price of advertised goods will be higher than the price of non-advertised goods?

a) Yes

b) No

c) Don't know