

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Marketers spend a large sum of money on advertising and face a major challenge in influencing the purchase decision of consumers favorably towards their product or service. The final goal is to influence the purchase decision of consumers as most marketers realize that purchase decision is the end result of a long process of consumer decision making. Consumer buying process is the complex process and includes the problem recognition, information search, evaluation of alternatives, purchase decision and post purchase evaluation. Advertisers need to know the specific need that consumers are striving to satisfy and how these needs translate into purchase criteria, how consumers collect information from various sources and how this information is used to select from among competing brands and a purchase decision is taken (Ingavale, 2013).

The subject of the effect of advertising on the consumer demand is complex. It is believed that economic and social factors affect on consumer demand. Along with these factors advertising pushes the consumer demand. Advertising is a potent communication tool which plays a very important role in consumer decision making. Advertising is meant to convey a message to the prospective customer or the audience. Advertising acts as an advisor and the message is the factor of conversion meant to bring about the person towards the product and its purchase (Tiwari, 2017).

Advertising is the communication link between the seller and the buyer or the consumer. It does not simply provide information about products and services but

is an active attempt at influencing people to action. In other words, advertising does not end with the flow of information from the seller to the buyer; it goes further to influence and persuades people to action (Ingavale, 2013).

Electronic advertising is an effective way to deliver promotional customized offerings and relevant marketing messages to targeted consumers. Electronic advertising play an important role to effect consumer preferences, build a positive consumer attitude and influence their purchase decisions about the products/services offered in advertisements. Electronic ads are increasingly appealing marketing communication tools to reach targeted consumers in different ways and in different locations. Electronic advertising not only include TV and FM advertisements, but also any type of marketing communication that executed with the use of web, social media and/or mobile technology. Advertisements play a major role in changing the behavior and attitude of consumers towards the products shown in the advertisements (Takemura, 2012).

The advertisements not only change the way of product is consumed by user but alter the attitude with which they look at the product. Consumer attitude and behavior hugely influenced by advertisements. Purchase attitude and behavior is influenced by variety of advertisements which cover product evaluation and brand recognition. As the advertising format landscape continues to change, marketers and advertisers must gain insights into what types of advertising work better to reach and gain consumers (Rai, 2013).

1.2 Focus of the Study

The main focus of this study is to find out how electronic media advertising affects the behavior of the people in buying Coca Cola. Many important decisions have to be made before under taking the advertising program. It is certainly one of the most important and complex decision facing business executives. Major decision

areas in developing advertising program include setting the advertising objectives, deciding on the advertising message, deciding on the media and evaluating advertising effectiveness. Human behavior is very complex process. Behavior is the sum total of observable human activities. No two people always behave in the same way. Advertisers must understand the customer's behavior and must present the advertisement in such the way that persuades the people to buy the particular product. Advertisers must understand how customer select, buy, use and dispose products. They must know customer motivation

In this paper the researcher prime aim is to study the relationship on consumers' attitudes, credibility towards advertising and its subsequent effect on consumers buying behaviors. There are many studies had been conducted on how advertising works, advertising effectiveness, about advertising. But little effort has been made to find the consumer perspective towards advertising and its consequent effect on consumers buying decisions. Before state the research questions let to discuss little about how advertising works and advertising influences on consumers' attitude.

Advertising works by influencing consumers' attitudes towards a product, service, or idea, as to increase their likelihood of adopting a particular purchase behavior. Given advertising's attitude-modifying nature, its objectives should be structured around attitudes. This facilitates the formulation of a strategy of consumer attitudinal change.

1.3 Statement of the problem

Advertising helps to lower the prices due to mass selling. It also encourages competition and that too leads to lower price. For advertising to work, it required the specification of sound and measurable objectives. Thus, selecting objectives that can be affected by advertising and that allow for efficient and continuous testing is crucial. One of the most popular is the "Hierarchy of Effects". According

to this model, the purpose of advertising is to affect some level of the hierarchy (i.e. awareness, comprehension, or conviction). This theory also claims that this effect, combined with those of other marketing variables, leads to sales.

According to psychologists, attitudes are constituted by perceptual and preferential components. This means that people past experiences predispose them to respond in predictable ways, on the basis of certain perceptions. Attitude, therefore, can be seen as the link between psychological and behavioral components. Since attitudes reflect perceptions and, hence, indicate predispositions, advertisers can take advantage of their knowledge about an audience's attitudes to design inputs aimed at influencing their perceptions and, thereby, modifying their predispositions to behave. This is the underlying rationale behind the workings of advertising, in terms of this model.

Advertisers select communication media that effectively and efficiently reach their intended audiences where they are, exposing them to their ads (exposure). Upon this exposure, the ad captures and maintains the audience's attention (mental processing capacity) through its originality and relevance with respect to people's needs and motivations. Consumers also have a perception regarding each of these salient characteristics in the "ideal" product. In the case of mature products these criteria are well defined; however, in new products that is not true. Using these criteria, a consumer then chooses a particular brand by comparing his/her ratings of each brand with his/her ratings of the ideal brand. The brand that compares most favorably with the "ideal" has the highest probability of being selected for purchase.

Thus, from what has been indicated here, advertising works by maintaining or shifting attitudes regarding the salient characteristics of a product and their ratings,

rather than affecting directly sales or a level of the hierarchy. The researcher will attempt to get insight on consumer attitude, perception, credibility towards advertising and its subsequent effect on buying decisions and also try to find out the answers of following research questions.

- What kind of advertisement media is preferred by different group of people? (Age, gender and education)
- What is the reaction of the people regarding present situation of electronic media advertising?
- Does the advertisement from electronic media attract people's attention?
- What is best electronic media for the Coca-Cola?

1.4 Objectives of the study

The main objective of this thesis work is to examine the impact of electronic advertising on buying decisions of Coca-Cola consumers in the Kathmandu Valley. And specific objectives of the study have been outlined as follows:

- To analyze the effect of television and FM advertising on creating awareness of Coca-Cola buyers in Kathmandu valley; and
- To examine the impact of television and FM advertising on buying decisions of Coca-Cola buyers in Kathmandu valley.,

1.5 Significance of the Study

Advertising is one of the most widely used promotion tools. They have become a part and parcel of life. For the sake of making consumers well informed, it is becoming more important in advertising to provide suggestion on various aspects of daily life. Advertisement help to collect information and knowledge needed to make pleasant for this different advertising media were used such as indoors, outdoors, direct and display. Among different media has. The merit of vision, sound, motion, selective and flexible, mass communications etc. and at present,

this advertising media has the weakness of shortest life, culture problem, time taxing, costlier limited area, etc. The major significances of this study are as follows;

- Advertising promotes product consisting of goods, services, ideas, experiences, people, places, organizations. The products can be promoted in various forms locally, nationally, globally; consumer, industrial trade; products, institutional; individual co-operative. Advertising has proved to be effective source of information than other sources.
- Advertising increases the demand for the products and services and helps in the installation of up to date machinery, consequent reduction of cost of an article and in the introduction of mass production.
- Advertising is not only beneficial to the producer and retailer but also to the consumer given the complex nature of advertising, it is important for those involved in the field, or just interested in its workings, to have an understanding of its underlying communication processes.
- It is important to advertisers, advertising agency and copywriters to understand how consumers react to advertising and its subsequent effect on buying decisions. This study tries to find out the impact of advertising towards buying behavior of consumer.
- Researcher believes that this study will be beneficial directly or indirectly to the advertisers, Advertising Agencies, Media, Copywriters and Businessmen to know about consumers' attitude and credibility towards ads and the factors affect consumers' to behave the way they do and accordingly design, build and communicate their message about product and services to the targeted group effectively.
- Similarly, this study will equally beneficial to the students of marketing to get insight about consumer attitudes towards advertisement and subsequent effect on their buying decision process and it is beneficial to the future

researcher to build research problem in the subject. The other people who interested on its working are also can get the benefit of the study.

1.6 Limitations of the study

No study can be free from its own limitations. So, the present study has also some limitations. Reliability of statistical tools used and lack of research experience are the major limitations and some other limitations can be enlisted as follows:

- The study is limited to a survey of respondents and interviews of people within urban areas of Kathmandu and is based on primary data.
- As this study is only based on the certain sector of the community it has some limitations.
- It studies only the effect of advertising on the buyer's behavior with specific reference to Coca Cola.
- Judgmental sampling technique is used to select the respondents for the purpose of interview.
- Questionnaire and interview have been used to collect primary data and their limitation also applies equally.
- The study is limited in nature due to time limitation.

1.7 Organization of the study

For the systematic presentation of the report the research is divided into five chapters as follows.

Chapter-I: Introduction

The first chapter is introduction which includes background of the study, statement of the problems, objectives of the study, importance of the study and limitations of the study along with organization of the study.

Chapter-II: Review of Literature

The second chapter is review of literature is done to know what research had been done in the related topic in previous days and what is to be done at present or in future. In this chapter which gives the theoretical concept and review of related materials i.e. review of books, review of thesis, review of journals, newspapers, magazine etc. Research gap also includes in this chapter.

Chapter-III: Research Methodology

This chapter includes introducing research design, data collection, nature and source of data, data gathering procedure and statistical tools etc.

Chapter-IV: Presentation and Analysis of Data

Presentation and analysis of data have been made in the fourth chapter. The data collected from various year budget speech, economy survey etc. have been tabulated in their sequential order and data have been described, analyzed and projected with statistical tool as well as general accounting and taxation principle. It also includes major findings of the study.

Chapter-V: Summary, Conclusion and Recommendations

This chapter is the general idea of the study and it represents all the opinions of the research as far as possible. Summary, conclusions and recommendations are mentioned in the last chapter of the study. Bibliography, appendices and research proposal is presented at the end of this research study.

CHAPTER- II

REVIEW OF LITERATURE

This is the chapter, of literature review which deals with the literature of previous studies on the use of Electronic Media in Advertising. It covers studies research work, published articles conducted with Electronic Media Advertising and Nepal Television. This chapter provides some conceptual approaches of advertising and review of related topics. This chapter provides different information about advertisements from various articles, books, thesis, websites etc.

2.1 Conceptual Framework

2.1.1 Concept of Advertising

An advertisement is a form of persuasive communication with the public. The communication is usually one-sided in one direction from the advertiser to the public. The members of the public are free to respond to it in their own way; the response is at an individual or family level. There is little or no dialogue with the public; advertising forces itself upon the public. At the same time, especially in a democracy with a market economy such communication is required so that intelligent choices are made. Therefore the advertising mere goal is to communicate message about an idea, product or services to the targeted consumer or group of consumers. Advertising is made to the public through specified media device. Advertising is a non-personal form of communication; it is targeted to the mass through identified sponsor appeal for the action to the targeted consumers.

The term advertising has been derived from the original Latin word 'advertere' which means 'to turn' the attention. An advertisement prime objective is to get attention to the particular product or service or an idea that would be advertised. Advertising has many facets, sphere, dimension and definitions. Advertising is to

communicate a message about a product or service or an idea through media (Radio, Television, Newspapers, Magazines, Hoarding Boards, Billboard etc.) to the targeted customer or consumers by the producer or marketer of the product.

Many scholars, researchers, economists, sociologists, social scientists, marketers, and consumers have defined advertising in their own way. The some major definitions of advertising are:

The official definition established by The American Marketing Association's Committee for Definitions is "Any paid form of non-personal presentation of ideas, goods or services by an identified sponsor, Journal of Marketing".

Advertising consists of all activity involved in presenting to a group, a non personal, oral or visual, openly sponsored message regarding a product, service or ideas. This message called and advertisement is disseminated through one or more media and is paid for by the identified sponsor (Aaker, Myres & Batra, 1996).

Advertising is a form of communication intended to promote the sale of a product or service to influence a particular cause to gain political support, to advance a particular cause or to elicit some other response desired by the advertiser" (Ibid).

Thus advertising is defined as a form of mass communication where as such message is distributed by marketers through different sources by sougning and acquired by the consumers. It is referred, as one-personal presentation because communications is only two viz. publication and electronic transmitter the radio and television.

Clearly advertising includes the followings form of message the message carried in newspaper and magazines or outdoor broads or street car, buses and train, cards

and poster. In radio and television broadcast and in circulation of all kinds, whether distributed by mail, by person through tradesmen. Or by insert in packages dealer help materials: windows display and country display materials and efforts: stone sign: houses organs when directed to dealers and consumers: nation pictures used for advertising and novelties, bearing advertising message or signature of the advertiser (Johnon, 1998).

All above mentioned definition except last one tells that advertising is a mass communication media, which help to sell goods.

2.1.2 Advertising and other Promotional tools

Electronic Media is one of the elements of promotion. "Promotion is the company's attempt to stimulate sales by directing persuasive communication to the buyers. Electronic media is a component of marketing and one of its principle promotional arms. The characteristic of all marketing activities is that they are undertaken to increase the sale. There are many tools of marketing which help to increase the sale of goods or services. All these tools are called promotional tools. The characteristics of all these tools are that they are undertaken to increase the sales of goods and services. These tools are distinguished from one another by the methods they used to attain goal. The main difference between advertising and other promotional tools is that advertising is controllable to a large extend and reaches a diverse group of audience at the same time (Kotler, 1994).

2.1.2.1 Advertising and Sales Promotion

Electronic Media is usually addressed to large group of people but the distinction can be made as follows. Sales promotion is the temporary offer of a material reward to customers or sales prospects, whereas advertising is the communication of information. From the definition, it is apparent that Electronic Media may well be the medium through which a sales promotion on after is made. The distinction

is also bringing out an important fact about Electronic Media. An Electronic Media by definition transmits a persuasive message, but the element is not necessarily the ads itself. When a sales promotion offered is the subject of advertisement the promotion is the persuasive element and advertisement is an information channel (Kleppner, 1997).

For most forms of sales promotion out distinction can be used with little difficult free goods offer (One bottle of coke free with one case purchase) display allowance (price reduction in return for store display) and count/recount offers. Price reduction nosed on retail movement during a specified time period all are temporary and they all offer a storekeeper a material reward likewise consumer promotion involving samples, discount coupons, premiums, contests and sweepstakes all offers at least temporarily the prospect of reward.

2.1.2.2 The basic distinction between Electronic media and salesmanship

It can be stated as follows "When a persuasive communication is directed toward a single individual it is called advertising" (Ibid). Electronic Media are presented to a group of people whom the advertiser does not know as individuals, whereas a salesman spends much of his time deciding which people he/she should see for individual approach.

2.1.2.3 Electronic Media and Publicity

Publicity is an effort to make available certain information to the public. It is the sum total of those activities that are directed to the flows of information to the knowledge of public. Perhaps, the association of teachers of marketing and advertising America once gives the best definition. According to its terminology "Publicity is any form of non personal presentation of goods, services or ideas to a group, such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for". In this sense, Electronic

Media is only a type of publicity. That is, term "Publicity" is more comprehensive than the word Electronic Media itself. Therefore it can be said that all Electronic Media is publicity but all publicity is not advertising (Kleppner, 1997).

Both the words are similar in three respects. First, they deal with the conveying information regarding the goods or services or ideas. Secondly, both are attempts to present the information impersonally. Thirdly, both being the components of mass communication, they use mass communication media on several grounds.

2.1.3 Advertising Media Available in Nepal

Nepal has all media of advertising these days. The development of media of mass communication dates back to the initial years of the Rana period. Prior to this, pamphlets were used and people used to speak at loud voices to advertise in the temporary market or the haat bazaar.

2.1.3.1 The Radio Nepal

The Radio Nepal was established on the 20th chaitra, 2007 B.S. (1st April 1951). Initially, the transmission was done through a 250 watt transmitter. Over the years, the Radio Nepal has strengthened its institutional capacity and diversified itself in terms of program format, technical efficiency and nationwide coverage. Radio Nepal now has programs on the short wave as well as on the medium wave frequencies and most recent development is the launching of F.M. channel.

2.1.3.2 The Role of the Radio Broadcasting in Nepal

The radio broadcasting is the cheapest and quickest means of mass communications in Nepal. In a mountainous country like Nepal, radio broadcasting has proved a very effective medium in disseminating information educating people and entertaining the message. It has been providing various programs aimed at creating mass awareness. The people in 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 is made of the newspaper, which has very limited and delayed circulation. Therefore, the radio has been the most suitable means of disseminating information and providing entertainment to the mass in Nepal (Ibid).

The transmission capacity of Radio Nepal is the short wave and the medium wave, and recently they have launched Frequency Modulation (F.M) in many areas of the country. The short wave transmission of Radio Nepal is estimated to reach listeners throughout the kingdom. But, the medium wave transmission covers from 80% to 90% of the population. There are five medium wave transmission stations in Nepal.

- I. The Eastern Development Region in Dharan
- II. The central Development Region in Kathmandu
- III. The Western Development Region in Pokhara
- IV. The Mid Western Development Region in Surkhet
- V. The Far Western Development Region in Dipayal.

From these transmissions, the radio broadcasts various regional languages as Magar, Gurung, Newari, Rai, Bhojपुरi, Maithali etc.

2.1.3.3 F.M. Radio

After the promulgation of the 1991 constitution of Nepal, there has been a steady development in the media field and as a result various FM stations have been launched and started its transmission. Radio Nepal launched the first F.M channel in Nepal on the 30th Kartik, 2052 B.S. (16th November, 1995). The FM channel airs programmes on the 100 MHz on the Frequency Modulation band through a 1 Kilowatt transmitter installed at Khumaltar, Lalitpur. There are other stations through which Radio Nepal broadcasts through FM band in various parts of the country like Illam 100 MHz, Birgunj 100 MHz, Hetauda 95 MHz, Bharatpur 103

MHz, Jomsom 100 MHz, Jumla 100 MHz, Dang 100 MHz, Budikhola 100 MHz, Humla 100 MHz. A state of art studio with stereo facilities has been established at Singha Durbar with sufficient facilities to broadcast programs live. Similarly private FM Radio Station like Kantipur, Radio city, Hist, Image, Sagarmatha etc in Kathmandu and many FM Stations in various parts of the country like Radio Birgunj, Kalika, Synergy, Palpa, Bheri, etc operate commercially and in community as well. These all stations provide cheap and effective advertisement in the local areas where they operate (Agrawal, 2002).

2.1.3.4 Printed Media

The first newspaper, in the modern sense is said to have appeared in the Netherlands in the year 1529 A.D. Archer's weekly news first published in May 23rd 1622 is however regarded as the earliest newspaper. Nepal was late by 279 years in entering the field of newspaper. "History of Nepalese newspaper is undoubtedly a recent phenomenon. Unlike the United States, magazines entered the field of journalism prior to the advent of newspaper in Nepal. The pioneer of Nepalese journalism was Motiram Bhatta, a Nepali poet who edited and published the first Nepali monthly "Gorkha –Bhatta, a Nepali poet who edited and Banaras in India in the year 1886. It was Motiram Bhatta who collaborated with Krishna Dev Pandey in setting up the Pashupati press, the first print in Katmandu. A Nepali monthly Sudha Sagar was printed and published in that press in 1898. The same Pashupati press printed the first Gorkhapatra during the premiership of Dev sumsher jung Bahadur Rana in 1901.

In 1662 A.D., the Gorkhapatra Corporation was set up to run the paper on commercial basis with public participation. Gorkhapatra Corporation expanded its field by publishing the first English newspaper, The Rising Nepal. Nowadays Gorkhapatra is a daily newspaper and its circulation reaches to most of the districts of the kingdom. Gorkhapatra Corporation these days publishes the Rising

Nepal and magazines like Yuvamanch, Muna, Madupark etc. There are many other local, regional, national papers, magazines etc on daily, weekly, fortnightly, monthly, quarterly, and half- yearly basis published in the country. Today modern technologies have pierced into this print media giving more color, mixing, and life to the advertisement.

2.1.3.5 Cinema

Film is perhaps the most revolutionary creation in the visual artistic expression. Since its birth, like a hundred years ago, this ever-expanding medium has had a profound influence in our societies, particularly in the field of communication. Within decades of its appearance, it reaches a maturity that was no parallel in the history of other forms of art. Today, particularly for developing countries, this potential medium of mass communication has become a basic necessity without, which an effective communication is impossible to put through (Agrawal, 2002).

This medium is considered as a best medium because looking at the 48% literacy rate in Nepal , films represent an effective advertising medium in reaching the message. The presentation of cinema starts in 2006-2007 B.S. Prior to this English and Indian movies were shown in Singha Durbar for the dignitaries. After that, films were also made in Nepali languages and the first film in Nepali was Raja Harishchandra produced in Bombay, India. Now films are not only made in Nepali in Nepal but Bhojpuri, Maithali, Newari, Gurung and other languages too. The Nepali film industry has made a lot of progress in the last fifty years.

2.1.3.6 Nepal Television

Nepal Television (NTV) is perhaps one of the youngest television stations in Asia, It started as a project in January 1985 under the Sixth Development plan (1980-1985) in which a provision was made "to undertake feasibility study of the establishment of television in the country and to begin TV transmission service at

selected places if found feasible from economic and technical standpoints." Despite doubts felt by many, it began its experimental transmission for Katmandu Valley in a very modest manner with VHF equipment and in the UHF band, in those days there were only about 400 TV sets, the majority was also used for receiving Doordarshan Signals. The thirst for TV programmes was growing. When Nepal TV went on air with its thirty minutes transmission, the number of TV sets increased dramatically. A 100 watt transmitter was then set up to cover Katmandu valley during this experimental transmission, Regular transmission of two hours commenced by the end of 1985. In February of 1986, it became a full fledged corporation under their communication Act.

Thus mostly geared to Established as an electronic medium to enhance the country's socio-economic development, Nepal Television currently covers 42% of the country's population and 32% of the land area. Programmes are informed and educate the general mass. With the extension of the network, transmission hours have also increased 119 hours per week.

2.1.4 Consumer Psychology

Psychology is the description and explanation that is, the study of the causes, conditions, and immediate consequences so far as these can be ascertained, of states of consciousness such as sensations, desires, emotions, cognitions, reasoning's, decision, volitions, and the like in human beings. Consumer is an individual or organizational unit that uses or consumes a product (Stanton et al., 2002).

Consumer Psychology is thoughts and feelings (transitory states of consciousness) of consumers about product and services, knowledge gained by way of thoughts and feelings, (procedural knowledge, conditional knowledge) about product and services, and response to product and services (decisions) by the consumers.

Consumer Psychology is a state of mind i.e. thoughts, feelings, and knowledge about product and services of consumers. Moreover, Consumer's mental facts cannot be properly studied apart from the physical environment of which they take cognizance i.e., thoughts, feelings, and knowledge can only be understood within a social-cultural context. Individuals think, feel, and know about products and services in ways that promote behaviors that enhance self-preservation. The study of Consumer's Psychology may be divided into three fundamental conscious process and their conditions, i.e., the states of consciousness (thinking, feeling, and knowing) in correlation with their probable neural conditions.

- Sensation – anatomically, the fibers which carry currents (affect).
- Cerebration or Intellection – the organs of central redirection of them (cognition).
- Tendency to Action – the fibers, which carry them out (action).

In sum up, consumer psychology is attitude, beliefs, perception and credibility of consumers about particular products or services accustomed by the physical environment, socio-economic and cultural context of the consumers and response to the particular products.

2.1.5 Consumer Buying Behavior or Decisions

Behavior is a positive or negative reaction made by individuals towards some objects, things, or an idea that he/she sees, feel, experienced or confronted etc. Behavior of an individual is guided by several factors. Any showed reaction is the combination of several factors influences to react to this manner. Buying Behavior is the decision processes and acts of people involved in buying and using products.

Need to understand

Why consumers make the purchases that they make?

What factors influence consumer purchases?

The changing factors of our society

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for:

Buyer's reactions to a firm's marketing strategy has a great impact on the firm's success; The marketing concept stresses that a firm should create a *Marketing Mix* (MM) that satisfies (gives utility to) customers, therefore need to analyze the what, where, when and how consumers buy; Marketers can better predict how consumers will respond to marketing strategies.

2.1.6 Advertising Theory

Advertising theory can be highlighted by the stages mentioned below:

- 1) Awareness
- 2) Consideration
- 3) Reaffirmation
- 4) Confirmation
- 5) Action
- 6) Reinforcement

Devising a theory of how advertising is effective within a consumer's mind is difficult because consumers struggle with every decision they make. The process in which consumers choose a brand and/or a product is extremely complicated. Advertising messages must be tailored and relevant during each stage of a consumer's buying or decision-making process. Advertising initiatives can be viewed as effective on many different levels within this pattern. Advertising messages are created in order to change the awareness, knowledge, and attitude of consumers towards a specific brand offered. These changes take place all throughout the buying a decision making pattern (McDonald, 1984).

Stage 1- AWARENESS

The initial step within the buying or decision-making pattern is a basic awareness of the product or service. The pure notion that a product is available to the consumer, whether they need or can afford it at any specific moment within their life, creates some form of awareness. This stage represents the initial introduction a consumer has with a brand. The degree of awareness at this point is obsolete due to the necessity of an advertising message's need to have some sort of presence with a consumer's environment. Once a brand becomes part of a consumers' environment, or better yet knowledge base, the possibility of purchase is increased (McDonald, 1984).

The time a product stays in the awareness stage varies depending on the current stage in life a person is in. The stage in life a person is in is defined by their financial status and current needs. The awareness stage could lead directly into the follow consideration stage or remain in that stage inevitably (McDonald, 1984).

The chance of remaining in the awareness stage does not mean that the advertising initiatives were ineffective or wasteful. Many times consumers influence each other, and a brand in one consumer's awareness stage could lead to the introduction of the brand to another consumer. One of the most influential sources of information regarding products comes from the consumers themselves, passing the word along through daily conversation. However, the initial introduction must be made through advertising in order to have the possibility of consumers influencing each other (McDonald, 1984).

Stage 2- CONSIDERATION

Once an advertising message has moved past the awareness stage, the consumer begins to consider the message. This stage represents the point in which a personal connection must begin to be made. Consideration of whether this is a product that

will meet a need of the consumer is the most crucial point within the buying and decision making process. This is the stage where the consumer is weighing the facts. These facts are from the advertising message itself and from their current environment not related to the message, including other ad messages (Cunawalla and K.C., 1997).

The main point to consider regarding this stage is that it is the stage where advertisers want to establish a connection with the consumer. Research on the target market and profiling on the target help to ensure a message to resonate with the consumer in a positive way. The connection would then push them to later purchase or develop an affinity for a certain brand (Cunawalla & K.C., 1997).

Stage 3- REAFFIRMATION

Once the consumer has had time to evaluate the message and the product or service, a connection must be made in order to move onto the next stage. The next stage involves reaffirming the consumer that the connection does exist. This stage is where they fully understand the connection, which has been made, and see a place in their lives for the advertised product or brand. This stage is similar to the consideration stage but involves an additional awareness of competitors and evaluation of preference. This stage can lead back to the consideration phase if not enough positive associations are made with the product or brand. These positive associations can come from influential friends and relatives and additional advertising messages in varying forms of media (McDonald, 1984).

Stage 4- CONFIRMATION

After the consumer has been reaffirmed by additional advertising messages and influence from other consumers, the connection and relevance in the consumer's life exists. The consumer then enters the confirmation stage. This stage is where the brand and product are viewed in a positive light and there is increased chance

of recommendation to other consumers or action. The confirmation stage does not always lead to action. Consumers can stay in the confirmation stage for a long time before any initiatives to buy actually take place. This mostly involves the level of involvement the consumer has with the product or brand. Higher cost items might have to remain in the confirmation stage until available funds are available to the consumer. In this case, the consumer could go back into the consideration and reaffirmation stages. More likely, confirmation will take place again at a later time where the product or brand is more appropriate within the consumer's time in life (Cunawalla & K.C., 1997).

Stage 5- ACTION

After a confirmation of a brand or product is made, hopefully an action will take place. This stage is where the consumer has found a need and a connection, and believes it is the right time for them to purchase the product. Within this stage, reaffirmation and consideration come back into play both prior to the purchase and after. There is a constant need to convince oneself that this decision is the correct one. Advertising messages from competitors are still playing a large role in the Consumers' decision making. This consideration and reaffirmation occurs as the consumer is bombarded with competitor messages and the messages of the brand or product now preferred. However, it is important that once a consumer decides to initially purchase a product, they go back and forth between the reaffirmation stage and confirmation stage until the actual purchase takes place. Once the purchase takes place, the consumer must have reinforcement in order to defer dissonance with the product or brand (Cunawalla ,& K.C., 1997).

Stage 6- REINFORCEMENT

The reinforcement stage involves continuing advertising initiatives to maintain the positive association the consumer initially had. This stage is where the consumer decides if the product actually did fulfill the need to be met as promised. This

reinforcement comes from additional advertising initiatives and the actual experience with the product or brand after purchase. If the consumer is satisfied with the product or brand, a continuation of use will be established. Advertising initiatives are not developed to have the targeted consumer purchase or try the brand once; these messages are designed to become part of the consumer's lifestyle and induce repeat usage and purchasing behavior (McDonald, 1984).

2.1.7 Factors Influencing Consumer Buying Behavior

A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Research into all these factors can provide clues to reach and serve consumers more effectively.

Cultural Factors

Culture, subculture and social class are particularly important in buying behavior.

i. Culture: Culture is the fundamental determinant of a person's want and behavior. The growing child acquires a set of values, perceptions, preferences and behavior through his or her family and other key institutions. Each culture consists of smaller subcultures that provide more specific identification and socialization for their members (Cateora & Graham, 2001).

ii. Subculture: Subcultures include nationalities, religions, racial groups and geographic regions. When subcultures grow large and affluent enough, companies often design specialized marketing programs to serve them.

iii. Social class: Social classes reflect not only income, but other indicators such as occupation, education and area of residence. Their members share similar values, interests and behavior. Social classes differ in dress, speech patterns, recreational preferences and many other characteristics. Social classes show

distinct product and brand preference in many areas, including clothing, home furnishings, leisure activities and automobiles.

Social Factors

In addition to cultural factors, a consumer's behavior is influenced by such social factors as reference groups, family and social roles and statuses.

i. Reference groups: A person's reference groups consist of all the groups that have a direct or indirect influence on the person's attitudes or behavior. Groups having a direct influence on a person are called membership groups. Some membership groups are primary groups, such as family, friends, neighbors and co-workers with whom the person interacts continuously and informally. People also belong to secondary groups, such as religious, professional and trade union groups, which tend to be more formal and require less continuous interaction.

ii. Family: The family is the most important consumer-buying organization in society and family members constitute the most influence primary reference group. The family has been researched extensively. There are two type of family members in the buyer' life. The family of orientation consists of parents and siblings. From parents a personal ambition, self-worth and love. Even if the buyer no longer interacts very much with his or her parents, their influence on the buyer's behavior can be significant (Cateora & Graham, (2001).

iii. Role and Statuses: A person participates in many groups – family, clubs, and organizations. The person's position in each group can be defined in terms of role and status. A role consists of the activities a person is expected to perform. Each role carries a status.

Personal Factors

A buyer's decisions are also influenced by personal characteristics. These include the buyer's age and stage in the life cycle, occupation, economic circumstances, lifestyle and personality and self-concept.

i. Age and stage in the life cycle: People buy different goods and services over a lifetime. They eat baby food in the early years, most foods in the growing and mature years and special diets in the later years. Taste in clothes, furniture and recreation is also age related. Marketers often choose life-cycle groups their target markets.

ii. Occupation: Occupation also influences consumption patterns. A blue-collar worker will buy work clothes, work shoes and lunch boxes. A company president will buy expensive suits, air travel and country club membership. Marketers try to identify the occupational groups that have above-average interest in their production and service.

iii. Economic circumstances: product choice is greatly affected by economic circumstances such as spendable income, saving and assets, debts, borrowing power and attitudes towards spending and saving. Marketers of income sensitive goods continuously monitor trends in personal income, saving and interest rates.

iv. Lifestyle: People from the same subculture, social class and occupation may lead quite different life style. A lifestyle is a person's pattern of living in the world as expressed in activities, interest and opinions. Lifestyle portrays the "whole person" interacting with his or her environment. Marketers search for relationship between their products and lifestyle groups (Koirala, 2000).

v. Personality and self-concept: Each person has personality characteristics that influence his or her buying behavior. By personality, we mean a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli. Personality is often described in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness and adaptability. Personality can be a useful variable in analysis consumer brand choices. The idea is the brands also have personalities and that consumers are likely to choose brands whose personalities match their own.

Psychological Factors

A person's buying choices are influenced by four major psychological factors motivation, perception, learning and belief and attitudes.

i. Motivation: A person has many needs at any given time. Some needs arise from physiological states of tension such as hunger, thirst or discomfort. Other needs arise from psychological states of tension such as the need of recognition, esteem or belonging. A need becomes a motive when it is around to a sufficient level of intensity. A motive is a need that is sufficiently pressing to drive the person to act.

ii. Perception: A motivated person is ready to act. How the motivated person actually acts influenced by his or her perception of the situation. Perception is the process by which individual selects, organizes and interprets information inputs to create a meaningful picture the world. Perceptions can vary widely among individuals exposed to the same ability.

iii. Learning: When people act, they learn. Learning involves changes in an individual's behavior arising from experience. Most human behavior is

learned. Learning theorists believe that learning is produced through the interplay of drives, stimuli, cues, responses and reinforcement. The learning theory gives idea to the marketers that they can build up demand for a product by associating it with strong drives, using motivating cues and providing positive reinforcement.

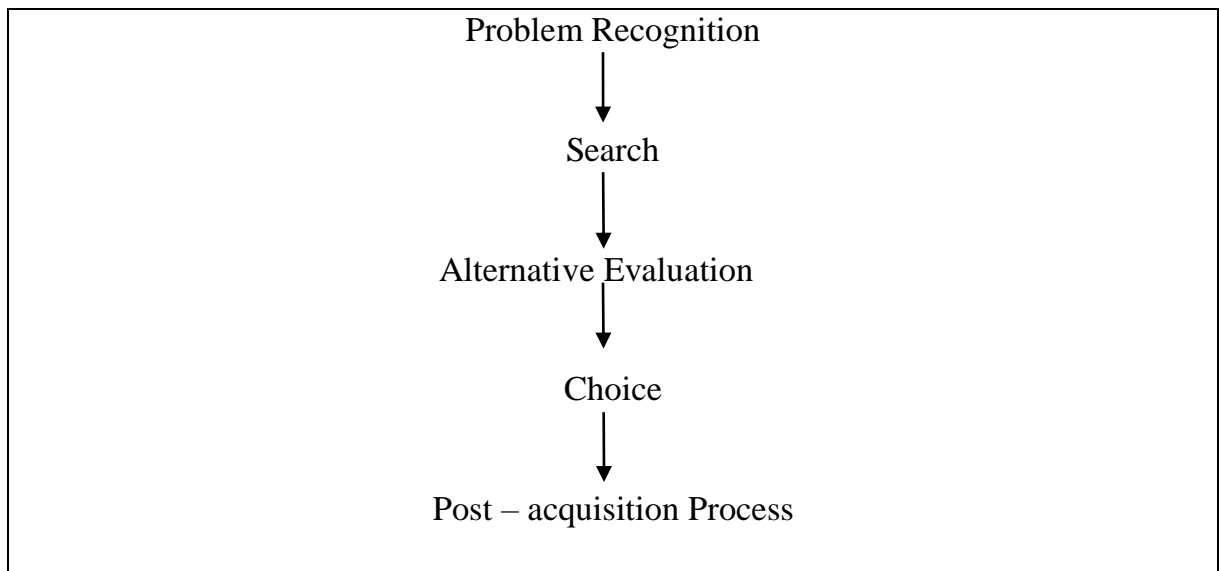
iv. Beliefs and Attitudes: Through doing and learning, people acquire belief and attitudes. There in turn influence buying behavior. A belief is a descriptive thought that a person holds about something. People's belief about a product or brand influences their buying decisions. Marketers are interested in the beliefs people carry in their heads about their products and brands. Brand beliefs exist in consumers' memory. Attitudes lead people to behave in a consistent way toward similar objects. Consumer's attitude towards a firm and products strongly influence the success or failure of that organization's marketing strategy. When consumers have strong negative attitudes about one or more aspects of a firm's marketing practices, they not only stop using the product but also many stop their relatives and friends from using it. Since attitude can play such an important part in determining consumer behavior, marketer should measure consumer attitudes towards such dimension as prices, package designs, brand name, advertisement, etc (Kotler, 1994).

2.1.8 Consumer Decision Process

One of the important and traditional areas of study in consumer behavior has been the consumer decision-making process leading to product/service purchase. The study of consumer decision-making involves the analysis of how people choose between two or more alternative acquisitions and of the processes that take place before and after the choice (Mowen, 1990).

At the most complex level, consumer decision making process consists of a series of five stages shown in figure 2.1

Figure 2.1
A Generic Flowchart of the Consumer Decision Process



(Mowen, 1990)

I. Problem Recognition

Problem recognition occurs when a discrepancy develops between an actual and a desired state of being. In essence, problem recognition occurs when a need state is felt. Typically, researchers seek to identify consumer problem by analyzing the factors that act to widen the gap between the actual state and the desired state. Thus, if the satisfaction with the actual state decreases, or if the level of the desired state increases, a problem may be recognized that propels consumer to action.

II. Consumer Search Behavior

After a consumer identifies a problem of sufficient magnitude to propel him or her to action, a search process is begun to acquire information about products

or services that may eliminate the problem. The investigation of the consumer search process is highly important to marketers. In particular, it influences a company's promotion and distribution strategies. Researchers have found that two types of consumer search process exist-internal search and external search. Internal search involves that consumer attempting to retrieve from long term memory information in products or service that will help to solve a problem. In contrast, external search involves the acquisition of information from outside sources, such as friends, advertisements, packaging, sales personnel, and so forth.

III. Alternative Evaluation

In the evaluation stage of the action process, the consumer compares the brand identified as potentially capable of solving the problem that initiated the decision process. When the brands are compared, the consumer may form belief, attitudes and intentions about the alternatives under consideration. Thus, alternative evaluation and the development of beliefs, attitudes and intentions are closely related. The result of alternative evaluation of right-involvement goods is generally lengthy comparative to low-involvement goods.

IV. Consumer Choice Process

After engaging in an evaluation of the alternatives, the consumer's next step in the decision making process is to make a choice among alternatives. Consumers make a variety of different types of choices. They can choose among alternative brands or services, and they can make choices among stores. How consumers go about making choices is strongly influenced by the types of decision process in which they are engaged. Good evidence exists that the choice process differs if consumers use a high-involvement approach as compared to a low-involvement approach. When consumers are highly involved in the purchase, they will tend to engage in a lengthy decision-making process. In such a high-

involvement purchase, consumers are described as moving through each of the five stages of the action process in a sequential manner. In contrast, when consumers perceive little personal importance in the purchase they will move through a limited decision process. The search stage will be minimized. In addition, the alternative evaluation stage may be largely skipped. Family, in limited decision making the choice process will be much simple than in high involvement conditions.

V. Post-Acquisition Process

The post-acquisition phase of the consumer buying process consists of four stages acquisition consumption/usage, the formation of post-acquisition purchase satisfaction or dissatisfaction, consumer complaint behavior and product disposition. The post-acquisition phase has a major impact on whether consumers will repurchase the product or service. In addition, expectations of how will be treated in the post-acquisition phase may influence actual buying decision (Mowen, 1990).

2.2 Review of Related Studies

2.2.1 Review of Thesis

Malla, (2012) had conducted a study on “A Study on Sales Promotion of Pharmaceutical Product in Nepal”, has the main objective to study the market position of Nepalese Pharmaceutical industries, Profitability of Pharmaceutical production and determining the problem of Nepal Pharma Market. There are 125 respondents interviewed during the process of data collection. Simple statistical tools such as percentage, ratio along with diagrams have been used in the process of analysis. It is found that only 32% of total Pharma market share of Nepal is covered by local production. Remaining 68% by Indian and other countries. The promotional tools adopted by most of Pharmaceutical companies are announcing 36schemes, high bonuses to retailer

offering gifts to doctors. And these are the major factor that leads the Nepalese Pharma Market to unhealthy and unethical promotional practices. An excessive number of similar brands lead to problem of substitution, i.e., chemist substituting a prescribed brand in preference of another that might be more profitable to them.

Gurung, (2013) had conducted a study on “Impact of Television Advertising of Cosmetic Products on Consumer’s Behavior: With Reference to Sunsilk Shampoo”, has the main objective to measure the impact of television advertising on consumer behavior. This study is based mainly on primary data collected from respondents of Kathmandu valley. Only 50 respondents are taken for this study as a sample. Simple statistical tools such as percentage, ratio along with diagrams have been used in the process of analysis. Form the comparison of male and female respondents, the percentage of women respondents for watching television seems to be higher than male respondents. Form the analysis it is found that most of the consumers give the priority or preference to the frequently advertised product than not advertised product.

Adhikari, (2014) had conducted a study on “The Effectiveness of Promotional Strategy of Mobile Service in Society: with Reference to Ncell”. The study is based mainly on primary data filed by respondents of Kathmandu valley. There are 130 respondents interviewed during the process of data collection. Simple statistical tools such as percentage, ratio along with diagrams have been used in the process of analysis. It can be concluded that the maximum respondents’ age fall amidst 20-30 while having consumer survey. Also the numbers of male are higher than female participant. Respondents buying decision regarding to mobile service highly affected by Good Network Coverage and Service Features. It is also found that respondents have positive response towards the advertising of Ncell. Most of the respondents have noticed all of the ad campaign, but one hour talk is highly appreciated among all of the ad campaign.

Baral, (2015) had conducted a study on “Communication Effect of Advertising and Brand Preferences of Instant Noodles”. The study has concluded that advertising is considered as the primary source of information. 160 respondents are taken for this study as a sample. The samples under the study are collected on random basis. Simple statistical tools such as percentage, ratio along with diagrams have been used in the process of analysis. It is found that there is a high degree of association between brand preference and advertisement qualities. Then no difference between Yum Yum and Rara advertisements in terms of attractiveness and Radio, TV and Newspapers are the major media for instant noodles.

Shrestha, (2016) had conducted a study on “The Role of Advertising in Brand Choice and Product Positioning”. There are approximately 100 respondents interviewed during the process of data collection. The study is based on primary data. Simple statistical tools such as percentage, ratio along with diagrams have been used in the process of analysis. It is found that advertising is the main source of information and key tool to motivate and persuade the consumers. Then, dissemination of product features for new products is very high through advertising. Believability is found to be satisfactory and the major reason for switching brands is taste.

Pandit, (2017) had conducted a study on “Radio Advertising and Its Impact on Purchasing Acts in Consumer Goods”, has the main objective to measure the impact of radio advertising on purchasing acts in consumer goods. The study has concluded that advertising is considered as the primary source of information. 150 respondents are taken for this study as a sample. The samples under the study are collected on random basis. Simple statistical tools such as percentage, ratio along with diagrams have been used in the process of analysis. It is found that the radio is the most effective mode of advertising in Nepalese context. This mode

disseminates the information not only to urban population but also to the rural population. The study also ascertains that in comparison to the television advertising, the radio advertising is cheap and draws more attention of the consumers toward the product. About 76% of the total respondents have favored for this issue. Moreover, not only the consumers are facilitated by the advertisement, the company has also been ultimately benefited by the advertisement. About, 68% of the total personnel of the selected companies have stated that the radio advertisement aid to increase the sales in greater extent.

2.2.2 Review of Journals and Articles

Bishnoi & Sharma, (2012) had written an article on “The Impact of TV Advertising on Buying Behavior: A Comparative Study of Urban and Rural Teenagers”, suggests that rural teenagers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase. They prefer to buy and experiment with the new products. Rural teenagers collectively decide with their family members, products to be purchased due to exposure to TV advertisements while it is not so with their urban counterparts. The urban teenagers do not agree to buy the advertised products if they do not require them. They like the advertisements of the products they are already using and believe that the quality of the product is as good as expected from TV advertisements. It has also been concluded that there is a considerable variation in the perception of both rural and urban teenagers on the issue that demand for product purchase is influenced by TV advertisements. Further, the study also revealed that the buying behaviour of male teenagers is more influenced by television advertisements than their female counterparts.

Sharma, Singh & Agrawal, (2013) had written an article on “The Impact of T.V. Advertisements on Buying Behavior of Indian Adults: An Empirical

Study”, attempt to understand the impact of TV advertisements on the buying behavior of adult consumers on the basis of certain demographic factors. The efforts have also been made to provide workable suggestions to the advertisers and the marketers in this regard. The study reveals that adults strongly believe that the TV advertisements have considerably influenced their buying process. However, they do not favor the idea of buying products just on the basis of TV advertised products. The research connotes that rural respondents are found more influenced by the advertisements in their product purchase decisions in comparison to the urbanites. An interesting finding has been that most of the respondents are fond of watching TV advertisements, females being dominant.

The liking for the TV advertisements is on the lower side among respondents of higher education level. Another finding of the study is that the adults irrespective of their gender and area of residence strongly consider that TV advertisements have impact on their mind and the exposure to TV advertisements have not only enhanced their involvement in purchasing but has resulted in increasing their frequency of purchase.

Arcan, Bruening & Story, (2014) had written an article on “Television (TV) and TV Advertisement Influences on Children’s Eating Behavior”, stated that children and adolescents spend a considerable amount of time watching television. As a result, youth are exposed to a large number of food and beverage advertisements each day. Among ethnic minority groups, this exposure is even higher. Television viewing is associated with unhealthy food consumption among children. There is sufficient evidence that TV advertising influences the food preferences, purchase requests and diets of children under the age of 12 years. Experimental studies supported the causal relationship of food advertising on children’s eating behaviors, demonstrating that immediately following the

food commercials young children were more likely to increase their caloric intake and snack foods. Although research is limited in the area of parental communication about food advertising, it has been shown that parental communication about food advertising and setting restrictions on advertising exposure protects against energy-dense food consumption among young children.

Ismail & Kaleem, (2015) had written an article on “Television Viewing and Consumer Behavior: The Effect of Personality Traits and Demographic Variables on Children’s Consumer Socialization”, examined the influence of television on children’s consumer socialization by looking at the influence of demographic variables and personality traits on television viewing and purchase behavior. Of the two demographic variables, the most influential in explaining differences in socialization was the child’s family income. Gender is less influential in explaining the socialization pattern. But gender should not be discounted in future research into children’s consumer socialization. Gender is an important variable in explaining the children’s consumer socialization as it has a particular influence on the type of program preferred by children. Not all of the personality variables had significant effects on children’s consumer socialization. Overall, of the six variables that did show a relationship with consumer socialization, The studious–playful personality trait showed significant findings in association with the intention to own a product seen on television Other significant personality traits were rough–gentle, brave–cowardly, silent–chatty, and competitive–tolerant. These traits were found to have significant effects with some of the socialization variables. Although the personality variables alone–friendly, happy–pensive and self-reliant-dependent were less influential they should still be considered by marketers.

Children’s personality traits are an important consideration when devising a marketing strategy. Marketers should take these characteristics into account

when developing their advertising and research how children with different personalities will perceive their ads. Future research into children's consumer socialization should consider a larger sample and perhaps include different countries. Further demographic variables could include nationality and parental marital status to identify other influences on children's consumer socialization. Another way to increase the value of the survey would be to include details of parents' restrictions on television viewing; the level and effectiveness of such restrictions are now a significant consideration for television advertisers.

Tiwari, (2017) had published an article on "Effect of Advertising on Buying Behavior of OTC Medicines in Nepalese Context" and stated that the advertisement of OTC medicines has positive effect on the awareness level of the people regarding OTC medicines but there wasn't a positive correlation of advertisement to change in the buying behavior of OTC medicines. In Nepalese context, very limited numbers of advertisement of OTC medicines can be seen on the online and print media. On the one hand, very limited people have easy access of television or newspaper/magazines. It may be the reason advertisements are less effective. It is found that only 32% respondents purchased OTC medicine after viewing the advertisement whereas, only 14.8% reported that were influenced by the advertisement of OTC medicines. Very few people trusted in the advertisement done through television or newspaper. It was observed that majority of people trusted in the recommendation of medical hall than other media.

2.3 Research Gap

It refers to the study gap related to the previous studies. A few research studies have been conducted by the different students, experts and researcher about effect of electronic advertising. All of the above researchers are confined to the general promotion mix, i.e. either sales promotion or advertising. Nevertheless, a company practices all sorts of promotional mixes in most of the cases.

Another thing is that they found out limited findings and they could not be able to effect of advertising on Coca Cola. Among various promotional strategies, the advertisements can have significant impact on the consumers' buying behavior, as consumers get the familiarity with the product by seeing and getting much information agile, which is missing in the reviewed materials. Identifying this gap, the present study presents the effect of advertisement to stimulate consumers' buying behavior related to the advertised Coca Cola.

CHAPTER - III

RESEARCH METHODOLOGY

Research methodology is concerned with various methods and techniques which are used in the process of research studies. It includes wide range of research methods including the quantitative techniques for the purpose of data collection, presentation analysis and interpretations.

The recent studies conducted to analyze the objectives and research problems related to the application of electronic media. The research methodology has been followed to attend the basic objective and the solution of the research problems.

3.1 Research Design

The research design this study is descriptive as well as analytical. This is the study of practical investigation about the understanding and uses of electronic media in advertisement. The formidable problem that the following in the task of defining the research is the preparation of design of the research project, popularly known as research design. The questionnaire has been prepared in such a way that will help to find the different types of advertisement which are preferred by people, the peoples reaction about advertisement which are preferred by people, the peoples reaction about advertisement, buying habits of advertised products, cause of product buying, consumer's favorite advertising media, reaction about repetition of advertisement, categories of advertising by people, impact of media on human mind, different information provided by advertisement and its comparative benefits, ability to recall commercial and other benefit of advertisement besides product awareness. The entire questionnaires are objective, which has been prepared to collect the scope of improving advertisement and need to adopt the changes as per the public opinion. The data collection work will be conducted in

Kathmandu Valley, so collected information may differ from most of other parts of the country. The respondents themselves with the help of the researcher fill in most of the questionnaires. The data collected are strictly their opinion and their own habits and answers.

3.2 Nature and Sources of Data

This study is based on primary data. A primary data collection is questionnaire. A set of questionnaire has been prepared and filled by different level of people through the means of interviews. This questionnaire is prepared to support all the objectives of this research and researcher herself was presented to take interview with the people. While collecting primary data and information, The data were collected in four months period from September 2018 to December 2018 questionnaire method and interview method.

3.3 Population and Sampling

The study identified the Kathmandu valley buyers as its population.

3.4 Respondents Profile

The collection of data is done on the basis of different factors found in most of the samples of the population. The total samples are classified on the basis of different attributes and consumer habits.

The sample is further classified on the basis of gender. The situation of gender wise respondents profile is presented in table 3.1.

Table -3.1
Respondents by Gender

Description	No. of Respondents	Percent (%)
Male	84	56
Female	66	44
Total	100	100

The table 3.1 shows that the respondents by gender. There are altogether seventy five male and seventy five female in each respondents. It can be said that 56- 44% is represented by male and female respectively.

Likewise, the sample is also classified on the basis of education attained or literacy level. The data collected from covering the various educational backgrounds is presented in table -3.2.

Table-3.2
Respondents by Educational

Description	No. of Respondents	Percent (%)
Uneducated	30	20
S.L.C. and Below	60	40
Above Bachelor	60	40
Total	150	100

The table 3.2 reveals that the respondents by educational wise. There are three different categories such as uneducated, SLC and below and above bachelor which are represented 20 percent 40 percent and 40 percent respectively. Likewise, the situation of age –wise sample collection from various age groups are presented in table 3.3.

Table-3.3
Respondents by Age-wise

Description	No. of Respondents	Percent (%)
Below 16-25	60	40
26-45	60	40
Above 45	30	20
Total	150	100

The table 3.3 explains that the respondents by age wise. The sample size of total people is divided into three groups like below 16-25, 26-45 and above 45 which are represented 40 percent 40 percent and 20 percent respectively but there is no upper limit in the last group i.e. C.

3.5 Method of Analysis

The consistency of the consumer provided by the respondents is checked and tabulated according to age, education and gender. Different sets of tables have been prepared for every important questionnaire. Simple listing method is used for the tabulation of data and different responses made by them are presented on percentage basis. In order to accomplish the objective of the study, various, graphs, diagrams including pie chart have been applied for the purpose of analysis. The result of analysis has been properly tabulated, compared, analyzed and interpreted as far as practicable.

• Percentage

A percentage is defined as a number represented as a fraction of 100. Percentages are used to express numbers between zero and one. It is used to compare things and also used in ratios. It is denoted by the symbol %.

$$\text{Percentage} = (\text{Value} / \text{Total Value}) \times 100$$

CHAPTER-IV

PRESENTATION AND ANALYSIS OF DATA

The advertising business in Nepal is flourishing day by day, which passes through appropriate media like television, radio, cinema and internet. Advertising is not ordinary communication but marketing communication. Communication is unimaginable these days. Advertising relays the message of different product in the easy touch of common people. This analysis covers Kathmandu Valley and glances upon the behavior of different consumers.

The sample populations of study were 150 respondents belonging to different age group, educational level and gender. The most important task of any researcher is to present the raw data into an understandable form and analyze in the purposive way to obtain the research objectives

4.1 Presentation and Analysis of Data

It is a pictorial presentation of the data to understand the further analysis at a glance. It is presented here to gain idea on the factors affecting buying behavior, consumers' attitude and buying pattern. It also helps to understand the general attitude towards advertising. It can't prove or disprove the fact by the data presented in graphs, but it helps to get insight into the nature and direction of the data. The prime objective of this presentation is to provide the background to understand the next part of the analysis easily, to present the factors considered under study and to give an insight into the nature of data studies.

The researcher have tried to present and analyze consumers' responses relating to media used by respondents, persons who buy for them, the types of products they used to buy, influencer to them for buying, sources of information used by them

for buying, the type and reasons to get help for buying, and so on. These responses have been shown differently in the respective figures in the running materials. The researcher took an opinion survey vis-à-vis the information media used by the respondents. The views of people have been analyzed as follows;

4.1.1 Preference of Electronic Advertising according to Gender

The situation of preference of consumer on advertisement according to the gender is presented in table 4.1.

Table: 4.1
Preference of Electronic Advertising according to Gender

Description	No. of Respondents	Musical	Percent (%)	Good wording	Percent (%)	Simple	Percent (%)	All types	Percent (%)
Male	84	42	50.00	28	33.33	8	9.52	6	7.14
Female	66	28	42.42	18	27.27	4	6.06	16	24.24
Total	150	70	46.67	46	30.67	12	8.00	22	14.67

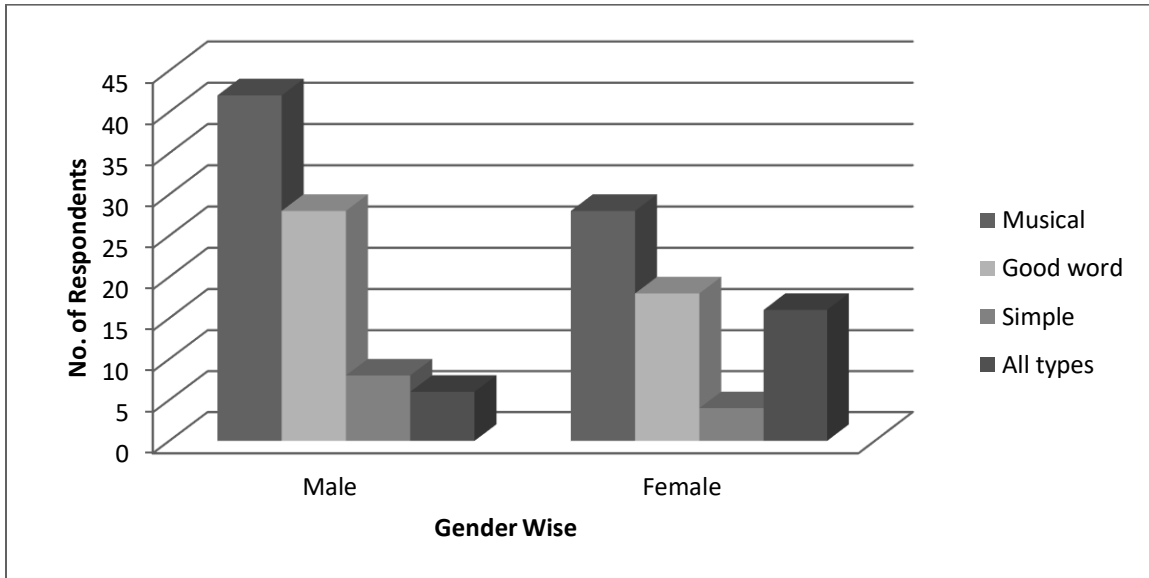
Note ; Researcher's Survey, 2018

The table 4.1 reveals that the preference of advertisement according to gender. Out of male, 50 percent of respondent are found to like the musical advertisements, 33.33 percent of respondent preferred good wording, 9.52 percent of respondent preferred simple advertisement and 7.14 percent respondent liked all type of advertisements.

Regarding female respondents, 42.4 percent of respondents like the musical advertisements, 27.27 percent of respondent like the good wording, 6.06 percent of respondents like simple and 24.24 percent of respondents like all type of advertisements.

Figure: 4.1

Preference of Electronic Advertising according to Gender



The figure 4.1, it is clear that the male consumers seem to give more priority to musical advertisement than female and male consumers also the more good wording advertisement than the female. Altogether, they preferred the musical advertisements the good wording advertisements.

4.1.2 Age-wise consumers' preference on Advertisement

The table 4.1 shows the age level and their advertisement preference. The sample size of total people is divided three groups of respondents and detail situation has been presented in table 4.2.

Table: 4.2

Age-wise consumers' preference on advertisement

Description	No. of Respondents	Musical	Percent (%)	Good wording	Percent (%)	Simple	Percent (%)	All Type	Percent (%)
Below 16-25	60	39	65.00	12	20.00	3	5.00	6	10.00
26-45	60	29	48.33	22	36.67	2	3.33	7	11.67
Above 45	30	11	36.67	17	56.67	0	0.00	2	6.67
Total	150	79	52.67	51	34.00	5	3.33	15	10.00

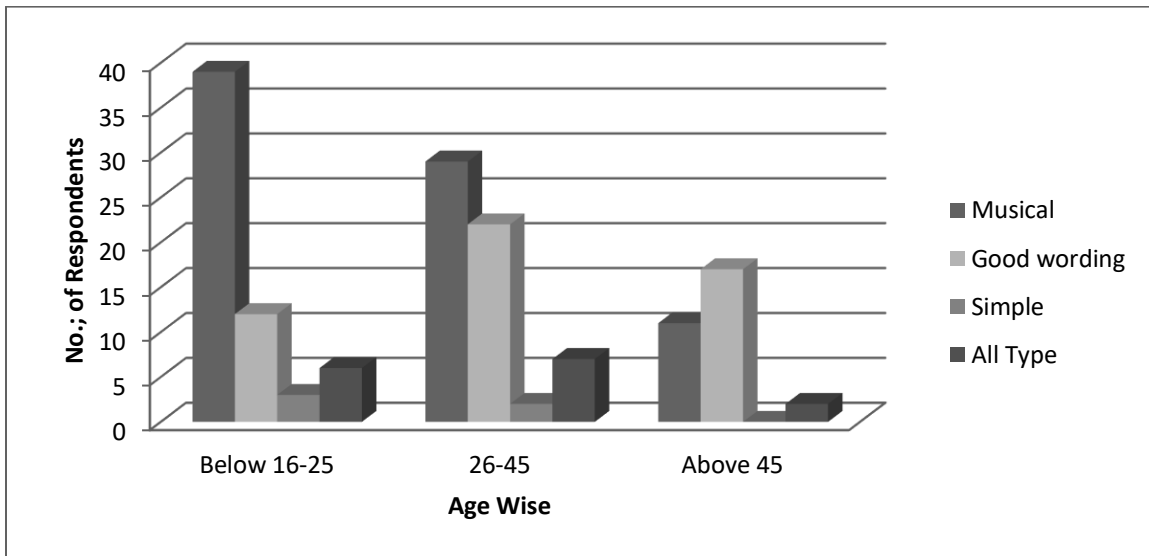
Note: Researcher's Survey, 2018

The table 4.2 depicts that the 65 percent of respondents below 16-25 years preferred musical advertisement mostly, 20 percent of respondents are found to prefer good wording, 5 percent of respondents prefer simple and remaining 10 percent of respondents prefer all type of advertisement. The age group 26-45, 48.33 percent of those respondents like musical advertisement, 36.67 percent of those respondents like advertisement with good wording, 3.33 percent of respondents like simple, whereas 11.67 percent of respondents like all type of advertisement.

The reaction of the respondents those fall in age group above 45 is slightly different, 56.67 percent of respondents love advertisement with good wording, 36.67 percent of people prefers musical advertisement, 6.67 percent of people like all type of advertisements but there is no respondents prefer simple advertisement.

Figure: 4.2

Age-wise consumers' preference on advertisement



The figure 4.2 reveals that the age wise preference on advertisement, the majority of respondent prefer musical advertisement except age group above 45. Then, the reaction of the people that fall in every age group is good wording. Simple preferred by the respondents in third position but the least advertising preferred by the respondents is all type of advertising.

4.1.3 Literacy wise consumers' preference on advertisement

The situation of consumer preferences on the basis of literacy level of consumer is presented in the table 4.3.

Table: 4.3

Literacy wise consumers' preference on advertisement

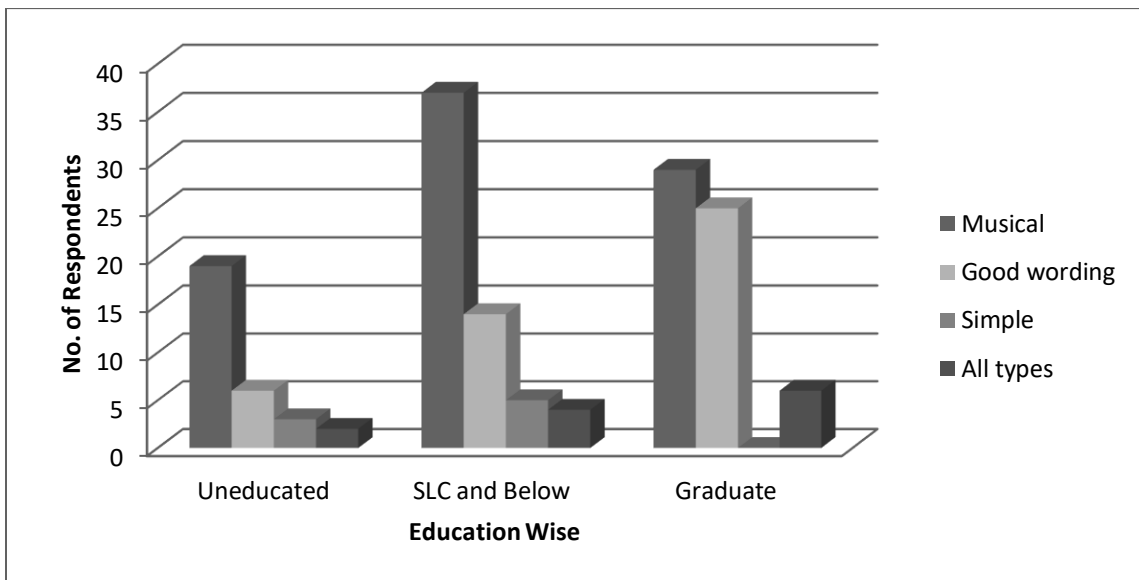
Description	No. of Respondents	Musical	Percent (%)	Good wording	Percent (%)	Simple	Percent (%)	All types	Percent (%)
Uneducated	30	19	63.33	6	20.00	3	10.00	2	6.67
SLC and Below	60	37	61.67	14	23.33	5	8.33	4	6.67
Above Bachelor	60	29	48.33	25	41.67	0	0.00	6	10.00
Total	150	85	56.67	45	30.00	8	5.33	12	8.00

Note: Researcher's Survey, 2018

The table 4.3 shows that lower educated respondent's people preferred to musical advertisements. Regarding musical advertisement, 63.33 percent of uneducated people prefer musical advertisement, 61.67 percent of SLC and below preferred it whereas, 48.33 percent prefer this advertisement. Likewise, 20. percent of uneducated people prefer good wording advertisement, 23.33 percent of respondents love it and 41.67 percent of respondents like this advertisement. Considering simple advertisement, 10 percent respondents preferred by uneducated, 8.33 percent preferred by SLC and below and there is no above bachelor respondents like this advertisement. Similarly, talking about all types advertisement, 6.67 percent uneducated respondents and SLC and whereas, 10 percent of bachelor respondents prefer. It is presented in multiple bar figure 4.3.

Figure: 4.3

Literacy-wise consumer preference on advertisement



The figure 4.3 reveals that the most of the uneducated respondents, SLC and below and above bachelor preferred musical advertisement. However, above bachelor people also focus on advertisement having good word.

4.1.4 Gender-wise reaction to the advertisement

The situation of gender-wise reaction to the advertisement is presented in the table 4.4.

Table: 4.4

Gender-wise reaction to the advertisement

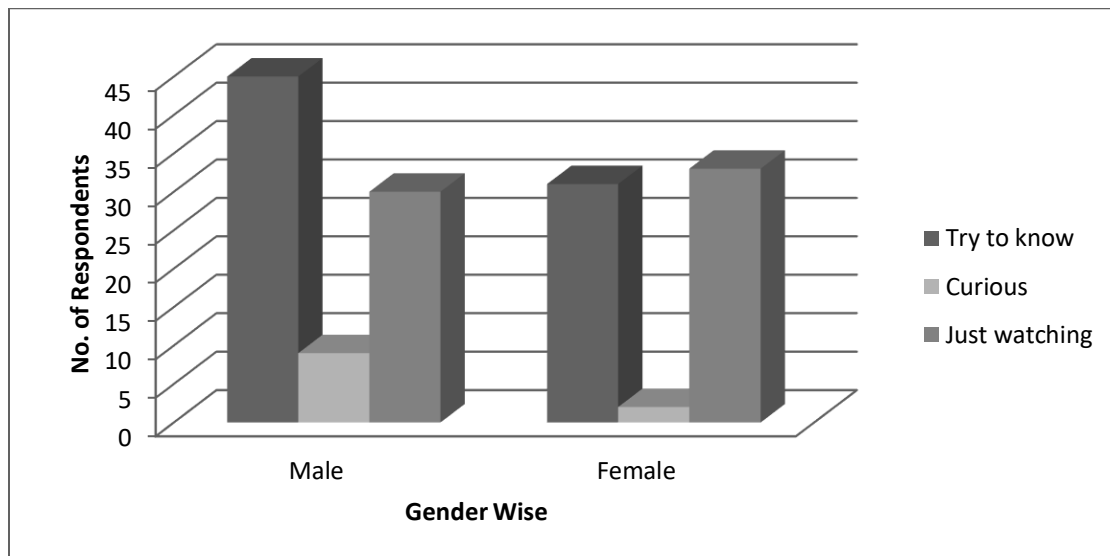
Description	No. of Respondents	Try to know	Percent (%)	Curious	Percent (%)	Just watching	Percent (%)
Male	84	45	53.57	9	10.71	30	35.71
Female	66	31	46.97	2	3.03	33	50.00
Total	150	76	50.67	11	7.33	63	42.00

Note: Researcher's Survey, 2018

The table 4.4 shows that the gender wise reaction of advertisement. Out of the total eighty four male populations, almost 53.57 percent of respondents view that they are particular only the meaning, 10.71 percent are curious to advertisement and 35.71 percent found to be mere audience. To see the female population 46.97 percent respondents are found to be concerned of the meaning of advertisement. Only 3.03 percent are curious about advertisement and only 32 percent are found to be mere audience.

Figure: 4.4

Gender wise reaction to advertisement



The figure 4.4 reveals that the female population seems to be more concerned with the meaning of advertisement whereas majority of male population is found to be interested to the advertisement.

4.1.5 Age-Wise consumers' reaction to the advertisements

The people of different age groups react to the advertisement differently like some of them tries to know what advertisement meant. Some of them may be curious about advertisement, whereas, some just watches or hear advertisement. The situation of consumer reaction according to the age group is presented in the table 4.5.

Table: 4.5

Age wise consumers' reaction to the advertisements

Description	No. of Respondents	Try to know	Percent (%)	Curious	Percent (%)	Just hear or watch	Percent (%)
Below 16-25	60	24	40.00	9	15.00	27	45.00
26-45	60	30	50.00	3	5.00	27	45.00
Above 45	30	9	30.00	3	10.00	18	60.00
Total	150	63	42.00	15	10.00	72	48.00

Note: Researcher's Survey, 2018

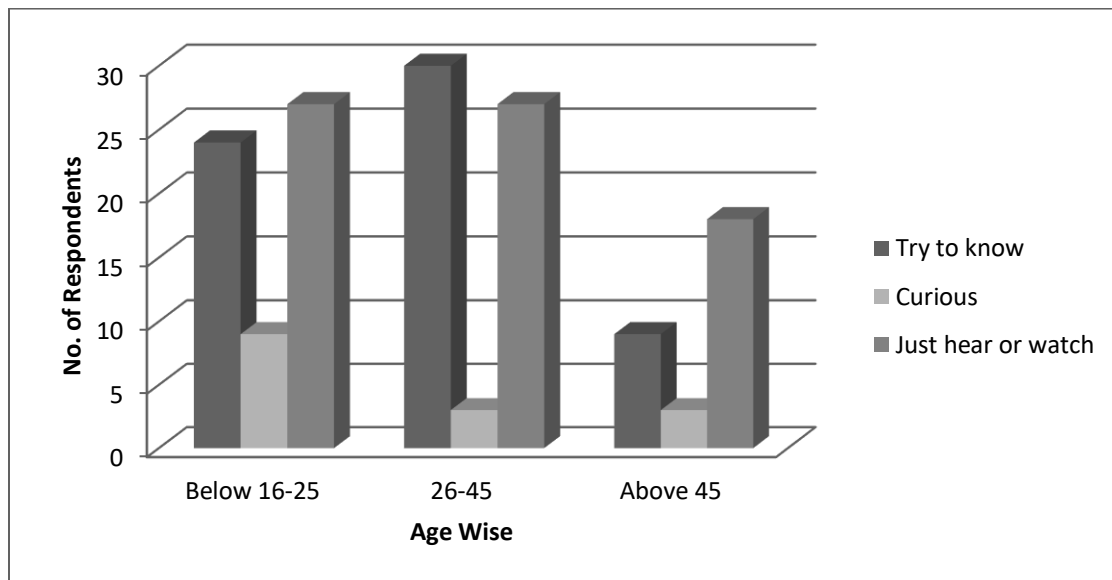
The table 4.5 shows that the total sample population belonging to different age group does not have the same opinion about advertisement. The results regarding the consumers' opinion on advertisement indicate that 40 percent of respondent belonging to the first age group (i.e. below 16-25) want just to know the literal meaning of advertisement, 15 percent respondent are really curious about advertisement whereas, 45 percent of respondent are passive advertisement audience.

Likewise, among the respondent belonging to second age group (i.e. 26-45), 50 percent respondent are conscious only with the meaning of advertisement, 5

percent are highly inquisitive to the advertisement while 45 percent are mere audience. In the last group i.e. above 45, 30 percent are conscious with the meaning of advertisement and 10 percent are inquisitive to advertisement whereas 60 percent of respondents are found to be mere audience.

Thus from the above data it is clear that almost 10 percent respondent are only conscious about what advertisement means and only 42 percent are highly interested about advertisement while 48 percent respondent are found to be dull audience.

Figure: 4.5
Age-wise reaction to the advertisement



The figure 4.5 depicts that the age wise reaction to the advertisement. Considering the reaction of consumer on advertisement majority of people 26-45 and above 45 are found to be passive audience. But below 16-25 age groups are highly interested about advertisement. The least respondent are only conscious about what advertisement.

4.1.6 Education –wise reaction to the electronic advertisement

The consumers’ reaction to the advertisement according to their educational level is presented in the table 4.6.

Table: 4.6

Education –wise reaction to the electronic advertisement

Description	No. of Respondents	Try to know	Percent (%)	Curious	Percent (%)	Just watching or hearing	Percent (%)
Uneducated	30	15	50.00	6	20.00	9	30.00
SLC and Below	60	15	25.00	6	10.00	39	65.00
Above Bachelor	60	36	60.00	8	13.33	16	26.67
Total	150	66	44.00	20	13.33	64	42.67

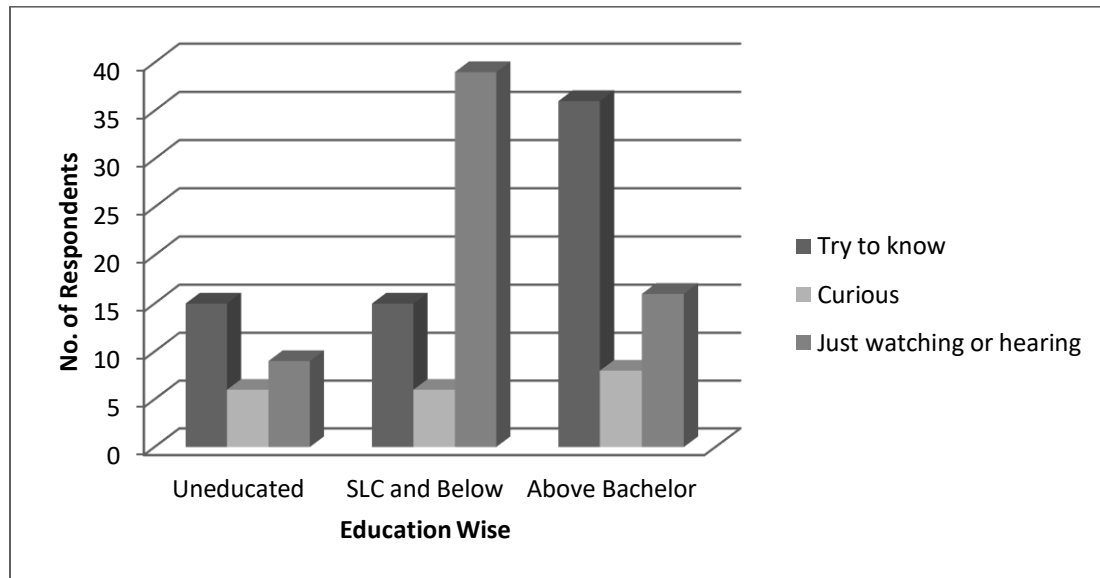
Note: Researcher’s Survey, 2018

The table 4.6 indicates that the reaction of respondents in term of their educational status. To see the ignorant respondents, 50 percent respondents wanted to know the meaning of advertisement, 20 percent of respondents are highly interested whereas 30 percent are dull audience. Similarly, 25 percent of respondent having the qualification SLC and below opined that they want to know only the meaning of advertisement, 10 percent of the respondents are found to be highly interested to the advertisement whereas 65 percent of respondents are seemed to be mere audience.

In the last group having educational above bachelor, 60 percent of respondents want to know what advertisement means, 13.33 percent are curious about advertisement while 60 percent are only audience. Taking about the third group having graduate degree, 26.67 percent respondents viewed that they are only conscious to the meaning of advertisement.

Figure: 4.6

Educational-wise reaction to the advertisement



The figure 4.6 shows that the majority of uneducated and above bachelor respondents group are found to try to know the advertisement. The SLC and below groups are found to be meaning of advertisement.

4.1.7 Effects of Electronic Advertising on consumers' purchasing decision

The result of consumers' reaction in this regard is presented in the table 4.7.

Table: 4.7

Effect of Electronic Advertising on consumers' purchasing decisions

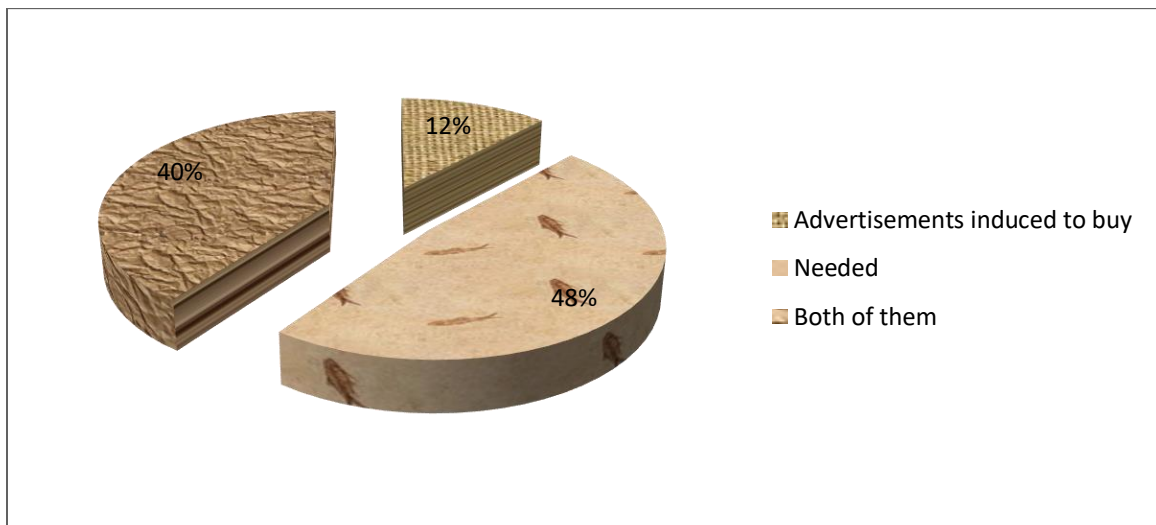
Description	No. of respondents (N)	Percentage (%)
Advertisements induced to buy	18	12
Needed	72	48
Both of them	60	40
Total	150	100.00

Note Researcher's Survey, 2018

The table 4.7 shows that out of 150 respondents, 18 respondents are found to be the customers of the product because they are influenced by the advertisement, 72 customers that they became customer of the product because of their need no due to the effect of advertisement whereas 60 customers are found to support both of the reasons. Thus, from this result it can be concluded that majority of the respondents used the particular product to fulfill their needs.

Figure: 4.7

Effect of Electronic Advertising on consumers' purchasing decisions



The figure 4.7 shows that out of total respondents, 12 percent respondents are found to be the customers of the product because they are influenced by the advertisement, 48 percent responded that they became customer of the product because of their need no due to the effect of advertisement whereas 40 percent customers are found to support both of the reasons. Thus, from this result it can be concluded that majority of the respondents used the particular product to fulfill their needs.

4.1.8 Consumers preferences for the product

Consumer prefers different product by considering various factors. Advertisement is also one of the important factors which affect the consumers' preferences of the particular product. The result of the consumer preference to various type of product is presented in the table 4.8.

Table: 4.8
Consumers' preferences to the product

Description	No. of respondents (N)	Percent (%)
Product frequently advertised	120	80
Product not advertised	30	20
Total	150	100.00

Note: Researcher's Survey, 2018

The table 4.8 represents that the number of consumers' preferences to the product. Out of the total 150 respondents, 120 respondents responded that they prefer the frequently advertised product whereas, 30 respondents opined that they prefer to buy the product that is no advertised.

Figure: 4.8
Consumers' preferences for the product



The figure 4.8 clearly shows the number of consumers' preferences to the product. Out of the total 150 respondents, 80 percent respondent responded that they prefer the frequently advertised product whereas, 20 percent respondents opined that they prefer to buy the product that is no advertised.

From the analysis it can be concluded that majority of consumers' give the priority to the frequently advertised product.

4.1.9 Consumers' preferences to the means of advertisement

Consumer prefers different means of advertisement according to their need, interest and priority. There are various means of advertisement available in the market like newspaper, magazine, television, radio, pamphlets and posters etc. The situation of consumers' preference to the various means of advertisements is presented in the table 4.9.

Table: 4.9

Consumers' preferences for the means of advertisement

Description	No. of respondents (N)	Percentage (%)
Newspaper	18	12
Magazine	9	6
Television	108	72
Radio	12	8
Pamphlets & Posters	3	2
Total	150	100

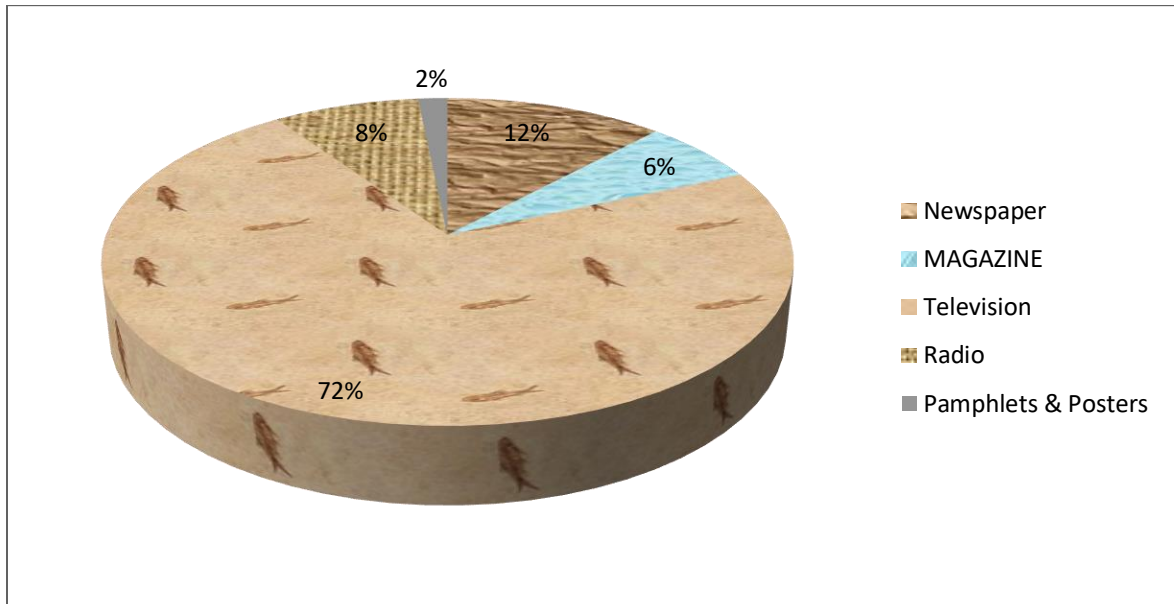
Note: Researcher's Survey, 2018

The table 4.9 represents that the number of respondents preferring the means of advertisement. Out of the total of 150 respondents, majority of respondents i.e. 108 respondents responded that they prefer the television whereas rest of the

respondent opined that they prefer Newspaper, Magazine, Radio and Pamphlets & Posters by 18, 9, 12, 8 and 3 respondents respectively.

Figure: 4.9

Consumers' preferences to the means of advertisement



The figure 4.9 explains that the number of respondents preferring the means of advertisement. Out of the total of 150 respondents, majority of respondents i.e. 72 percent responded that they prefer the television whereas rest of the respondent opined that they prefer Newspaper, Magazine, Radio and Pamphlets & Posters by 12 percent , 6 percent 8 percent 2 percent respectively. From the analysis it can be concluded that television seems to be the most popular means or media which plays crucial role to enhance the market of goods manufactured.

4.1.10 Impact of repeated electronic advertisement to attract consumer attention

The repeated advertisement of various product through various means of advertisements sometime attracts the consumer attention whereas, sometimes fails to attract the consumer. Talking about the Coca Cola, the repeated advertisement

have helped it a lot to gain good sale of product. The impact of repeated advertisement to attract consumer attention is presented in the table 4.10.

Table: 4.10

Impact of repeated electronic advertisement to attract consumer attention

Description	No. of respondents (N)	Percent (%)
Attract consumer attention	90	60
Do not attract consumer attention	60	40
Total	150	100

Note: Researcher's Survey, 2018

The table 4.10 shows the number of consumer being attracted by repeated advertisement in the media. Among the total of 150 respondents most of the respondents i.e. 60 percent are found to be attracted by the advertisement whereas, 40 percent respondents are only seem to have no effect of advertisement. That's why. It is clear that advertisement are fruitful to lure the consumer.

4.1.11 Consumers response to the adequacy of electronic advertisement

Consumers can receive various useful information regarding the product's usefulness or benefits, using techniques and its effects on their daily life etc. from the advertisement. The situation of consumers' response regarding the adequacy of advertisement is presented in table 4.11.

Table: 4.11

Consumers' response to the adequacy of advertisement

Description	No. of respondents (N)	Percent (%)
Seek for additional information	114	76
Adequate information	36	24
Total	150	100

Note: Researcher's Survey, 2018

The table 4.11 shows in brief the consumers reaction to the adequacy of the advertisement. Among the total respondents, 76 percent respondents wanted some more information to be added in the advertisements whereas for 24 percent responded that the content of the advertisements are adequate i.e. they are fully satisfied with the information received from advertisement of particular product. Therefore, from above analysis it can be concluded that majority of consumer are willing to add additional information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customer.

4.1.12 Consumers' preference to the product having same price and quality

The consumer may give different preference to the product having same price and quality due to the effect of advertisement the result of the consumers preferences towards such product due to the impact of advertisement can be presented in table 4.12.

Table: 4.12
Consumers' preference for the advertised and non-advertised products of
Cocacola

Description	No. of respondent (N)	Percent (%)
Advertised product	126	84
Non advertised product	24	16
Total	150	100

Note: Researcher's Survey, 2018

The table 4.12 shows the preference of consumers' to the product having same price and quality out of the total 150 respondents 84 percent respondents gives preference to the advertised product whereas 16 percent respondents gives reference to non advertised consumers.

4.1.13 Impact of electronic advertisement on customer

Some advertisements create positive impact among the consumers regarding the advertised product while sometimes it may fail for this. The results of survey on this regard are presented in table 4.13.

Table: 4.13

Impact of electronic advertisement on customer

Description	No. of respondents (N)	Percent (%)
No impact	120	80
Positive impact	30	20
Total	150	100

Note: Researcher's Survey, 2018

The table 4.13 shows the role of the advertisement to attract the consumers. from the analysis I can be found hat, out of the total 150 respondents, 80 percent respondents could not say whether they decide to buy the product or not after they saw the advertisement broadcast in the television and only a few percent of people i.e. 20 percent opined that they will purchase the product after they saw the advertisement broadcast in the television. It proves that advertisement helped to the majority of customer's recall the brand's name to some extent but the purchase decisions is not fully depended upon the advertisement.

4.1.14 Effectiveness of electronic advertisement of Coca Cola

The advertisement of the Coca Cola sometimes reaches to the target group while sometimes it fails. The result of the effectiveness of the Coca Cola is presented in the table 4.14.

Table: 4.14

Effectiveness of advertisement of Coca Cola

Description	No. of respondents (N)	Percent (%)
TV	120	80
FM	30	20
Total	150	100.00

Note: Researcher's Survey, 2018

The table 4.14 shows that the effectiveness of the advertisement of Coca Cola. From the analyses of the table it can be concluded that 80 percent of the respondents are familiar with the advertisement of Coca Cola on TV and 20 percent of the respondents are familiar with the advertisement of Coca Cola on FM which indicates that advertisement is very much effective to introduce the product to the customer.

4.2 Major Findings of the Study

After presentation and analysis of the data, in this chapter some important findings are given for study. The major findings are given below; . .

- The situation of gender wise reaction to advertisement shows that 64 percent female are concerned with the meaning of advertisement whereas, 68 percent male are concerned with the meaning. From the above data, it can be concluded that female respondents seem to be more concerned with the meaning of advertisement than male.
- Considering the reaction of consumer on advertisement majority of people below 15 years are found to be passive audience. Overall, it is clear that almost 10 percent respondents are only conscious about what advertisement means and only 42 percent are highly interested about advertisement while 48 percent respondents are found to be dull audience.
- The education wise reaction on advertisement shows that majority of uneducated people are particular on meaning of advertisement. Among the

graduate and above graduate people 60 percent and 60 percent respectively just want to know the meaning of advertisement and 30 percent just watch the advertisement trying to get nothing from it. Likewise, people among S.L.C and S.L.C level are mostly found to be dull audience. More than 60 percent of them just watch the advertisement and gain nothing from it.

- The study have found that majority of people 80 percent prefer frequently advertise product whereas only 20 percent people prefer not advertised product which shows that a product need frequent advertisement in order to run successfully.
- In context of means of advertisement majority of people prefer television then other means of advertisement like newspaper, magazine, radio, television and pamphlet etc. which clearly shows that television plays crucial role in advertising.
- In relation to repeated advertisement it is found that more than 60 percent consumer are attracted by the repeated advertisement. So, the studies have found that repeated advertisements are fruitful to lure consumer.
- Majority of people 76 percent wants some more information to be added in advertisement which shows that advertisement is not able to fully satisfy the consumer opinion towards advertising.
- It is found that 84 percent people give preference to advertised product in spite of the substitute product with same price and quality which shows that advertising is a life blood for every product.
- In context of impact of advertisement on customer 20 percent responded that advertisement play good role to give positive impact about the product.
- 64 percent respondent are influenced by Coca Cola due to its quality which shows that quality is a major thing to influence the people to buy the product but price, scheme, advertisement plays equal important role in order to fully influence the people.

CHAPTER- V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Advertisement helps to sale mere and more product and services, which leads the producer to mass production, which in turn creates job opportunity to the unemployed population of the country and certainly increases the living standard of those people. Thus advertisement directly effects in the developing of the economy of the country.

Real marketing situation study is important in marketing and advertisement field. It helps to study the target audience choices, preferences, tastes, desires and their regular media habits. This information provided by the target audiences becomes very useful while determining advertisement for promoting the product. Moreover, the nature and types of commercials preferred by the customers, emphasis they provide for different product features, their likes and dislikes for a particular product, their expectation towards advertisement in future, the ability of the current advertisement to influence the customers, etc could be easily ascertained through this type of research activity, if conducted in mass selling. This information becomes very useful in better understanding of the market situation and in clarifying the proverb "King of the market place.

So many research works has been done to find out what factors make an advertisement effective to sell their objectives, how the advertisements pay back. Research works had been seen in national or international levels by students, professionals and businessmen from the perspective or eye of advertisers. There is very rare effort had been made to see the advertisement from the consumers'

perspective, how they feel, behave and react to the advertisement in general and its subsequent effect on their buying decision process?

The researcher has aimed to study the advertising from consumers' perspective. This study aims to understand the consumers' attitude and perception towards advertisement and its subsequent effect on buying decisions. This study "Effects of Electronic Advertising on Buying Decisions of Coca-Cola Consumers" is done through the data collected from primary source through questionnaire and interview method and secondary source is also used for limited purpose within the scope of present study. 150 questions covering different age, gender, educations are used to collect the information regarding the consumers' view about advertising.

To get insight on the subject matters, for the conceptual clearance, to minimize the likely chance to repeat same works, to rescue from doing the dead in task and the related literature, books, articles and the previous studies in the subject were studied and complete bibliography was maintained.

5.2 Conclusion

From the major findings, consumers have positive attitude towards advertising but they are skeptic on the performance of the product as claimed by ads. Advertising is widely accepted information source to know, remind and update about old and new products. It is clearly seen that majority of the people have the habit of watching advertisement and out of them women are more curious than men in watching advertisement which indicates that advertisement is a popular means to enhance sale of any product. In addition to this majority of people of different age group as well as different educational class and gender prefer musical programs as compared to other types of programs which indicate that musical programs are more popular among the people than any other programs. Likewise, majority of

people prefer the product which are frequently advertised rather than the product that not advertised frequently although they are of same nature and quality but it is also true that some of the consumer buy the product because of their necessity not due to advertisement.

In context of Coca Cola it is found that this Coca Cola have become effective to make consumer familiar about the product but many people are influenced by the quality not only by the advertisement. Thus, it can be concluded that advertising seems play crucial role in enhancing the market of goods manufactured. It is mostly seen that consumers having positive attitude towards advertising, perceived advertising positively and have credibility towards advertising and are more likely to buy advertised products and vice versa.

5.3 Recommendations

On the basis of the finding of the study following suggestion or recommendations are recommended:

- The majority of respondents of different age group and educational background prefer musical program rather than other program so it is essential to the producer and advertiser to make their advertisement in musical form or broadcast advertisement as a musical program.
- The most of the respondents have the habit of watching advertisement and it is more popular with women consumers. So, the advertiser and producer should give preference to the advertisement by focusing more to the women advertisement.
- Consumers have already been familiar with the product. That's why, it is suggested to provide very entertaining types advertisement which creates positive image towards the product.

- It is specified that most of the consumer prefer advertised product than non advertised product. So it is recommended that manufacturers must advertise their product in order to enhance their sale.
- From the analysis, it is obvious that every advertisement has some impact on the consumer. Purchasing decision of the consumers depends on the need of the consumer so advertiser should try to create the necessity of the product by effectively presenting the product through different media.
- Some advertisements make negative attitude in the consumers' mind towards the product so advertisers should understand consumers' reaction about advertisement while making an advertisement.
- Advertisers have to advertise their product, considering their targeted consumer such as; if the targeted consumers are young, old, graduate then advertisement should be entertaining.
- The advertisement of Coca Cola product is very much effective to leave a positive impact upon consumer regarding the product and majority of the respondent prefer the quality of the product rather than other variables. So, all manufactures of food product should produce a product having good quality and advertise their product effectively which helps to increase their market share rapidly.
- After analyzing the study, the information included in advertisement is not sufficient and majority of the respondents are willing to get the additional information from the advertisement regarding the various aspects of the product. Thus, advertise manufactures and producer should include sufficient information so that consumer can be satisfied regarding the matters.

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www.radionepal.org

www.worldofcoca-cola.com

Questionnaire
Appendix-1

Dear Ladies and Gentlemen;

This is the preparation about the Research Thesis on “**Effect of Electronic Advertising on Buying Decisions of Coca-Cola Consumers**” as a part of the requirement for Masters of Business Studies (MBS) students of Tribhuvan University. I shall be grateful to have your opinion in this regard.

Thanking you,
Sanjay Shrestha

Name:

1. Gender: Male Female
2. Age: below 16-25 26-45 Above 45
3. Education: Uneducated SLC and Below Above Bachelor

1. What sorts of advertisement do you prefer?

- a) Musical b) Good wording c) Simple d) All Types

2. What is your reaction when you watch or hear advertisement?

- a) Try to know what it means
- b) Curious about it
- c) Just watch it
- d) Switch off the radio or television

3. What factors influence you to buy Coca Cola?

- a) Quality b) Price c) Scheme d) Advertisement

4. Which types of media would you prefer?

- a) Newspaper
- b) Magazine
- c) Television
- d) Radio
- e) Pamphlet

5. Is there any effects of advertisement on consumers' purchasing decisions?

- a) Advertisements induced to buy
- b) Needed
- c) Both of them

6. What product do you prefer?

- a) Frequently advertised
- b) Not advertised

7. What is the impact of repeated advertisement to attract consumer attention?

- a) Attract Consumer attention
- b) Do not attract consumer attention

8. What do you think about the adequacy of advertisement?

- a) Seek for additional information
- b) Adequate information

9. If there are similar kind of product in the market in term of price and quality which product would you choose?

- a) Advertised
- b) Not advertised

10. What impact does advertising create?

- a) Positive impact
- b) No impact

11. Have you seen the effectiveness of advertisement of Coca Cola?

- a) Seen
- b) Not Seen

Appendix-2

A Brief Introduction of Coca-Cola

Coca-Cola, or Coke, is a carbonated soft drink produced by The Coca-Cola Company. Originally intended as a patent medicine, it was invented in the late 19th century by John Pemberton and was bought out by businessman Asa Griggs Candler, whose marketing tactics led Coca-Cola to its dominance of the world soft-drink market throughout the 20th century. The drink's name refers to two of its original ingredients, which were kola nuts (a source of caffeine) and coca leaves. The current formula of Coca-Cola remains a trade secret, although a variety of reported recipes and experimental recreations have been published (www.worldofcoca-cola.com).

The Coca-Cola Company produces concentrate, which is then sold to licensed Coca-Cola bottlers throughout the world. The bottlers, who hold exclusive territory contracts with the company, produce the finished product in cans and bottles from the concentrate, in combination with filtered water and sweeteners. A typical 12-US-fluid-ounce (350 ml) can contains 38 grams (1.3 oz) of sugar (usually in the form of high fructose corn syrup). The bottlers then sell, distribute, and merchandise Coca-Cola to retail stores, restaurants, and vending machines throughout the world. The Coca-Cola Company also sells concentrate for soda fountains of major restaurants and foodservice distributors. The Coca-Cola Company has on occasion introduced other cola drinks under the Coke name. The most common of these is Diet Coke, along with others including Caffeine-Free Coca-Cola, Diet Coke Caffeine-Free, Coca-Cola Zero Sugar, Coca-Cola Cherry, Coca-Cola Vanilla, and special versions with lemon, lime, and coffee. Based on Interbrain's "best global brand" study of 2015, Coca-Cola was the

world's third most valuable brand, after Apple and Google. In 2013, Coke products were sold in over 200 countries worldwide, with consumers drinking more than 1.8 billion company beverage servings each day.