

1. Introduction

1.1 Background of the Study

Advertising is one of the ways of promoting products services and idea among various ways. Advertising influences consumer attitude and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumers. Advertising is essential to manufactures whole-seller and even to the retailer and it assist to excel the sale of products and services. Many specific communication and sales objects can be assigned to advertising. The degree of effectiveness of advertising is determined by the satisfaction of consumer. The objectives of advertising can be classified with respect to its aim as informing persuading and remanding.

“The term consumer behavior refers to the television the behavior of that consumer who display in searching using evaluating and disposing of products and service that he/she expect will satisfy his/her needs” (Koirala, 2002).

A company cannot make a dream to be a well known brand until they invest in their promotional activities, for which consumer maker have been dominating through advertisement (Prasanna & Venkateswara, 2013).

Advertising plays a very significant role in influencing consumers buying behavior by providing attracting their attention, arousing their interest, creating desire for the product and finally make them decide to purchase the products (Nora Msuya, 2015).

The history of advertising Nepal is recent one but even in this short span of time, it has remarkable grown up where the first Newspapers of the country was started on 1958 B.S. Jestha prior to this only the medium of advertising was of the month. Now different daily, weekly, monthly and other so many periodically have given significant contribution for its brightness to coming marketing process. So advertising can be divided into two parts as: electronic and non-electronic advertising depending upon the prospective consumers and the nature of market segment. Electronic advertising as Radio, TV, E-mail and internet and non-electronic advertising as paper advertising, pumpletting, wall painting, hoarding board can be taken for sending the message.

To conduct this research, Jaleswor Municipality-2 of Mahottari district has been taken as a market segment with respect to Close up toothpaste. Market segment is the process of dividing potential market into distinct subjects of consumers with common needs or characteristics and selecting one of more segments to target with a distinct marketing mix. If all consumers have same needs wants desire and same background, education and experience mass marketing would be a logical strategy because it would save cost of advertising and other marketing strategies. However, it is not possible to have all the customers with same needs want desires and same background, which they force to segment the market.

Close up toothpaste is the product of the research. It is also one of the reputed products in case of toothpaste in Nepal product by Close up Nepal Lever Limited. Nepal Lever has been focusing on domestic business and consumer relevant innovations Nepal Lever Ltd are conducting so many programs to advertise the product or to lunch and re-lunch the product in the market. The products size and prize has been managed by Nepal Lever Limited in accordance with consumer needs and wants. Nepal Lever Limited focused not only its product and services to excel the sales but also concerns with the society. It has been contributing resources to the society by society welfares program as sewing and tailoring training program for women, distributing relief to flood victims.

1.2 Statement of the Problem

Nowadays the significance of the advertising media is multiplying day by day. The company should analyze\know which kinds of advertising media are useful to influence the consumer's buying behavior in the target market because only understating of the consumer's views attitude, test towards the products and services do not assist to increase the sales. Many organizations expenses huge amount of total budget without exactly knowing the effectiveness of media. Even though business man always watch cost benefit analysis so it is essential to measure the effective of advertising. But there is the problem not only for small business house but also to the large business house to select appropriate media to send the message about products and services in order to reach the target consumer group. Thus advertising can be made only effective at the time when advertiser knows the actual practical problem of the consumer's. If the advertising does not access to the product coverage market and does not solve the consumer's problem it will be ineffective.

Basically, some researches have been conducted by various persons relating to the advertising with respect to consumer's views, attitude test but there is not any research performed in the topic of media research with respect to electronic and non-electronic media. Therefore it is a major issue which media of advertising is effective among electronic and non-electronic media to influence consumer's buying habits and how they perceive to the advertising media. Advertiser has to select two or more than two media to convey message about products and services in order to get merits of both electronic and non-electronic media. Bearing above all in the mind following research problems are identified:

-) What are the impacts of advertising on the behavior of consumer towards purchase of close-up tooth paste?
-) What are the factors affecting buying behavior of consumer on purchasing of tooth-paste?
-) What is the relevant of media that impacts the consumer on the purchase of tooth paste?

1.3 Objectives of the Study

The main objectives of this media are to identify effective media among electronic and non-electronic, depending on consumer's preference and media habit. However, main objectives of study are:

1. To analyze the impacts of advertising on the behavior of consumer towards purchase of close-up tooth paste.
2. To describe factors affecting buying behavior of consumer on purchasing of tooth-paste.
3. To assess the relevant of media that impacts the consumer on the purchase of tooth paste.

1.4 Significance of the Study

Advertising is the most popular promotion tool to create need and wants of consumers. Now it is widely used by social business government organization. The growth of advertising in Nepal is phenomenal considering the fact that a few decades back, only a few products reached out to consumers through limited media like the national daily Gorkhapatra or the state owned stations. With the mushrooming of FM stations, private print media and television s channels and increasing access to media advertising is growing with leaps and

bounds. For making consumers well informed, advertising is becoming more important to provide suggestion on various aspects of daily life.

It is hard to make of products and services without advertising. Advertising is essential to inform, persuade and remind to the consumers. Various media are used by the company but now among the various media television and daily newspaper are the popular media. So this study is valuable to the marketing manager to improve their advertising policy. As advertising involves cost and every cost should be for the good return. Every year many manufacturing and trading organization have been investing millions rupees only for advertising of their products. Unfortunately a proper research regarding advertising media has not been properly analyzed and evaluated. So the present research focuses on media selection among electronic and non-electronic media.

1.5 Limitations of the Study

Although pious efforts will be made to research the objectives of the study, the following limitations can not be ignored.

1. This study covers only impact of consumer buying behavior on advertising media.
2. Primary data will be collected only from Jaleswor Municipality-2 of Mahottari district and Secondary data from Uni Lever Nepal Limited as population.
3. Only selected statistical tools will be used.
4. There may be innumerable factors showing some degree of relationship with consumer behavior but here only selected variables will be taken in to account.
5. This research will be completed in a short time span and money to complete as requirement of masters degree.

1.6 Organization of the Study

Basically this study will be divided in to five chapters. The first chapter is introductory in nature and it includes background of the study, statement of the problem objective of the study, significant of the study.

The second chapter is the review of literature which includes conceptual review of previous studies. Meaning of advertising purpose of advertising, advertising media and method of measuring advertising effectiveness will be included in conceptual review.

The third chapter is the research methodology which includes research design population and sampling source of data collection procedure analytical tool and data processing.

The fourth chapter of this study will be presentation, analysis and interpretation of data. The last chapter will be consists of summary, finding and recommendation besides these chapters bibliography and appendices will also be affixed at the end.

2. Review of Literature

Review of literature is an essential part of any study. It is a way to discover what other researcher has conducted in the area selected by the present researcher. It is also a way to avoid investigating problems that have already been definitely answered.

2.1 Conceptual Review

Conceptual review assists to know the theories of the study area. Therefore the researcher has reviewed the following conceptual aspects.

-) Meaning of advertising
-) Purpose of advertising
-) Advertising media
-) Method of measuring advertising effectiveness

2.1.1 Meaning of Advertising

The word advertising is derived from the two Latin words ad' means towards and vertigo means I turn. So the meaning of advertising is to turn people's attention to the specific things. Earliest form of advertising is to draw the people's attention towards the specific things. In other word advertising is to draw people's attention to the certain goods (Aryal, 2015).

Before knowing the definition of advertising we should address the difference between advertising and advertisement. It Consists of activates advertising involved in presenting to a group a non personal, oral or visual openly sponsored message called as advertisement, is disseminated through one or more media is paid for by identified sponsor (Stanton, 1977:537).

This definition clearly distinguished between advertising and advertisement. Advertising is simply a message, but advertisement is a process. This process includes programming the series of activities which is necessary to plan and prepare the message and get it to intend market. Other points are that advertising is used to help sell products and services. The buyer makes five decisions in the affirmative in marketing a purchase in any one is missing; he does

not buy which he has said yes to all five a purchasing result. These five decisions related to need product source price and time (Littlefield and Kirkpatrick 1971:165).

People normally argued that why do company spend so much money on advertising. This option occurs because some people regard expenses made in advertising is waste of money but other think it as a buying guide. Both consumers and sellers, advertising are informative devices. Hence advertising consists of those activities by which visual or oral message are addressed to selected public for the purpose of informing and influencing them to buy the product.

Some definitions of advertising have been given below so as to make clear meaning of advertising. The American marketing association defines advertising as “any paid form of non personal presentation of goods, services or ideas for action openly paid for by identified sponsor” (Koirela 1997:259-260).

A writer has described the difference between advertising and sales promotion in his book “sales promotion in Nepal” as sales promotion and advertising differ in terms of objectives as well as the frequency duration and purpose of users. Advertising informs, persuade, and remind the target market. Whereas sales promotion goes to encourage purchase by the brand loyal consumers and attracts news and competitors brand users. For effective sales promotion are required creative talent, time and money. It became expensive with frequent operation. While excess sales promotion with respect to a branded product may hurt that products brand image. Advertising crates awareness in the market place and may be repeated designed to create and image of or to carry a sales message about a product or service to the consumer, while sales promotion is as activity and used to generate and immediate sales of the product or service”(Koirala ,1991:28-29)

It is micro managerial function of any organization to send the information to the members of the society (Sontakki, 1999:1).

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 desire by the advertiser “(New Encyclopedia, Britanica Mactopedia, 1979:103). “Advertising that induces a change in sales of perception of the product is a milestone for brand” (Ghimire, 2006).

So this study concludes that advertising should have such power as attention, communication, readability, memorability and selling.

2.2 Review of Previous Studies

The related literatures which are similar to advertising have been reviewed.

Shrestha (2011) studied on “The role of advertising in brand choice and product positioning with soft drink”, which had the following objectives.

- i. To analyze the effectiveness of advertising on brand of consumer product.
- ii. To evaluate the role of advertising in product positioning from the consumer prospective and
- iii. To find out consumer’s important to advertisement and other promotional tools while making selection decision

Major finding of the study were:

- i. Advertising has been established as important promotional tools both in high involvement and low involvement goods. Advertising important to consumer goods is comparatively more weightily than industrial goods
- ii. Consumer gets knowledge about products through different media of advertising. Advertising is considered as the primary source of information

Finding of this study were

- i. Both consumers and advertising recognize the need of advertising (especially radio media) in the present context of Katmandu market.
- ii. For promotion product advertising is only a main method used by the producer
- iii. Of all advertising media available in Nepal, radio advertising ranked top in the list.
- iv. Most of the advertiser’s fixed advertising budget on the basis of last years budget. they have not considered about percentage of total
- v. All respondents (advertisers) are in a joint view that effect of advertising is that recognized.

- vi. Effectiveness of advertising can only be seen in between two weeks to four weeks and advertising media available in Nepal cinema advertising is the cheapest.
- vii. When analyzing the response of consumer effective forms of media are Radio, TV and cinema periodically ranked first second and third respectively.

Shrestha, (2013) studied on “marketing of cold drink in Narayanghat” with the following objectives.

- i. To find out the popular media of advertising for the cold drinks which can easily attract the potential consumers of each company’s branded cold drink.
- ii. To find out the relationship between the brand preference and advertising.
- iii. To identify the best choice of consumer on cold drinks on the basis of selecting brands, advertising habitual, testing and asking question and personal inspection.

Finding from the study were

- i. NTV is the most popular media in the Narayanghat city while the radio Nepal holds the second position and wall painting the third.
- ii. The advertising of the coca-cola of the NTV is much more attractive than that of pespi-cola.
- iii. The advertisement about coca-cola is getting much more attractive with cinema house which are established an important parts of the Narayanghat city.

Ghimire (2012), an another study which was conducted on “Advertising through television impact of consumers behavior” has the following objectives

- i. To identify the present situation of TV advertising of NTV.
- ii. To know what kind of advertising they prefer and
- iii. To know how the different groups of people perceive the advertisement from television and their reactions about advertising

Major finding of this study were:

- i. Mostly children young and old age people prefer musical advertisements where as others prefer good wording advertising.

- ii. Considering sex female consumer prefers musical advertisement considering the education with good wording and vice-versa while considering the education factor people below SLC and uneducated people prefer musical advertisement.
- iii. Most of people gave first preferences to advertisements from TV followed by newspaper, Radio, magazine, cinema respectively and many people watch NTV advertisement.
- iv. Repetition of advertisements attracts peoples attention and people prefer to choose advertised product if the price and quality of both products are same.
- v. Advertisements help to recall the brand or product name while buying.

Manandhar (2014) studied on the topic “A comparative study on the Effectiveness of promotional tools on sales” have the following objectives

- i. To find out what promotional tools is more acceptable by the Nepalese customers.
- ii. To find out what mode is more wisely used by the marketers are sales promotional tools.
- iii. To find out which promotional tools are best to attract the customers.
- iv. To find out whether the sales promotion does impact on the sales of bowling game.

Major find from the study were:

- i. The person gets information or knows about bowling game from advertisement more than from their friends.
- ii. People are aware of advertising as a promotional tool rather than other promotional tool and the people watch \listen\read advertisement to get information and entertainment.
- iii. Price discount and cash prize are two major sales promotions that attract the customer towards products or services.
- iv. Sales promotion tool include people to play bowling game most. Due to cash prize and price discount they are induce to play bowling game respectively.
- v. Advertising and sales promotion such as cash prize price discount is most widely used by bowling center and cash prize and price discount type of promotional tool is most appreciated by Nepalese customers .

- vi. Advertising helps to aware the customers and includes them to play bowling game where as sales promotion induces them to play bowling game repeatedly.

Thapa (2015) studied on “The role of advertising in brand loyalty” (with special reference to soft drink) had the following objectives.

-) To analyze the effectiveness of advertising on brand loyalty of consumer product.
-) To evaluate the role advertising for brand loyalty in Nepalese market.
-) To determine consumers important to advertising and other promotional tools while making selection decision.

The major finding of the study where:

- i. Advertising is the main source of information about particular brand as well as sensitive subject in the country in the course of promotion
- ii. Most of the consumers like entering advertisement than other types of advertisement.
- iii. It is found that advertisement has a great contribution for purpose of soft drink.
- iv. Consumers second reason of brand switching is advertising
- v. The effective advertising in time is regarded as the best tool for brand loyalty.
- vi. Most of the consumers have given first preference to the test of the product while the quality of the product is considered second important factor in case of soft drink.

The related literatures which are similar to advertising have been reviewed.

Advertisements used by Forever Living to promote cosmetics products influences consumer buying behavior by; providing them with information about product benefits, price, quality, ingredients, quality, product quantity, product testimonial, product packaging, product name and product colour. The advertisement creates awareness of the products and attracts more buyers (Nora Msuya, 2015).

In a field as vast and diffuse as that of consumer behavior and consumer markets, it is difficult to develop a single best synthesis. We have drawn from developments in the

literature of the behavioral sciences, economics, marketing, statistics, and the like and have categorized according to the stage or stages in the decision process to which those developments appear most applicable. Previous models overlap these processes and stages but this integrating framework provides a useful way of organizing this large, diverse literature.

2.3 Research Gap

These are the major research works done by the different researchers relating to the advertising topic different researcher in marketing subject. Actually no research has been carried out so far in Nepal about “Advertising media impact on consumer buying behavior” to find out media effectiveness and impact of media on consumer buying behavior relating to the consumer goods i.e. Close-up toothpaste. This study therefore has been conducted mainly to find out effective media and its impact on consumer buying behavior especially the product of Uni Lever Nepal i.e. Close up toothpaste. So, this study will be fruitful to those interested person, parties, scholars, professor, students, businessman and government for academically as well as policy perspective.

3. Research Methodology

Research methodology is the combination of two worlds like research and methodology. Research means to search again to find out something new and more about a phenomenon. It is systemic and organized effect to inquire about a specific problem that needs an answer, this process of gathering recording analyzing and interpreting data with the purpose of finding solution to the problem is called research.

3.1 Research Design

The research design of this study will be analytical as well as descriptive in nature. The study will be collected information relating to the media habits of the population and their attitude towards the different media. The questionnaire will be prepared in such a way that helps to find the role of media on public opinion, impact of media on human minds advertising expenses spent by Uni Lever Ltd, media will be focused by Uni Lever Limited to promote tooth paste effectiveness of advertising media through media will be used of previous media by the consumer and their preferences to the particular media buying consumer goods. The questionnaire will be contained both the objectives type and open ended question will be conducted from Jaleswor Municipality-2 of Mahottari district.

3.2 Population and Sample Size

The term population refers to the number of consumers who lie in the specific area. Most of the consumers living in Terai or Hilly side of the Nepal who use Close up tooth paste. It is difficult to collect information from the entire consumer so that sample will be taken by using random sampling method. However, this study will be taken the consumers of 17-48 years of age from the population. There are 72 retailer shops in the study area. The respondents will be different in terms of age sex, and occupation. The consumers who have been living in, Jaleswor Municipality-2 of Mahottari district permanently will be chosen as the respondents of this study. The research work is will be based on primary data. The collection of data will be done on the basis of different factors found common in most of the samples of the population. Total sample will be classified on the basis of different characteristic of the consumers, which are as follow:

Table 1

Sample Classified on the Basis of Different Characteristic of the Consumers

Age group									
Occupation	17-24		25-32		33-40		41-48		
	Male	Female	Male	Female	Male	Female	Male	Female	Total
Student	25	25							50
Jobholders			25	25					50
Farmer					50	-			50
Housewife							-	50	50
Total	25	25	25	25	50	-	-	50	200

Sample will be classified on the basis of gender (Male and female). There will be altogether 50 males and 50 females in a sample .The sample will be further classified age-wise into four different groups 17-24 age group, 25-32 age group, 33-40 age group and 41-48 age group. The total population will be further classified on the basis of occupation. There will be altogether four categories will be considered for this study purpose.

3.3 Sources of Data

Data will be obtained either from the primary source of secondary source. Statistical data are classified as primary and secondary data. Primary data is first hand or original in character. Generally, they will be generated by field surveys. Primary data will be collected directly from the respondent through the methods of observation, interviewing and questionnaire survey and those primary data will be collected by some individual research bodies and government .Data which are not originally collected rather obtained from published or unpublished sources are called secondary data. Sometime secondary data will be use due to time and resource limitation so normally individual research work is based on both primary and secondary data but it depends on the research problem .

The study will be based on primary data that will be collected by field survey from Jaleswor Municipality-2 of Mahottari district and there is no hard and fast rule to use data so as per the need of research work. NTV rate card, NTV introduction card, Kantipur introduction and rate card, few thesis submitted to the institution of management, information from Uni Lever Nepal limited and others related information will be collected.

3.4 Data Collection Procedure and Tools

In order to obtain the required data for the study, two sets of questionnaire will be prepared one for the consumer and the next for the sampled company. Before distributing the questionnaires, prior approach will be made to the respondents and their approval will be got by convincing the purpose of the difficulties will be felt by the respondents to some quarries will be overcome by clarifying the sense of the questions.

3.5 Data Analysis tools and techniques

There are so many tools will be used to get the result to the research work. Normally average percentage, ratio correlation, regression analysis and chi-square test will be used for the analysis of data from the field. Among these analytical tools, this research work will be uses correlation, Percentage and chi-square test.

Both the primary and secondary data will be collected according to need of the research. The information will be collected from field survey and Uni Lever Nepal Lever Limited will be used to prepare table, figures by sorting and grouping in accordance with their homogeneous nature. The statistical tools like chi-square test correlation coefficient will be incorporated in the research. Besides these tools this thesis will be adjusted the use of the mathematical tool like percentage.

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QUESTIONNAIRE

1.

Personal information					
S.No.	Name of the Respondents	Permanent address	Sex	Age	Education

2.

Family information			
S.No .	Family background of the respondents	Marital status	Family composition

3. What is your occupation?

.....

4. Please tick up to the answer

1. Do you use Close up toothpaste?

- a) Yes b) No

5. If yes why do use it.

- a) for fresh breath b) for strong teeth
- c) for shinny white teeth d) combination of all
- e) Any other

6. How did you know the first time about Close Up

- a) By friends b) By family member
- c) By advertisement d) By salesmen

7. Do you watch/Listen advertisement

- a) Yes b) No

8. If yes, which made you think to buy close-up ?

- | | |
|--------------------|----------------------|
| Electronic media | Non-electronic media |
| Television | Daily newspaper |
| Radio | Posters |
| Film | Hoarding board |
| Email and internet | Traveling display |
| Any other | |

9. Do you think most of the advertisement you watch listen and read communicate the exact message that you need.

10. If yes, which of them cover maximum required information ? Please rank the media according to your preference

- | | |
|------------------|----------------------|
| Electronic media | Non-electronic media |
| Television | Daily newspaper |
| Radio | Posters |

Film Hoarding board
Email and internet Traveling display
Any other Any other

11. If you watch an advertisement appear about close-up, what do you do

- a) Switch off the television
- b) Try to know what it wants to say.
- c) Curious about the advertisement
- d) Just watch to advertisement
- e) Any other

12. Please, mention your reasons of such behavior

- a) Quite good b) Attractive
- c) So So d) Boring
- e) Any other

13. If you read Kantipur Daily Newspaper and see the advertisement of Close up what do you do

- a) Ignore to advertisement
- b) Turn off the page
- c) Try to know what it wants to Say
- d) Curious about advertisement
- e) Any other

14. Please mention your reasons of such a behavior

- a) Quite good b) Attractive
- c) So So d) Boring

e) Any other

15. How do you think Uni Lever Limited should make advertisement both in NTV and Kantipur Daily Newspaper more appealing and effective?

16. What is your further comments and suggestion regarding advertisement of Close up toothpaste?

Questionnaire for Advertisement Agency

Dear sir/Madam

I request you to answer the following question and tick where necessary.

1. What are the media used by the company to advertise Close up toothpaste

.....
.....

2. How do you allocate advertising cost?

a. On the basis of sales ratio.

b. On basis of yearly lump sum about

c. On the basis of production ratio

d. On the basis of percentage of profit

e. Any other

3. Please specify price change of Close up that occurred during the last ten years

Base year	Weight	Price
Price Change year.....
Price Change year.....
Price Change year.....

4. Please mention the cause of such changes

.....

.....
.....

5. Did you get reaction from customer when price were change

- a) Yes
- b) No.

6. If yes, what are these reactions?

7. Kindly, help with sales data for recent six years

Years	Amount	Years	Amount
2013	2016
2014	2017
2015	2018

8. Specially, which media do you choose to excel the sales of Close up toothpaste

? Please rank

Electronic media	Non-electronic media
Television	Daily newspaper
Radio	Posters
Film	Hoarding board
Email and internet	Traveling display
Any other	Any other

9. With respect to Television, which television channel do you mostly use and why?

TV Channel	Reason
.....

10. If you advertise Close up through NTV, how much amount do you spend with in a year.

11. What weight do you give to the following daily newspaper for advertising purpose ? Please rank according to your preference.

- a) Kantipur Daily
- b) Gorkha Patra Daily newspaper
- c) Rising Nepal Daily newspaper
- d) Samachar patra Daily newspaper
- e) Any other

12. If you advertise Close up toothpaste by using Kantipur Daily Newspaper, how much amount do you spend with in a year ?

.....

.....

13. Any Further comments and suggestions?

.....

.....

**A STUDY ON IMPACT OF ADVERTISEMENT ON
CONSUMER BUYING BEHAVIOR OF CLOSE UP TOOTH
PASTE IN JALESHWOR MUNICIPALITY-2, MAHOTTARI**

A Proposal

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