

CHAPTER –I

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, pumpleting, 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 is 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 toothpaste?
-) What are the factors affecting buying behavior of consumer on purchasing of toothpaste?
-) What is the relevant of media that impacts the consumer on the purchase of toothpaste?

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 identify the influence of advertising on the behavior of consumer towards purchase of close-up tooth paste.
2. To examine factors affecting buying behavior of consumer on purchasing of toothpaste.
3. To assess the influence of media 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 have 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 has collected only from Jaleswor Municipality-2 of Mahottari district and Secondary data from Uni Lever Nepal Limited as population.
3. Only selected statistical tools has used.
4. There may be innumerable factors showing some degree of relationship with consumer behavior but here only selected variables has taken in to account.
5. This research has completed in a short time span and money to complete as requirement of masters degree.

1.6 Organization of the Study

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

CHAPTER –II

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 has fruitful to those interested person, parties, scholars, professor, students, businessman and government for academically as well as policy perspective.

CHAPTER –III

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 has analytical as well as descriptive in nature. The study has collected information relating to the media habits of the population and their attitude towards the different media. The questionnaire has 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 has focused by Uni Lever Limited to promote tooth paste effectiveness of advertising media through media has used of previous media by the consumer and their preferences to the particular media buying consumer goods. The questionnaire has contained both the objectives type and open ended question has 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 has taken by using random sampling method. However, this study has taken the consumers of 17-48 years of age from the population. There are 72 retailer shops in the study area. The respondents have different in terms of age sex, and occupation. The consumers who have been living in, Jaleswor Municipality-2 of Mahottari district permanently has chosen as the respondents of this study. The research work has based on primary data. The collection of data has done on the basis of different factors found common in most of the samples of the population. Total

sample has 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 has classified on the basis of gender (Male and female). There were altogether 50 males and 50 females in a sample .The sample has 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 has further classified on the basis of occupation. There has altogether four categories have considered for this study purpose.

3.3 Sources of Data

Data has 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 were generated by field surveys. Primary data has collected directly from the respondent through the methods of observation, interviewing and questionnaire survey and those primary data has 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 were used 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 has based on primary data that has collected by field survey from Jaleshwor 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 has collected.

3.4 Data Collection Procedure and Tools

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

3.5 Data Analysis tools and techniques

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

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

CHAPTER –IV

PRESENTATION, INTERPRETATION AND ANALYSIS OF DATA

This study is basically based on analytical and descriptive approach so this study has tried to give accurate picture of the advertising effectiveness relating to the product of Close up tooth paste.

4.1 Media Used by Uni Lever Nepal Limited

To know the media availability for Nepal Lever to advertise, Close up toothpaste the researcher took an opinion survey. The obtained information has been shown in Table 4.1.

Table 4.1
Media used by Uni-Lever Nepal Limited

News paper	Radio
Television	Cinema

Source: Uni Lever Limited, 2019

Among the various media vehicle available the Nepal Lever Limited has preferred only some of them to advertise Close up toothpaste such as Newspaper, Radio, Television, Cinema etc.

4.2 Cost Structure of Advertisement to Close up Toothpaste

The researcher collected information relating the cost of Close up toothpaste advertising cost with in a six years, which have been presented in Table 4.2

Table 4.2
Advertising cost Born by Nepal Lever limited for recent six years

Years	Cost (Rs)	Years	Cost (Rs)
2013	3615000	2016	11475000
2014	6525000	2017	13155000
2015	9015000	2018	13995000

Source: Uni Lever Nepal Limited, 2019

Table 4.2 depicts the advertising cost and its differences with in six years. In 2013 the advertising cost was Rs 3615000 and in 2018 it came to be Rs 13995000, which indicates the increasing trends in advertising cost but the cost increasing trend is slower.

4.3 Total Sales of Close up Toothpaste for Recent Six Years

Sales and advertising are related with each other. So to analyze the impact of advertising on sales data have been presented for recent six years.

Table 4.3
Total sales of Nepal Lever for Recent six years

Years	Sales (Rs)	percent	Years	Sales (Rs)	Percent
2013	2410000	-	2016	76500000	27.29
2014	43500000	80.50	2017	87700000	15.64
2015	60100000	38.16	2018	93300000	6.39

Source: Uni Lever Nepal Limited, 2019

The above table indicated the sales and the sales of Close up toothpaste for recent six years. In 2013 the sales was Rs 24100000 and it came to Rs 93300000 in 2018,

According to Table 4.3, the sales of Close up toothpaste are favorable for four years (i.e. until 2018) but the sales of Close up toothpaste in 2017 and 2018 increase suddenly.

4.4 Media Preference by Uni Lever Nepal Limited

The researcher collected information relating to the electronic media from Nepal limited to know the preference to media given by Nepal Lever to advertise Red tooth paste the researcher conducted opinion survey and collected information have been shown below:

Electronic media Ranked by Uni Lever Nepal Limited

Electronic media

Television

Radio

Direct E-mail and Internet

Film

According to figure 4.3 televisions got first preference to advertise the Close up toothpaste Radio direct e mail and internet and film got second third fourth preference respectively to advertise the Close up tooth paste

The above figure concludes that Nepal Lever Ltd to advertise Close up toothpaste out of non-electronic media the following hierarchical diagram has been given

To find out the priority given by Nepal lever Ltd to advertise Close up toothpaste out of non-electronic media the following hierarchical diagram has been given below:

Non-Electronic Media

Daily News paper

Poster

Hoarding board

Traveling Display

Nepal Lever Limited gave first priority to daily newspaper to advertise Close up toothpaste. Similarly, poster, hoarding board traveling display got second third and fourth priority.

This study concludes that daily newspaper and poster has vital role to advertise Close up toothpaste in case of non-electronic media.

4.5 Television Channels Used by Uni Lever Nepal Limited

Under non-electronic media there are various media vehicle and under non-electronic media there are also various media for the product to advertise products and services. With respect to television and daily newspaper some question were asked to know the media used by Nepal lever such which television channel do you mostly used and why? And what weight age do you give to the following daily news paper for advertising purpose? Please ranks according to your preference.

In case of television channel, NL selected Nepal television and channel Nepal to advertise Close up toothpaste. The reason of choosing NTV was its wide coverage of audience and TV watching habit of consumers. Similarly in case of channel Nepal, NL selected it targeting to urban consumers assuming that urban consumers has the habit of watching cable channel.

4.6 Consumer's Opinion about Close up toothpaste

Different age group respondents expressed different opinions about the causes for what they Close up toothpaste such as breathing fresh, strengthening teeth shining teeth white, etc. Their Reponses have been shown in Table 4.4

Table 4.4
Causes of Use of Close up Toothpaste

Age group	Causes								
	sample	Fresh Breath	%	Strong teeth	%	Shiny White	%	Combination all	%
17-24	50	14	28	12	24	10	20	14	28
25-32	50	12	24	14	28	8	16	16	32
33-40	50	8	16	11	22	11	22	20	40
41-48	50	13	26	16	32	6	12	15	30
	200	47	23.5	53	26.5	35	17.5	65	32.5

Source: Opinion Survey, 2019

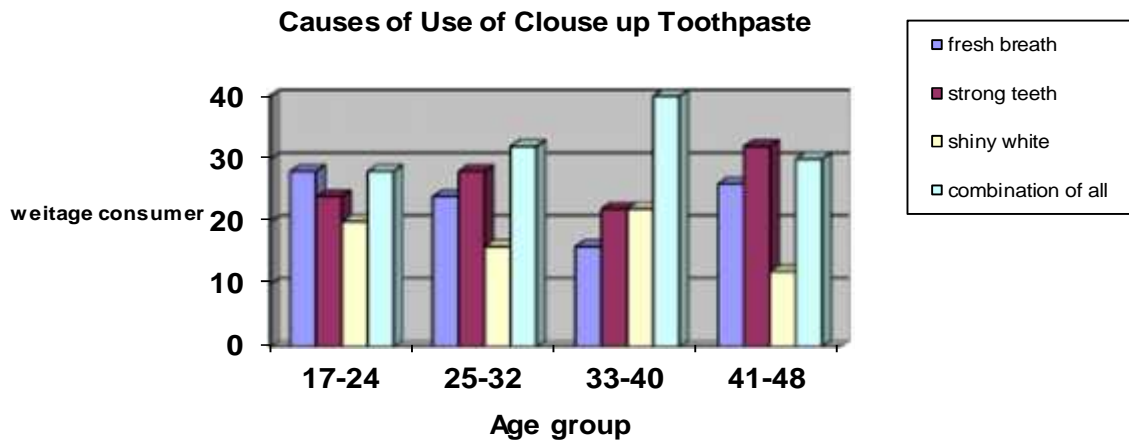
Table 4.4 inculcates the age level of respondents and causes for using Close up toothpaste. All the respondents have been categorized in to four groups. Under 17-24 age group, 28 percent use Close up tooth paste for fresh breathing ,24 percent for strong teeth and 20 percent for shining teeth white respectively. But in total, 28 Percent is for all these purposes.

Among 25-35 age group, 24 percent use Close up tooth paste for fresh breathing 28 percent for strong teeth, 16 percent for shining teeth white respectively. But 32 percent use Close up tooth past for all these purpose.

Under 33-40 age group, 16 group use it for fresh breathing, 22 percent for strong teeth and 22 percent for shying teeth white respectively. And in an aggregate 40 percent use Close up tooth past for all these purposes. Similarly, among 41-48 age group, 26 percent use Close up toothpaste for fresh breathing, 32 percent for strong teeth and 12 percent for shining white teeth respectively. But 30 percent use it for all these purpose.

Among, the total response (i.e. 200) 23.5 percent use Close up toothpaste for fresh breathing 26.5 percent for strong teeth and 17.5 percent for shining teeth white respectively. And 32.5 percent consumers use Close up toothpaste due to its consolidated characteristics. These above response can also be presented in a bar-diagram so that reader can understand it easily.

Figure 4.1



The respondents between age 33-40 are dominant so far as the utilization of Red tooth paste is concerned because these consumers might be educated and aware relating to the effectiveness to the product. When opinions were collected on the basis of gender, the responses appeared slightly variant in Table 4.5.

Table 4.5
Causes for Using Close up Toothpaste (According to Gender)

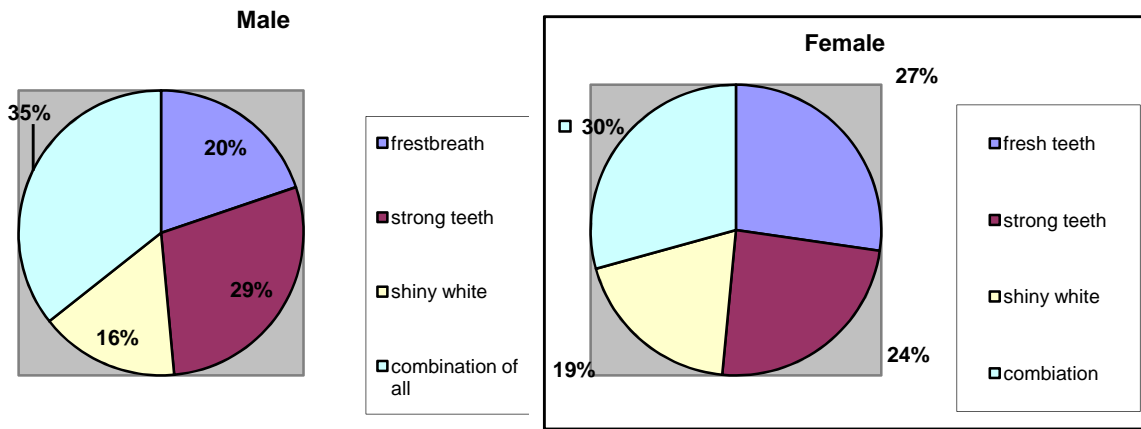
Gender	sample	Causes							
		Fresh breath	%	Strong teeth	%	Shiny white	%	combination	%
Male	100	20	20	29	29	16	16	35	35
Female	100	27	27	24	24	19	19	30	30
Total Response		47		53		35		65	

Source: Opinion Survey, 2019

The table 4.5 shows that out of total male respondents, 20 percent use Red tooth paste for fresh breathing, 29 percent for strong teeth and 16 percent for shining teeth white respectively. But 36 percent use it for all these purposes. Similarly among total female respondents, 27 percent use Close up toothpaste for fresh breathing, 24 percent for strong teeth and 19 percent for shining teeth white respectively. But 29 percent use it for all three purpose. These Responses have also been presented in pie –chart so that one can know the fact of data quickly.

Figure 4.2

Causes for using Close up (According to Gender)



Out of total respondents, male consumers are dominant in using Close up toothpaste because they might be conscious about their health. This study shows that the female consumers are not more aware than male. it male be the causes of lack of education.

When opinions were collected on the basis of occupation, the Responses appeared slightly different in Table 4.6.

Table 4.6

Causes of Using Close up Toothpaste (According to Occupation)

Responses									
Occupation groups	Sample	Fresh breath	%	Strong teeth	%	Shiny white	%	combination	%
Student	50	15	30	13	26	8	16	14	28
Jobholder	50	12	24	11	22	7	14	20	40
Farmer	50	8	16	16	32	10	20	16	32
Housewife	50	12	24	13	26	10	20	15	30
		47		53		35		65	

Source: Opinion Survey, 2019

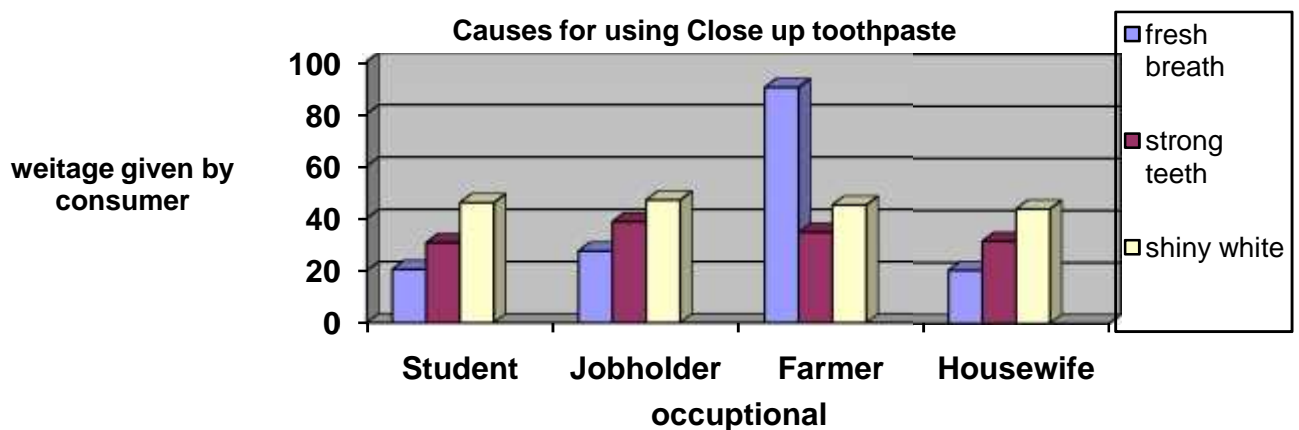
Table 4.6 shows that under that under student group, 30 percent use Close up toothpaste effort fresh breathing, 26 percent for strong teeth and 16 percent for shining teeth white respectively. But 28 percent use Close up tooth paste for all these purposes.

Among Jobholder group, 24 percent use Close up toothpaste for fresh breathing, 22% for strong teeth and 14% for shining teeth white respectively use Close up toothpaste for all these purposes.

Under farmer group, 16 percent use Close up toothpaste for fresh breathing, 32 % for strong teeth, 20% for shining teeth white and 32% use it for all these purposes.

Similarly, under the housewife group, 24% use Close up teeth paste for fresh breathing, 26% for strong teeth and 20 % for shining teeth white respectively. But 30% use NL for all these purposes. These responses have also been shown in bar-diagram which can help to the reader to know the responses quickly.

Figure 4.3



Out of total consumers, 40% of Jobholder respondents use Close up toothpaste due to its combination features such as fresh breath, strong teeth and shiny white etc. because, they might be more aware than group such as student farmer and housewife. To find out the source used by consumers i.e. friends family member advertisement salesman) the researcher go quite different response in Table 4.7.

Table 4.7
Sources Used for Information (According to Age)

Response									
Age	Sample	BY friends	%	By family member	%	By advertisement	%	By salesman	%
17-24	50	12	24	3	6	32	64	3	6
25-32	50	10	20	8	16	23	46	9	18
33-40	50	7	14	13	26	25	50	5	10
41-48	50	5	10	15	30	17	34	13	26
Total Response	200	34	17	39	19.5	97	48.5	30	15

Source: Opinion Survey, 2019

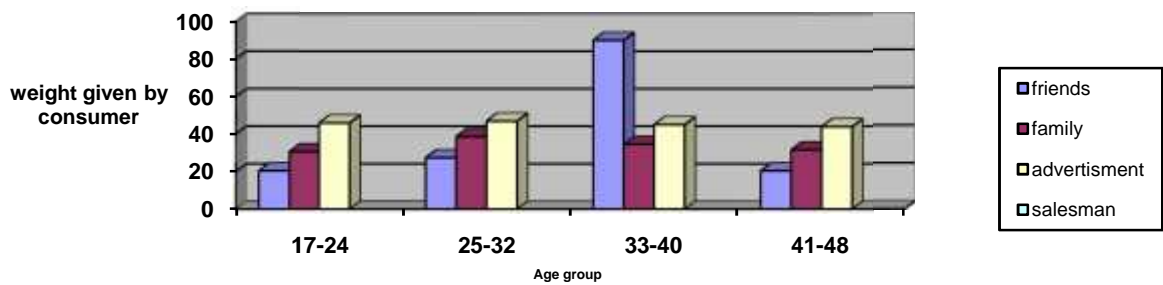
This table depicts that among 17-24 age groups, 24 % got the information about Close up toothpaste at the first time from their friends, 6% got the information from family member, 64 % got the information from advertisement and 6% got the information about Close up toothpaste at the first time from salesmen respectively.

Under 25-32 age group, 20% got the information about Close up toothpaste at the first time from friends, 16% got the information from family member, 46% got the information from advertisement and 18 percent got the information at the first time about Close up toothpaste from their friends, 26% got the information from family members, 50% got the information from advertisement and remaining 18 % got the information about the Close up toothpaste at the first time from their salesman. Similarly under 41-48 age group, 10 % consumers got the information from their friends, 30% got the information from family member, 34 % got the information from advertisement and remaining 26% got the information about Close up toothpaste at the first time from the salesman respectively

Likewise among the total response, 17 percent consumer got the information from their friends, 19.5 % got the information from the family member and 15 % got the information about Close up toothpaste at the first time from their respectively. But 48.5 percent got the information about Close up tooth paste at the first time from the advertisement. These above response have also been present in bar-diagram below to reflect the fact of data easily.

Figure 4.4

Sources used for information (According to age)



What the researcher reveals is that among the various sources information about product. Under 17-24 age group 64 % consumer expressed their views that they got information about products and services by advertisement. This age group dominant the others that might be the causes of news generation when views were collected on the basis of gender, the Responses appeared differently in Table 4.8.

Table 4.8
Sources Used for Information (According to Gender)

Sources									
Gender	sample	friends	%	By family	%	advertisement	%	By sales men	%
Male	100	19	19	18	18	51	51	12	12
female	100	15	15	21	21	46	46	18	18
Total response	200	34		39		97		30	

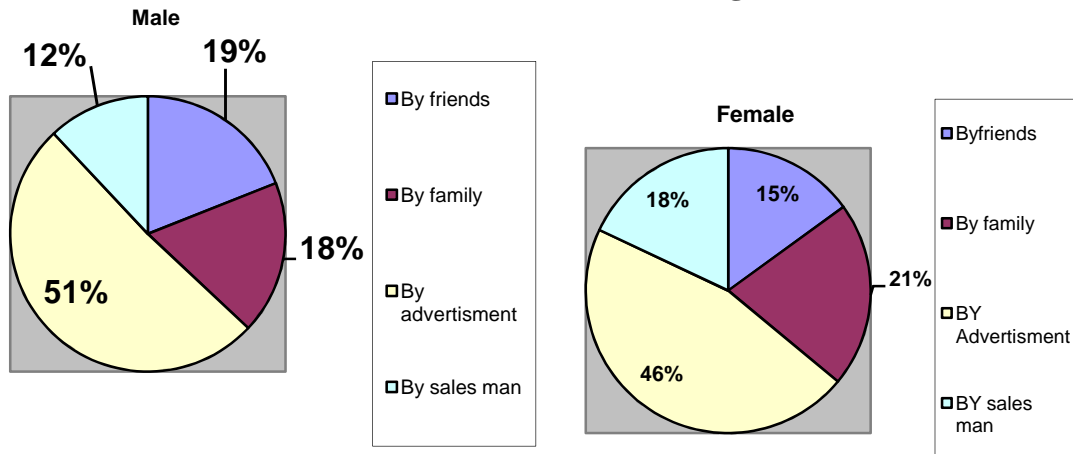
Source: Opinion Survey, 2019

The above table reflects that out of total male consumers, 19 percent got the information about Close up toothpaste first time their friends, 18 percent got the information from the Under female consumers, 15 percent got the information from their friends, 21 percent got the information from family member, 46 from advertisement and 18 percent for the first time about Close up Toothpaste from the salesmen.

These above responses have been presented in a pie-chart below to reflect the fact of data easily and quickly.

Figure 4.5

Sources used for information (According to Gender)



These above responses conclude that out of total male respondents 51 percent use advertisement as a source for getting the information about Close up toothpaste while under female respondents. Only 46 percent use advertisement, it might be the causes of greater involvement of male on buying goods then female. Consumers’ opinions were collected on the basis of occupation and the given responses appeared differently in Table 4.9.

Table 4.9

Sources used for Information (According to Occupation)

Sources									
Occupation	Sample	By friends	%	By family member	%	By advertisement	%	By sales persons	%
Student	50	11	22	7	14	28	56	4	8
Jobholder	50	10	20	11	22	24	48	5	10
Framer	50	6	12	12	24	19	38	13	26
Housewife	50	7	14	9	18	26	52	8	16
Total Response	200	34		39		97		30	

Source: Opinion Survey, 2019

The given table indicates the occupation level of respondents and their behavior to know the first time about Close up Toothpaste. Under the student group, 22 percent got the information from friends, 14 percent got the information from their family member, 56 percent got the information from the advertisement and remaining 8 percent got the information at the first time from the salesmen.

Among the Jobholder group, 20 percent got the information from friends, 22 percent got the information from family member and 10 percent got the information at the first time about Close up toothpaste from their salesmen respectively. But 56 percent got the information at the first about Close up toothpaste from the advertisement.

Under the farmer group, 12 percent got the information from their friends, 24 percent got the information from the family members and 26 percent got the information at the first time about Close up Toothpaste from salesman respectively. But 38 percent got the information at the first time about Close up from the advertisement.

Similarly, among the housewife group, 14 % got the information at the first time about the Close up Tooth paste from friends, 18% got the information from family member and 16% got the information from salesmen respectively. But 52% got the information at the first time about Close up Toothpaste from the advertisement.

The above Responses reflects that out of total respondents students have been influenced by the advertisement of Close up toothpaste (i.e. 56 percent of total student). But the advertisement has not touch significantly to the farmer because only 38% of farmers are in favor of Close up toothpaste advertisement this might be lack of understanding of advertisement.

4.7 Consumers Habit and Media choice with Respect to Advertisement

To find out consumers habit of watching, reading, and listening advertisement and to ascertain the media among electronic and non-electronic, among with the causes of such choices, the researcher obtained quite different responses in Table 4.10.

Table 4.10
Watching /Listening /Reading Habit of Advertisement

Particular	Number	Percent
Yes	170	86.95
No	30	13.05
Total	200	100.00

Source: Opinion Survey, 2019

As on table 4.10, out of total respondents, 86.95 percent consumer's watch/read /listen advertisement and remaining 13.05 consumers expressed their views that they do not. So this study has avoided such respondents due to the responses out of this research work.

Relating to choices that consumers made of media to watch, listen and read, dominant media remained TV and daily news papers.

Table 4.11
Media Choice by Consumers

Electronic media	No.	Percent	Non-electronic media	No.	Percent
Television	110	55	Daily newspaper	106	53
Radio	56	28	Poster	46	23
Film	14	7	Hoarding board	36	18
E-mail & internet	20	10	Traveling display	12	6
Total Response	200	100	Total Response	200	100

Source: Opinion Survey, 2019

The above table shows that out of total respondents, 55 percent, 28 percent, 10 percent and 7 percent consumers use television, radio e-mail & internet and film respectively to get

percent use traveling display to get information about Close up toothpaste these responses can also be present pie-chart so that reader can know it easy.

When views regarding to the exact message given by the advertisement were collected, the following response have been found in Table 4.12.

Table 4.12
Expectation of Messages that Consumer Needed

	No.	Percent
Exact message	130	65
No exact message	70	35
Total	200	100

Source: Opinion Survey, 2019

To know the coverage of message that has been expected by consumers, it was founded that out of total consumers, 65 percent got the exact message from the advertisement while 35 percent did not have the exact message.

Table 4.13
Media as the Information Source for Consumer

Electronic media	No	percentage	Non-electronic media	No.	Percentage
Television	92	46	Daily Newspaper	54	27
Radio	66	33	Poster	56	28
Film	24	12	Hoarding board	54	27
E-mail &Internet	18	9	Traveling display	36	18
Total	200	100	Total	200	100

Source: Opinion Survey, 2019

In case of electronic media, out of total respondents 46 percent got the full information of products and services from television, 33 percent from Radio and 12 percent from film respectively. But only 9 percent got the full information about products and services by the use of email & internet.

Similarly, among the non-electronic media 27 percent got the full information of products and services from daily newspaper, 28 percent from poster, 27 percent from hoarding board and 18 percent from traveling display respectively

This study reveals that out of electronic media television and radio has vital role to communicate exact message of products and services while daily newspaper poster and hoarding board have wide coverage to communication exact message about product and services among non-electronic media

❖ **Electronic media**

To find out major source of information about product the researcher has set the following hypothesis and tested.

4.8 Consumer Behavior when Advertisement of Close up Appears on Nepal Television

The below table indicates the consumers behavior when advertisement about Close up toothpaste appears on NTV. Out of total (17-24) age respondents 36 percent were curious about advertisement, 30 percent just watched to advertisement, 20 percent tried to know what the advertisement wants to say and remaining 14 percent switched off the television.

Under (25-32) age group, 32 percent were curious about advertisement, 30 percent tried to know what the advertisement wants to say 26 percent just watched the advertisement and only 12 percent switched off the television.

Similarly, among the 33-40 age respondents 32 percent were curious about advertisement, 28 percent tried to know what the advertisement wants were to say 24 percent just wanted to advertisement and remaining 16 percent did not like the advertisement and switched off the television when advertisement of Close up toothpaste appears on NTV

Table 4.14
Consumers Behavior when Advertisement about Close up toothpaste on NTV
(According to age)

Responses									
Age group	Sample	Switch off the TV	%	Try to know what it wants to say	%	Curious about advertisement	%	Just watch to advertisement	%
17-24	50	7	14	10	20	18	36	15	30
25-32	50	6	12	15	30	16	32	13	26
33-40	50	8	16	14	28	16	32	12	24
41-48	50	10	20	19	38	12	24	9	18
Total	200	31		58		62		49	

Source: Opinion Survey, 2019

The above table indicates the consumers behavior when advertisement about Close up toothpaste appears on NTV .Out of total (17-24) age respondents 36 percent were curious about advertisement, 30 percent just watched to advertisement, 20 percent tried to know what the advertisement wants to say and remaining 14 percent switched off the television.

Under (25-32) age group, 32 percent were curious about advertisement, 30 percent tried to know what the advertisement wants to say 26 percent just watched the advertisement and only 12 percent switched off the television.

Similarly, among the 33-40 age respondents 32 percent were curious about advertisement, 28 percent tried to know what the advertisement wants were to say 24 percent just wanted to

advertisement and remaining 16 percent did not like the advertisement and switched off the television when advertisement of Close up toothpaste appears on NTV.

Finally under (41-48) age respondents, 38 percent tried to know what the advertisement wants to say, 24 percent were curious about advertisement, 20 percent switched off the television and 18, percent just watched to advertisement when the advertisement of Close up toothpaste appears on NTV.

Similarly, among total responses, 15.5 percent consumers switched off the television 29 percent tried to know what the advertisement wants to say and 31 percent consumers were curious when the advertisement of Close up toothpaste appears on NTV But 24.5 percent consumers just watched the advertisement of Close up toothpaste on NTV.

This above table reveals that the advertisement of Close up toothpaste on NTV is effective because most of the consumers were curious about advertisement and among the various age group ,17-24 age groups has been influenced by the advertisement. This might be happened due to attractive preparation advertisement on NTV.

In order to find out the responses to consumers when they watch TV advertisement, the researcher got the repossesses slightly different on the basis of gender in Table 4.15.

Table 4.15
Consumers Behavior when advertisement about Close up toothpaste appears on Nepal Television (According to Gender)

Responses									
Gender	Sample	Switch off the TV	%	Try to know what it wants to say	%	Curious about advertisement	%	Just watch to advertisement	%
Male	100	14	14	30	30	33	33	23	23
Female	100	17	17	28	28	29	29	26	26
	200	31		58		62		49	

Source: Opinion Survey, 2019

The above table reflects the level of respondents and their behavior when advertisement about Close up tooth paste appears on NTV. Out of total male consumers, 33 percent were curious about advertisement, 30 percent tried to know what the advertisement wants to say,

23 percent just watched to advertisement and remaining 14 percent switched off the television when advertisement about appears on Nepal Television .

Similarly among female consumers 29 percent were to curious about advertisement, 28 percent tried to know what the advertisement wants to say 26 percent just watched to advertisement but only 17 percent switched off the television when advertisement of Close up toothpaste on NTV.

What the above responses indicate is that out of male and female consumer male are, more curious than female to watch the advertising of Close up toothpaste on NTV because it might be the causes of using female actress on an advertisement of Close up toothpaste.

The researcher collected responses from the sample consumers according to occupation to know the consumers behavior with respect to Close up toothpaste advertisement which have been in presented in Table 4.16

Table 4.16
Consumers Behavior When Advertising about Close up toothpaste Appears on Nepal Television (According to Occupation)

Response									
Occupation	Sample	Switch off the TV	%	Try to know what it wants to say	%	Curious about advertisement	%	Just watch to advertisement	%
Student	50	7	14	8	16	24	48	12	24
Jobholder	50	6	12	13	26	17	34	15	30
Farmer	50	9	18	17	34	11	22	11	22
House wife	50	9	18	20	40	10	20	11	21
Total	200	31		58		62		49	

Source: Opinion Survey, 2019

The table 4.15 indicated the behavior of different occupational consumers when advertisement about Close up toothpaste appears on NTV. Under student consumers 48 percent were curious about advertisement, 24 percent just watched advertisement, 16

percent tried to know what the advertisement wants to say and 14 percent switched off t advertisement wants to say 22 percent just watched advertisement, 20 percent were curious about advertisement but 18 percent switched off the television when advertisement of Close up toothpaste appears on NTV.

The researcher collected information according to age regarding to the consumers responses when advertisement of Close up toothpaste appears on NTV Table 4.17.

Table 4.17
Opinions of Consumers About Advertisement that Appears on NTV (According to Age)

Responses									
Age group	Sample	Quite good	%	Attracts	%	So So	%	Boring	%
17-24	50	18	36	10	20	15	30	7	14
25-32	50	16	32	15	30	13	26	6	12
33-40	50	16	32	14	28	12	24	8	16
41-48	50	12	24	19	38	9	18	10	20
Total	200	62		58		49		31	

Source: Opinion Survey, 2019

The table 4.17 shows the consumers response when advertisement of Close up toothpaste appears on NTV. Out of total (17-24) age group, 36 percent consumers expressed their views that the advertisement of Close up toothpaste quite good on NTV, 20 percent expressed attractive and 30 percent expressed So respectively but 14 percent expressed their views that the advertisement of Close up toothpaste on NTV is boring.

Under 25-32 age group, 32 percent consumers expressed their views that the advertisement of Close up tooth paste is quite good on NTV, 30 percent expressed attractive and 26 percent expressed So So respectively. But 12 percent expressed their views that the advertisement of Close up toothpaste on NTV is boring.

Among 33-40 age groups, 32 percent expressed their views that the advertisement of Close up tooth paste is quite good in NTV 28 percent expressed attractive and 24 percent expressed So So respectively. But 16 percent consumers expressed their views that the advertisement of Close up toothpaste on NTV is boring.

Under 41-48 age group, 24 percent expressed their views that the advertisement of Red tooth paste on NTV is quite good, 38 percent expressed and attractive and 18 percent expressed so respectively. But 20 percent expressed their advertisement of Close up toothpaste on NTV is boring.

Similarly, among the total response 31 percent expressed their views that the advertisement of Close up toothpaste on NTV is quite good, 29 percent expressed attractive and 24.5

percent expressed So So respectively .But 15.5 percent consumers expressed their views that the advertisement of Close up toothpaste on NTV is boring.

What the above response shows is that out to total responses most of the consumers are in farmer of Close up toothpaste advertisement because it might be the causes of unique features of Close up toothpaste advertisement than other advertisement. The researcher obtained the response relating to the consumers behavior towards the advertisement of Close up on NTV according to gender in Table 4.18

Table 4.18
Opinions of consumers about advertisement that appeared on NTV
(According to Gender)

Gender	sample	Quite	%	Attractive	%	So-so	%	Boring	%
Male	100	27	27	32	32	25	25	16	16
Female	100	65	35	26	26	24	24	15	15
Total	200	62		58		49		31	

Source: Opinion Survey, 2019

As per Table 4.15, total respondents have been divided into two groups i.e. male and female. Out of total male consumers, 27 percent expressed their views that the advertisement of Close up toothpaste on NTV is quite good 32 percent expressed their views that the advertisement of Close up toothpaste on NTV is quite good 32 percent expressed attractive and 25 percent expressed neither attractive nor boring (i.e So So and reminding 16 percent consumers expressed the views that the advertisement of Close up toothpaste on NTV is boring.

Similarly, out of total female respondents, 35 percent expressed their views that the advertisement of Close up toothpaste on NTV is quite good 26 percent expressed attractive, 24 percent expressed neither attractive nor boring respectively. But only 15 percent expressed their views that the advertisement of Close up tooth paste on NTV boring.

This study concludes that out of total market male and female respondent there is not significant different behavior towards the Close up advertisement on NTV.

When views were obtained on the basis of occupation the responses appeared slightly variant in Table 4.19.

Table 4.19

**Opinions of consumers about advertisement that appeared on NTV
(According to occupation)**

Responses									
Occupation	sample	Quite good	%	Attractive	%	So So	%	Boring	%
Student	50	24	48	8	16	12	24	7	14
Jobholder	50	17	34	13	26	15	30	6	12
Farmer	50	11	22	17	34	11	22	9	18
Housewife	50	10	20	20	40	11	22	9	18
Total	200	62		58		49		31	

Source: Opinion Survey, 2019

As on table 4.19, out of total student respondents 48 percent expressed their views that the advertisement of Close up tooth paste on NTV is quite good 24 percent expressed So-So 16 percent expressed attractive respectively. But 14 percent expressed their views that the advertisement of Close up toothpaste on NTV is boring.

Out of Jobholder respondents, 34 percent expressed their views that the advertisement of Close up toothpaste on NTV is quite good, 30 percent expressed so, so 26 percent expressed attractive and remaining 12 percent expressed boring respectively

Similarly out of farmer respondents of Close up toothpastes attractive 22 percent expressed quite good 22 percent expressed So So respectively. But remaining 18 percent expressed their views that the advertisement is boring.

Among housewife group 40 percent expressed their views that the advertisement of Close up toothpaste on NTV is attractive 22 percent expressed. So So, 20 percent expressed quite goods and reaming 18 percent expressed boring when advertisement of Close up toothpaste appears on NTV.

These responses have also been presented in a Bar-diagram so that reader can understand it easily. This research depicts that student and Jobholder group of respondents Close up toothpaste advertisement but the farmers and housewife are not in of Close up toothpaste advertisement because it might be the lack of the awareness of health.

4.9 Consumers Behavior Resulted from Advertisement in the Kantipur Daily Newspaper

To know the consumers behavior when advertisement about Close up toothpaste in the Kantipur Daily Newspaper. Research collected information from the respondents and consumers such views have been presented below according to age occupation and gender. To know the consumer behavior regarding the advertisement of Close up toothpaste research collected the responses from the consumer according to age that have been shown in Table 4.20.

Table 4.20
Consumers Behavior resulted form advertisement in the Kantipur Daily Newspaper
(According to Age)

Age group	Sample	Ignore to advertisement	%	Turn off the page	%	Try to know what it wants to say	%	Curious about advertisement	%
17-24	50	10	20	13	26	15	30	12	24
25-32	50	11	22	14	28	12	24	13	26
33-40	50	13	26	16	32	11	22	10	20
41-48	50	13	26	21	42	9	18	7	14
Total	200	47	23.5	64	32	47	23.5	42	21

Source: Opinion Survey, 2019

The above table indicates the age level of consumer and their behavior when they see advertisement of Close up toothpaste in Kantipur Daily. Among 17-25 age groups, 20 percent expressed their views that they ignore advertisement 26 percent turn off the page and 30 percent try to know what it wants to say respectively when they see advertisement of the Close up toothpaste in Kantipur Daily. But 24 percent were curious about advertisement of the Close up toothpaste.

Among 33-40 age group, 26 percent consumers expressed their views that they ignore advertisement, 32 percent consumer's turn of the page and 22 percent try to know about advertisement of the Close up toothpaste respectively when they see it in Kantipur Daily. But 20 percent were curious about the advertisement of Close up toothpaste.

Under 41-48 age group, 26 percent consumers expressed their views that they ignore advertisement 42 percent turn off the page and only 18 percent try to know about advertisement respectively when they see advertisement of the Close up toothpaste in when they see advertisement of Close up toothpaste in Kantipur Daily. But 14 percent consumers expressed their views that they are curious when they see advertisement of Close up toothpaste in Kantipur Daily.

Similarly out of total responses taken form consumers 23.5 percent expressed their views that they ignore advertisement and remaining 21 percent were curious when they see the advertisement of Close up toothpaste in Kantipur Daily. These above responses have also been presented by bar-diagram so as to reflect the fact of data easily.

This research reveals that, out of various age group, 42 percent of 41-48 age group consumer do not care the advertisement. But only 30 percent of 17-24 age group, 26 percent of 25-32 age groups respondents is a little bit aware about the advertisement.

When opinions were collected on the basis of gender, the responses appeared slightly different in table 4.21.

Table 4.21
Consumers Behavior Resulted from Advertising in the Kantipur Daily Newspaper
(According to Age)

Responses									
Age groups	sample	Ignore to advertisement	%	Turn off the page	%	Try to know what it wants to say	%	Curious advertisement	%
17-24	50	10	20	13	26	15	30	12	24
25-32	50	11	22	14	28	12	24	13	26
33-40	50	13	26	16	32	11	22	10	20
41-48	50	13	26	21	42	9	18	7	14
	200	47	23.5	64	32	47	23.5	42	21

Source: Opinion Survey, 2019

The above table indicated the age level of consumer and their behaviour when they see advertisement of Close up toothpaste in Kantipur daily. Among 17-25 age groups, 20 percent expressed their views that they ignore advertisement 26 percent turn off the page and 30

percent try to know what it wants to say respectively when they see advertisement of Close up toothpaste in Kantipur Daily. But 24 percent were curious about advertisement of Close up toothpaste.

Under 25-32 age group, 22 percent consumer expressed their views that they ignore advertisement, 28 percent turn off the page and 24 percent try to know what the advertisement wants to say respectively when they see the advertisement of Close up toothpaste in Kantipur daily. But 26 percent were curious about the advertisement of Close up toothpaste.

Among 33-40 age group, 26 percent consumers expressed their views that they ignore advertisement, 32 percent consumer turn of the page and 22 percent try to know about advertisement of Close up toothpaste respectively when they see in it Kantipur Daily. But 20 percent were curious about the advertisement of Close up toothpaste.

Under 41-48 age group, 26 percent consumer expressed their views that they ignore advertisement, 42 percent turn off the page and only 18 percent try to know about advertisement respectively when they see advertisement of red tooth paste in Kantipur Daily. But 14 percent consumers expressed their views that they are curious when they see advertisement Close up toothpaste in Kantipur Daily.

Similarly out of total response taken from consumers 23.5 percent expressed their views that they ignore advertisement, 32 percent turn off the page, 23.5 percent try to know about advertisement and remaining of Close up toothpaste in Kantipur Daily.

This research reveals that out of various age groups, 42 percent of 41-48 age group consumers do not care the advertisement. But only 30 percent of 17-24 age group, 26 percent of 25-32 age group respondents are a little bit aware the advertisement .

Table 4.22
Consumers Behavior Resulted from Advertising in the Kantipur Daily Newspaper
(According to Age)

Response									
Age Group	Sample	Quite good	%	Attractive	%	So So	%	Boring	%
17-24	50	12	24	15	30	11	22	12	24
25-32	50	13	26	12	24	14	28	11	22
33-40	50	10	20	11	22	14	28	15	30
41-48	50	7	14	9	18	18	36	16	32
	200	42	21	47	23.5	57	28.5	54	27

Source: Opinion Survey, 2019

Under 17-24 age group, 24 percent consumers expressed their views that the advertising of Close up toothpaste in Kantipur Daily is quite good, 30 percent expressed their views that the advertisement is attractive, 22 percent expressed their views that the advertisement is neither good nor boar while 24 percent expressed their views that the advertisement of Close up toothpaste published on Kantipur Daily is boring.

Among 25-32 age group, 26 percent consumers expressed their views that the advertisement of Close up toothpaste in Kantipur Daily, 24 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the advertisement is neither good nor boar. But 22 percent consumers expressed their views that the advertisement of Clouse toothpaste published in Kantipur Daily is boring.

Under 33-40 age group, 20 percent consumers expressed their views that the advertising of Close up toothpaste in Kantipur is quite good, 22 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the advertisement is neither good nor boar. But 30 percent consumers expressed their views that the advertisement of Close up toothpaste published in Kantipur Daily is boring.

Among 41-48 age group, 14 percent consumer expressed their views that the advertisement of Close up toothpaste in Kantipur Daily is quite good, 18 percent expressed their views that the advertisement is attractive and 36 percent expressed their views that the advertisement is neither good nor boar while 32 percent expressed their views that the advertisement of Close up toothpaste published on Kantipur Daily is boring. Similarly, out of total response, 21 percent expressed their views that the advertisement of Close up toothpaste in Kantipur Daily Newspaper is quite good 23.5 percent expressed their views that the advertisement is attractive and 28.5 percent their views that the advertisement is neither boring nor good while

27 percent views that the advertisement of Close up toothpaste published in Kantipur Daily is boring.

The researcher found that the advertisement that the advertisement of Close up toothpaste in Kantipur Daily Newspaper is not supported by the respondent under the age above 33 while only 26 percent of 25-33 age group respondents expressed the views that the advertisement is quite good because it might be the causes of not making attractive advertisement of Close up toothpaste in KDN.

The researcher collected opinions from the respondent according to gender basis to find out the responses resulted from the advertisement of Close up toothpaste in Kantipur Daily.

Table 4.23
Consumer’s Behavior Resulted from Advertisement in the Kantipur Daily Newspaper
(sex wise)

Responses									
Gender	Sample	Quite good	%	Attractive	%	SoSo	%	Boring	%
Male	100	24	24	28	28	28	28	26	26
Female	100	18	18	19	19	19	29	28	28
	200	42		47			57	54	

Source: Opinion Survey, 2019

The above table shows male and female consumers and their views regarding the advertisement of Close up toothpaste which is published in Kantipur Daily Newspaper. Among male consumers, 24 percent consumers expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is quite good, 28 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the advertisement is neither attractive nor boring respectively. But 26 percent expressed their views that the advertised of Close up toothpaste published in Kantipur Daily is boring.

Similarly, under female consumers, 18 percent expressed their views that the advertising of Close up toothpaste published in Kantipur Daily is quite good 19 percent expressed their views that the advertisement is attractive and 29 percent expressed their views that the advertisement with in attractive nor boring (So So) respectively. But 28 percent expressed their views that the advertisement is boring.

This study reveals that out of total male and female respondent 24 percent of male respondent expressed their views that the advertisement of Close up toothpaste in KDN is quite good. But only 18 percent expressed their views that the advertisement of Close up toothpaste is quite good this means male are in support of Close up toothpaste advertisement than female.

When opinions were gathered of the basis of occupation, the response appeared slightly variants.

Table 4.24
Opinions Gathered on the Basis of Occupation

Responses									
occupation	sample	Quite good	%	Attractive	%	So So	%	Boring	%
Student	50	11	22	16	32	10	20	13	26
Jobholder	50	14	28	12	24	14	28	10	20
Farmer	50	10	20	10	20	16	32	14	28
Housewife	50	7	14	9	18	17	34	17	34
Total	200	42		47		57		54	

Source: Opinion Survey, 2019

Out of total students, 22 percent expressed their views that the advertisement Close up toothpaste which is published in Kantipur Daily is quite good 32 percent expressed their views that the advertisement is attractive and 20 percent expressed their views that the advertisement is neither attractive nor boring respectively. But 26 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is boring.

Among the Jobholder's 28 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is quite good 24 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the advertisement is neither attractive nor boring (i.e. So-so) respectively. But 20 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is boring.

Among the farmers 20 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is quite good 20 percent expressed their views that the advertisement is attractive and 32 percent expressed their views that the

advertisement is neither attractive nor boring (i.e. So So) respectively. But 28 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is boring.

Under house wife group, 14 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is quite good 18, percent expressed their views that the advertisement is attractive and 34 percent expressed their views that the advertisement is neither attractive nor boring (i.e. So So) respectively. But 17 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is boring.

This study concludes that out of total student consumers 32 percent forward their views that the advertisement is attractive, 28 percent out of Jobholder forwarded their opinions that the advertisement is quite good.

But most of the farmer and house wife did not like the Close up toothpaste advertisement in Kantipur Daily Newspaper.

In the second stage of this study the information collected from Nepal Lever Limited has been presented and analyzed in such a way that can assists to teach predetermined objectives of this study.

4.10 Major Findings of the Study

From the analysis and interpretation of the response given by prospective consumers and Nepal Lever, the following conclusion has been derived.

- i) When relationship between consumer behavior and advertising media is studied it revalued sales with larger. How ever these all advertising media affect sales.
- ii) There is a positive relationship between the advertising media and sales higher rate of advertising increase sales.
- iii) By comparing the findings of present study with the finding of a similar study conduct of previously in the context of Nepal, the findings of earlier study. The findings are introductory only in the case of relationship consumer buying behavior and advertising media.

- iv) If the company pays high cash in advertising media it help to increase in sales so advertising media effect in consumer buying behavior.
- v) Among the major decision of consumer effect in advertising media so consumer buying behavior impact in a sales.
- vi) Positive relationship is also observed between advertising media and consumer buying behavior it increases in sales.
- vii) Most of the respondents use Close up tooth paste for its feature of strengthening teeth and shiny white. Among the various age groups, the respondents under 25-32 prefer Close up toothpaste the most. On the basis gender, it was found that females like Close up toothpaste the most than males. Similarly among the occupational ground the extensive use of close-up tooth paste is by jobholders
- viii) Out of 200 respondents 48.5 % respondents use advertisement as a sources of the information while 19.5 respondents get information by the family members. Similarly friends have vital role to flow the information (34 out of 200)
- ix) Among the different electronic media like television radio film e-mail and internet, the most popular medium for promoting sales is television favored by 55%. The second popular medium is radio with 28%. the third popular medium is email and internet with 10%. Similarly among the non-electronic media like daily Newspaper, poster, hoarding boards and traveling display the most popular medium for promoting sales is daily newspaper favored by 53%. The second popular medium is hoarding boards with 18%
- x) Out of 200 respondents, only 65% (130) respondents agree to get exact message about products and services by the advertisement. Television and radio have vital role to communicate exact message required by the consumer among the electronic media while daily newspaper poster and hoarding board have wide coverage to communication exact message about products and services among non-electronic media
- xi) This study revels that the advertisement of Close up toothpaste on NTV is effective than other media because out of 2003, 31 percent (62) were found curious about advertisement.
- xii) Male and more curious about advertisement then females (I.e. 33% out of male respondent) and out of occupation group, students are more curious about ads than other occupational group (i.e.48%)

- xiii) 11. Out of total respondents , 31% used to watch advertisement of Close up toothpaste on NTV due to the quite good advertisement and 29 %(58) respondents watched it due to the attractive advertisement
- xiv) Among 200 respondents interviewed 32% used to turn off the page and 23.5 percent (47) respondents tried to know about advertisement when they saw the advertisement of Close up tooth paste in the Kantipur newspaper.
- xv) Similarly only 42 respondents were curious and 23.5 % (47) respondents ignored advertisement when they used to see the advertisement of Close up toothpaste in the Kantipur Daily Newspaper.
- xvi) The respondents who were under the age of 32 are a little bit aware about the advertisement while others do not care about it.
- xvii) The advertisement of Close up toothpaste is not so attractive and appealing in the Kantipur Daily Newspaper because out of 200 respondents only 23.5 percent (47) respondents expressed it as attractive and 42 respondents only quite good
- xviii) Nepal Lever Limited has preferred newspapers, radio television and cinema media to advertise products and services similarly according to Table 24 advertising cost of Close up toothpaste is in increasing trend but in diminishing way. Sales of Close up toothpaste have been in fluctuating trend as compared to advertising cost.
- xix) Nepal Lever Ltd has given more preference to television and radio among electronic advertising media. Out of non-electronic advertising media daily newspaper and posters are in the top level of hierarchy. In case of television advertising, NTV and channel Nepal has been preferred to advertise Close up toothpaste. Similarly with respect to non electronic media (i.e. daily newspaper) Kantipur and Samacharpatra has got more preference to advertise Close up toothpaste
- xx) Some commercials are more appreciated and others lesser appreciated by the consumers that appreciation indicates that all media are not effective to boost up sales of the product advertised.
- xxi) Finally, this study concludes that out of electronic media Nepal Television and Radio Nepal have been popular among consumers.
- xxii) Similarly out of non-electronic media Kantipur Daily Newspaper and Smacharpatra Daily Newspaper are popular among consumers to get the information about products and services.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Advertising is one of the ways of promoting products, services and ideas among various ways. Advertising has got popularity due to the drastic change in communications sector. Advertising is used to inform persuade and remind about products and services and it influences consumers attitude and purchase behavior. Advertising is essential to manufactures, whole seller's retailers and even to general people. In case of advertising of products and services following critical decisions have to be made-setting objective: selecting the message and choosing appropriate media vehicles

Basically this research aims to study about advertising through media. This study has been divided in to two parts conceptual review of advertising and review of pervious related studies. Television, radio, film, E-mail and internet have been taken as the electronic media while daily newspaper posters hoarding boards and traveling displays have been taken as non-electronic media. This study focuses on advertising of Close up toothpaste through Nepal Television and Kantipur Daily Newspaper to find out appropriate media. Moreover, this study has tried to know effective media among electronic and non- electronic media in terms of consumer's preference.

Various tools techniques and methods have been uses systematically to achieve the objectives of research. Percentage, chi-square test, correlation and regression analysis have been used Kathmandu valley has been chosen as a market segment of this study and to get the opinion of consumers, 200 respondents have been selected a sample of this research but only 100 respondents have given the responses required for this research and 100 respondents have been made two hundreds by multiplying by 2. All the respondents have been divided in to three group age group gender group and occupation group. Structure questionnaire method has been used to get the responses of consumers. Secondary data has been collected form Uni Lever Limited, Kantipur publications Pvt. Ltd., Nepal television. The collected data have been analyzed and interpreted by preparing tables figures and drawing trend lines. However , in this research use of Close up toothpaste, sources of information used by consumers, watching listening and reading habits of consumer, electronic and non electronic media and its coverage of required information tanked by consumer popular media in consumers mind

consumer's behavior when advertisement about Close up toothpaste appears on NTV consumers behavior when advertisement of Close up toothpaste in the Kantipur Daily Newspaper etc. have been studied and analyzed during the research worked Each and every aspect was dealt carefully and solution for each have been reached as much as possible . on the other hand different media used by Nepal Lever Limited advertising cost ratio sales of the company, ranking for electronic and non-electronic media , preference given for NTV and Kantipur Daily Newspaper to advertise Close up toothpaste etc. have also been studied and analyzed chronologically.

However, advertizing is a component promotion mix and it is widely used for brand recognition and acceptance, trial purchase, influence at the sight of buying decision, value addition aid in personal selling and sales promotion and reminding the buyers about firm and its products besides these, products quality consumerism have also been taken into consideration that is required for the survival of the company in the competitive market. The study mainly aims to analysis the Consumer buying behavior of advertising media.

1. To examine the relationship between Consumer buying behavior and advertising media.
2. To analyze sales and impact of advertising media in consumer behavior.
3. To analysis sales of these sector can be eliminated through diversification without any cost
4. To provide useful suggestions to the different sector.

5.2 Conclusion

The above mentioned major finding led this study to conclude that there are differenced in media and consumer behavior.

1. The relationship between media and consumer behavior is positive. The main reason behind this is that the media effect on consumer behavior.
2. The advertising impact on sales and there is positive and high degree relationship between advertising and consumer behavior.
3. The impact on advertising of Close up toothpaste of NTV is better than Kantipur Daily Newspaper.
4. The information of different related sector of the company has suitable on advertising media which has been effect on sales.

5.3 Recommendations

Although a lot of efforts have been made by Nepal Lever Limited to boost up its sales and constitute its images by surviving in the competitive market it seems lagging behind some attentions. Therefore the following recommendations have been made.

1. It is difficult process to select only one media to advertise products and services because of the various target groups of customers having different attitudes towards advertising media. Advertising media should selected according to the target customers group
2. Advertising as such for advertising is not enough to persuade consumers rather it should be well organized with consumers preferences, tastes, attitudes, price and quality of products
3. Nepal television and radio Nepal are popular among the people due to its area coverage and easy availability. So Nepal lever Limited has to give continuity to advertise Close up toothpaste through these two media Basically , Nepal Television especially in the village area has become popular nowadays so more emphasis should be given to NTV.
4. consumers get the information first from advertisement and second from family members so Nepal Lever Ltd should place the advertisement in such a way that give more important to head of family members.
5. Out of non-electronic media daily newspaper has its own place among consumers. Similarly most of the consumers also prefer poster advertising. So Nepal Lever Ltd. On daily newspaper and poster. It means more emphasize should be given both on daily newspaper and poster advertising
6. As all consumers do not understand the exact information in the advertisement about products, advertisement should be made understandable, easy and quick.
7. Basically, advertisement of Close up toothpaste through Nepal television is satisfactory. So company should maintain it for long time and it should be made in accordance with consumer preference. But the advertisement of Close up toothpaste through Kantipur Daily Newspaper is not satisfactory so company should consider for making good advertisement in Kantipur Daily Newspaper because Kantipur Daily Newspaper is also popular among the people. Now it has becomes as a good cup of tea.

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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?

.....

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