

**INFLUENCE OF ADVERTISING ON CONSUMER'S ATTITUDE  
WITH SPECIAL REFERENCE TO CLOSE UP TOOTHPASTE**

**Submitted by**

**Damini Magar**

**Central Department of Management**

**Campus Roll No: 09/2064**

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## RECOMMENDATION

This is to certify that the thesis

**Submitted By**

**Damini Magar**

**Entitled**

**Influence of Advertising on Consumer's Attitude with Special Reference to Close Up Toothpaste** has been prepared as approved by this department in the prescribed format of faculty of management. This thesis is forwarded for examination.

.....  
Prof. Dr. K.D.Koirala  
(Thesis Supervisor)

.....  
Prof. Dr. Bal Krishna Shrestha  
(Chairman of Research Committee)

.....  
Prof. Dr. Dev Raj Adhikari  
(Head of the Department)

Date.....

## VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis

Presented by

**Damini Magar**

On

### **Influence of Advertising on Consumer's Attitude with Special Reference to Close Up Toothpaste**

and found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfilment of requirements for Master Degree in Business Studies (MBS).

#### **Viva- Voce Committee**

Chairman, Research Committee .....

Member (Thesis Supervisor) .....

Member (External expert) .....

Member (Central Department of Management) .....

Date.....

## DECLARATION

I hereby, declare that to work reported in this thesis entitled “**Influence of Advertising on Consumer’s Attitude with Special Reference to Close UP Toothpaste**” Submitted to Central Department of Management University T.U., Kirtipur is my original piece of work done in the form of partial fulfilment of the requirement for the Master’s Degree in Business Studies Under the supervisor and guidance of Dr. K.D. Koirala, Prof. Central Department of Management.

Damini Magar

Roll No: 09/064

Central Department of Management

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Damini Magar

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Researcher

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## ABBREVIATIONS

%	:	Percentage
Chp.	:	Cheap
Exp.	:	Expensive
Fy	:	Fiscal Year
i.e.	:	That is
KTV	:	Kantipur Television
No.	:	Number
NTV	:	Nepal Television
Reso	:	Reasonable
T.V.	:	Television
Pvt	:	Private
Ltd	:	Limited
Adv	:	Advertisement
AAAN	:	Advertising Agencies Association of Nepal
E-Mail	:	Electronic Mail

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Advertising is one of the ways of promoting products services and ideas among various consumers. Advertising influences consumers' attitude and purchase behavior in a variety of consolidated manner. It is the most notable and easily identified form of promotion in international as well as domestic markets. It is also a most widely used of promotional mix. It is a form of mass communication, a powerful marketing tool, a components of economic system, and means of financing the mass media, social institution, an art form and an instrument of business management.

Advertising is a way of communication. It persuades customers towards a product on services which ultimately results in buying decisions. The degree of effectiveness of advertising is determined by the satisfaction of consumers. The objectives of advertising can be classified with respect to its aim as informing, persuading and reminding. Advertising is made according to the product life cycle, if the product is in introduction phase, optimal advertising is to inform and if the product is in maturity phase than persuading advertising is optimal. Likewise if the product is in decline phase than optimal advertising is to constantly remind the buyers about products or services.

The American marketing association has defined "Advertising as any paid form of non-personal presentation and promotion of ideas, goods and services by identified sponsor". It is a function of marketing that pushes the product in the market for bigger sale. Thus advertising has become a large complex diversified industry involving many type of specialized functions.

Advertising seeps into everyday life. Now a days advertising is very widespread in every field of life. It splashes across newspaper and magazine pages, blurts from radio broadcasts comes with daily mail, interrupts television

programming and invades the landscape, on sign boards and bill boards. The history of advertising in Nepal is recent one but even in this short span of time, it has remarkable growth. The main focus of this study is to evaluate the impact of media on consumer buying behavior. It focuses also on the promotional strategy of advertising agencies. Compared to other forms of promotion and persuasion advertising has dominant role in any business organization.

Advertising can influence a large number of consumers at a time. Besides it can be used in many forms used for variety and occurred in several media. Media has its own advantage, disadvantage and cost structure. This study tries to analyze the advertisement of close up toothpaste on NTV and Kantipur Daily Newspaper. To conduct this research, Kathmandu valley has been taken as a market segment with respect to close up toothpaste.

Toothpaste is the most daily used items in our daily life without toothpaste we can't imagine our morning. It became a compulsory production for use. The worth of toothpaste business in Nepal is estimated one billion plus rupees every year so it is a large business and growing day by day.

Unilever Nepal Ltd. is one of the leading toothpaste markets with its two major brands (close up and pepsodent) other basic players are Dabur Nepal Ltd. Colgate, Pamolive Nepal Pvt. Ltd. and Anchor Health and Beauty care Pvt. Ltd. There are also presences of many other toothpaste producers in the market. Today, dozens or probably more brands even a specific product category is being sold in Nepalese market. It means, competition has been very tough in the market. Consequently, growing competition creates the pressure on the producers or seller to use more promotional activities like advertising or sales promotion etc. to get their target market share or goal in the market. They appeal to consumers to buy their branded product so the producers of toothpaste are also applying different promotional mix, out of them, advertising is the widely used.

In this research study close up toothpaste has been taken as a reference product to find out the impact of advertising on consumer's buying behaviors. Close up toothpaste is one of the reputed product in case of toothpaste in Nepal produced by Unilever Nepal. Ltd. Close-up is being one of most preferred product by younger generation in these days. In the recent survey close up ranked under top ten place in the most popular brand of toothpaste available in Nepal. So Unilever Nepal Ltd. has been focusing on domestic business and consumers relevant innovations for this product. Unilever Nepal Ltd. has spends more and more of expenses on its advertisements so to make it more effective in this competitive market. Unilever Nepal Ltd. is conducting so many schemes and programs to advertise the product or to launched and relaunched the product in the market. The product size and prize has been managed in accordance with consumer's needs and wants. Unilever Nepal Ltd. has used both electronic media and non-electronic media for advertisement of its product and service. It advertises both in Nepal Television which is broadcast in every corner of Nepal and uses Kantipur daily also for the same purpose. So, to make aware of the product to general public and influence their buying decisions ultimately.

## **1.2 Statement of the Problem**

Business organization always tries to increase sale volume by applying different methods of promotion. It is very common world widely and it is common in Nepal too. The cutthroat competition of growing market has compelled Nepalese business organizations to spend more and more in promotion, i.e. advertisement ,publicity, sales promotion personal selling etc.

Advertising plays a pivotal role in the promotional effort by feminizing awarding and influencing the consumers to buy the products or services or ideas and help them about buying decisions. Now days most of the companies spending more money and efforts for influencing consumers buying behaviors through advertisement.

Nepalese market is becoming competitive and sophisticated than before, which has made advertising as a compulsion to any business organization. Now a days the significance of the advertising media is multiplying day by day. The company should analyze which kind of advertising medias are useful to influence the consumer's buying behaviors in the target market because only understanding of the consumers views attitude, test towards the products an services do not assist to increases 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. Thus advertising can be made only effective at the tie when advertiser knows the actual need of the consumers. For advertising to work it required the specification of sound and measurable objectives. Thus selecting objectives that can be affected by advertising and that allows for efficient and continuous testing is crucial.

Bearing above all in the mind following research problems is identified.

- ) What is the relationship between media exposure and consumers behaviors? Do media impact on consumer behavior?
- ) Does the company's larger investment on advertisement have good effect on sales?
- ) What kind of media is effective for close up toothpaste?
- ) What factors affect consumer buying decisions process in toothpaste?

### **1.3 Objectives of the Study**

The main objective of the study is to understand the impact of advertising and on the buying behaviors of the consumer. The subsidiary objectives of the study are:

- ) To evaluate the impact of media on consumer buying behavior.

- ) To examine the impact of advertising on sales and its relation.
- ) To identify the popular media of advertising in case of close up toothpaste.
- ) To identify about the factors affecting consumers decision process.

#### **1.4 Significance of the Study**

Advertising is the most popular promotional 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. Tough competition in the market makes business firms to apply more aggressive promotional activities to survive in the competitive market. Firms want to overcome in the over stocking and rough competition problems and get target marketing share. Consequently, the need of advertising in the contemporary business world is indispensable. Every stage of product life cycle need advertising, but volume of it may be low and high depending upon the nature and stages. Advertising makes wide spread distribution possible. With the mushrooming of various electronic and non electronic media increase 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 scale the product without advertisement. Advertising is essential to inform, persuade and remind to the consumers. So this study is useful to the marketing manager to improve their advertising policy. As this study carries comprehensive information on the effective aspects of advertising. So it will be valuable to analyze the impact of advertising towards buying behaviors of consumer.

#### **1.5 Limitations of the Study**

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

- ) This study covers only on the impact of advertising on consumer buying behaviors on advertising media.
- ) This study is confined to Kathmandu valley.
- ) This study is limited only to the toothpaste i.e. close up brand.
- ) The sample size taken for this study is relatively small in comparison to the population of the study.

## **1.6 Organization of the Study**

Basically this study has been divided into five chapters:

### **Chapter - I Introduction**

The first chapter is introductory in nature and it includes background of the study, statement of the problem, objectives of the study, significance of the study, limitation of the study and lastly the chapter scheme.

### **Chapter - II Review of Literature**

The second chapter is the review of literature which includes conceptual review of previous studies, terminology, and meaning of advertising.

### **Chapter - III Research Methodology**

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

### **Chapter -IV Presentation and analysis of data**

The fourth chapter is presentation and analysis of data deals with the issues identified in the introduction. This is the heart of the research study. What has been analyzed, how it has been and what has been found we the concerns of



this chapter. This chapter presents major findings devised from the analysis of data.

### **Chapter - V Summary, Conclusions and Recommendations**

The fifth chapter consists of summary, major findings and recommendations besides these chapters bibliography and appendices has been affixed at the end.

## **CHAPTER - II**

### **REVIEW OF LITERATURE**

The word advertising is derived from the original word advertise which means 'to turn' the attention. So, the meaning of advertising is to turn people's attention to the specific thing. In other words, advertising is to draw attention of people to certain good, service or an idea. Therefore, it can be said that anything that turns the attention to an article on service or an idea might be well called as advertising.

Advertising is not a new idea. Several studies had conducted to explore and define the advertising and to understand its dimensions. But little effort had been made to study advertising from consumer's perspective. In this study the researcher tries to find the consumer psychology towards advertising and its effect on their buying behavior.

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. The review of literature accomplishes the following functions.

- a) It establishes a point of future research.
- b) It helps to given knowledge about theory and concept developed in the subject area.
- c) It helps to get depth understanding of the subject matter.
- d) It avoids the chances of the duplication of costly research effort.
- e) Lastly it reveals the new areas of needed research

Thus, the purpose of literature reviews is to find out what research studied have been conducted in ones chosen field of study, and what remains to done. It provides framework from which hypothesis can be developed for testing (Wolf and Pant 2004).

For this study purpose the review of the literature has been categories into two categories:

- ) Conceptual Review
- ) Review of previous related studies and journals

## **2.1 Conceptual Review**

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

- Meaning of advertising
- Purpose of advertising
- Advertising theory
- Advertising media
- Method of measuring advertising effectiveness.

### **2.1.1 Meaning of Advertising/Definition of Terminology**

The words advertising is derived from two Latin words 'ad' means towards and 'vesto' means twin. So the meaning of advertising is to turn people's attention to the specific things. In order words advertising is to draw attention of people to certain goods & services or any new ideas. Advertising has many facets, sphere dimension and definitions. Advertising is to communicate a message about a product or service or an idea through media (radio, television, newspaper, magazines, hoardings boards, billboard etc) to the targeted customer or consumers by the producers or marketer of the product.

Albert Lasker, who has been called the father of modern advertising, said that advertising is "Salesmanship in print" But that was long before when the nature and scope of advertising were considerably deferent from what they are now. Today, we all have strong concept of what advertising is, and we also tend to have very strong opinions and prejudices about it. The definitions of

advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relation process, depending on the point of view. Many scholars, researchers, economists, sociologists, social scientists, marketers and consumers have defined advertising in their own way. Some major definitions of advertising are:

The first prize winning definition in 1932 or competition sponsored by advertising agency is "Dissemination of information concerning an idea, service or product to compel action in accordance with the intent of "the advertiser", Advertising Agency (July 1932).

The official definition established by the American marketing association's committee for definitions is "Any paid form of non- personal presentation of ideas, goods or services by an identified sponsor, Journal of marketing" (1948, Vol. xiii No.2)

"Advertising is a non-personal communication of information usually paid for and usually pervasive in nature about products service or ideas by identified sponsor through the various media" Boove and Arens (1986).

An advertisement is a form of persuasive communication with the public. The communication is usually one-sided in one direction from the advertiser to the public.

"Advertising is form of communication intended to promote the sale of a product or service to influence or particular cause to gain political support, to advance a particular cause or to elicit some other response desired by the advertiser." (New Encyclopedia Britannica, Macromedia, 15<sup>th</sup> Edition, vol-1, Chicago, 1979, p.103)

"Advertising consists of all the activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product, service, or idea. This message called an advertisement, is disseminated through

one or more media and is paid for by the identified sponsor." (William J. Staton, Fundamental of Marketing, Mcgraw Hill, New York 5<sup>th</sup> Edition, 1985)

'Advertising is one of the most important HeIn forcing elements of the promotional mix for the objective of successful sale of a product." (Philip R. Cateora intonation Marketing, Mcgraw, Hill, 1997)

"The object of advertising is usually to change or influence attitudes. It aims to persuade people to buy product a instead of product or to promote the habit of continuing to buy product a (they are unlikely to buy both product A and B)." (Frank Jeff Kims, advertising Mac Millan India Ltd, New Delhi 3<sup>rd</sup> edition, 1999)

"Some promotion is essential in order to create awareness of product's existence and characteristics; furthermore, promotion can create positive psychological association that can enhance the buyer's satisfaction. In this last sense promotion may be considered to add to the real values of the company's offering." (Philip Kotler, Marketing Management, Prentice Hall of India Ltd, Delhi 1990)

"Advertising is certainly one of the most important and most complex decision was facing business executives." (Horper W. Boyd, Jr Ralph West Fall, Stanly F. Stash, Marketing research text and cases, Richard D. Irwin Inc, Homeward, 7<sup>th</sup> edition, 1998)

"Advertising informs, persuade, and remind the target market. It creates awareness in the market pelt 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 ofte product or service." (K.D Koirala, Marketing Decisions, Kathmandu, 2006)

"Advertising is micro managerial function has of any organization to send the information to the members of the society (C.N. Sontakki Advertising 1999).

"Advertising that induces a change in sales of peraphan of the product is a milestone for brand" (Kathmandu post, 2004).

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

### **2.1.2 Purpose Advertising**

There are so many objectives of advertising, which depends upon the policy of the company. Generally in the past, the purpose of advertising was to inform to the prospective consumer about goods and services produced by the company. Now a days advertising not only concern with the information flow but also motivate, persuade to the target consumer in the specific market.

Every stage of product life cycle need advertising but volume of it may be low and high depending upon the nature and stages.

"A sound conceived advertising campaign should have one or more objectives. Objectives help the marketing firm to determine what is to be accomplished through the advertising campaign. It also facilitates the evaluation of the campaign through a comparison of results with the initial objectives" (K.D Koirala, Marketing decision, M.K. Publishers and Distributors, 4<sup>th</sup> edition, 1995)

The success of a advertising is recognized when it wins the new customers and retain the existing customers. To yield sound and profitable results from advertising a product must be well adapted to the needs, wants and prejudices of its prospective consumer. Advertising brings people together who would not otherwise know the existence of those able to supply and those with a demand.

Basically the objectives of advertising are influencing, persuading, building image of product as well company, reminding for repurchase and communication information related about products and company, even though for easy to understand, we can trace out the objectives of advertising as follows:

- ) To announce a new product or service
- ) To boost-up the sales.
- ) To solicit the customers
- ) It assists to increase the demand the product
- ) It conveys message to the prospective consumers
- ) It makes the public conscious
- ) It helps retailers in multiplying sales.
- ) To challenge competition in the market.

### **2.1.3 Advertising Theory**

Awareness - Consideration - Reaffirmation - Confirmation - Action - Reinforcement

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

## **Stage I Awareness**

The initial step within the buying or decision- making pattern is a basic awareness of the product or service. This stage represents the initial introduction a consumer has with a brand. The degree of awareness at this point is obsolete due to the necessity of an advertising message's had to have some sort of presence with a consumer's environment. The awareness stage could lead directly into the follow consideration stage or remain in that stage inevitably . The initial introduction must be made through advertising in order to have the possibility of consumers influencing each other.

## **Stage II- Consideration**

Once an advertising message has moved past the awareness stage, the consumer begins to consider the message. This stage represents the point in which a personal connection must begin to be made. This is the stage where the consumer is weighing the facts whether the product will meet a need of the consumer. The main point to consider regarding this stage is that where advertisers want to establisher connection with the consumer. The connection would then push them to later purchase or develop an affinity for a certain brand or product.

## **Stage III- Reaffirmation**

Once the consumer has had time to evaluate the message and product or service, a connection must be made in order to move onto the next stage. The next stage involves reaffirming the consumer that the connection does exist. This stage is where they fully understand the connection, which has been made, and see a place in their lives for the advertised product or brand.

## **Stage IV Confirmation**

After the consumer has been reaffirmed by additional advertising messages and influence from other consumers, the connection and relevance in the



consumer's life exists. The consumer then enters the confirmation stage. The confirmation stage does not always lead to action. This mostly involves the level of involvement the consumers has with the product or brand.

### **Stage V - Action**

After a confirmation of a brand or product is made, hopefully an action will take place. This stage is where the consumer has found a need and a connection, and believes it is the right time for them to purchase the product. Within this stage, reaffirmation and consideration come back into play both prior to the purchase and after. There is a constant need to convince oneself that this decision is the correct one. Once the purchase takes place, the consumer must have reinforcement of order to defer dissonance with the product or brand.

### **Stage VI - Reinforcement**

The reinforcement stage involves continuing advertising initiatives to maintain the positive association the consumer initially had. This stage is where the consumer decides if the product actually did fulfill the need to be met as promised. The reinforcement comes from additional advertising initiatives and the actual experience with the product or brand after purchase. If the consumer is satisfied with the product or brand, a continuation of use will be established .Before moving to various advertising media available in Nepal. Let's have quick look on the evolution of advertising in Nepal.

From times immemorial when the drumbeats at the Bahals and Chowks in Kathmandu sounded out the words that needed to convey the thoughts, news and announcements, we have come a long way in using various means of communication to communicate.

The history of Nepalese advertising is undoubtedly short. The first Nepali language's advertisement was appeared in the 1919 B.S. (1862 A.D) about the

forth coming books of Krishna Giri on the back cover of his book. "Mokshashidhi". It was printed in Manaroma press at kathmandu. In 1945 and 1056 B.S, the ad of Gorkha Bharat Jeevan and Sudha Sagar newspaper appeared respectively. Gorkhapatra Started to publish in 24<sup>th</sup> Baishak,1958 B.S (1901 A.D), it had published advertisement rate on its first issues. After that, advertisement seen regularly on Gorkhapatra in the form of notice, public announcement and Isithar

"In Bhadra, 1984 B.S., Bhetnarayan Shrestha of Bata, Kathmandu printed the notice in Gorkhapatra about the opening of petrol shop. It was first commercial ad. of Nepal. In the name of" The Himalayan Motor trading." In Baishak, 1985 B.S he published next commercial ad. At that time many businessmen in Kathmandu started to publish advertisements in the Gorkhapatra." (kiran Nepali and Mukul Humagai, "Ramara Bigyapan, Ramro Bhabisya", Himal, 2003)

First radio ad was aired in Magh, 2007 B.S. (1950 A.D.) , a pro democracy announcement on Prajatantra Nepal Radio (Democracy Nepal radio) set up at the Raghupati Jute mills, Biratnagar. The Government addressed to advertisement in 2015 B.S. (1958 A.D.)

"The first advertising agency "Nepal advertisers" was established in 2017 B.S. (1961 A.D.), then only the advertising business got the path of development. The advertising was only about official notices and information. The Nepal advertiser established in 2017 B.S. had only limited service area. It provides press cutting service instead of artistic and attractive advertising in newspaper and magazines." (Mitrasen Dahal, Nepal Bigyapan Byabasaya,Smarika, 2049 (AAAN)

First television ad about Nebico jingle played on the first test transmission of Nepal television in sharawan 29, 2042 B.S. (1958 A.D.)

Nepal Bank started display advertisement and also got credit for emphasizing "product Image" in advertising rather than product only. Sajha Yatayat and Nepal Brewery started the advertising by high lighting the image of product. Nepal Brewery's Star beer and other soft drink's advertisement is the first ad, which had started to make "Brand Image".(Kiran Nepal and Mukul Humagai, "Ramra Begyapan, Ramro Bhabisya, Himal, 2003)

The Advertising Agencies were increasing and developing according to the industries and tradition increased. There are more than 1000 agencies were in Nepal out of which 600 agencies are in running position. "It is found that 350 advertising agencies had been registered in the Advertising Agencies Association of Nepal (AAAN)" (official record of AAAN, 2009) The current size of the Nepalese media advertising and publicity market is estimated 3.5 billion as quoted by Advertising Agency Association of Nepal (AAAN)

Advertising can reach to the vast number of people at the same time by using mass media. The message can be reached with the words spoken or written or picture or both. It uses different media for this purpose.

Probably the media sector is one of the best progressed sectors in Nepal, after the restoration of democracy. Liberal media policy made possible for this growth. Today, we can see hundreds of newspapers, magazines, many FM broad casting stations, and many more TV channels on the air. Development in the media sector provides the enormous medium for advertiser to advertise their product, service and ideas. The present status of various media available in Nepal is analyzed here. The advertising media can be grouped into too broad categories according to its nature of information flow:

A. Electronic Advertising Media

B. Non- Electronic Advertising Media

A. Electronic Advertising Media

Television is one of the leading advertising media as well as most popular for developed and developing countries. Most of the advertising uses it as an advertising medium because it combines the merits of both radio and cinema. Consumer can see and hear the advertisement message in their homes. It gives information to a large number of people through sound and visual pictures.

Television transmitted on Aug, 13, 1985 in Nepal, and in Feb 1986, the Nepal Television was officially established as a government corporation under the Communication Act of His Majesty's Government (HMG)

NTV is supervised by a board of directors who are appointed by the ministry of information and communication. Today, NTV has an average of 150 minute advertising per day transmission but this time will be fluctuated. NTV programming caters to the needs of all strata of people by producing and broadcasting a wide variety of programmes. Over the years the format and presentation of the Nepal television advertisements has changed dramatically.

#### Other Television Channels

Besides NTV, There are many more Nepali channels (Channel Nepal, Nepal one, Image channel, Kantipur Television, Avenues TV, ABC, Mountain TV, Terai TV )and many more local channels are initiated. Increasing TV channels create competition in advertising business and improving the quality of advertisement.

The advertising of television is younger, glamorous and specialized as it provides scientific synchronization of sound, light, motion, colors immediately that no other media does it. Some multinational and foreign collaboration companies have good and attractive advertising like lux, coco-cola, close-up etc. Which are very much effective in influencing the consumers?

## **A.2 Radio Nepal**

Radio Nepal was established on 20<sup>th</sup> Chaitra 2007 B.S (2<sup>nd</sup> April 1951) FM Kathmandu, the first FM channels covering Kathmandu valley and adjoining areas was started in 2052 from its premises at Singh Durbar, Kathmandu.

Radio Nepal is the cheapest and quickest means of mass communication in Nepal. Radio broad casting has provided to be a very effective medium for disseminating information educating people and entertaining the masses. Radio Nepal recognizes that its primary obligation is to serve its listeners. (Introduction card of Radio Nepal; 1995)

### **FM Broadcasting**

"The FM transmission began initially with an one hour 45 minutes breakfast show on an experimental basis for a one and half month and went on six hours regular programming from the 15<sup>th</sup> poush, 2052 with the objective of further expansion. (Ibid)

Government's liberal policy on broadcasting media made possible for mushrooming FM Channels in the country. Now there are around 3 dozen FM channels are on the air, only kathmandu has more than 20 FM channes,i.e. kantipur FM, Image FM, BBC, RadioNepal FM, Star FM ,Hits FM,Gorkha FM,Radiocity etc.Today, FM programme is the most happening radio programme.Some stations broadcasted 24 hours in a day. It informs, educate and entertain the people as mass media. FM is the effective and efficient media for advertisement, so nowadays most of the advertiser prefers to advertise in the FM channel.

## **A.3. Film**

Film is a kind of medium in which advertising message can be included. Short and interesting story films are exhibited to emphasize the advertising message. Film is perhaps the most revolutionary creation in the visual artistic expression.

This medium is considered as a best medium for effective advertising medium in reaching the message. Presentation of cinema starts in 2006-7 B.S. prior to this English and India movie were presented in Singh Durbar at the premiership of Juddha Samsher. With in the four decade of time, advertising through cinema slider is more popular among the advertiser.

#### **A.4 E-mail and Internet**

E-mail and internet is the modern technology which has become popular among the urban consumers. Here, e-mail means electronic mail service that is sent from one computer to another and displayed on screen. Similarly internet means as international computer network with information accessible to the public via modern links. Internet is an extension of the network system to the entire world. It is an electronic highway that connects various networks around the world. These networks belong to government agencies, universities libraries and big business houses. Having been connected to the internet, users can send electronic mail, share files and search a data base. Through the help of internet consumers can see and read the information about product and services produced from any corner of the world and order may place to get the product in their house .Now -a -days producers flow the information about products and services through the help of internet so that prospective consumers can see it easily. Now internet accessibility has been very common in Nepal too due to the competition of NTC and other private companies. Due to competitive business environment internet advertising is better in past few years.

### **B. Non- Electronic Advertising Media**

#### **B.1 Newspaper**

The newspaper has become an integral part of the life of almost every community. It is really hard to imaging life without newspaper in this modern age. It has covered the places on office, school, campus, bank and good cup of tea in the morning or even more important than tea to start the day, the

newspaper is a mass medium that is head by almost everybody and everywhere. Newspaper is major community serving medium today for both news and advertising.

The first newspaper, in the modern sense is said to have appeared in the Netherlands in 1529 AD. Archer's weekly news first published in May 23, 1922 is however, regarded as the earliest genius newspaper. The prior of Nepalese journalism was Motiram Bhatt a Nepali poet who edited and published the first Nepali monthly Gorkha Bharat Jeevani printed in the year 1886. The first print in Kathmandu, a monthly Sudha Sagar was printed and published in that press in 1898. The same Pashpati press printed the first paper Gorkhapattra during the premiership of Dev Shamsher Jung Bahadur Rana in 1901 (Khatri, 2033) These days Gorkhapattra printed daily and reaches to most of the districts in the kingdom. There are many local papers daily, weekly, monthly and so many magazines in Nepal, which published the advertisement in black and white and color attractive forms.

### **Kantipur Daily Newspaper**

Basically this study concerns with the Kantipur Daily Newspaper focusing to the advertisement of close up tooth paste so some related information with Kantipur Daily Newspaper and its terms condition to publish the advertisement has been explained below.

Kantipur Daily Newspaper is popular newspaper among national and non-national readers. This news paper has been published by Kantipur publications (Pvt Ltd). After the restoration of democracy in Nepal, in the year 2047, B.S, Kantipur publication (P) Ltd came into existence as the only private daily broadcast. Kantipur Daily and the Kathmandu post contributed to a significant change in the history of newspaper in Nepal. Kantipur publications had established links with the international news agencies like AP, AFP, PTI and XINHUA for correspondence. For making the publication well organized,

branch offices were established at Biratnager, Pokhara and Nepalgunj. For its effort in the field of publications, the Kantipur publication was given the Gorkha Dakshin Bashu by His Majesty. Many other publications awarded the publications the Kantipur publication with honors and merits. According to the survey done by various agencies, publications occupy the leading position. It is estimated that publications reaches to more than 15, 00,000 peoples (Kantipur Publications, Milestone, 2058, B.S) New, Kantipur daily Newspaper has twenty pages. An authentic and detailed coverage of national and international events including trade and commerce as well as wide enhance coverage of sports are Kanitpur strength.

## **B.2 Poster**

Here, poster means information about products and service painted in the different kinds of paper and posted in the wall so that prospective consumer can see/watch such message. Poster media is a kind of another way of advertising of products and services. Especially poster advertising is used for introduction phase of products and services it is highly used by generally small scale organization it is basically adopted to excel the sales of products and services immediately.

## **B.3 Hoarding**

Basically, hoarding is a large board used for displaying advertisement. Small as well as large company use such type of advertisement to attract of prospective consumer by hanging hoarding in the public way, so that consumer can see it quickly easily quickly, Especially large company like Surya Tobacco, Unilever Nepal Ltd, hero motors and Chaudhary group have been using hoarding to advertise the product and services. However hoarding assists to excel the sales of products and services. Nevertheless it is extensively used during the introduction of new product in the market.



## **B. 4 Trade fair and Exhibition**

Trade fair participation provides a very wide exposure to the product among potential users. Trade fair and exhibitions are organized at national and international levels. Manufacturers participate in the trade fair in order to expose their new products to a very large new product in trade fairs than in the normal market.

### **2.1.5 Method of measuring advertising effectiveness**

A marketing firm launches advertising with clearly stated objectives. Without advertising objective the firm is likely to spend huge amount of money in the development and launching of advertisement campaigns, yet fail to realize good results. The research for measuring advertising effectiveness need to tied with the advertising objectives .Advertisement can be developed and launched to meet any of the following objectives:

#### **Brand Recognition and Acceptance**

Most advertisements are targets at achieving recognition and acceptance of the brand name by buyers. This is the basic objective of advertising. All marketing firms would like the potential buyers in the least to recognize its products available in the market. This objective of advertising does not call for consumer's action resulting in sales.

#### **Trial purchases**

Many advertising companies during the introduction stage of the product life cycle are targeted at achieving the trial purchase of the product. Such advertising induce the general buyers to try the product at least once.

### **Influence at sight of buying decisions**

Some advertising strategically placed in the retail outlets seek to influence the buyers to buy the firm's brand if the consumers had not made prior brand purchase intention.

### **Value addition**

Some firms seek to add value to its product through a image enhancement exercise launched through special advertising campaigns. This is targeted to achieve higher price level for its products.

### **Aid in personal selling and sales promotion**

Some advertisements are built to make the job of the door to door salesperson convenient by informing the potential buyers about the visit by the salesperson. Many advertisements are launched to inform the buyers about the sales promotion campaigns.

### **Remind**

Some advertisements are built just to remind the buyers about the firm and its products. (K.D. Koirala, Budha Academic Publishers, Kathmandu, 2006).

## **2.2 Review of previous related Studies and Journals**

The research on "Advertising reaction study" was conducted by Dynamic logic 3 Park avenue floor 37 New York. The study, which was conducted through an online survey, aimed to measure the following 3 general topics.

- ) General consumer attitudes towards online advertising .
- ) Perceptions of different forms of online advertising.
- ) How pop ups compare to various forms of offline media consumer attitudes towards advertising.

The following were to findings of the study:

Banners generate the most favorable opinions consumers feel advertising is necessary. Pop-ups on par with TV ads and direct mail in their desirability.

Consumers provide strong support to advertising

Rai, Subash Bikram (2005), study on "Advertising impact on brand choice and Brand loyalty with special reference to tooth paste" had following objectives:

- ) To analyze the impact of advertising on brand choice decision of consumers product.
- ) To study the advertising impact o brand loyalty of consumer.
- ) To examine the popular media of advertising in case of tooth paste

The findings of the study were:

Advertising is considered as the primary source of information advertising believability is satisfactory and most of the consumers are agreed that advertising is responsible for brand choice of toothpaste.

Advertisement of close up is dominated the market as favorite advertisement and television is the most favorite medium for advertising, FM and newspaper holds second and third position respectively.

Advertising played imported role to make consumer brand loyal but not ultimate.

Pandey, Raj Nath (2005), study on "The Influence of Advertising marketing management of Noodles, Tooth paste and Washing soaps in Kathmandu", had following objectives:

- ) Measure rudimentary response to the advertising impressions.
- ) Measure emoional response to the advertising impressions.

- ) Measure active response to advertising impression.
- ) Identify the degree relationship between the various components within recall, emotional response and active response.
- ) Identify the effectiveness of the psychological sequence initiated by advertising to achieve the desired response.

The major findings of the study were as follows:

Rudimentary response was based on recall of the respondents:

Spontaneous recall: brand awareness, advertising awareness.

Prompts with a brand: Recall of advertisements when prompted with brand name.

Recall of message content after being expose to the advertisement.

Emotional response measured through relation of advertising message to the opinion about the products.

Believability of the message and the product features highlighted.

Measure of active response

A declaration whether the recipient conclusions the product or service worth recommending to others. An express desire to or not to follow up or look into or try the product or service.

Karki, Jaya Bahadur (2005), study on "Advertising and Buying decisions" had following objectives:

- ) To find out the relationship between consumers' attitude towards advertising and buying decisions.

- ) To understand the consumer credibility towards advertising and its effect on buying decision.
- ) To get insight about the factors affecting consumers decision process.
- ) To know about the consumer general response towards advertisement

The study found:

- ) There appeared positive correlation between consumer's attitude towards advertising and buying preference of advertised products.
- ) Consumer's positive attitude towards advertising produces favorable buying behaviors and vice-versa.
- ) Television is mostly used medium followed by newspapers & magazine, media, fm and internet respectively.

Pokherel, Tulasi (2003), study on "Problems and Prospects of a Advertising Agencies in Nepal" had following objectives.

- ) To identify the present status of advertising in Nepal.
- ) To identify the problems faced by advertising agencies in Nepal.
- ) To identify the level of satisfaction of client (advertisers) towards agency's services.
- ) To identify the scope and prospects of advertising agencies in Nepal.

The study has explained about present status of advertising in Nepal. This report deals with the problems faced by different advertising agencies in Nepal. This report deals with the problems faced by different advertising agencies and advertisers to implement new products in the Nepalese markets. The level of satisfaction of the user of the advertised goods towards the advertisers have also been found and analyzed in the study. It has also identified about the scopes of the advertising agencies in Nepal.

In the next study which was done on the topic. "A Comparative Study on the Effectiveness of Promotional tools on Sales" has the following objectives (Mool, 2003)

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

Major finding from the study were:

- ) The person gets information or knows about bowling game from advertisement more than from their friends.
- ) People are aware of advertising as a promotional tool rather than other promotional tool and the people watch/listen/read advertisements to get information and entertainment.
- ) Price discount and cash price are two major sales promotions that attract the customers towards products or services.
- ) Advertising helps to aware the customers and induce them to

Ghimire, Bhakta Ram(2000)The next study conducted on "Advertising through television impact of Consumer's behavior" has the following objectives.

- ) To identify the present situation of TV advertising of NTV.
- ) To know what kind of advertising they prefer.

) To know how the different groups of people provide the advertisement from television and their reactions about advertising.

Major Finding of this study is:

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

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

Most of people gave first preferences to advertisement from TV followed by news paper, Radio, magazine, cinema respectively.

Repetition of advertisements attracts peoples attention and people prefer to choose advertised product if the price and quality of both products are same.

Advertisement help to recall the brand or product name while buying.

Giri, R..P.( 2001) study on "The communication effect of Advertising and Brand preference of Instant Noodles" the main objectives were as follows:

- ) To analyze the popular media of advertising its strength and weakness.
- ) To analyze the advertising appeal and relation between brand preference and advertising qualities of instant noodles.

The major findings of the study were of all media available in Nepal the radio has proved itself a leading one to create awareness in costumer about the advertised product especially edible goods like instant noodles. After that the film line slide comes orderly.

Most of the educated people of kathmandu are aware of brand (Mayos and the Ruchi) of instant Noodles.

Advertising qualities of instant noodles have made no change in brand preference.

Thakur, Kumar Binaya(2001) had conducted study on "The role of Advertising in Brand loyalty". (With special reference to soft drink) had 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 decisions.

The major findings of the study were:

- ) Advertising is the main source of information about particular brand as well as sensitive subject in the country in the course of promotion.
- ) Most of the consumers like entering advertisement than other types of advertisement.
- ) It is found that advertisement has a great contribution for propose of soft drink.
- ) Consumer's second reason of brand switching is advertising.
- ) The effective advertising in time is regarded the best tool for brand loyalty.

Shrestha, Rajendra Krishana (1997), study on "Role of Advertising in Brand choice and Product Positioning" had following objectives.

- ) To analyze the effectiveness of advertising on brand choice of consumer products.
- ) To evaluate the role of advertising in product positioning from the consumers prospective



- ) Do consumers give more importance to advertising rather than any other promotional tools while making resection decision?

The findings of the study were as follows:

Advertising is the main source of information and key tool to motivate and persuade the consumers. Dissemination of product features for new products is very high through advertising.

Believability is found to be satisfactory and major reason for switching brands is taste.

Baral , Laxmi Prasad (1996), Study on "Communication effects of Advertising and Brand Preference" had following objectives:

- ) To examine the effectiveness of Rara and Yum noodles.
- ) To bring into focus the relation between brand preference and advertising.
- ) To examine the popular media of advertising in case of instant noodles.

The findings of the study were as follows:

There is a high degree of association between brand preference and advertisement qualities.

No deference between Yum Yum and Rara advertisements in terms of attractiveness.

Radio, TV and Newspapers are the major media for instant noodles.

Upadhyay, Santosh Kumar (1991), Study on "Radio advertising and its impact on purchasing act in consumer goods" had following objectives.

- ) To study the impact of radio advertising on the consumer purchase behavior.

- ) To study the change in sales of firms due to radio advertising.

The findings of the study were as follows:

Both consumers and advertiser recognize the need for advertising.

The consumers think that goods advertised are more effective and it is useful for them. Similarly it is also useful for advertiser as there is much more sale of goods in their profit making. The effective forms of media to reach the hearts of consumers are radio, cinema and periodicals, which ranked first, second and third respectively.

Pandey, Prakash Raj (1980), Study on "Advertising in Nepal" had following objectives.

- ) To identify the present position of advertising in Nepal.
- ) To find the existing patterns in brands
- ) To find the constraints hindering the use of advertising as an effective method of promotion
- ) To suggest measure to enable advertising to play its role more effectively.

The findings of the study were follows:

The study mainly deals to the historical as well as present development of advertisement in Nepal in various sectors mainly for the promotion of markets.

The study results are;

In regard to service rendered by the agencies none are full service agencies. The agencies involved are not professionally involved in advertising though it is the main factor for market promotion. Effects of advertising are generally not evaluated but advertisers think that it has a favorable on sales and on profit.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

Research methodology is a way to solve research problem systematically. It facilitates the research work and brings reliability and validity on it. Research methodology assists to formulate the way to get the predetermined objectives so it is the strategic formula, which helps to study a problem smoothly and scientifically closer to truth. This study attempts to study the impact of advertising towards the buying behavior of consumer. To get this objective the relationship between three independent variables, i.e. consumer attitude, perception and credibility towards advertisement with dependent variable consumer buying behavior is analyzed. Besides these prime objectives there are two subsidiary objectives of the study, i.e. to know about the factor that affect consumer buying behavior. It is very hard to choose the research design to best fit to the study without error. To achieve the mention objectives the research methodology employed in this study is presented below.

#### **3.1 Research Design**

Research design is the specification of methods and procedures for acquiring the information needed. It deals with what procedure. If research design is good, it ensures that the information obtained is relevant to the research questions and collection by objective and economical procedures.

Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance. (F.N. Kerlinger; 1986)

According to Pauline Y. Young, research design is "The logical and systematic planning and directing a piece of research" (Thapa and Basnet, 2002/2061)

By the very nature of this research, it is a consumer opinion study or study of consumer attitude, perception and credibility towards advertising and its

subsequent effects on consumer buying with special reference to close-up toothpaste. Hence a consumer, opinion survey research design was used. It is a sample survey of consumers to make inferences of the study. This study is analytical well as descriptive. The study collects information relating to the media habits of the population and their attitude towards NTV and Kantipur Daily newspaper. The questionnaire has been prepared in this regard. The data and information collected from the survey are coded, tabulated, analyzed and interpreted according to the need of the study for attaining stated objectives.

### **3.2 Population and Sample**

The population for this study comprised all the consumers of 16 years and above i.e. 16 years-48years of age. The respondents are different in terms of age, sex and occupation. The respondents represent the resident of Kathmandu valley. The research work is based on primary data.

The collection of data is done on the basis different factors found common in most of the samples of the population. Total sample were classified on the basis of different characteristics of the consumers. Sample was classified on the basis of gender (Male and Female). There were altogether 50 males and 50 females in a sample. The sample was further classified age-wise into four different groups 16-24, 25-32, 33-40, 41-48 age groups. The total population was classified on the basis of occupation i.e. student, jobholder, businessmen and housewives.

### **3.3 Sources of Data**

Primary data is the core of this study. Primary data is first hand or original in character. Primary data collected directly from the respondent through the methods of observation, interviewing and questionnaire survey. The study based an the primary data that are collected by field survey from Kathmandu valley. To conduct this survey NTV introduction card Kantipur introduction and rate card is also used and few dissertation submitted to institution of

Management, information from Unilever Nepal Ltd. and others related information have been collected from the various websites of AAAN, Unilever Ltd, Kantipur (P) Ltd etc.

### **3.4 Data collection Procedure**

In order to obtain the required data for the study, two sets of questionnaire were prepared on for the consumer and next for the sample company. A set of structured questionnaire was designed in view of the data requirements. The questionnaire contained objective type of questions. Except these data, some other data were collected by visiting NTV, Kantipur publication, Unilever Nepal Ltd, AAAN etc and convincing the authorize about the purpose of research. These sources of data were secondary in nature.

### **3.5 Data presentation and Analytical Tools**

#### **3.5.1 Data Processing**

Both the primary and secondary data have been collected according to need of the research. The information collected from field survey and Unilever Nepal Ltd. has been 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 been incorporated in the research to test the hypothesis set. Besides these tools this research has adjusted the use of the percentage.

#### **3.5.2 Analytical Tools**

The collected data are categorized, tabulated, processed and analyzed using different methods. In the course of data analysis, average percentage ratio, correlation, regression analysis and chi-square test are used to get the result of the research work. Among these analytical tools, this research work basically uses percentage correlation and chi-square test.

## Correlation

Correlation means relation between two variables or more than two variables. Two variables are said to have correlation, when they are so related that change in the value of variable is accompanied by the change in the value of other. For example, increase in advertisement expenditure is accompanied by increase in sales. Correlation analysis only helps in determining the extent to which the two variables are correlated but does not tell about cause and effect relationship. Relation among the variables may be positive, negative linear and non-linear or simple, partial and multiple. The following methods can be used to study the correlation between two variables:

- ) Scatter diagram
- ) Karl Pearson's correlation coefficient
- ) Spearman's Rank correlation

One of the widely used methods of calculating the correlation coefficient between two variables is Karl Pearson's correlation coefficient. It is denoted by  $r_{xy}$  or simply is defined by

$$R = \frac{\text{cor}(x, y)}{\sqrt{x Z x} \sqrt{y Z y}}$$

$$\text{Where } \text{cor}(x, y) = \frac{1}{N} (x Z \bar{x})(y Z \bar{y})$$

$\bar{x}$ ,  $\bar{y}$  being the arithmetic average of x series and y series respectively.

## Chi-Square test

The chi-square test is one of the simplest and most widely used non-parametric tests in statistical work. The quantity chi square describes the magnitude of the discrepancy between theory and observation. Chi-square test is useful in analyzing more than two populations, It is defined as:

$$\chi^2 = \frac{(O - E)^2}{E}$$

Where, O refers to the observation and E refers to the expected frequencies.

In this study  $\chi^2$  test has been applied to find out effective null of media.  $\chi^2$  test has been used to test of goodness of fit and test of independence.

The steps for the computation of chi-square ( $\chi^2$ ) test:

Step 1: Formulate the null and alternative hypothesis.

Step 2: compute  $E_1, E_2, \dots, E_n$  corresponding to  $O_1, O_2, \dots, O_n$  under hypothesis or some theory.

Step 3: Under  $H_0$ , compute test statistic.  $\chi^2 = \frac{(O - E)^2}{E}$

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

Step 5: Make decisions, if the computed value of  $\chi^2$  is less than its tabulated value,  $H_0$  is accepted. If the computed value of  $\chi^2$  is greater than its tabulated values  $H_0$  is rejected (i.e.  $H_1$  is accepted)

**CHAPTER IV**  
**PRESENTATION 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 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 Responses have been shown in Table 4.1.

**Table 4.1**  
**Causes for using Close Up Toothpaste (According to Age)**

Causes									
Age group	Sample	Fresh teeth	%	Strong teeth	%	Shiny White	%	Combination all	%
16-24	50	14	28	12	24	10	20	14	28
25-32	50	12	24	14	28	8	16	16	32
33-41	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

Table 4.1 inculcates the age level of respondents and causes for using Close up toothpaste. All the respondents have been categorized in to four groups. Under 16-24 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.

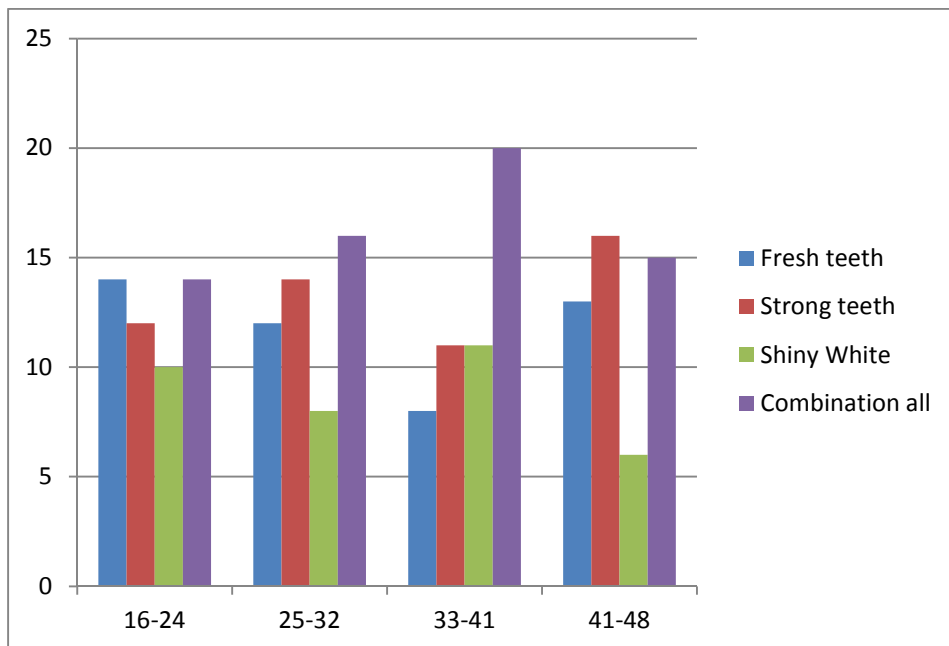


Among 25-35 age group, 24 percent use Close up tooth paste for fresh breathing 28 percent for strong teeth, 16 percent for shining teeth white respectively. But 32 percent use Close up tooth paste for all these purpose.

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 paste 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.

**Fig. 4.1**  
**Cause of use of Close Up Toothpaste (According to Age)**



The respondents between ages 33-40 are dominant so far as the utilization of Close up toothpaste 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 (see Table 4.2)

**Table 4.2**  
**Causes for using Close up Toothpaste (According to Gender)**

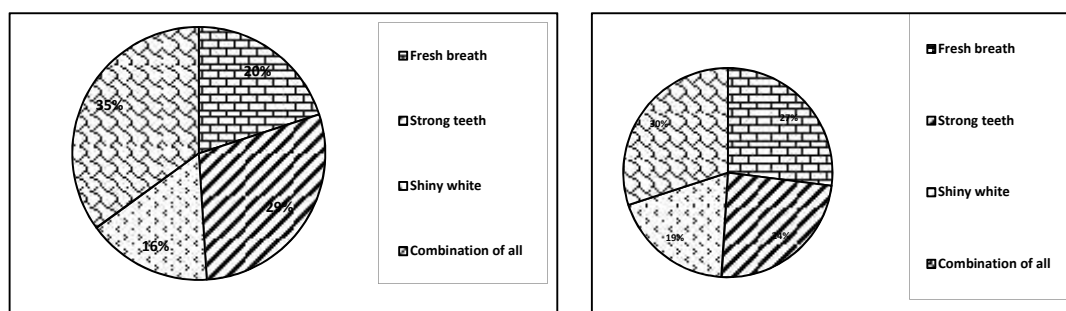
Gender	Sample	Fresh breath	%	Strong teeth	%	Shiny white	%	Combination all	%
Male	100	20	20	29	29	16	16	35	36
Female	10	27	27	24	24	19	19	30	29
Total		47		53		35		65	

The table shows that out of total male respondents, 20 percent use Close up 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 purposes.

These responses have also been presented in pie-chart so that one can know the fact of data quickly.

**Fig 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 may be the causes of lack of education.

When opinions were collected on the basis of occupation, the Responses appeared slightly different (Table 4.3)

**Table 4.3**  
**Causes of using Close up toothpaste (According to occupation)**

Occupation groups	Sample	Fresh breath	%	Strong teeth	%	Shiny white	%	Combination all	%
Student	50	15	30	13	26	8	16	14	28
Job holder	50	12	24	11	22	7	14	20	40
Businessmen	50	8	16	16	32	10	20	16	32
Housemakers	50	12	24	13	26	10	20	15	30
Total		47		53		35		65	

Table 4.3 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 toothpaste 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.

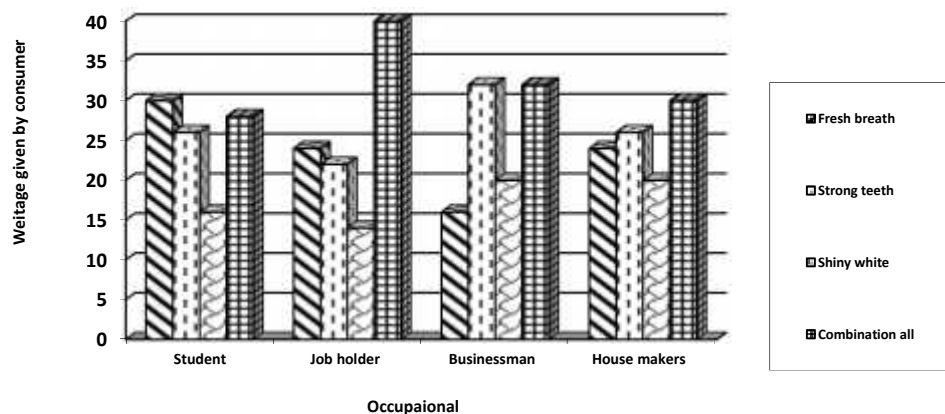
Under Businessman group, 16 percent use Close up toothpaste for fresh breathing, 32% for strong teeth, 20% for shining teeth white and 32% use if for all these purposes.

Similarly, under the house maker group, 24% use Close up tooth 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.

**Fig. 4.3**

**Causes of using Close up toothpaste (According to occupation)**



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 ,business men and house maker.

To find out the source used by consumers i.e. friends ,family member ,advertisement, salesman the researcher go quite different response (Table 4.4)

**Table 4.4**  
**Source used for information (According to Age)**

Age group	Sample	Response							
		By friends	%	By family	%	By advertising	%	By salesman	%
16-24	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	5	5	10	15	30	17	34	13	26
Total	200	34	17	39	19.5	97	48.5	30	15

This table depicts that among 16-24 age groups, 24% got the information about Close up toothpaste at the first time for 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.

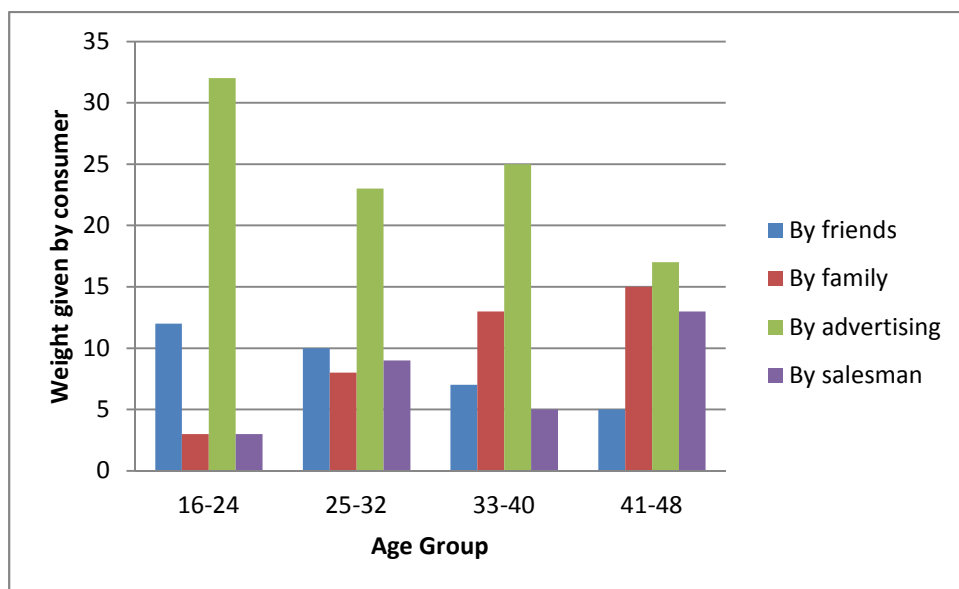
Similarly under 41-48 age group, 10% consumers got the information from their friends, 30% got the information from family member, 34% got the information from advertisement and remaining 26% got the information about Close up toothpaste at the first time from the salesman respectively.

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.

**Fig. 4.4**  
**Source used for information (According to Age)**



What the researcher reveals is that among the various sources information about product. Under 16-24 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. (Table 4.5)

**Table 4.5**  
**Source used for information (According to Gender)**

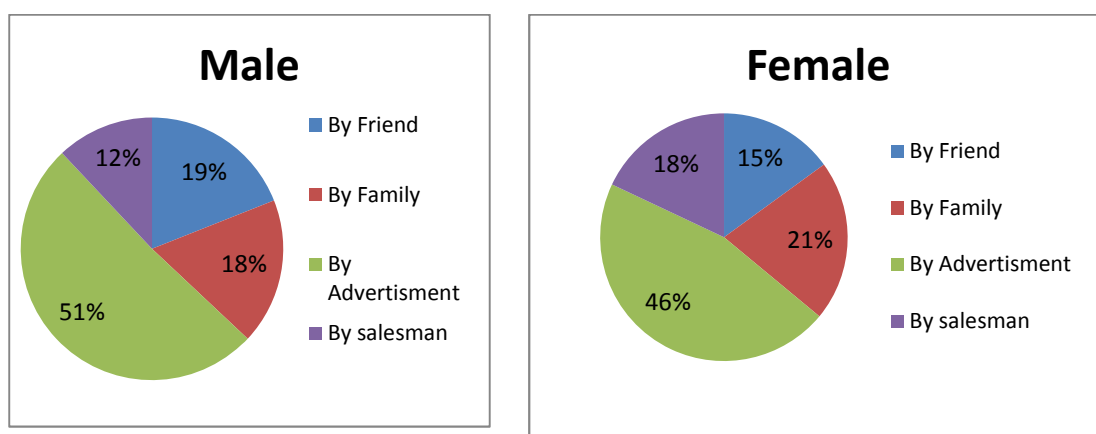
Gender	Sample	Sources							
		Friends	%	By family	%	By advertising	%	By salesman	%
Male	100	19	19	18	18	51	51	12	12
Female	100	15	15	21	21	46	46	18	18
Total	200	34		39		97		30	

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 family member, 51 percent got the information from the advertisement and remaining 12 percent got the information at the first time Close up toothpaste from the salesman respectively.

Under female consumers, 15 percent go the information from their friends, 21 percent got the information from family member, 46 form advertisement and 18 percent for the first time about close up toothpaste from the salesman.

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

**Fig 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 than female.

Consumer's opinions were collected on the basis of occupation and the given responses appeared differently (Table 4.6)

**Table 4.6**  
**Sources used for Information (According to Occupation)**

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

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 members, 56 percent got the information from the advertisement and remaining 8 percent got the information at the first time from the salesman.

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 salesman respectively. But



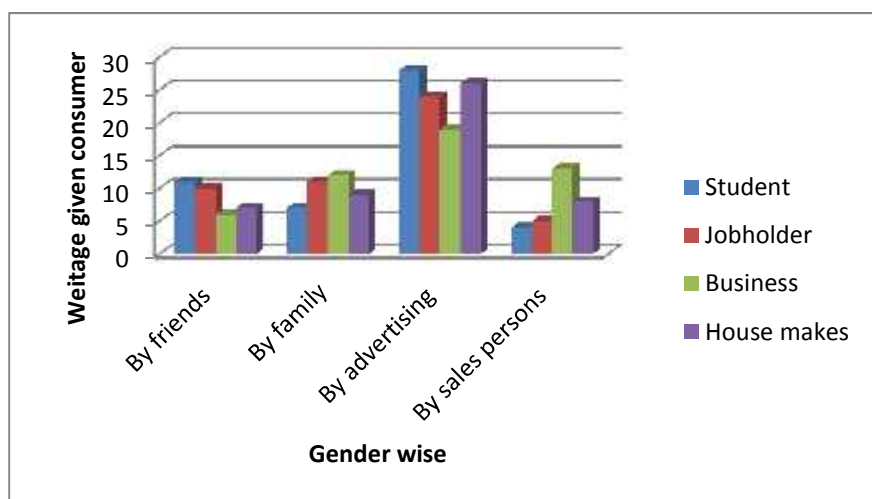
56 percent got the information at the first about Close up toothpaste form the advertisement.

Under the businessmen group, 12 percent got the information from their friends, 24 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.

Simiarly, among the house maker group, 14% got the information at the first time about the Close up toothpaste from friends, 18% got the infromation from family member and 16% got the information from saelsman respectively. But 52% got the information at the first time about Close up toothpaste from the advertisement.

These responses have also been in a bar-digram so the one can understand so the one can understand the fact of data easily.

**Fig. 4.6**  
**Source used for information (According to occupation)**



The above response 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 businessmen

because only 38% of businessmen are in favor of Close up toothpaste advertisement this might be lack of understanding of advertisement.

To test the hypotheses regarding to sources used by consumers following hypotheses has been set by the researcher and tested.

### **Hypothesis 1**

Ho: There is no significant difference between the views expressed by the respondents relating to the sources used for information

H<sub>A</sub>: There is significant difference between the views expressed by the respondents relating to the sources used for information.

Decision; since the calculated value of chi-square (see Appendix- I) is greater than tabulated value (i.e.  $59.72 > 7.81$ ). So null hypothesis (Ho) is rejected and concludes that the views of consumers towards the information sources are

## **4.2 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, along with the causes of such choices, the researcher obtained quite different responses.

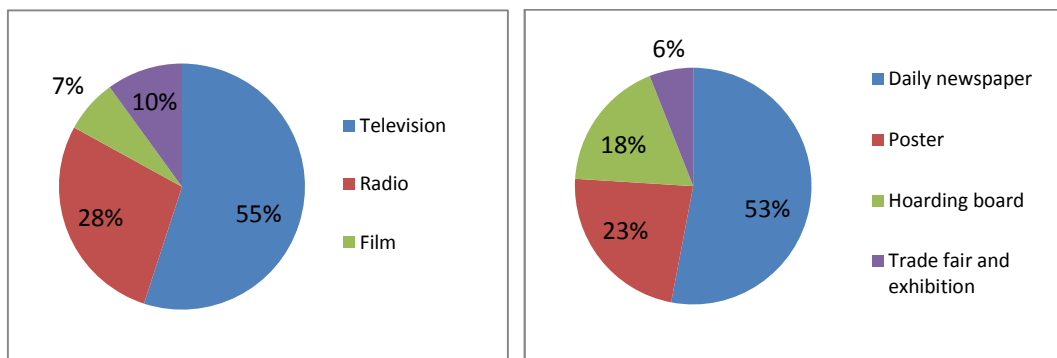
Relating to choices that consumers made of media to watch, listen and read, dominant media remained TV and daily news papers.

**Table 4.7**  
**Media Choice**

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 and internet	20	10	Trade fair and exhibition	12	6
Total Responses			Total Response	200	100

The above table shows that out of total respondents, 55 percent, 28 percent, 10 percent and 7 percent consumers use television, radio, e-mail and internet film respectively to get the information about Close up toothpaste. Similarly among non-electronic media 53 percent use daily newspaper, 23 percent use poster, 18 percent use hoarding board, and 6 percent use trade fair and exhibition display to get information about Close up toothpaste these responses can also be pie-chart so that reader can know it easy.

**Fig. 4.7**  
**Media Choice**



**Hypothesis 2**

H<sub>0</sub>: There is no significant between the views expressed by consumer to use different electronic media

H<sub>A</sub>: There is significant difference between the views expressed by consumer to use different electronic media.

Decision: The calculated value of chi-square (see Appendix-II) is greater than tabulated value i.e.  $116.64 > 7.81$  so null hypothesis (H<sub>0</sub>) is rejected and it concludes that there is significant differences in the views of consumers use different media that means television, radio, film, e-mail and internet influence to the consumers differently.

### **Non-Electronic media**

H<sub>0</sub>: There is significant difference between the views expressed by consumers to use different non-electronic media.

H<sub>A</sub>: There is significant difference between the views expressed by consumers to use different non-electronic media.

Decision Here calculated value of chi-square (see Appendix – III) test is greater than tabulated value of 5% level of significant ( $95.84 > 7.81$ ). So null hypothesis (H<sub>0</sub>) is rejected and this can be concluded that there is significant difference in the frequency of consumers for using non-electronic media.

**Table 4.8**  
**Media as the information source for consumer**

Electronic media	No.	Percent	Non-electronic media	No.	Percent
Television	92	46	Daily newspaper	54	27
Radio	66	33	Poster	56	28
Film	24	12	Hoarding board	54	27
E-mail and	18	9	Trade fair and	36	18
Total	200	100	Total	200	100

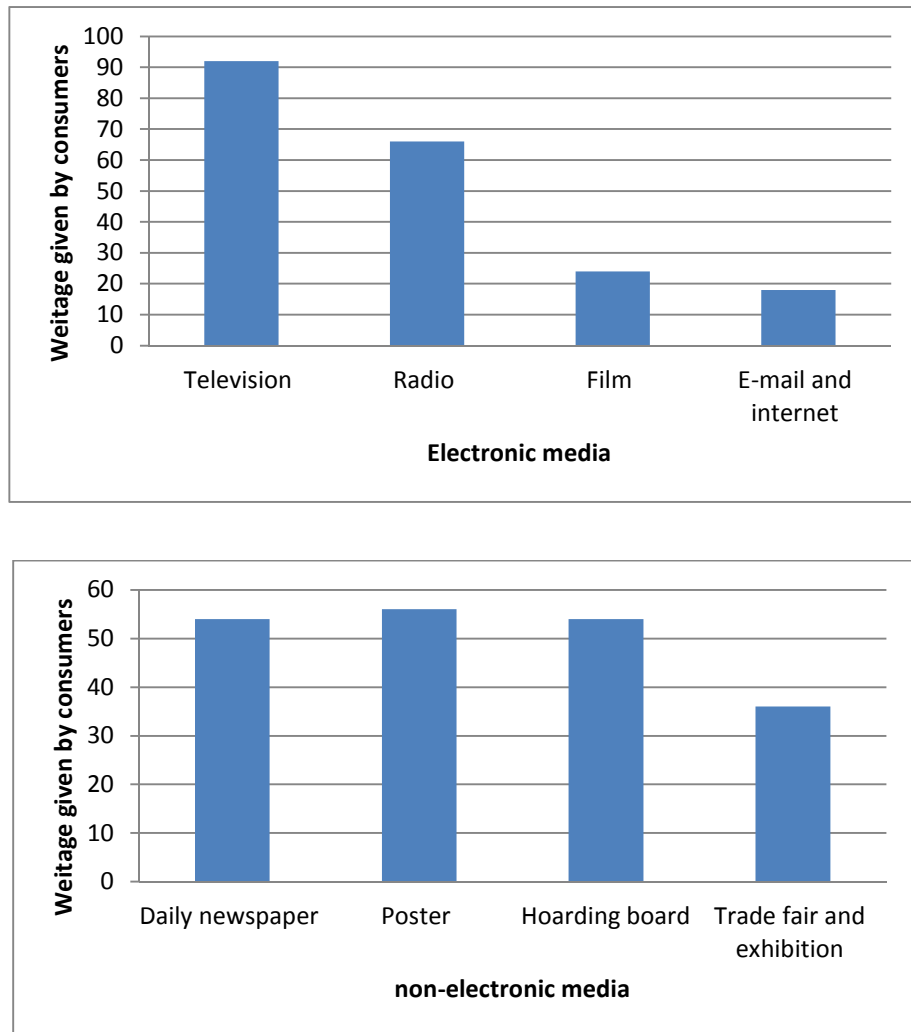
In case of electronic media, out of total respondents 46 percent got the full information of products and services from television, 33 percent from Radio

and 12 percent from film respectively. But only 9 percent got the full information about products and services by the use of email and 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 trade fair and exhibition.

These above responses have also been shown in a bar-diagram so that one can understand the fact of responses easily.

**Fig 4.8**  
**Media as the information source for consumer**



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:

### **A. Electronic media**

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

Hypothesis

H<sub>0</sub>: There is no significant difference between the views expressed towards electronic media regarding the source of information

H<sub>A</sub>: There is significant difference between the views expressed towards electronic media regarding the source of information.

Decision: Since the calculated value of chi-square (See Appendix IV) is greater than tabulated value so null hypothesis (H<sub>0</sub>) is rejected. It concludes that consumers use different media, out of electronic media, to know information about product. In other word the media has hierarchical order of importance to flow the information of products and services.

### **B. Non —Electronic media**

H<sub>0</sub>: there is no significant difference between the views expressed towards non-electronic media regarding the source of information

H<sub>A</sub>: There is significant difference between the views expressed towards non-electronic media regarding the source of information.

Decision : Here calculated value of chi-square (See Appendix -V) is less than tabulated value so null hypothesis (H<sub>0</sub>) is accepted it concludes that there is no significance difference between non-electronic media to flow the information

required by consumers or its means all media are equal important to flow the information.

#### 4.3 Consumer behavior when advertisement of Close up appears on Nepal Television

**Table 4.9**  
**Consumers Behavior when Advertisement about Close up toothpaste NTV**  
**(According to age)**

<b>Responses</b>									
Age group	Sample	Switch off the TV	%	Try to know what wants to say	%	Curious about advertisement	%	Just watch to advertisement	%
16-24	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	

The above table indicates the consumers behavior when advertisement about Close up toothpaste appears on NTV .Out of total (16-24) 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

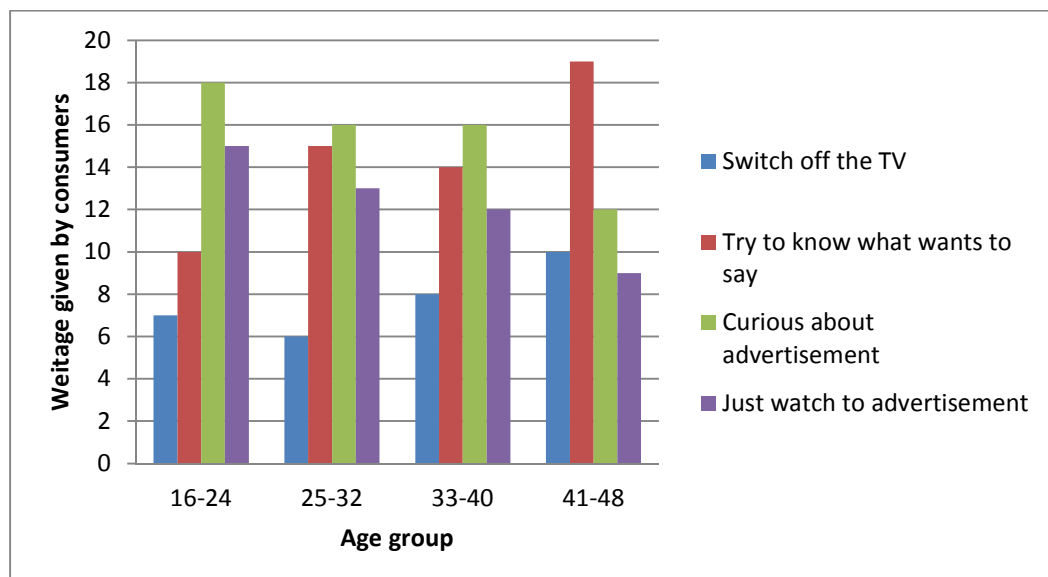
say 24 percent just wanted to advertisement and remaining 16 percent did not like the advertisement and switched off the television when advertisement of Close up toothpaste appears on NTV.

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.

These above responses have also been presented by bar-Diagram so as to understand it easily.

**Fig. 4.9**  
**Consumers Behavior when Advertisement about Close up toothpaste appears on NTV (According to Age)**





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, 16-24 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 (Table 4.10)

**Table 4.10**  
**Consumers Behavior when advertisement about Close up toothpaste appears on Nepal Television (According to Gender)**

<b>Responses</b>									
Gender	Sample	Switch off the TV	%	Try to know what wants to say	%	Curious about advertisement	%	Just watch to advertisement	%
Male	100	14	14	30	30	33	33	23	32
Female	100	17	17	28	28	29	29	26	26
Total	200	31		58		62		49	

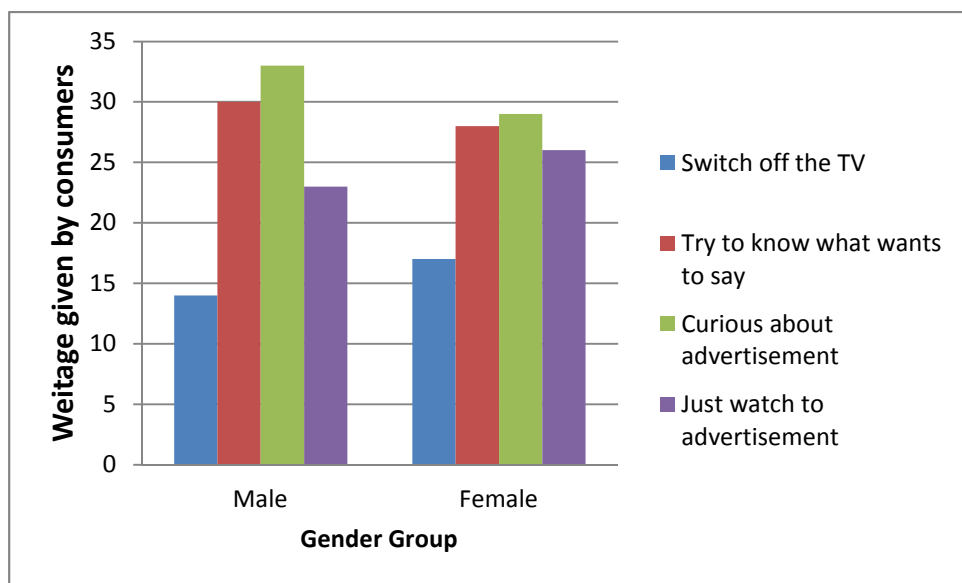
The above table reflects the level of respondents and their behavior when advertisement about Close up tooth paste appears on NTV. Out of total male consumers, 33 percent were curious about advertisement, 30 percent tried to know what the advertisement wants to say, 23 percent just watched to advertisement 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.

These above responses can also be present by diagram so as to understand it easily.

**Fig.4.10**  
**Consumers Behavior when advertisement about Close up toothpaste appears on Nepal Television (According to Gender)**



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 4.12

**Table 4.11**  
**Consumers Behavior When Advertising about Close up toothpaste**  
**Appears on Nepal Television (According to Occupation)**

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

The above table 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 the television when advertisement about Close up toothpaste appears on NTV.

Similarly, another group was Jobholder, out of them, 34 percent, 26 percent tried to know what it wants to say but remaining 12 percent switched off television when advertisement about Close up toothpaste appears on NTV.

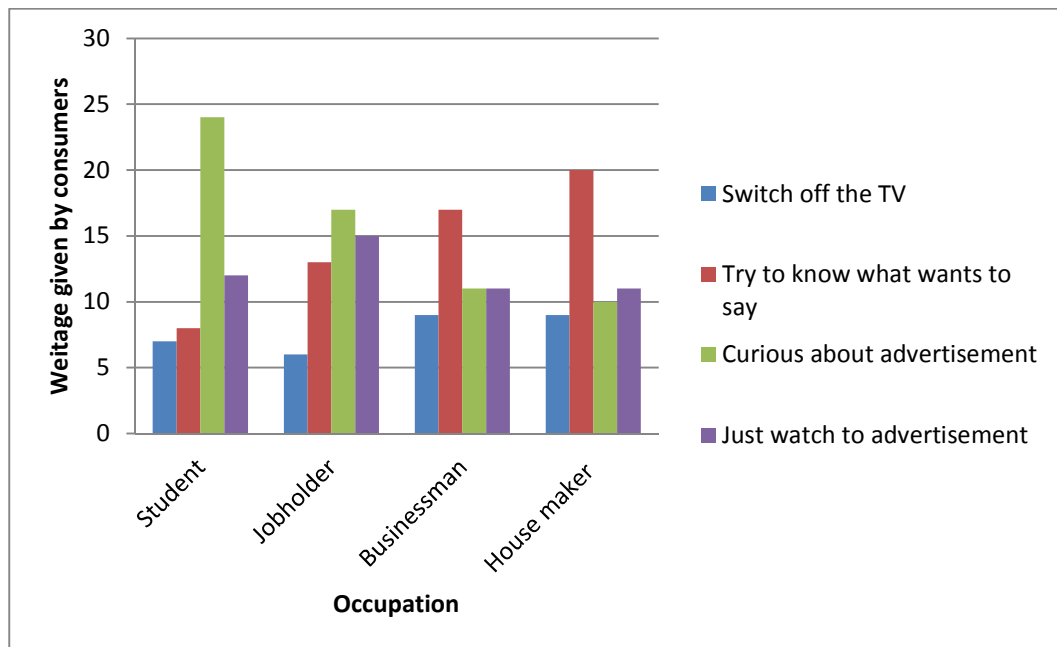
Likewise out of total businessmen consumers 34 percent tried to know what the advertisement wants to say, 22 percent were curious about advertisement, 22 percent just watched advertisement about Close up toothpaste appears on NTV.

Finally among house maker consumers 40 percent gave tried to know what the

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 following multiples bar diagram has been presented below to understand the above information easily and quickly.

**Fig. 4.11**  
**Consumers Behavior when advertisement about Close up tooth**  
**paste appears on NTV (According to Occupation)**



This study gives an idea that out of four occupational group students are more curious than others (i.e. 48% of total student respondents)

**Hypothesis 6**

H<sub>0</sub>: There is no significant difference between consumers behavior when advertisement of Close up toothpaste appears on NTV.

H<sub>A</sub>: There are significant differences between consumer's behavior when advertisement of Close up toothpaste appears on NTV.

Decisions: since the calculated value of chi-square is greater than tabulated value ( $11.64 > 7.82$ ) so null hypothesis ( $H_0$ ) is rejected. It concludes that there is difference between the consumers behavior when advertisement appears on NTV (According to Appendix-VI)

The researcher collected information according to age regarding to the consumers responses when advertisement of Close up toothpaste appears on NTV (Table 4.12)

**Table 4.12**  
**Opinions of consumers About Advertisement that Appears on NTV**  
**(According to Age)**

Responses									
Age group	Sample	Quite good	%	Attractive	%	So So	%	Boring	%
16-24	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	

The above table shows the consumers response when advertisement of Close up toothpaste appears on NTV. Out of total (16-24) age group, 36 percent consumers expressed their views that the advertisement of Close Lip toothpaste quite good on NTV, 20 percent expressed attractive and 30 percent expressed so 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.

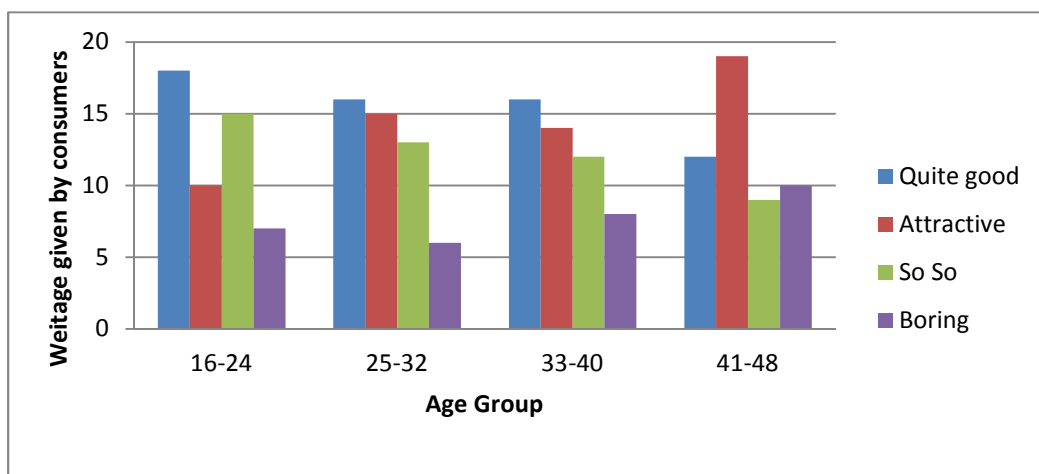
Under 41-48 age group, 24 percent expressed their views that the advertisement of Close up tooth paste on NTV is quite good, 38 percent expressed and attractive and 18 percent expressed So so respectively. But 20 percent expressed their advertisement of Close up toothpaste on NTV is boring.

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.

These above responses have also been presented by Diagram so as to reflect the fact of data easily.

**Fig. 4.12**

**Opinions of Close up toothpaste about advertisement that appears on NTV  
(According to Age)**



What the above response shows is that out of total responses most of the consumers are in favor of Close up toothpaste advertisement because it might be the cause 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 4.13.

**Table 4.13**  
**Opinions of consumers about advertisement that appeared on NTV**  
**(According to Gender)**

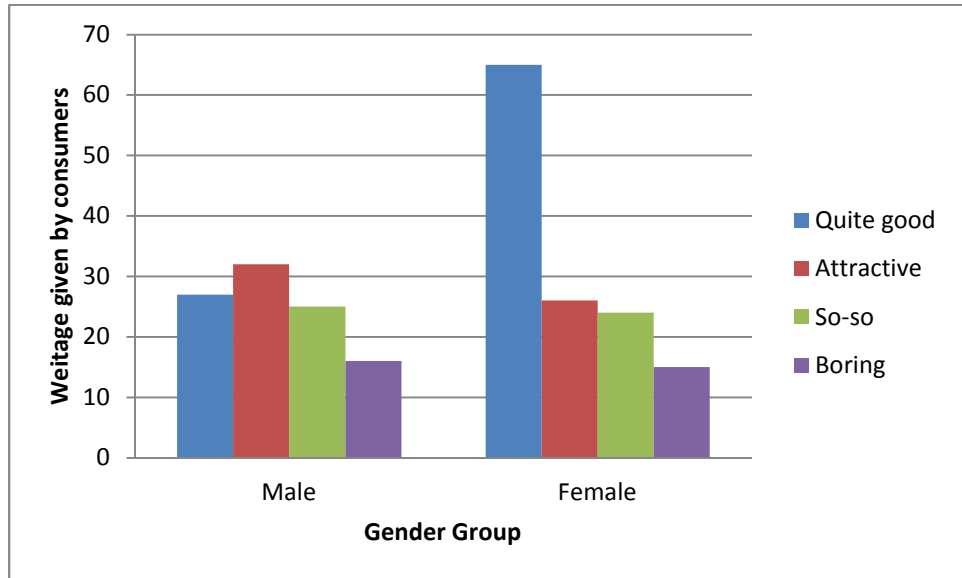
<b>Gender</b>	<b>sample</b>	<b>Quite</b>	<b>%</b>	<b>Attractive</b>	<b>%</b>	<b>So-so</b>	<b>%</b>	<b>Boring</b>	<b>%</b>
Male	100	27	27	32	32	25	25	16	16
Female	100	65	35	26	26	24	24	15	15
Total	200	62		58		49		31	

As per Table 4.14, 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.

The above responses have been presented on the following bar-diagram to know the fact of given information easily.

**Fig.4.13**  
**Opinions of consumers about advertisement that appears on NTV (According to Gender)**



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 (Table 4.14)



**Table 4.14**  
**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
Businessmen	50	11	22	17	34	11	22	9	18
House maker	50	10	20	20	40	11	22	9	18
Total	200	62		58		49		31	

As on table 4.15, 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.

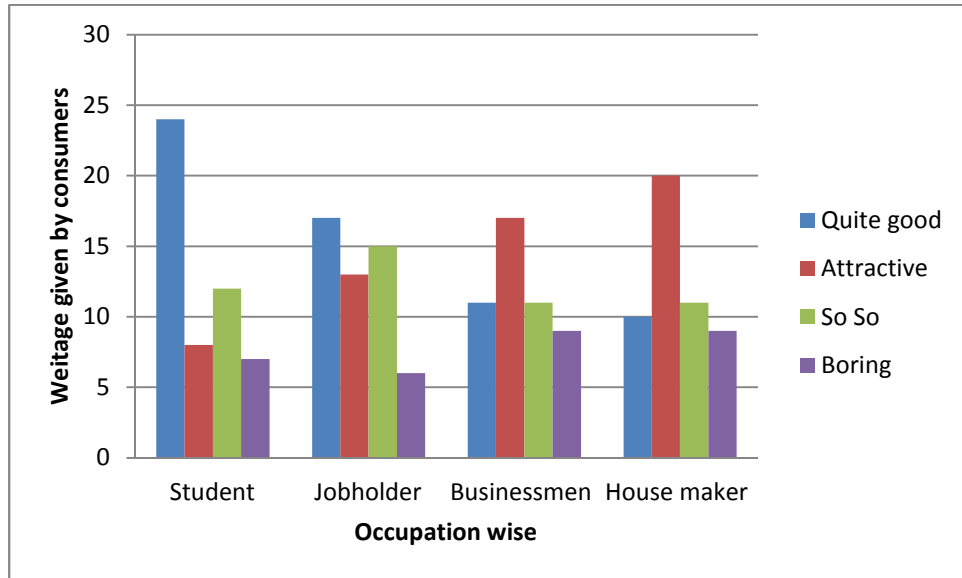
Out of Jobholder respondents, 34 percent expressed their views that the advertisement of Close up toothpaste on NTV is quite good, 30 percent expressed so so, 26 percent expressed attractive and remaining 12 percent expressed boring respectively

Similarly out of businessmen 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 house maker 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.

**Fig. 4.14**  
**Opinions of customers about Advertisement that appears on**  
**NTV (According to Occupation)**



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.

#### **4.4 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 4.15.

**Table 4.15**  
**Consumers Behavior resulted from advertisement in the Kantipur Daily**  
**Newspaper (According to Age)**

Age group	sample	Ignore to adv.	%	Turn off the page	%	Try to know what it wants to say	%	Curious about adv.	%
16-24	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

The above table indicates the age level of consumer and their behavior when they see advertisement of Close up toothpaste in Kantipur Daily. Among 16-24 age groups, 20 percent expressed their views that they ignore advertisement 26 percent fuel 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.

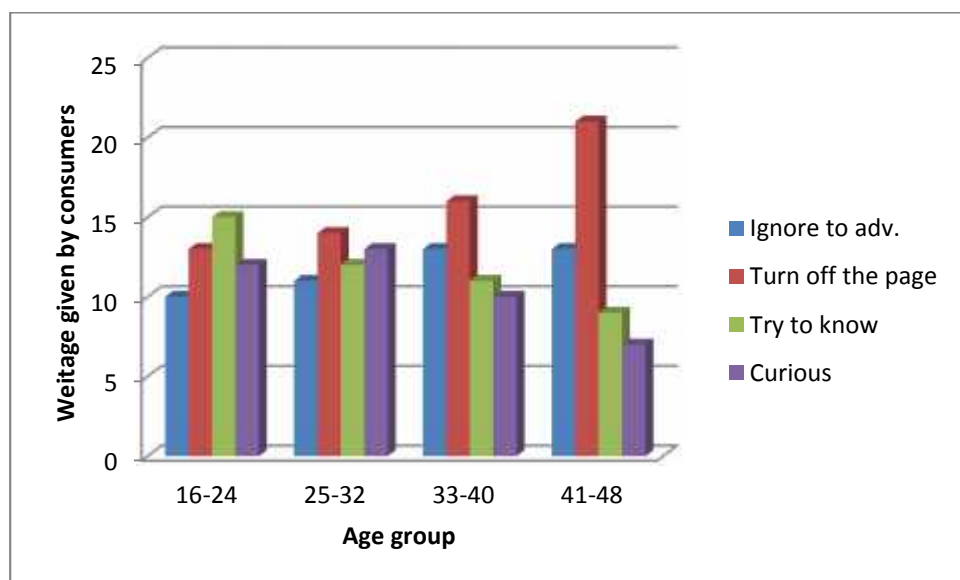
Under 41-48 age group, 26 percent consumers expressed their views that they ignore advertisement 42 percent turn off the page and only 18 percent try to know about advertisement respectively when they see advertisement of the Close up toothpaste in when they see advertisement of Close up toothpaste in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

**Fig.4.15**

**Consumers Behavior resulted from advertisement in the Kantipur Daily News paper (According to Age)**



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 16-24 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 (table 4.16)

When opinions were collected on the basis of gender the response appeared slightly different (Table 4.16)

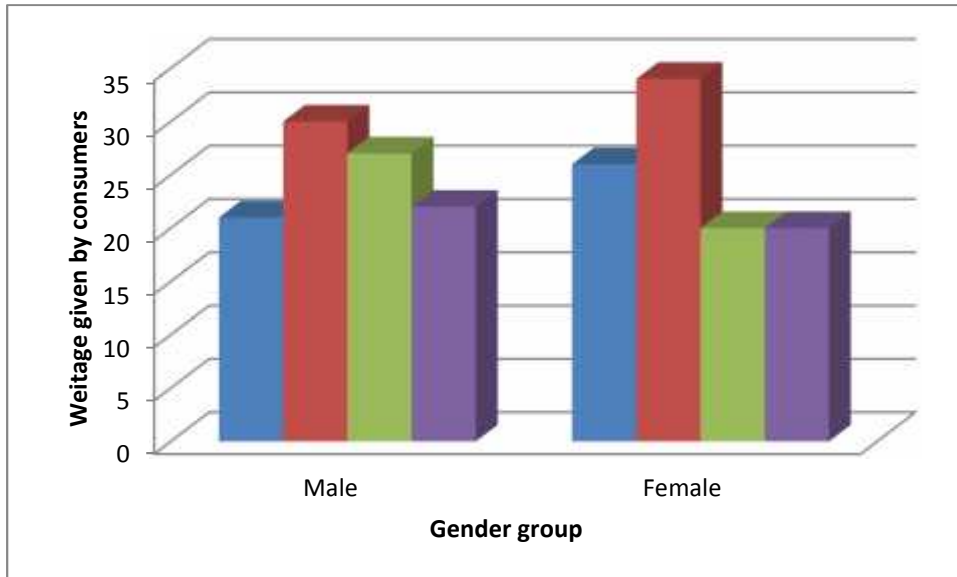
**Table 4.16**  
**Consumers Behavior Resulted from Advertising in the Kantipur Daily Newspaper (According to Gender)**

Responses									
Age group	sample	Ignore to adv.	%	Turn off the page	%	Try to know it wants to say	%	Curious about adv.	%
Male	100	21	21	30	30	27	27	22	22
Female	100	26	26	34	34	20	20	20	20
Total	200	47				47	47		

The given table shows consumers behavior according to sex when they see the advertisement of Close up toothpaste in the Kantipur Daily Newspaper. Among male consumers, 21 percent expressed their views that they ignore the advertisement, 30 percent turn off the page and 27 percent try to know what the advertisement wants to say respectively when they see the advertisement of Close up toothpaste in Kantipur Daily Newspaper. But 22 percent expressed their views that they are curious about the advertisement of Close up toothpaste when they see it in Kantipur Daily.

Similarly, out of total female consumers, 26 percent expressed their views that they ignore the advertisement, 34 percent turn off the page and 20 percent try to know what advertisement wants to say respectively when they see the advertisement of Close up toothpaste. But only 20 percent expressed their views that they are curious when they see advertisement of Close up toothpaste in Kantipur Daily. To understand above table easily and quickly, following multiple bar diagram has been presented.

**Fig 4.16**  
**Consumers Behavior Resulted from Advertising in the Kantipur**  
**Daily newspaper (According to Gender)**



This study concludes out of male and female respondents, female does not liked the advertisement of Close up toothpaste on Kantipur Daily than male respondents because of the lack of educated female

Researcher collected views of respondents on the basis of occupation of respondents to find out the behavior of consumer resulted from advertising in the Kantipur Daily Newspaper. (Table 4.17)

**Table 4.17**  
**Consumers Behavior Resulted from Advertisement in the Kantipur Daily**  
**Newspaper (According to Occupation)**

Response									
Age group	sample	Ignore to adv.	%	Turn off the page	%	Try to know it wants to say	%	Curious about adv.	%
Student	50	10	20	13	26	16	30	11	22
Jobholder	50	9	18	15	30	12	24	14	28
Businessmen	50	13	26	17	34	10	20	10	20
House maker	50	15	30	19	38	9	18	7	14
Total	200	47		64		47		42	

The given table shows occupation level of respondents and their behavior when they seen advertisement of Close up toothpaste in Kantipur Daily newspaper. Among students group, 20 percent expressed their views that they ignore advertisement. Among students group, 20 percent expressed their views that they ignore advertisement, 26 percent turn off the page and 30 percent try to know about advertisement of Close up toothpaste respectively when they see it in Kantipur Daily.

But 22 percent consumers expressed their views that they are curious when they see advertisement of Close up toothpaste in Kaintpur Daily.

Under Jobholder group, 18 percent expressed their views that they ignore advertisement 30 percent turn off page and 24 percent try to know about advertisement respectively when they see it in Kantipur Daily Newspaper. But 28 percent expressed their views that they curious about the advertisement of Close up toothpaste.

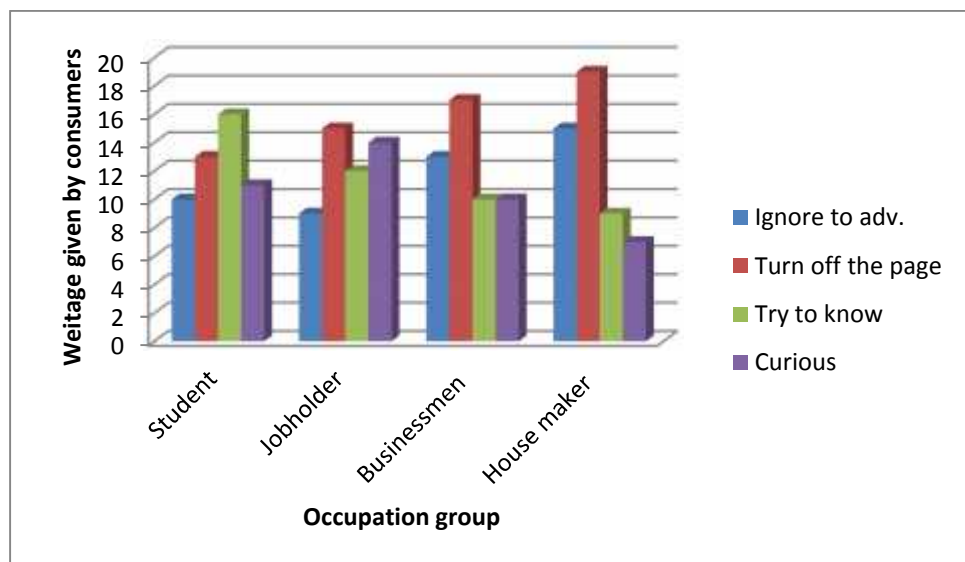
Among businessmen group 26 percent expressed their views that they ignore

advertisement of Close up toothpaste 34 percent turn off the page and 20 percent try to know about advertisement respectively when they see it in Kantipur Daily. But 20 percent were curious about the advertisement of Close up tooth paste.

Similarly, among house maker group, 30 percent expressed their views that they ignore advertisement of Close up toothpaste, 38 percent turn off the page and 18 percent try to know about advertisement respectively when they see it in Kantipur Daily Newspaper. But only 14 percent expressed their views that they are curious about the advertisement of Close up toothpaste. These responses have also been presented in multiple bar-diagrams so that one can have reflection of fact to information.

**Fig 4.17**

**Consumers Behavior Resulted from advertisement in the kantipur Daily Newspaper (According to Occupation)**



This Study concludes that student and Jobholder consumers try to know about Close up toothpaste advertisement while businessmen and house maker Consumers do not like the advertisement turn off the page when they see the advertisement of Close up toothpaste in Kantipur Daily Newspaper.



### Hypothesis -7

Ho: There is no significant difference between the consumer's behaviors when advertisement of Close up toothpaste sees in a Kantipur Daily Newspaper.

H<sub>A</sub>: There is significant difference between the consumer's behavior when advertisement of Close up toothpaste sees in the Kantipur Daily Newspaper.

The researcher collected the views to find out consumers behavior on the basis of gender resulted from advertising in Kantipur Daily Newspaper.

**Table 4.18**  
**Consumer's Opinion about Advertisement in the Kantipur Daily Newspaper (According to Age)**

Response									
Age group	Sample	Quite good	%	Attractive	%	So So	%	Boring	%
16-24	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

Under 16-24 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 bore 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.

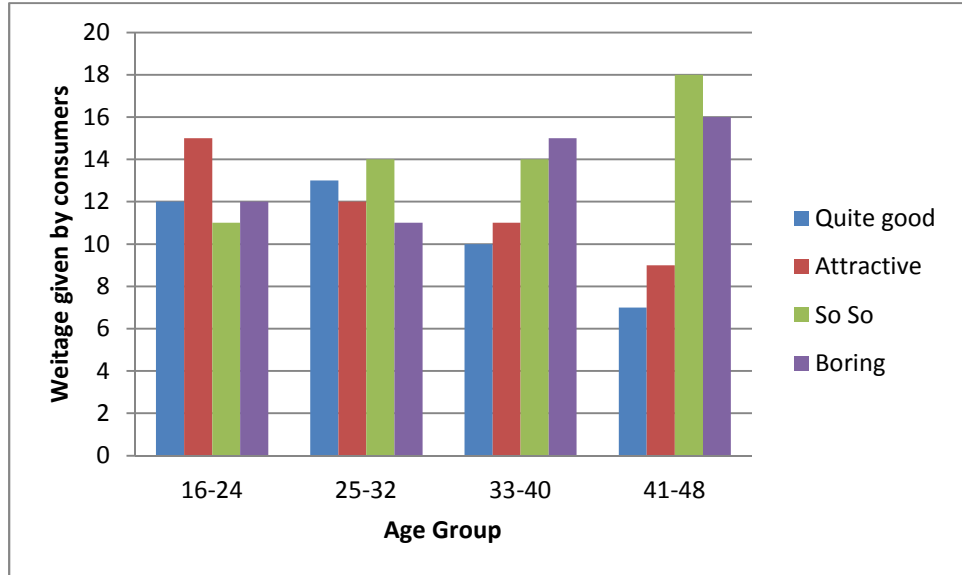
Among 41-48 age group, 14 percent consumer expressed their views that the advertisement of Close up toothpaste in Kantipur Daily is quite good, 18 percent expressed their views that the advertisement is attractive and 36 percent expressed their views that the advertisement is neither good nor boar while 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.

To understand the response easily and quickly a multiple bar diagram has been presented.

**Fig.4.18**

**Consumer's Opinion about advertisement in the  
Kantipur Daily Newspaper (According to Age)**



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 4.19**  
**Consumer's Opinion about advertisement in the Kantipur Daily**  
**Newspaper (According to Gender)**

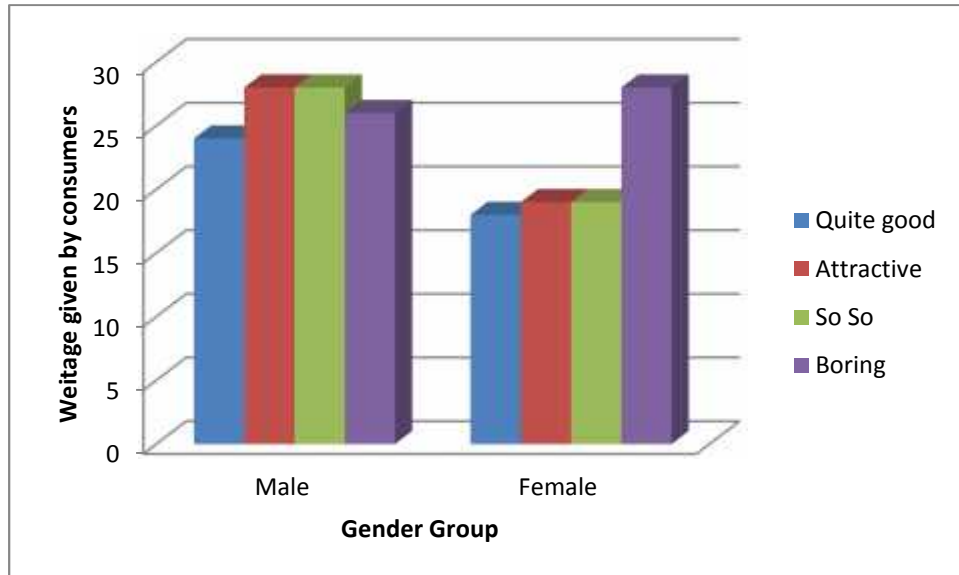
Responses									
Age group	Sample	Quite good	%	Attractive	%	So So	%	Boring	%
Male	100	24	24	28	28	28	28	26	26
Female	100	18	18	19	19	19	29	28	28
	200	42		47			57	54	

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, 8 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.

These responses have been presented in the multiple bar-diagram has been presented so that the reader can understand it easily.

**Fig 4.19**  
**Consumer's Opinion about advertisement in the**  
**Kantipur Daily News paper (According to Gender)**



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. 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.

#### **4.5 Media used by Unilever Nepal Limited**

To know the media availability for Unilever Nepal Limited to advertise, Close up toothpaste the researcher took an opinion survey. The obtain information have been shown in Table 4.20

**Table 4.20**  
**Media used by Nepal Lever Limited**

News paper	Radio
Television	Cinema

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.

#### **4.6 Major Findings**

From the analysis and interpretation of the responses given by prospective consumers and Unilever Nepal Ltd the following has been derived.

- When relationship between consumer behaviour and advertising media is studied it revalue sales with larger .however these all advertising media affect sales.
- There is a positive relationship between the advertising media and sales higher rate of advertising increase sales.
- By comparing the findings of present study with the findings of a similar study conducted previously in the context of Nepal, the findings are introductory only.
- If a company pays high cash in advertising media it help to increase in sales .so advertising media effect in consumer buying behaviour.
- Positive relationship is also observed between advertising media and consumer buying behaviour it increases sales
- Most of the respondents use close up tooth paste for its features of strengthening teeth, shiny white teeth and fresh breath. Among various age groups, the respondents under 25-32 prefer close up

- On the basis of 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(table 4.1,4.2,4.3)
- Out of 200 respondents 48.5% respondents use advertisement as a sources of the information while19.5respondents get information by the family members. Similarly friends play vital role to flow the information.(34 out of 200) (table 4.4,4.5,4.6)
- Among the different electronic media like television, radio, film, e-mail, and internet the most popular medium for promoting sales is television favoured by 55%. The second prefer medium is radio with 28%, the third popular medium is e-mail and internet with 10%. Similarly among non electronic media like daily newspaper, poster, hoarding boards and travelling display the most popular medium is daily newspaper favoured by 53% and the second popular is hoarding boards with 18%.
- 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 boards have wide coverage to communication exact message about products and services among non electronic media.(table 4.9,4.10)
- This study reveals that the advertisement of close up tooth paste on NTV is effective than other media because out of 200, 31 % (62) were found curious about advertisement (4.11).
- Male are more curious about advertisement than 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%, Table 4.12, 4.11).

- Out of total respondents, 31% used to watch advertisement of Close up toothpaste on NTV due to the quite good advertisement and 29 % (58) respondent watched it due to the attractive advertisement (Table 4.14).
- 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 toothpaste in the Kantipur newspaper.
- 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 Kantipure Daily Newspaper.
- The respondents who were under the age of 32 are a little bit aware about the advertisement while others do not care about it (Table 4.17, 4.18, 4.19).
- T he advertisement of Close up toothpaste is not so attractive and appealing in the Kantipur Daily Newspaper because out of 200n respondents only 23.5 percent (47) respondent expressed it as attractive and 42 respondents only quite good.
- Nepal Lever Limited has preferred newspaper, 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. A sale of Close up toothpaste has been in fluctuating trend as compared to advertising cost.
- 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.

- Some commercials are more appreciated and others lesser appreciated by the consumers that appreciation indicates that all media are not attractive to boost up sales of the product advertised.
- Finally, this study concludes that out of electronic media Nepal Television and Radio Nepal have been popular among consumers.

Similarly out of non-electronic media Kantipur daily newspaper and Samacharpatra daily newspaper are popular among consumers to get the information about products and services.

## CHAPTER V

### SUMMARY, FINDINGS 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 behaviour .advertising is essential to manufacturers ,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 objectives
- Selecting the message
- Choosing appropriate media vehicles

Basically this research aims to study about advertising through media. this study has been divided into two parts conceptual review of advertising and review of previous related studies. television ,radio, film, E-mail and internet have been taken as the electronic media while daily newspaper, posters, hoarding boards and travelling displays have been taken as non electronic media. This study focuses on advertising of close up tooth paste 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. For this research 100 respondents have been used and this 100 respondents have made 200 by multiplying by 2. Structured questionnaire method has been used to get the responses of consumers. Secondary data has been collected from Unilever Nepal Ltd, 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 uses of close up toothpaste, sources of information used by consumers, watching, listening and reading habits of consumers, electronic and non electronic media and its coverage a required information ranked by consumer popular media in consumers mind, consumer's behaviour when advertisement about close up toothpaste appears on NTV, consumers behaviour when advertisement on Kantipur daily newspaper have been analyzed during the research work. The study mainly aims to analyse the consumer buying behaviour of advertising media.

- To examine the relationship between consumer buying behaviour and advertising media.
- To analyze sales and impact of advertising media in consumer behaviour
- To identify the popular media of advertising in case of close up toothpaste.
- To identify the factors affecting consumers decisions process in buying toothpaste.

## **5.2 Conclusions**

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

- The relationship between media and consumer behaviour is positive. The main reason behind this is that the media effect on consumer behaviour.
- The advertising impact reason behind this is that the media effect on consumer behaviour.
- The impact on advertising of close up toothpaste of NTV is better than Kantipur Daily Newspaper.
- The information of different related sector of the company will be 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.

- 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 select according to the target customers group.
- Advertising as such for advertising is not enough to persuade consumers rather it should be well organized with consumer's preferences, taste, attitudes, price and quality of products.
- 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.

- 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 gives more importance to head of family members.
- 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 emphasis should be given both on daily newspaper and poster advertising
- As all consumers do not understand the exact information in the advertisement about products, advertisement should be made understandable, easy and quick.
- 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 become as a good cup of tea.

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## APPENDIX –I

### Chi-square test for source test for the information

H<sub>0</sub>: There is no significant between the views expresses by the respondents relating to the source used for information.

H<sub>1</sub>: There is significant between the views expresses by the respondents relating to the source used for information.

Source of information	O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Friends	34	50	-16	256	5.12
Family member	39	50	-11	121	2.42
Advertisement	97	50	47	2209	44.18
Sales men	30	50	-20	400	8.00
Total	200				(OE) <sup>2</sup> /E=59.72

Where

O Means observed frequencies

E Means expected frequencies

Chi-square =  $(O-E)^2/E=59.72$

Here

Degree of freedom (d)  $(n-1) = (4-1) = 3$

Generally, level of significant is 5%

The tabulated value of chi-square for 3 d.f. at 5% level of significant is 7.81

## APENDIX -II

### Chi-square test for Electronic media choice

H<sub>0</sub>: There is no significant between the views expresses by consumers to use different electronic media.

H<sub>1</sub>: There is significant between the views expresses by consumers to use different electronic media.

Media	O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Television	110	50	60	3600	72.00
Radio	56	50	6	36	0.72
Film	14	50	-36	1296	25.92
E-mail &Internet	20	50	-30	900	18.00
Total	200				(O-E) <sup>2</sup> /E= 116.64

$$\text{Chi-square} = (O-E)^2 / E = 116.64$$

Here

$$\text{Degree of freedom (d)} (n-1) = (4-1) = 3$$

The tabulated value of chi-square for 3 d.f. at 5% level of significant is 7.81

### APPENDIX -III

#### Chi-square test for Non- Electronic media choice

H<sub>0</sub>: There is no significant between the views expresses by consumers to use different Non-electronic media.

H<sub>1</sub>: There is significant between the views expresses by consumers to use different Non- electronic media.

Media	O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Daily News paper	106	50	56	3136	62.72
Poster	46	50	-4	16	0.32
Hoarding board	36	50	-14	196	3.92
Traveling' display	12	50		144	28.88
Total	200				(O-E) <sup>2</sup> /E=95.84

$$\text{Chi-square} = \frac{(O-E)^2}{E} = 95.84$$

Here

$$\text{Degree of freedom (d)} = (n-1) = (4-1) = 3$$

The tabulated value of chi-square for 3 d.f. at 5% level of significant is 7.81

## APPENDIX —IV

### Chi-square test for Electronic media as the information source for consumers.

H0: There is no significant between the views expressed towards electronic media regarding the source of information

H1: There is significant between the views expressed towards electronic media regarding the source of information

Media	O	E	(O-E)	(O-E) <sup>2</sup>
Television	92	50	1764	35.28
Radio	66	50	256	5.12
Film	24	50	676	13.52
E-mail &Internet	18	50	1024	20.48
Total	200			(O-E) <sup>2</sup> /E=74.4

$$\text{Chi-square} = (O-E)^2/E = 74.14$$

Here

$$\text{Degree of freedom (d)} (n-1) = (4-1) = 3$$

The tabulated value of chi-square for 3 d.f. at 5% level of significant is 7.81

## APPENDIX —IV

### Chi-square test for Non- Electronic media as the information source for consumers.

H0: There is no significant between the views expresses towards Non-Electronic media regarding the source of information.

H1: There is significant between the views expresses towards Non-Electronic media regarding the source of information

Media	O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Daily News paper	54	50	16	0.32
Poster	56	50	36	0.72
Hoarding board	54	50	16	0.34
Traveling display	36	50	196	3.92
Total	200			(O-E) <sup>2</sup> /E=5.28

$$\text{Chi-square} = (O-E)^2/E = 5.28$$

Here

$$\text{Degree of freedom (d)} (n-1) = (4-1) = 3$$

The tabulated value of chi-square for 3 d.f. at 5% level of significant is 7.81

## APPENDIX -VI

### Chi-square test for Consumers behavior when advertisement about Close up toothpaste.

H0: There is no significant different between Consumers behavior when advertisement of Close up appears on NTV

H1: There is significant different between Consumers behavior when advertisement of Close up appears on NTV.

Media	O	E	(O-E)'	(O-E)'/E
Switch off the TV	31	50	361	7.22
Try to know what it wants to say	58	50	64	1.28
Curious about ads.	62	50	144	2.88
Just watch to ads.	48	50	1	0.2
Total	200			$(O-E)^2 \backslash E=11.4$

$$\text{Chi-square} = (O-E)^2 \backslash E = 11.4$$

Here

$$\text{Degree of freedom (d) } (n-1) = (4-1) = 3$$

The tabulated value of chi-square for 3 d.f. at 5% level of significant is 7.81

## APPENDIX -VII

### Chi-square test for Consumers behavior when advertisement of Close up see in Kantipur Daily Newspaper.

H0: There is no significant different between Consumers behavior when advertisement of Close up see in Kantipur Daily Newspaper.

H1: There is significant different between Consumers behavior when advertisement of Close up see in Kantipur Daily Newspaper

<b>Media</b>	<b>O</b>	<b>E</b>	<b>(O-E)<sup>2</sup></b>	<b>(O-E)<sup>2</sup>/E</b>
Ignore to advertisement	47	50	9	0.18
"Turn off the page	64	50	196	3.92
Try to know what it wants to say	47	50	9	0.18
Curious about Advertisement	42	50	64	1.28
Total	200			$(O-E)^2/E=5.56$

$$\text{Chi-square} = (O-E)^2/E = 5.56$$

Here

$$\text{Degree of freedom (d)} (n-1) = (4-1) = 3$$

The tabulated value of chi-square for 3 d.f. at 5% level of significant is 7.81

## APPENDIX — VIII

### Chi-square test for relationship between advertising cost and sales

H<sub>0</sub>: There is no significant relationship between advertising cost and sales revenue.

H<sub>1</sub>: There is significant relationship between advertising cost and sales revenue.

Let X= Sales promotion expense

Y= Sales

#### Calculation of Regression Equations

X	Y	XY	X <sup>2</sup>	Y <sup>2</sup>
36	241	8676	1296	58081
65	435	28275	4225	189225
90	601	54090	8100	361201
115	765	87975	13225	585225
132	877	115764	17424	769129
140	933	130620	19600	870489
X=578	Y=3852	XY=425400	X <sup>2</sup> =63870	Y <sup>2</sup> =2833350

Required equation is  $Y - \bar{Y} = byx | (X - \bar{X})$

Calculating mean of Y series

$$\bar{Y} = Y \backslash N = 3852 \backslash 6 = 642$$

Calculating mean of X series

$$\bar{X} = X \backslash N = 578 \backslash 6 = 96.33$$

Calculating regression coefficient byx

$$byx = XY \backslash X^2 = 425400 \backslash 63870 = 6.66$$

Now substituting the value in the equation



$$Y - \bar{Y} = b_{yx} (X - \bar{X})$$

$$\text{Or, } Y - 642 = 6.66(X - 96.33)$$

$$\text{Or, } Y - 642 = 6.66X - 641.56$$

$$\text{Or, } Y = 6.66X + 0.044$$

Thus When  $X = 37$

$$Y = 6.66(37) + 0.44]$$

$$= 246.042 + 0.44$$

$$= 246.86$$

And when

$$X = 47$$

$$Y = 6.66(47) + 0.44$$

$$= 313.02 + 0.44$$

$$= 313.46$$

Hence, the sales would increase when advertising cost will be increased in this calculation.

When advertising cost = 37 Sales

$$= 246.86$$

When advertising cost = 47

Then sales = 313.47

(i.e.  $313.46 > 246.86$ )

## APPENDIX —X

Programme Schedules of NTV

Religion \Culture

NTV News: Credibility is the key

Public awareness rising

Current events \issues \discussion talk  
shows Economic \Business Activity

Musical \Entertainment

Sports

Film\Tele-film\Tele-Serial

Fashion\Beauty segment

Children programme \Cartoon

NTV's Rate Category Programmers

1. Special programmes In between Tito Shttya and Hindi/Nepali feature Film
2. Super time In between 8.00 PM Nepali News
3. Prime time before 8.00 PM News before Tito Shatto before Hindi \Nepali feature film before Hindi serial and before other programmes as specified in between live programmes
4. Fixed time In between 6.00 PM, 10.00PM News Saturday 2.00 PM News before live telecasts, before programmes during 7.30 -10.00 PM expect specified other way.

5. Ordinary time In between 7.00AM, 9.00 AM, I LOOAM, 10.00PM News before Saturday 2.00PM News and before programmes during 5.00 -7.00 P.M.
6. Day time Before 7.00 AM, 9.00 AM, 2.00PM News and before programmes during 9.00 AM to 5.00 PM extent Saturday.

**Advertisement tariffs domestic products hundred percent additional will be charged for foreign products**

<b>Special programme time</b>		<b>Super prime</b>	
Spot (sect)	Rate(NRS)	Spot(Sect)	Rate(NRS)
10	7350.00	10	6210.00
15	8990.00	15	7590.00
20	10620.00	20	8970.00
25	12530.00	25	10580.00
30	14440.00	30	12190.00
35	16350.00	35	13800.00
40	18530.00	40	15640.00
45	20710.00	45	17480.00
50	23160.00	50	19550.00
55	25600.00	55	21620.00
60	27250.00	60	23000.00

**Prime time****Fixed time**

Spot(sect.)	Rate	spot(sect.)	Rate(NRs)
10	4860.00	10	3240.00
15	5940.00	15	3960.00
20	7020.00	20	4680.00
25	8280.00	25	5520.00
30	9540.00	30	6360.00
35	10800.00	35	7200.00
40	12240.00	40	8160.00
45	13680.00	45	9120.00
50	15300.00	50	10200.00
55	16920.00	55	11280.00
60	18000.00	60	12000.00

(Live notice up to 20 wards 3800.00  
wards 2600 Extra per

Extra per word 198.00

(Live notice up to 20

words per word 113.00)

**Ordinary time****Day time**

Spot (sce)	Rate (NRs)	Spot (sec)	Rate (Nrs)
10	2160.00	10	1080.00
15	2640.00	15	1320.00
20	3120.00	20	1560.00
25	3680.00	25	1840.00
30	4240.00	30	2120.00
35	4800.00	35	2400.00
40	5440.00	40	2720.00
45	6080.00	45	3040.00
50	6080.00	50	3400.00
55	7520.00	55	3760.00
60	8000.00	60	4000.00

Live notice up to 20 words 3800.00

Live notice up to 20 words  
2600

Extra per word 198.00

Extra per word 113.00

Rates for Technical services

**1. Live Transmission Rate for Domestic Clients**

Bio ob Van	First hour	Additional 30 min
Time slot	NRS 60,000.00	15000.00
1 0.00AM to 4.00PM	NRS 80000.00	55000.00
4.00AM to 5.30 PM	NRS 10,000.00	30,000.00
5.30PM to 7.30PM	NRS 130,000.00	40,000.00

After 7.30 PM

Small OB Van	First hour	Additional 30 min
Time slot	NRS, 35000.00	NRS 15000.00
1 O.00AM to 4.00PM	NRS, 45000.00	NRS, 25000.00
4.00PM to 5.30 PM	NRS, 70,000.00	NRS, 30,000.00
5.30 PM to 7.30PM	NRS, 80,000.00	NRS, 40,000.00

After 7.30 PM

Saturday 25% additional on above rates

Fifty percent extra will be charged to foreign clients

2. Rates for Recording (one shift is four hour )

	Rate per shift hours	Additional
Small OB Van	NRS.30000.00	NRS. 10, 000.00
Big OB Van	NRS. 60000.00	NRS. 15000.00

**3. Satellite feed service charge**

Rate US dollar

For initial 10 minutes	300.00
For initial 10 minutes	200.00
For long feed (more than 30 min)	
Additional 10 minutes block	100.00

**4. Microwave Link**

For initial 10 minutes block

For additional 10 minutes block

(More than 30 min.)

## 5. Rate for Documentary Transmission

Time slot	Rate/Minute	Time slot
Prime time	NRs 1,500.00	9.30-9.30PM
Fixed time	NRs 1,000.00	6.00-7.30PM and 9.30-10.00PM
Ordinary time	NRs 7000.00	5.00-6.00PM and 10.15-11.00 PM
Day time	NRs 5000.00	9.00AM-5.00PM

## 6. Visual Transfer (with out visual)

One format to another format	NRs 100.00
------------------------------	------------

## 7. Visual charge

**per minute**

Ordinary \ Non commercial	2000.00
Ordinary \ Commercial	
Special \ Visual Commercial use	5000.00
For expatriate (foreign clients)	Per Minutes US dollar
Ordinary visual commercial use	100.00
Special visual commercial use	200.00
News visual	50.00

### **8. Rates for Studio and other service**

Beta cam per shift (four hrs)	NRs 2000.00
Per light per shift (four hrs)	NRs150000.00
Beta can editing per hour	NRs 150000.00

### **9. Studio (programme) Rate for one hour**

Simple recording	NRs 2000.00
Visual mixing	NRs 3000.00
Special effects	NRs 4000.00

### **10. Studio (Transmission) Rate for one hour**

Simple Recording	NRs 3000.00
Special Effects	NRs 6000.00



## APPENDIX —XI

Tariff in Nepal Currency Exclusive Vat 10% Kantipur  
(Nepali National Daily)

### **Black and white**

1. All classifications (Display, public notices tenders etc.)
2. Classifieds (up to words) Rs 250\ - per col, com  
On Mon\Wed \Thurs \Sat 7\ - per word
3. **Display classification** (size 1 col<sup>x</sup>5crns Rs 725\ -  
Ear panel per insertion (size: 2colsx5cj-ns

### **Frequency discounts**

- I For 5 insertions of the same adv. With <sup>in</sup> a month 10%
11. More than 5 insertions of the same adv. With <sup>in</sup> a month 5%

Colour:

1. Multi colour 450\ -per col.com.
2. Spot colour 350\ - per col.com.

Ear panel per insertion (size: 2colsx5crns) Rs 7000\ -

### **Frequency discount**

- i . For 2 insertion of the same adv. With <sub>i</sub>n a month 5%
- ii. More than 2 <sup>to</sup> up 5 insertions of the same advertisement with  
in a month 10%
- iii. More than 5 insertions of the same adv. With <sup>in</sup> a month 15%

## **Special position Rates**

**Front page** (3x20, 4x25),or (4x260) (8x5) 100% extra

**Back page** 50% extra

**Strip bottom of any page (8cols<sup>x</sup>5cms)** 25% extra

For fixed position (certain position only) 25% extra

For fixed page 25% extra

For sponsored advertisement (Subject to confirmation)

100

% extra

Extra premium for special position will be charge as per black and white rate

Cancellation charge: with in 24 hours

Urgent charge 24 hour or less

## **Full page rebate**

(Rebate is camerd ready network or position of full page is provided)

Koseli (Saturday supplement)

Advertisement in kopela shall be in colour & spot colour only and rate will be as per Kantipur special rate of kopila

Front page :( 5cols x4cms x3col x20 cm) 50% extra

## **Back page**

Strip at bottom of any page (certain position only) 25% extra

For fixed page 25% extra

For fixed page position (certain position only) 25% extra

For sponsored advertisement (subject to confirmation)

## **Frequency Discount for koseli &Kopila**

- i. For 2 insertions of the same adv. With in a month 50% extra
- ii. More than 2 up to 5 insertions of the same adv. With in a month 10% extra
- iii. More, than 5 insertions of the adv. With in 2 months (Kantipur publication Rate card ,2058)

## APPENDIX —XI

### Calculation of correlation between sales and advertising cost of Close up toothpaste

		<b>Sales</b>	<b>Advertising cost (Rs)</b>
Sales (Rs)	Pearson correlation	1.00	.285
	Sig (2-tailed)	-	.584
	N	6	6
Adv. Cost (Rs)	Pearson correlation	.285	1.00
	Sig (2-tailed)	.584	-
	N	6	6

## APPENDIX-XII

### Questionnaire for different level of consumers

Dear Ladies and gentlemen, I am a student of Central Department of Management in Tribhuvan University, Kirtipur. I am writing a thesis entitled, **“Influence of Advertising on consumer’s attitude with special reference to Close up toothpaste”**. I request you to answer the question to the best of your knowledge. I assure you that all the information provides by you will be used only for academic purpose in this thesis.

Name: \_\_\_\_\_ M/F: \_\_\_\_\_

Age: \_\_\_\_\_

Address: \_\_\_\_\_ Occupation \_\_\_\_\_

Please tick up the answer

1. Do you close up toothpaste

- a. Yes                      b. No

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

2. How did you know the first time about Close Up?

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

3. Do you watch/listen advertisement?

- a. yes                      b. No

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	travelling display
Any other	Any other

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

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

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

5. If you watch and 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

Please, mention your reasons of such behaviour

- a. Quite good      b. Attractive
- b. So so              d. Boring

e. Any other

6. 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 pay

d. Curious about advertisement

e. Any other

Please mention your reasons of such behaviour

- a. Quite good              b. Attractive
- b. So so                      d. Boring

e. Any other

7. How do you thing Nepal Lever Limited should make advertisement both in NTV and Kantipur Daily Newspaper more appealing and effective

**APPENDIX-XIII**

Dear Sir/Madam

I am a student of Central Department of Management in Tribhuvan University, Kirtipur. I am writing a thesis entitled, “**Influence of Advertising on consumer’s attitude with special reference to Close up toothpaste**”. I have taken your company’s product close up as a sample so it is sure that my research work will not be completed without your kind co-operation. I would like to assure you that information obtained from your company will be used only for academic purpose in this thesis.

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

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 lumsum 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 changed

- a. Yes                      b. No

If yes, what are these reactions?

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

Years	Amount	Years	Amounts
1996	.....	1999	.....
1997	.....	2000	.....
1998	.....	2001	

7. Specially, which media do you choose to excel the sales of Close u8p toothpaste? Please rank

Electronic media	Non-electronic media
Television	Daily newspaper

Radio	Posters
Film	Hoarding board
Email and Internet	travelling display
Any other	Any other

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

TV Channel	Reason
.....	.....

9. If you advertise Close up through NTV, how much amount do you spend within a year?

10. What weight do you give to the following daily newspaper for advertising purpose? Please ant according to you preference.

- a. Kantipur Daily
- b. Gorkha patra Daily Newspaper
- c. Rising Nepal Daily newspaper
- d. Samchar Patra Daily newspaper
- e. Any other

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