

CHAPTER-ONE

INTRODUCTION

1.1 Background of the study

Advertising is a communication intended to promote the product, service or to influence the public. Advertising attempts to present the most persuasive selling message to the right prospects for the product or service at the lowest possible cost. It is a non personal form of communication conducted through the mass media aimed at a target group. It is a mass communication and is transmitted through the mass media i.e. radio, television, magazines and newspapers. Advertising is probably the most wide spread form of promotion. It is used for communicating some business information to the present and prospective customers. The communication is usually one sided in one direction from the advertiser to the public.

Advertisements usually provide information about the advertising firm, its products, product quality, place of availability, etc. The information of advertising is designed to arouse the demands of the target group. It is persuasive, controlled, identifiable, and influence the targeted audiences.

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

“Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor.”¹

The American Marketing Association, Chicago, defines advertising as “any paid form of non personal presentation of ideas, goods and services by an identified sponsor.”²

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the “brand image”. For these purposes ,advertisements sometimes embed their persuasive message with factual information .there are many media used to deliver these messages, including media such as television ,radio magazines ,newspapers bluebeard and these days internet also.

Advertising is prominent and easy identified form of promotion in international as well as domestic marketing. It is also a most widely used promotional mix. Advertising is a powerful communication force highly visible and one of the most important tools of the marketing communication that helps to

¹ S.C.Jain,*Marketing Management*,7/e,Sahitya Prakashan,Agra,1991,P.5.

² S.A. Chunawala and K.C.Sethia ,*Foundation of Advertising: Theory and Practice*,4/e, Himalayan Publishing House, Mumbai, 1998,P.5.

sell the product ,services ,ideas,images,etc.thus we can identify advertising as a form of mass communication ,a powerful marketing tool, a component of economic system ,a means of financing the mass media, a social institution ,an art form and an instrument of business management

Most economists believe that advertising has a positive impact on the economy by promoting the sale of goods and services .advertising the mass presentation of goods, service or ideas is both a universal and an indispensable marketing function .Advertising has become the part of life of any product .It is necessary not only for business organization, it is equally essential for the consumer also .Advertising reduces distribution cost, it contributes to economies of scale by creating mass market It encourages higher quality by making the public welfare of the producer's identity and provides product information .advertisers include not only business firms but also charitable organizations, social organizations and government agencies that direct message to target publics.

Role of Advertisement in Modern Business World

“Advertising is primarily a means by which sponsor communicates to prospective buyers the worth the products and services. It helps to create a non personal link between them .the role of advertising has increased in the modern era of large scale production and tough competition in the market .advertising is a basic tool of marketing for stimulating demand. It makes it possible for the introduction of mass production and the reduction of the cost production .it makes distinct contribution to the manufacturers, middle men, consumers, and society. Thus the role of advertising in the modern business world can be analyzed from four distinct angles namely –manufacturers, middlemen, consumers, and society.”³

1. Benefit to manufacturers

Manufacturers take full advantage of advertising as a major tool to popularize their product or services. Advertising has become indispensable for them. Manufacturers are prepared to spend a lot on advertising because of the following advantages they obtain.

(a) Advertising makes it possible for the manufacturer to introduce new ideas and new products. It keeps the consumer well informed about the products and services-styles, features, sizes, colors, specifications, prices, availability, instructions for use, etc.

³ Kul Narsingh Shrestha, *Marketing Communication*, 1/e, Nabin Prakashan,Kathmandu,2059,P.23.

(b) Advertising is a form of mass communication. Through advertising the manufacturer reaches a vast number of consumers and makes his product known to them.

(c) Advertising helps increase the sale of existing products by entering into new markets and attracting new customers. It expands market, increases market share, and profitability.

(d) Mass production needs mass selling which is possible only through advertising .it enables manufacturer to achieve lower cost per unit of product.

(e) Advertising helps in meeting the forces of competition in the market place. Competitive advertising of products helps the survival of manufacturers, amidst intense competitive condition.

(f) Advertising performs a function, which is in fact three-in-one .Through constant advertising helps in demand creation, maintenance of demand, and building pr steady demand. It also helps to create brand image and goodwill of the firm.

2. Benefits to middlemen

In this chain of distribution, middlemen –wholesalers and retailers act as the essential link between the manufacturers and the consumers. Their existence is justified by the functions they perform and the services they render to both manufacturers and consumers. The middlemen also obtain benefit from advertising .some of the benefits of advertising to middlemen are as follows:

(a) Advertising facilitates selling because consumers become aware of the products. It requires less effort on the part of the middlemen to convince prospects of the utility of the advertised products. As such, they can conduct more sales transactions in a lesser time.

(b) Advertising quickens the turnover, reduces risk on dead stock, and results in proportionate reduction of the overhead expenses. Advertising assures regular and permanent business to them.

(c) The middle also shares the reputation created by advertising as they are not required to spend anything on an already well advertised product.

(d) Advertising adds to the knowledge of middlemen about the product. They develop more confidence in selling the advertised product.

(e) Advertising helps middlemen in pushing up the sales of branded products. Such pushing the sales by the middlemen pleases the manufacturer. Then there is better relation of middlemen with the manufacturer, which is beneficial to both the parties.

(f) Advertising supplements the selling activities that reduce the selling cost of middlemen

3. Benefits to consumers

The ultimate of all marketing efforts is to satisfy the needs of the consumers by the benefits of productive efficiency to the final users. Advertising helps consumers in the following ways:

- (a) Advertising guides consumers in his product choice .they can compare relative worth of different manufacturer's products and come to a decision that suit their products and provide them with maximum satisfaction.
- (b) Advertising educates the consumers about new products and their diverse uses.
- (c) Advertising creates a huge demand for products that necessitates large –scale production .large scale production means lower cost per unit of output .Thus, manufacturers charge lower prices for their products from consumers.
- (d) Usually products are advertised along with their retail prices. Such an advertisement protects consumers against excessive prices being charged by unscrupulous middlemen.
- (e) Advertising provides a guarantee of the quality of products when reputed manufacturers do it .In fact many consumers may not like to buy a certain product which has not been advertised.
- (f) When products are advertised in their brand name, it makes easy buying on the part of consumers. They can ask for products by their brand names without involving themselves in a problem of choice. This can save a good deal of valuable time.

(4) Benefits to society

Advertising provides many benefits to the society. Some of the benefits are as follows:

- (a) Advertising generates employment opportunities in two senses – (1) through increased production creating more employment opportunities, and (2) through providing employment in advertising business.
- (b) Advertising educates the people about the various uses of different products and this increases their knowledge. It enables them to select the most suitable product by comparing and making their selection from the various products of different manufacturers.
- (c) Advertising increases demand for various products that necessitate large – scale production .such large –scale production implies a best utilization of the scarce economic resources.
- (d) Advertising promotes the standard of living of the peopled by increasing the variety and quality in consumption at minimum cost.
- (e) Advertising sustains the press and other media. Advertising provides a lot of revenues to press, radio, and television network. The customers are also benefited because they get newspapers and magazines at cheaper cost. There should be no

doubt that in the absence of advertising business, the press and television network might be compelled to close down.

(f)International advertising of their products by leading manufacturers helps in building up a nation's image in the international economic arena. It is an instrument of export promotions and a source of foreign exchange earning of a country.

(g)Modern advertisers advertise their products in novel ways e.g. through the use of catchy slogans, attractive pictures, interesting stories.etc.Thus, advertising promotes the development of creativity and talent in personnel engaged in advertising business.

Advertising Media

Advertising is a mass communication, which informs, persuades, and reminds the customers about the products. The basic objective of advertising is to sell something – a product, a service or idea. To attain different objectives advertising, advertisers employ a wide variety of media. The most popular media in Nepal are television, radio, newspapers and magazines.

As television commercials combine sight, sound and motion, they are more dramatic than any other form of advertising and tend excitement and appeal to ordinary products. Today, no other medium has the unique creative abilities as television has. It has the combination of sight, sound, and movement; the potential to use special effects; the empathy of the viewer; and the believability of seeing it before our eyes.

Unlike television which reaches a broad audience, the specialized programming of radio stations enables advertisers to reach narrow, highly specific audience such as urban teenagers who listen to the latest styles of popular music through FM station. Advertisers like to use radio as 'reminder' medium .it is always used in addition to, not instead of another medium. It is a mobile medium which makes appeal to the ear than the eyes .It can entertain people who are driving, walking at home or away from home. As the ad messages are presented through voice only and the listener cannot see the product and its utility, it has limited appeal. Very often people switch off their radio during advertisement. Repetition of the same advertisements make monotonous to the listener.

Perhaps, newspaper is the oldest, powerful, and the most popular media available to advertisers. The life of a newspaper may be exhausted within few minutes .Many people may read news items and overlook the advertisements appearing in the newspaper although newspapers reach all different kinds of readers.

As magazines are published weekly, fortnightly, monthly, quarterly, or annually, the advertiser cannot communicate his message to the prospects frequently like in other media. Thus, magazines are not suitable medium of advertising new products where repetitive advertising is essential.

Besides these other forms of advertisement are film advertising, internet, outdoor advertising such as posters, painted displays, electrical signs, sky writing, sandwich men, direct advertising such as postcards, circulars, booklet, catalogues, sales letter, gift novelties, sampling, etc.

1.2 Focus of the study

In advertising term, advertising media is a vehicle for carrying the sales message of an advertiser to the prospects. The development of advertising media has a significant impact on modern society. Media has provided lots of opportunities to the business world also. For advertising the product, business organization use different types of media to reach the target customer. Among them television is considered one of the major mediums for the effective advertising.

Nepal is member of W.T.O. now. As being a member of W.T.O. Nepalese products have to compete with international products globally, which are technologically more advance and cheaper in cost as compared to Nepalese to capture its own local market first in which advertisement plays vital role and television advertising is one of the most effective media. Since television advertising directly reaches the eyes and ear of the viewers. It combines the merits of both radio and cinema. It is effective for deaf and illiterate people also.

In the context of Nepal, especially in urban areas like Biratnagar most of the family own television. People spend most of their leisure period by watching television. Although the choice of television channels or television programmes vary with the viewers, but the telecast of advertisement found in almost all the channels. The viewers are also the consumers of different goods, the advertisements of which are shown in television. So we can say that the television advertisement should have certain impact on their buying habits.

The present study is focused on the effect of television advertising on the buying behavior of the customer of urban areas. The focused consumers are the people of Biratnagar sub metropolitan city who watch television in their home and who watch television. The focus of the study is how advertising through television, inform, persuade and remind the consumer about the advertised product making a deep and lasting impression.

1.3 Statement of the problem

Advertisement is probably the most widespread form of promotion. Its importance has grown rapidly in the competitive globalized market where consumers and sellers interact for the particular product or service.

Business organization use different methods of promotion. Advertising is used world wide and is used in Nepal too. The increasing competition of growing market has compelled Nepali business organization to invest abundance on promotion, i.e. advertisement, publicity, and other tools. The role of advertising appeals are to benefit to manufacturers, middlemen(wholesalers and retailers), consumers and society, resulting the shift of product demand curve upward and for this the effectiveness of advertisement is the main thing the advertisers have to consider. Selecting the effective media is the crucial task the company needs to undertake for the success of any advertisement.

Television has become an important medium of advertising in recent time. It is believed to be authoritative, influential and exciting medium. Today, no other medium has unique creative abilities as television and movement; the opportunity to demonstrate the product; the potential to use special effects; the empathy of the viewer; and the believability of seeing it before eyes.

Numbers of T.V.channels are on rise in Nepal which makes advertising easier to be reached to the ultimate users of the products. Nepal television, N.T.V.2, channel Nepal, Kantipur television, image channel, Sagarmatha television, Avenues Television, ABC Television, Terai television, National television, Himal television, Nepal one television, etc. are the Nepalese T.V. channels. Among these television channels some are solely involved on serving news and others are entertaining as well as informative. The development of satellite television and T.V. Cable networks has increased the opportunities to the business organizations.

The widely used media in western industrial nations are television, radio and internet. Although in some countries radio and television are state run and accept no advertising, in others advertisers are able to buy short 'Spots' of time, usually a minute or less in duration.⁴ In the context of Nepal advertisements are shown in private television as well as government owned media like B.BC., Aaj Tak, etc. to promote their products and services. For advertisers the most important facts about a given television are the sizes of the viewers determine the amount of money the broadcaster can charge an advertiser, and the compositions of the viewers determine the advertiser's choice as to when a certain message, directed at a certain segment of the public, should be run.

⁴Encyclopaedia Britannica. *Ultimate Reference Suite*. Chicago :Encyclopaedia Brtannica, 2009

The boundaries within which the products are intended to be sold sets limitation on the choice of media. Different people show different attitude towards the same message broadcasted or published through media. Thus the analysis of impact of any media on consumer behavior is very important for any advertiser in any country and is most important in developing country like Nepal where advertising is just in the primary stage of development. By the help of thorough analysis of such survey Nepalese business house can be move success in the field of marketing of goods and service.

So far the advertisers are advertising their products without considering the customer behavior. They do not consider the effect of advertisement on buying attitude of consumers. This is the reason that the advertisement fails to increase the goodwill of the products among the customers.

In this context there are various aspects to study. Such as consumer response towards advertising on through television, impact of television advertising of different class of customers, effective way of advertising , impact of advertisement on buying behavior of the consumer, etc. however analysis of the advertising on television ,impact on consumer behavior in urban areas is the significant issued to be researched.

Compared to different mass media television is the most popular and effective advertising media in our country. Considering the above mentioned issues into consideration following problems are identified for this study.

- ❖ Does advertisement on television have the effect on the buying behavior of consumers in urban areas?
- ❖ Does different age and class of people react differently for an advertisement shown on television?
- ❖ Does different age and class of people like different types of advertisement on television?
- ❖ Does frequency of advertisement on television have effect on different age and class of people?

1.4 Objectives of the study

The research focuses on the impact of advertising on behavior of the consumer of urban areas. Therefore, the main objectives of the study have been listed below:

- a) To find out the types T.V. advertisement preferred by urban consumers.
- b) To examine how the different group of people in urban areas perceive and react about T.V. advertisement.
- c) To analyze the effectiveness of television advertising and its impact on the buying habit of the consumer of urban areas.

- d) To know the impact of frequency of T.V. advertisement on consumer behavior or urban areas.

1.5 Research Design

The research design carried out here is descriptive and analytical based on field survey. The data collected in this study are primary in nature. The data are collected through questionnaire and interview method. The population for this study comprises all the consumers of Biratnagar who are 12 years or above 12 years of age and who watch television.

Out of this population only 80 consumers are judgmentally taken for the research including both male and female from different areas of Biratnagar. The views of people towards television advertising are noted through questionnaire as well as interview also. The collected raw data are edited, tabulated and analyzed to draw the conclusion.

1.6 Significance of the study

Advertising is significant and famous mode of promotion of business goods or service in international as well as domestic marketing. T.V. advertising has proved to be effective source of information in term of its audio-visual results than other sources.

In today's business world, the need of advertising is indispensable. Every stage of product life cycle needs advertising, volume of which may be low and high depending upon the nature and stages. Advertising increases the demand for the products and services. It helps in the introduction of mass production, installation of up-to-date machinery, and consequent reduction of cost of article. It is beneficial not only to the producer, retailer, and consumer but also to the society. This study carries the comprehensive information on the effective aspects of television advertising. It also explores the role of T.V. advertising in creating the awareness among general consumers brought by it. This study helps to generate the data to show what extent T.V. advertisement helps in buying decision of consumers.

1.7 Limitations of the study

This research work is totally based on the analysis of the primary sources of data. The limitations of the study are as follows:

- a) The study covers only on the television advertisement for the product or service.
- b) The study limited to a survey of the respondents and interview of people within the urban areas of Biratnagar city.

- c) As the study is based only on the primary data collected from the respondents whom the questionnaire is administered so its finding may not be generalized.
- d) The resources like time and money are major constraint
- e) The sample size taken for the study is small according to the subject matter.

1.8 organization of the study

This thesis has been divided into five chapters. They are as follows:

Chapter I: Introduction

Chapter II: Review of literature

Chapter III: Research methodology

Chapter IV: Presentation and analysis of data

Chapter V: summary, conclusion and Recommendations.

The introduction chapter covers background of the study, focus of the study, research design, significance of the study, limitations of the study and organization of the study.

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The second chapter focuses on review of literature. It contains the conceptual frame and review of past research study related with television advertisement.

The third chapter deals with the research methodology to be adopted for the study consisting research design, sources of data, data gathering procedure, population and sample, research variables and data processing procedure.

The fourth chapter is presentation, analysis and interpretation and major findings of primary data collected from statistical tools. The data are tabulated and findings are also discussed in this chapter. This is the major part of the whole study.

The fifth i.e. the last chapter covers the summary, conclusions and recommendations. This is suggested to all the concerned authorities and the researcher also. Conclusion of the entire study is presented in this section.

CHAPTER-TWO

REVIEW OF LITERATURE

2.1 Concept of Advertising

The word advertising is derived from a Latin word *Advertere* “which means to attention towards a specific thing. The dictionary meaning of the word ‘advertising’ is to announce publicly or to give public notice .in earlier times, ‘advertise’ meant merely to announce or to inform. Some advertisements today still do just that to provide information about birth, death, engagements with little or no intention to persuade. However, at present advertising is a communication intended to promote the product, service or to influence the public.

Advertising attempts to present the most persuasive selling message to the right prospects for the product or service at the lowest possible cost. It is a non-personal form of communication conducted through paid media aimed at a target group. It is a mass communication and is transmitted through the mass media i.e. radio, television, magazines and newspapers.

Advertising is probably the most widespread form of promotion. It is a paid publicly sponsored by the advertiser. It is used for communicating some business information to the present and prospective customers. The communication is usually one-sided in one direction from the advertiser to the public.

Advertisements usually provide information about the advertising firm, its products, product quality place of availability, etc. the information of advertising is designed to arouse the demands of the target group. It is persuasive, controlled, identifiable, and influences the targeted audiences

The simplest definition of an advertisement is a ‘public announcement’ the *American Marketing Association* has defined advertising as, “any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor.”⁵

In the words of *Kotler*, “Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.”⁶

“Advertisers include not only business firms but also charitable organizations, social organizations and government agencies that direct

⁵ Courtland L.Bovee and William F.Arens, *Advertising*, 2/e, Irwin ,Homewood, Illinois,1986.P.2.

⁶ Philip Kotler, *Marketing Management*, Millenium Edition, Prentice Hall of India, New Delhi,2000, P.578.

message to target publics. An analysis of above definitions reveals the following elements of advertising”⁷

(1)Any Form: advertising may be in any form of presentation that carries a message. The message may be visual or oral. Thus, it may be sign, symbol, a commercial on the radio or T.V, a circular dispatched through the mail or a message on the billboard or poster.

(2)Non personal Presentation: Advertising is directed to group rather than individuals and is therefore non personal. There is no face to face direct contact as in personal selling.

(3)Promotion Ideas, Goods and Services: An advertisement announces the arrival of a new product, talks, about its special features and explains the best use of the product. Thus, advertising promotes the ideas, goods, and services. No manufacturer can think of sales without advertising.

(4) Paid Form of Communication: Advertising is paid for by sponsors. Advertising activity is undertaken by some advertising agency that charges the price of advertising. Advertising is directly paid for as against the publicity.

(5)Identified sponsors: an advertisement is sponsored by some sponsor. The sponsor is identified by the firm’s name, a brand name or both. As it is paid, the sponsor has control over the form, content, and scheduling of the advertisement. In short, advertising is the non personal communication usually paid for by the advertiser and delivered through mass media in order to reach the target audience.

Advertising is not neutral or unbiased. All the advertisement that appear are controlled by the advertiser and are intended to serve the advertisers interest in some or any ways.

Advertising has gained much attention because it is the best known and most widely discussed form of promotion and is very important promotional tool. There are several reasons for this. It can be a very cost effective method to reach a large audience. It can also be used to create images and build symbolic meanings for a company or brands.

Most of the advertising is designed to stimulate people to buy a particular branded product offered for sale by a particular seller despite. Some widely held misconceptions, advertising alone work no miracle. Since it is an important element in modern marketing process, it can generate consistent profitable result only when the entire structure is sound and coordinated. “Advertising alone almost never ‘sells’ products, services, or ideas. It helps to sell through persuasion. For any reason, if a product is not available in the distribution outlet the “greatest advertisement” can’t sell this product. If the consumer perceives

⁷ Shrestha, Op.Cit.P.32.

that product is overpriced or does not meet their requirement than advertising won't be able to sell such a product. No amount of advertising will persuade consumer to buy a bad product a second time. Advertising can't sell anything if that is not perceived by the audiences as needed, wanted or desired"⁸

Many experts believe that advertising has important economic and social benefits. However, advertising also has its critics who say that some advertising is deceptive or encourages an excessively materialistic culture or reinforces harmful stereotypes. The United States and many other countries regulate advertising to prevent deceptive ads or to limit the visibility of certain kinds of ads.⁹ Some economists believe that advertising is wasteful. They argue that the cost of advertising adds to the cost of goods and that most advertising simply encourages consumers to buy one brand rather than another. According to this view, advertising simply moves sales from one company to another, rather than increasing sales overall and thereby benefiting the economy as a whole.

The importance of advertising has been summed up in the pithy statement 'Advertising is telling and selling.' Now day advertising has become a major form of selling. Hence advertising is essential for manufacturer, wholesaler and retailer in order to influence their consumer's behavior to obtain the desired sales. In this sense we can conclude that no market in any part of the world is imagined without advertisement.

Not only the advertisers, advertising benefits the customer too. Customers come to know about products, get the information about the product availability. Advertising makes mass distribution possible, expands the market and creates market for new products. Consumer gets post purchase satisfaction because there is advertising, consumer gets a wide choice. It makes competitive economy possible.

2.2 Brief History of Advertising

"Advertising by word of mouth is probably the earliest form of advertising, because oral skills were developed before reading and writing. Advertising was given the commercial status the day man entered into the process of exchange."¹⁰

⁸ S.H.H.Kazmi and K.B.Satish, *Advertising and Sales Promotion*, 2/e, Excel Books, New Delhi, 1992, P.12

⁹ Robbs, Brett. "Advertising" Microsoft® Student 2008 [DVD]. Redmond, WA: Microsoft Corporation, 2007, Microsoft ©Encarta©2008.

¹⁰ C.N. Sontakki, *Advertising*, 2/e, Kalyani Publishers, New Dehli, 1994, P.108.

In the ancient and medieval world such advertising as existed was conducted by word of mouth. The first step toward modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century weekly newspapers in London began to carry advertisements, and by the 18th century such advertising was flourishing. The great expansion of business in the 19th century was accompanied by the growth of an advertising industry; it was that century, primarily in the United States that saw the establishment of advertising agencies. The first agencies were, in essence, brokers for space in newspapers. But by the early 20th century agencies became involved in producing the advertising message itself, including copy and artwork and by the 1920s agencies had come into being that could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media.¹¹

Evolution of Advertising¹²

Advertising evolved and changed according to the needs of the society and progress of the country. Modern advertising is largely a product of 20th century. The development of technology and research has led to increase sophistication in advertising in recent decades. During ancient and medieval times, advertising was crude if measured by present day standards. However the basic reason for using advertising was the same than as it is now.

The recorded history of advertising comes a period of about 5000 years including the modern satellite and internet age. Our knowledge of advertising in ancient times is in fragments. Nevertheless it seems that the urge to advertise has been a part of human nature since ancient times.

It is not a new phenomenon; its evolution has been dynamic. It originated with the beginning of commerce. The economic prosperity and changing consumer needs in the market have greatly influenced its evolution. The evolution of advertising has been presented under the following head:

(1) Early Advertising

The history of advertising takes us into the dim past many centuries ago. People used primitive hand tools to produce goods. They lived in small, isolated communities where artisans and farmers bartered goods and services among themselves. Advertising by word of mouth was probably the earliest form of

¹¹ Encyclopedia Britannica. *Ultimate Reference Suite*. Chicago:Encyclopedia Britannica,2009.

¹² Monle Lee and Carla Johnson, *Principles of Advertising*, Viva Books, New Dehli, 2003, pp.13 -16.

advertising, which began as soon as one man desired to barter with another. Distribution was limited to how far people could walk and ‘advertising’ how loud they could shout. Town criers were circulating news about products for sale as well as news of current happenings. Still peddlers and street hawkers use spoken publicity.

Eventually Greek and Roman merchants expanded contact with other societies. And with the development of more sophisticated tools and division of labor, people achieved a higher level of production. These factors created a need to advertise their product availability. Merchants hung carved signs in front of their shops as passerby could see what products were being offered. These signs generally consisted of illustrations or symbols of the products advertised. Thus, town criers and signs were used to carry information for advertising products and services well before the development of printing.

(2)Early Printed Advertising

The most important development in the history of advertising was the introduction of the printing press in the 1450s. Movable letters provided the flexibility to print in local dialects. This new technology made possible the first formats of advertising –posters, handbills and signs-and enabled the development of first mass medium –newspaper.

The printed advertisements first appeared in 1472 in England, which was a handbill tacked on church doors in London announcing a prayer book for sale. The first printed newspaper “The Weekly News” was published in 1622 in England.

The invention of printing revolutionized the advertising but newspaper gave it the necessary medium for its very rapid growth. Most early newspaper advertisements were in the form of announcements. The first ad offering coffee was made in a newspaper in England in 1652. Chocolates and tea were first introduced through newspaper ads in 1657 and 1658 respectively in England.

The first daily in England was the “*Daily Courant*” published in 1702. The first weekly newspaper published in America was the “*Boston Newsletter*” which appeared in 1704. Competitive advertising came much later in 15th century when various ads attempted to convince the reader about the advertised product’s superiority over other similar products. Printed advertising in newspaper and magazines was in general use towards the middle of the 18th century in England and America.

(3)Development of Modern Marketing

Although Americans are the forerunners of modern advertising, it had its roots in England. The industrial revolution, the expansion of the communication and transportation systems and education, the growth of newspaper and magazine – all these contributed to the development of advertising.

In the mid 1700s, the Industrial Revolution began in England and by the early 1800s, it reached America. Machinery began to replace animal power. Manufacturers could mass produce goods with uniform quality. Mass-production needed mass consumption. Producers soon realized the tremendous value of advertising, which helped them sell the goods.

Prior to introduction of photography in 1839, products were depicted by handcrafted woodcut or engraved metal drawings. Photography added more credibility. Ads could show products, people, and places as they really were, rather than as an artist visualization them. In 1840s manufacturers began using magazine ads to reach the mass market and stimulate mass consumption.

In 1841 Volney B. Palmer started advertising agency in U.S.A. He contacted with newspaper for large volume of advertising space at discount rates and then resold the space to advertisers at a higher rate. The advertisers prepared ads themselves. In 1890 N.W.Ayer and Son became the first modern advertising agency in Philadelphia as advertising agency doing planning, creating, and executing complete ad campaigns for commission or fees from advertisers. The growth of newspapers and magazines contributed to the development of advertising.

Other important communication devices invented in the late 19th and early 20th centuries –telegraph, telephone, typewriter, and motion pictures enabled people to communicate as never before.

(4)Development of Advertising in 20th Century

In the 1920s, after World War I, the era of salesmanship arrived. Full color printing became the norm, and magazine advertisers employed it lavishly.

Advertisers adopted the electronic media for their function in the beginning of the 20th century. From its inception in 1920, radio rapidly became the world's primary means of mass communication and a powerful new advertising medium. Television became a major source of advertising in 1950. It has become more popular medium of advertising today in the world because of its advantages of visual and oral presentation. The sound and vision of televised advertising influence audiences.

(5)Development in the Information Age

The explosion of new technology in the last decade of 20th century affected advertising considerably. With cable television and satellite receivers, viewers can watch channels devoted to single types of programming such as straight news, tele shopping, movies, music, sports, or comedy. This has transformed television from the most widespread of mass media to a more specialized 'narrow casting' medium. Now manufacturers can use television to reach audiences with select interests.

Computer technology has a great impact in advertising too. Personal computers, modems, electronic mail, electronic boards give advertising new media for reaching potential customers. But these options largely replace print media, and their advertising tends to be informative rather than image oriented.

2.3 History of Advertising in Nepal

The history of Nepalese advertising is short in comparison to the history of advertising in the world itself. In Nepal the concept of advertising has come up in the time of Rana Regime.

From the review of literature related to history of advertising in Nepal, it is found that the first advertisement appeared in 1919 B.S. on the cover of the Book 'Mokshashiddhi'. It was about the fourth coming book of Krishna Giri. Later the advertisement of Gorkha Bharat Jeevan and Sudhasagar newspaper appeared respectively.

After the emergence of Gorkhapatra in 1958 B.S. it published the rate of advertisement on its first issue, which motivated the businessman, business houses, and traders to advertise their goods. During that time, public announcement and Notices were in the form of advertisement.

1984, when the notice opening of petrol shop in Kathmandu was published in Gorkhapatra, it also motivated others to join the newspaper for advertising. This might be the first commercial; advertising of Nepal. From that particular day onwards the advertisements started publishing in Gorkhapatra.

After the newspaper advertisement, Radio advertisement was heard in magh 2007, a pre-democracy announcement on Prajatantra Nepal Radio (Democracy Nepal Radio) established at the surrounding of Biratnagar Jute Mills Biratnagar. After then in Chaitra 2007 B.S. a broadcasting station was established in Singh Durbar Kathmandu under the name of Radio Nepal. Later a kind of agreement was made that the government should provide the advertisement to the newspaper and radio.

“The first advertising agency “Nepal Advertisers” was established in 2017 B.S. Then only the advertising business got the path of development. The advertisers were very far at that period. The advertisements were only about the official notices and information. Advertising was seldom done in private newspaper. Radio and newspaper did not feel the advertising agencies necessarily. The Nepal advertiser established in 2017 had only limited service area. It provides press cutting service instead of artistic and attractive advertising in newspaper and magazine.”¹³

¹³ Dahal Mitrasen , *Nepalma Bigyapan Byabasaya Smarika*, 2049 (AAAN) P.249., adopted from Arjun Rijal, *Advertisement impact on brand choice of convenience goods, degree dissertation*, submitted to office of the Dean, Faculty of Mangement, Tribhuvan University,2007,P.43.

In 2020B.S. ‘Nepal Printing and Advertising’ another Advertising Agency has been established. This agency started the advertising service to Nepal Bank Ltd, Janakpur Cigarette Factory, others government and non-government offices. This agency provides the both services of printing and advertising.

Television medium of advertising was developed much later in the 2041B.S. After the establishment of Nepal Television, Nepal Bank Ltd, sajha yatayat , Nepal Brewery started the advertising by highlighting the image of the product. They felt that advertisements are to generate the brand image. With the development of different types of media, advertising also flourishes day by day. There are so many advertisements of products and services on the television, radio, and popular press today, which were not there only a few years ago.

(2.4) Objective of Advertising

Advertising is a mass communication, which informs, persuades, and reminds the customers about the products. The basic objective of advertising is to sell something –a product, a service or an idea. Different authors have noted the objectives of advertising differentially. Advertisers have no single objective.

Advertising’s primary objective is to increase sales. Broadly speaking, it seeks to (a) modify behavior in such a way as to stimulate sales; (b) increase acceptance of a product, a service, or an idea, (c) prompt action, or (d) create goodwill.¹⁴

The objective of advertising is to make the people aware about the product and to maximize the sales. The whole advertising campaign highlights the concept of sales promotion. An advertising campaign should have one or more objective. Objectives help the marketing firm to determine what is to be achieved through the advertisement campaign.

The objective of advertising can be one or a combination of the following goals.

- a) To introduce new product or service.
- b) To persuade customers.
- c) To maximize sales.
- d) To educate the customers.
- e) To help middlemen.
- f) To maintain sales.
- g) To counteract competition in the market.
- h) To attract the investors and the distributors.

¹⁴ David j. Schwartz, *Marketing Today, a basic approach*, 2/e, Harcourt Brace Jovanovich, Inc., USA, 1997, P.467,

- i) To help other promotional tools.
- j) To make a positive business image.
- k) To make a special offer.
- l) To expand the market to new buyers.

(2.5)Types of Advertising

With reference to whom the advertising is aimed at, advertising can be broadly divided into two categories.

- a. Consumer advertising
- b. Trade advertising

Different types of advertising try to reach different target audiences.

The type of advertising varies according to the use. Consumer advertising is directed at the public whereas trade advertising is directed at the wholesaler or distributors who sell the product to the public.

a. Consumer Advertising

Consumer advertising usually aims to create awareness among the public of a product or service, or it tries to build loyalty to a product or service. Most of the advertising in the mass media television, radio, newspaper and magazines are consumer advertisements. Consumer ads are aimed to educate the consumers for the product by the manufacturer of the product or the dealer who sell the product.

b. Trade Advertising

Trade advertising is used to promote products to resellers encouraging them to stock the huge amount of product. Unless the product is available with the retailers consumers will not be able to purchase it. Manufacturer emphasizes the profitability to retailers and the consumer demand that will ensure the high turnover of the product.

In case of the mass distributed product the manufacturer is interested in increasing the number of retail stores that stock the brand. The objective is to achieve maximum distribution. In this situation the advertising is aimed at creating brand awareness among re-sellers which is followed by sales people or by offering some trade incentives.

Besides these two types, scholars have proposed various approaches to classifying the vast variety of advertising. Depending upon the sponsor, the target audiences and the major objectives of the advertising, it can be categorized into government advertising, corporate or institutional advertising, commercial and non commercial advertising, action and awareness advertising, non product advertising, professional advertising, industrial advertising, personal/ individual, advertising, social advertising, etc.

(2.6) Functions of Advertising

The main purpose of advertising is to draw an attention of people towards particular products, service or ideas. However, in today's world of competition, it is not enough for the advertisements to draw the attention of buyers. They should be able to persuade the consumers to use the advertised products, services or ideas. The role of advertising depends on how much important is attributed to advertising relative to other promotion mix elements in the company's marketing program.

The basic function of advertising is to bring something deliberately to the notice of someone else. However its another function is to create a advertisements help in producing psychological effect and can help in changing only mental state of audience and predispose them towards the purchase of advertised product or service.

In this competitive business world advertising is essentially a form of communication and its fundamental responsibility is to convey desired information to the targeted audience. In general these functions are described as marketing, communication, education, social and economic functions.

I. Marketing Function

For a managerial definition, marketing has often been described as 'the art of selling products.' Any company manufactures and sells the products in the market for the purpose of generating profit. To increase their sales or profit companies develop their own marketing strategies which are determined by the particular way company combines and use various marketing elements. This marketing mix includes a variety of elements described as the 4ps and generally categorized under the heading of product, price, place and promotion.

Advertising falls in the promotion category and is part of the promotional mix. It is used to sell or win acceptance of company's products, services and ideas by delivering the message through the mass media to a large group of people in a short span of time.

ii. Communication Function

Communication of information is one of the basic functions of advertising. The advertisements published in newspaper, magazine, legal notice, notice broadcasted by the radio and television are playing the role of communication in advertising.

Advertising is itself to communicate some message to a group of people. The main objective of advertising is to communicate the basic message or knowledge to the consumer so that they can use their product.

iii. Education Function

Educating people is another function of advertisements. By reading, hearing or watching advertisement people learn about the products, feature of products and the way how the products can be used/ operated.

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, energy conservation and deforestation.

Iv. Social Function

Advertising justifies its existence when used in the public interest. Advertising is important to society. It helps to reform the society in long term perspective. It is one of the modern society's most visible aspects. It helps to improve the standards of living. It provides the opportunities to select the product that can best match the social needs. The advertisement relating to the social issues to reform the society has led to important social and legal changes.

v. Economic Function

Advertising is important for economic growth. Advertising makes the consumers conscious about the products. It provides the complete information about the new equipment/technology /price and other various economic issues to the users. Advertising also reduces the cost of distribution and the boredom of personal selling. This results the lower cost and higher profit.

(2.7)Advertising Media

Media supply the vehicle for the advertising messages, carrying them to the right viewers, readers, listeners or passer-by¹⁵. Media consists of channel for carrying the intended advertising message to a selected audience. Advertising messages travel through the various Media. The advertising media carries the advertising of the company that manufactures a product and services to the customers who wish to buy it.

“Advertisement is an efficient tool to reach numerous buyers at low cost. It uses various media for delivering messages. They are-

- (I) Print media: Newspapers, journals, newsletters, brochures.
- (II) Visual media: Billboards, displays, point of purchase display.
- (III) Audio media: Radio, tape recorder.
- (IV) Audio visual media: Television, videotapes, cinema.
- (V) Internet: Email and websites.”¹⁶

¹⁵ Frank Jefkins, *Advertising Made Simple*, Rupa and Co by arrangement with Heinemann: London, 1983, P.195.

¹⁶ Dr. Govind Ram Agrawal, *Marketing Mgmt. in Nepal*, M.K. Publishers and Distributors, Kathmandu, Nepal, 2007, P.363.

After the restoration of democracy in 1990 A.D., media sector has progressed a lot in Nepal. After this many newspapers, magazines, F.M. stations and television channels flourished in the country. They are playing an important role in the area of communication like wise with the development of media the advertising sector has also developed rapidly.

Television Advertising

Television has become an important medium of advertising in recent time. Today, the medium of television is available to advertisers in two forms: Broadcast television reaches its audience by transmitting electromagnetic waves through the air across some geographic territory. Cable TV reaches its audience through wires.

Television is a means of reaching a mass audience. Today, no other medium has the unique creative abilities as television has. It has the combination of sight, sound, and movement; the opportunity to demonstrate the product; the potential to use special effects; the empathy of the viewer; and the believability of seeing it before our eyes. Broadly there are two types of advertising namely 'sponsored program' and 'announcement'. Sponsored program is the type of the telecast where a story, plays, songs, serials, and films are sponsored by the advertisers who pay for the time. The major advantage of sponsored program to the advertiser is – it builds prestige to the advertising company and the products. Announcement is presented to the viewers between the sponsored programs and program breaks. In this, the advertiser pays for the time of advertisement. Majority of the advertisers goes in for this type due to economy and flexibility.

The expenditure on television ad has increased tremendously. Consumer non-durables are preferably advertised on the T.V. Toiletries and cosmetics are big spenders on T.V.

Television is one of the most preferred media in Nepal. The history of television broadcasting in Nepal has not been so long. It was started on August 13, 1985 with the view to cover Kathmanu Valley. Now there are almost a dozen Nepalese T.V. channels in existence and few more are in process to be broadcasted. Television plays significant role in delivering the advertisements and the advertisement broadcasted by the Television has high impact on the consumer behavior as the ads shown on T.V are more attractive and convincing in comparison to ads delivered by the radio and print media. Development of cable network and increasing T.V. channels create competitive situation in advertising business and improving the quality of advertisement.

(2.8) Effective Advertising

Effective advertising refers to informing the public about the right product at the right time through the right medium. Delivering the right message through a wrong medium at wrong time would be a definite wastage of time, money and resources.

Effectiveness depends upon using the “best” medium and the best message, considering promotion objectives, the target markets and the funds available for advertising.¹⁷ Media selection decision refers to the selection of specific medium of advertising such as newspaper, T.V., radio and outdoor media. According to the nature of the product or services the media selection is to be done for effective advertising. The objective and the strategy of the advertising are to be determined. The size and the characteristics of the audience is to be measured geographical coverage of the media is to be analyzed. The effectiveness of the particular media in the particular area is to be measured, similarly the cost benefit analysis to be calculated for the advertising effectiveness. Each medium has advantages and shortcomings that must be weighed in the selection media for an advertising campaign.¹⁸

2.9 Advertising Effectiveness Research¹⁹

The following tests are used to measure total effectiveness of the advertisement. They are conducted to measure recall value and recognition value of the ad, and are therefore based on the consumers’ memory. Viewed thus, recall tests and recognition tests are the two major types. However there are five popular tests in use:

1. Recall tests

Respondents are given some contextual cues or hints on the basis of which they are expected to recall the advertisement. The hint could be the name of the newspaper or T.V. programme that carried the ad. The ad effectiveness is measured on the basis of the amount of ad-related information recalled by the respondent.

2. Recognition Tests

They measure effectiveness of ads in print media and sometimes in T.V. A copy of the newspaper (print media) is given to the respondents and asked to recognize the subject ad amidst the cluster of ads thereon.

¹⁷ E.Jerome McCarthy and William D.Perreault, Jr., *Basic Marketing –A Management Approach*, 9/e, Univarsal Books Stall, New Delhi, 1988, P.442.

¹⁸ Leon G Schiffman and Leslie Lazar Kanuk, *Consumer Behavior*, 8/e, Pearson Education (Singapore) Pvt.Ltd. Indian Branch, New Delhi, 2005, P.347.

¹⁹ Arhan Sthapit, *Marketing Research*, Taleju Prakashan, Kathmandu, 2007, P.166.

3. Persuasion Tests

They are also known as forced-exposure, brand –preference change. Pioneered by Horac Schwerin and Paul Lazarsfeld in the 1950s, such tests measure the change in brand preference after watching an advertisement in a theatre or any public shows. Forced exposure tests recruit respondents by telephone and ask them to come to a central location to preview T.V. programming. They would respond to a set of demographic and brand /product- usage questions that appear on the screen.

4. Purchase Behavior Tests

Such tests may be administered through the two methods: (a)coupon-stimulated purchasing, and (b)Split –cable tests:

(a)Coupon -Stimulated Purchasing

A group of shoppers are intercepted in a shopping centre location, and randomly assigned to test or control groups. The test group is exposed to TV or radio commercials or print ads. Both groups are given a customer code number and a packet of coupons, including one for the test brand, which can be redeemed in a nearby cooperating drugstore, or supermarket, depending on the product. The selling effectiveness score is the ratio of purchases by viewer shoppers divided by the purchases by control shoppers. Purchases are tracked by scanner data.

(b)Split-cable Tests

Such operations monitor the purchases of panel members as well as in –store information such as special prices, features and displays. An additional capability of split cable testing makes it extremely important in advertising research. Panelist has a device connected to their TV sets that not substitute one ad for another in what are called ‘cut- ins’. Thus, a host of tests can be conducted, such as the impact of specific commercials, sets of commercials, advertising budget levels, the time of day or the programme in which the ad appears the commercial length, or the interaction with promotional programmes.

5. Tracking Studies

When a campaign is running, its impact is monitored via a tracking study. Periodic sampling of the target audience provides a time trend of measure of interest. The purpose is to evaluate and reassess the advertising campaign, and perhaps also to understand why it is or is not working. Among the measures that often are traced are advertisement awareness of elements of the advertisement,Perhaps also to understand why it is or is not working. Among the measures that often are traced are advertisement awareness of elements of the advertisement, brand awareness, believes about brand attributes, brand image, occasion of use, and brand preference.

(2.10) Advertising and Consumer Behavior

“The aim of marketing is to meet and satisfy target customers’ needs and wants. The field of consumer behavior studies how individuals, groups, and organization select, buy, use, and dispose of goods, service, ideas or experience to satisfy their needs and desires.”²⁰ Advertising is one of the marketing activities which have a direct relationship with the consumers. The consumers are guided to purchase a product or to be motivated towards the product by advertising itself.

In order to succeed in any business and especially in today’s dynamic and rapidly evolving market place, marketers need to know everything they can about consumers, what they want, what they think etc. Thus, for the successful planning and implementation of advertising, the study of consumer behavior in every stage of advertising is essential.

In today’s competitive world, consumers have so many choices to make. Business growth depends significantly on loyal consumers who purchase the product repeatedly. But first, companies have to bring consumers into the stores. They can do this by marketing as a combination of advertising and selling. Through its various forms advertisement disseminates the useful information, relative merits and special features of the products and services to the consumers which influence the psychology of the consumers and ultimately the behavior of the consumers. The main concern of the advertiser is to bring about attitude changes on the part of the consumer, for this an advertiser has to necessarily know the intricacies of buyer behavior. In general, we can say that the ultimate intension of any advertising is to influence the purchase behavior of consumers, in a way favorable to the advertiser.

3.1 Review of Previous Studies in Nepal

There are some similar studies which had been conducted previously about advertising research. The related literatures of previous research work are also reviewed. From the literature of previous studies conducted by different people, various ideas are gained and utilized in the betterment of the study.

Narendra Kumar K.C. in his research titled-“Advertising through electronic and non –electronic media and impact on consumer behavior” had main objective to identify the effective media among electronic and non-electronic media. More specifically the study had focused the following objectives.

- a. To evaluate the impact of electronic and non –electronic media of advertisement on consumers buying behavior.

²⁰ Kotler, Op. Cit. P.578.

- b. To find out appropriate media preferred by consumer among electronic and non electronic media of advertisement.
- c. To know the impact of advertising on sales.

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

- a. Advertising is the key tool to motivate and persuade the consumers.
- b. Some commercials are more appreciated and others lesser appreciated by the consumers that indicates that all media are not equally effective to boost up sales of the product advertised.
- c. Among the different electronic media like television, radio, film, email and internet, the most popular medium for promoting sales is the television.
- d. Majority of respondents agreed that they get exact message about product and service by the advertisement which indicates that people have positive attitude towards the advertisement.

Similarly Kanchan Dahal in the study “Effect of Advertising on Buyers’ Behavior” had the main objective to find out how advertising affect the behavior of the buyer. The objectives of the research work are listed below.

- a. To examine popularity of advertising.
- b. To analyze the effectiveness of advertising.
- c. To identify people’s reactions to the advertising.
- d. To examine the factors that influence people to buy the particular product.
- e. To examine how advertising enhance the sale of a product.
- f. To find out the relationship between consumers’ attitude towards advertising and buying decision

The research was based on primary data. The major findings of the study are presented below.

- a. Consumers have positive attitude towards advertising but they are skeptic on the performance of the product as claimed by ads.
- b. Majority of people have the habit of watching and hearing advertisement out of them women are more curious than men in watching advertisement.
- c. Majority of people prefer frequently advertised products so a product needs frequent advertisement in order to run successfully.
- d. In context of means of ads majority of people prefer television than other means of advertising like newspaper, radio, etc which shows that TV plays crucial role in advertising.

- e. People like musical advertisement than the advertisement with good wording.

The main extract of these previous studies is that advertising is a popular means to enhance sale of any product. The objective of above mentioned studies is to analyze the effectiveness of advertising on consumer behavior. The present study “Advertising on Television: impact on consumer behavior in urban areas.” has tried to find out the impact of T.V. advertisement on the buying behavior of consumer of urban area.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research design carried out here is descriptive and analytical based on field survey. The data collected in this study are primary in nature. The data are collected through questionnaire and interview method. The population for this study comprises all the consumers of Biratnagar who are 12 years or above 12years of age and who watch television.

Out of this population only 80 consumers are judgmentally taken for the research including both male and female from different areas of Biratnagar. The views of people towards television advertising are noted through questionnaire as well as interview also. The collected raw data are edited, tabulated and analyzed to draw the conclusion.

3.2 Sources of Data

The data used in this study are primary in nature. Consumers of Biratnagar who are also the viewers of television are sources of data. Data has been collected from the respondents of various areas of Biratnagar. Questionnaire method is followed to collect data and respondents are interviewed when necessary.

As required by the study some secondary data are also collected. Important information related to the study is gathered from relevant books, previous studies and other publications to get insight on the subject matters and for conceptual clearance for betterment of the study.

3.3 Data Gathering instrument

The primary data are gathered through the use of questionnaire. A set of structured questionnaire was designed for the purpose of collecting the required data. In addition to this for the collection of the data personal interview of respondents has also been conducted wherever needed. According to the objective of the research questionnaire are developed as the instrument of the data collection. The questionnaires contain the closed end including yes/No type, multiple choice questions which are designed to find out type of advertisement preferred by different target respondents, the opinion of respondents towards TV ad and its influence on them.

3.4 Sampling Plan

The data are collected using sampling method. In this section, the population of the study, sample size and sampling procedure are described.

3.4.1 Population

The population of the study comprised all the consumers of 12 or more than 12 years of age who are resident of Biratnagar city and viewers of television also.

3.4.2 Sample size for the study

Since the population for this study is very large it is difficult to study the entire population. Therefore out of this population only 80 respondents are judgmentally taken for the study including both male and female.

3.4.3 Sampling procedure

The sampling technique used is judgmental sampling. The respondents of the sample were selected from the several places of Biratnagar Viz. ward no-6,13,15,16,17,18,19,20.

3.5 Data processing and Tabulation

The collected data are edited for accuracy. Then for a number of questions on the questionnaire, information, categories i.e. types of advertisement preferred and classes of respondents according to gender, age, education level are established. The data are accordingly put in these categories.

Different sets of tables have been prepared for every important question. For tabulation of data simple listing method is used. The results are summarized to present the findings in easier understood format with the help of percentage method. The collected primary data are presented with the help of univariate and bivariate method of tabulation for convenient and informative presentation of data.

3.6 The Data Analysis Procedure

The study uses descriptive and analytical approaches in analyzing the data. The facts and figures collected and tabulated in different tables are analyzed by simple method of percentage. The difference between the percentages of each class is evaluated. Various statistical diagrams such as Pie chart, Column chart are used for further elaboration of the information shown on the table.

3.7 Reliability and validity of data

The questionnaires developed by the researcher in this study are consistent for all the respondents. All the respondents are asked the same questions and the data are collected by the researcher himself which made the research reliable and also the misunderstandings of questions are made clear by the researcher at the time of data collection. In addition to the filling of the questionnaire the respondents are also interviewed where necessary for reliability and validity of data.

CHAPTER IV

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

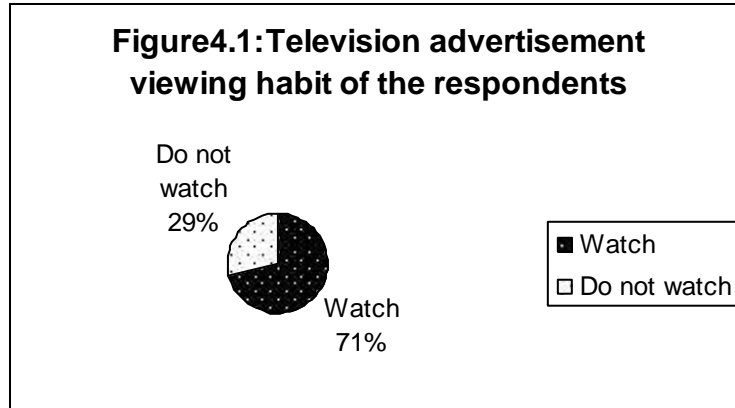
This chapter is incorporated with presentation, analysis and interpretation of data. The data and information related to impact of television advertising on the consumer behavior in urban areas are collected from consumers of Biratnagar Sub-metropolitan and presented, analyzed and interpreted in this chapter for attaining the stated objectives of the study. Analysis is done according to gender, age and educational level.

Table 4.1
Television advertisement viewing habit of the respondent

RESPONSE	NO.OF RESPONDETS	PERCETAGE
Watch	57	71.25
Do not watch	23	28.75
Total	80	100

Source: Field Survey- 2011

The television advertisement viewing habit of people of Biratnagar City is shown in the above table. The table clarifies that most of the television viewers watch television advertisement. Out of 80 respondents 47 respondents watch television i.e. 78.33% respondents replied that they watch television advertisement. They responded yes towards the question do you generally watch television. Most of them said that if any one watch television he or she obviously watch the television advertisement. Other 21.67% replied that generally do not watch advertisement on T.V. and added that they often change the channel when advertisement broadcasted in the T.V. The results are shown in the following pie chart also.

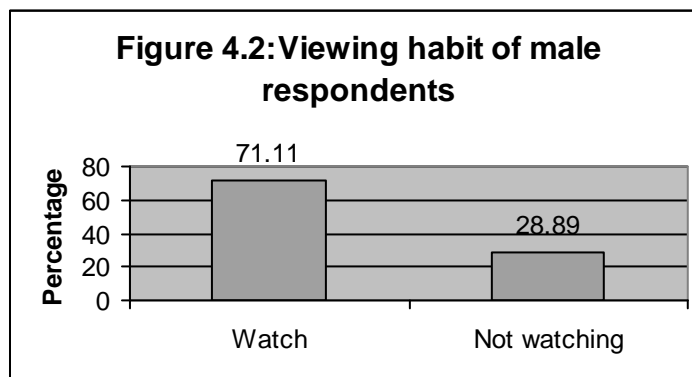


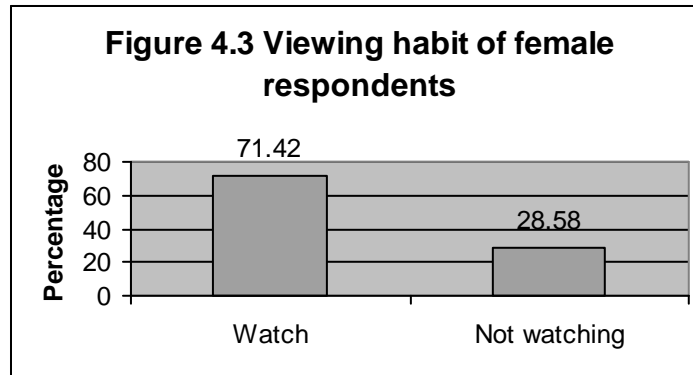
**Table 4.2
Gender wise viewing habit of respondents**

HABIT	MALE		FEMALE	
	No. of respondents	Percentage	No. of respondents	Percentage
Watching	32	71.11	25	71.42
Not watching	13	28.89	10	28.58
Total	45	100	35	100

Source: Field Survey-2011

The table separates the viewing habits of the respondents according to gender. It is found that among 45 male respondents 8 respondents said that they do not watch the advertisement which is 28.89% of the male respondents' number. Among all the 35 female respondents asked, except 10 i.e. 28.58% all other female accept that they watch T.V. advertisement. Thus 71.11% male and 71.42% female candidates are habitual of watching T.V. ad. The data are shown in the column diagram as below.





From the above data we can conclude that most of the people watch television advertisement so for the advertisement of a product television can be one of the suitable medium for the target consumers.

**Table 4.3
Preference of different types of T.V. advertisement**

Types Of Advertisement	No. Of Respondents	Percentage
Musical	18	22.5
Funny	36	45
Simple	11	13.75
All types	15	18.75
Total	80	100

Source: Field Survey-2011

The table 4.3 shows the preference of different types of T.V. ads among the viewers. To find out the type of ad people prefer the respondents are what kind of advertisement you like on T.V. generally and most of them replied funny. Out of 80 respondents, 45% like funny ad. Similarly 22.5% respondents prefer musical ad. Among the respondents 11 people replied that they like simple types of ad which is 13.75% of the total. Similarly 18.75% do not have specific choice of ad, they like all types of ad shown on television. The data are also shown in the following pie chart.

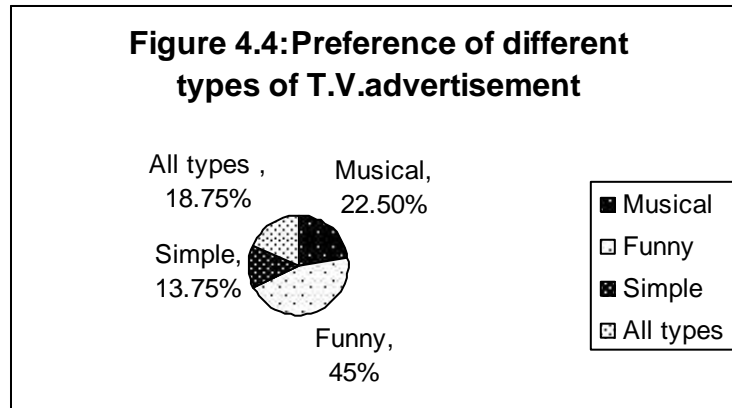


Table 4.4
Age wise preference of different types of T.V. advertisement

TYPES OF A.D	BELOW 16		16-25		26-35		36-45		ABOVE 45	
	No of Res.	%	No of Res.	%	No of Res.	%	No of Res.	%	No of Res.	%
Musical	6	42.86	6	33.34	3	17.64	2	13.33	3	18.75
Funny	5	35.72	10	55.56	12	70.60	7	46.67	5	31.25
Simple	0	0	1	5.55	1	5.88	3	20	3	18.75
All types	3	21.42	1	5.55	1	5.88	3	20	5	31.25
Total	14	100	18	100	17	100	15	100	16	100

Source: Field Survey- 2011

The above table represents the age wise preference of respondents towards various types of T.V. advertisement. The major objective of the study is to analyze the choice of different age groups towards the different types of T.V. advertisement. The age of respondents are divided into 5 groups as, below 16, 16-25, 26-35, 36-45, and above 45 years.

The majority of the respondents of the first group i.e. respondents below 16 years like musical advertisement. Among the 14 respondents of this group, 6 respondents replied that they prefer musical advertisement which is 42.85% of the total respondents of age below 16 years. Other 5 like funny advertisement which is 35.72%. 21.42% respondents from this age group like all types of advertisement no one replied that they like simple type of advertisement. Most of the respondents of the second group i.e. 16-25 like funny advertisement. Among the 18 respondents 55.56% people like funny advertisement, 33.34%

respondents like musical advertisement. Among respondents of this group 5.55% like simple type of advertisement and same percentage of respondents prefer all types of television advertisement.

Similarly among the 17 respondents of age group 26-35, 12 respondents like funny advertisement which is 70.69% of the total respondents of this group. Similarly 5.88% respondents like musical advertisement. Again other 5.88% people like simple and same percent of the respondents like all types of advertisement from this group. From the age group 36-45, 15 respondents are questioned. Among them 46.67% people like funny advertisement, 20% people like simple advertisement, 13.35% respondents like musical type of television advertisement. The percentage of the respondents having preference towards all types of advertisement is 20% in this age group. In the age group, above 45 years, among the 16 respondents, 31.25% like funny advertisement. Similarly other 31.25% of the respondents like all types of advertisement. Among this group, 18.75% like musical and same percentage of people like simple types of advertisement.

Thus from above data we can say that respondents below 16 years age like musical advertisement but all other respondents except this age level prefer funny advertisement the most.

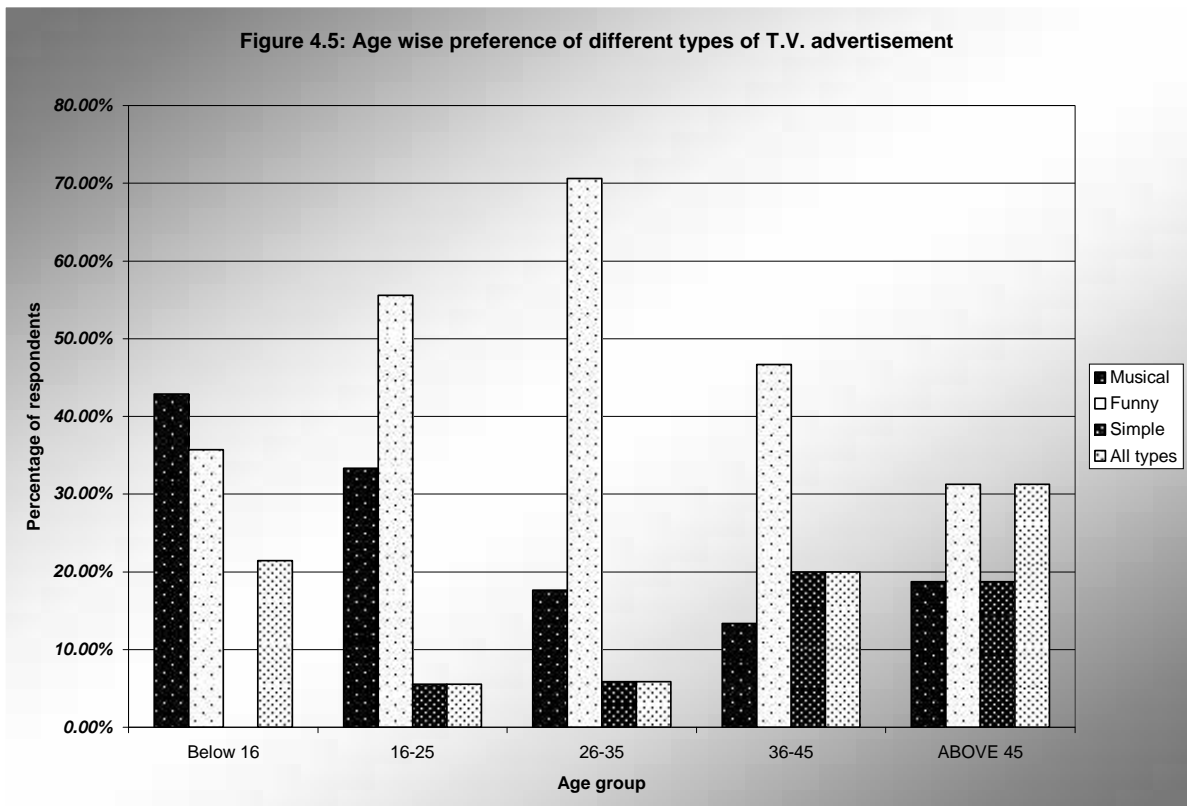


Table 4.5
Education wise preference of different types of T.V. advertisement

TYPES OF A.D	BELOW S.L.C.		S.L.C.		INTERMEDIATE		BACHELOR		POST GRADUATE	
	No of Res.	%	No of Res.	%	No of Res.	%	No of Res.	%	No of Res.	%
Musical	7	35	5	23.80	5	33.33	2	13.33	1	11.11
Funny	6	30	10	47.60	7	46.67	9	60	7	77.78
Simple	3	15	3	14.30	1	6.67	1	6.67	1	11.11
All types	4	20	3	14.30	2	13.33	3	20	0	0
Total	20	100	21	100	15	100	15	100	9	100

Source: Field Survey- 2011

The above table shows the preference of respondents belonging to different education level towards different types of T.V. advertisement. The education levels are categorized into five groups as; below S.L.C., S.L.C., Intermediate, Bachelor and Post Graduate.

Most of the respondents below S.L.C prefer musical ad. Among the 20 respondents 35% people like musical ad, similarly 30% like funny ad which is the second preferred type of ad in this group. Among the respondents of this education level 15% like simple type of ad and 20% like all kind of ad. From the second group i.e. respondents having education up to S.L.C 47.60% people like funny ad out of 21 respondents. From this group 23.80% respondents replied that they like musical ad and 14.30% of the respondents of this group like simple and all types of ad shown on T.V.

Similarly respondents who completed intermediate level of education comprise the third group. Among the 15 respondents belonging to this group 46.67% answered that they like funny ad, 33.33% respondents like musical ad. 6.67% showed their preference towards simple type of ad in this group but 13.33% people said they like all type of ad broadcasted on television. The another group is respondents with bachelor level of education, out of 15 respondents in this group 60% people like funny ad and 20% respondents like all types of ad. Only 13.33% respondents like musical ad in this group but only 6.67% showed their acquaintance towards simple type of ad. The group with highest education level i.e. posts graduated respondents mostly preferred funny ad. Most of respondents of this group i.e. among 9 respondents 77.78% like

funny ad. Similarly 11.11% respondents like musical and simple types of ad. Nobody answered toward the preference of all types of ad in this educational group. The findings are shown in the following column diagram also.

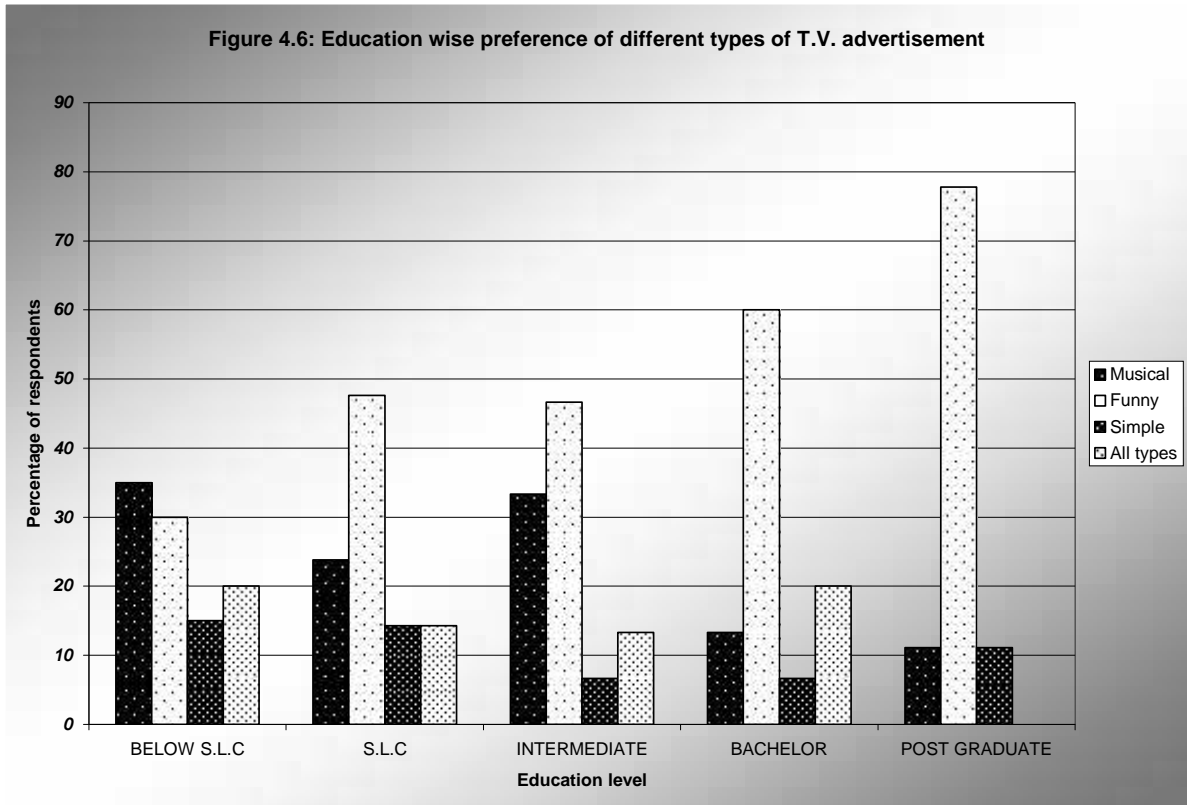


Table 4.6
Gender wise Preference of different types of T.V. advertisement

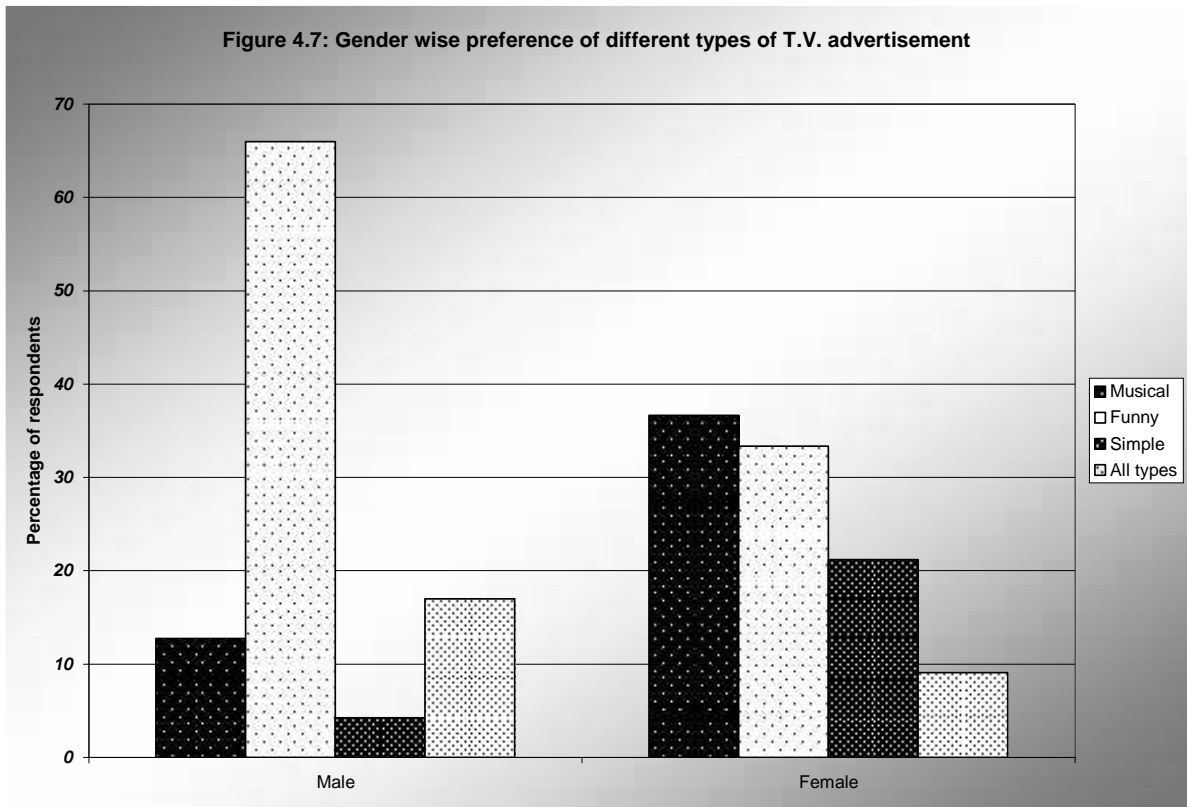
Types Of Advertisement	Male		Female	
	No of Res.	%	No of Res.	%
Musical	6	12.75	12	36.37
Funny	31	66	11	33.33
Simple	2	4.25	7	21.21
All types	8	17	3	9.09
Total	47	100	33	100

Source: Field Survey-2011

The preference of male and female respondents towards the different types of T.V. advertisement is shown in the above table. Among the 47 male respondents 31 respondents like funny advertisement which is 66% of the total

male respondents. Among the male 17% respondents like all types of ad and 12.75% like musical ad. Similarly 4.25% prefer simple type of ad.

Among 33% female respondents 36.37% respondents replied that they prefer musical ad and 33.33% prefer funny ad. The respondents who like simple and all types of ad are 21.21% and 9.09% respectively. Thus from above data we can say that majority of male prefer funny ad and most of the female respondents like musical ad followed by funny ad. The data are shown in the column diagram below.

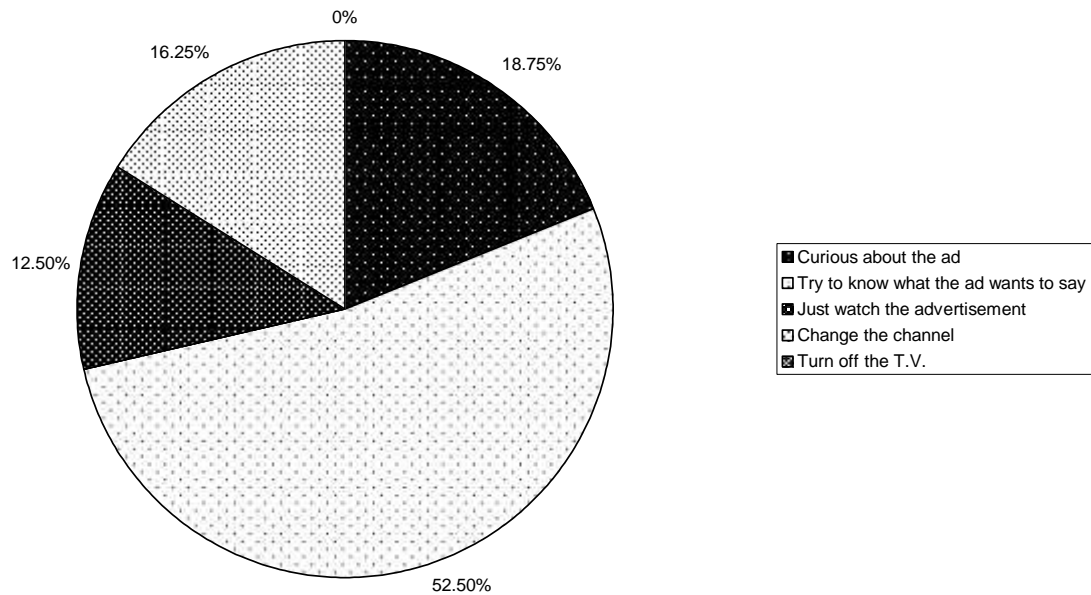


**Table 4.7
Reactions of respondents to T.V. advertisement**

REACTIONS	NO.OF RES.	PERCENTAGE
Curious	15	18.75
Try to know what the ad wants to say	42	52.50
Just watch the advertisement	10	12.50
Change the channel	13	16.25
Turn off the T.V.	0	0
Total	80	100

Source: Field Survey-2011

Figure 4.8: Reactions of respondents to T.V. advertisement



The table shows the reactions of respondents to T.V. advertisement. To find out the reaction of people towards different kinds of ads respondents are asked what is your reaction when any new advertisement shown on T.V. Among the 80 respondents 52.50 % replied that they try to know what the ad wants to say. Another 18.75% feel curious by watching the ad. Similarly another 12.50% said that they just watch the ad without any interest. Rest 16.25% respondents replied that they generally change the channel when ad appears in their T.V. but nobody answered that he or she turn off the T.V. after the broadcast of ad.

From the above data it is clear that majority of respondents try to know what the ad wants to say but only few people feel curious towards the ad. Nobody turn off the T.V. but some of them change the channel when ad appears in T.V. and some just watch the ad without any interest. Thus advertisers should be focused to make the ads more interesting and effective to attract viewers' attention more.

Table 4.8
Age wise reaction to T.V. advertisement

REACTIONS	BELOW 16		16-25		26-35		36-45		ABOVE 45	
	No. Of Res	%	No. Of Res	%	No. Of Res	%	No. Of Res	%	No. Of Res	%
Curious about the ad	0	0	6	31.58	5	29.41	1	6.67	1	6.25
Try to know what the ad wants to say	2	15.39	9	47.37	9	52.94	8	53.33	13	81.25
Just watch the advertisement	6	46.15	0	0	2	11.77	2	13.33	0	0
Change the channel	5	38.46	4	21.05	1	5.88	4	26.67	2	12.5
Turn off the T.V.	0	0	0	0	0	0	0	0	0	0
Total	13	100	19	100	17	100	15	100	16	100

Source: Field survey-2011

The above table gives the age wise reaction of the respondents towards T.V. advertisement. The table reveals the difference in the reactions about the T.V. advertisement among different age group.

Among the 13 respondents of age group below 16 years 46.15% replied that they just watch the ad and only 15.39% of them answered that they try to know what the ad wants to say when any ad broadcasted in the T.V. In this group nobody feel curious when ad is displayed in the T.V. channel. Out of them 38.46 change the channel when ads are shown in T.V.

Out of 19 respondents of age group 16 to 25 years 47.37% of the respondents replied that when any ad is broadcasted in the T.V. they try to know what the ad wants to say. In this group 31.58% people feel curious when ad is displayed in the T.V. set. Another 21.05% respondents change the channel when ad is shown in the channel and none of them replied that they just watch the ad in the T.V.

Among the respondents of age group 26-35 most of the respondents try to know what the ad wants to say.52.94% respondent want to know what the ad wants to say and 29.41% respondent become curious about the ad by. Out of 17

respondents 11.77% people just watch the ad and in this group 1 respondent change the channel when ad comes on T.V. which is 5.88%

From the group 36-45 years, 53.33 respondents answered that they want to know what the ad try to say, 13.33% of the respondents of this age level said that the ad generate curiousness in them. Similarly other 13.33% respondents replied that they just watch the ad, 26.27% replied that they change the channel when any ad comes in T.V.

From the group above 45 years, out of 16 respondents 81.25% replied that they try to know what ad wants to say, 12.5% respondents said that they become curious by watching the ad and same percentage of respondents i.e. 12.5% said that they change the channel when ad broadcasted.

From the above table it is seem that no one from any group turn off the T.V. when ad displayed in the T.V. and most of the respondents except respondents below 16 years old try to know what the ad wants to say. The findings are presented in the following column diagram also.

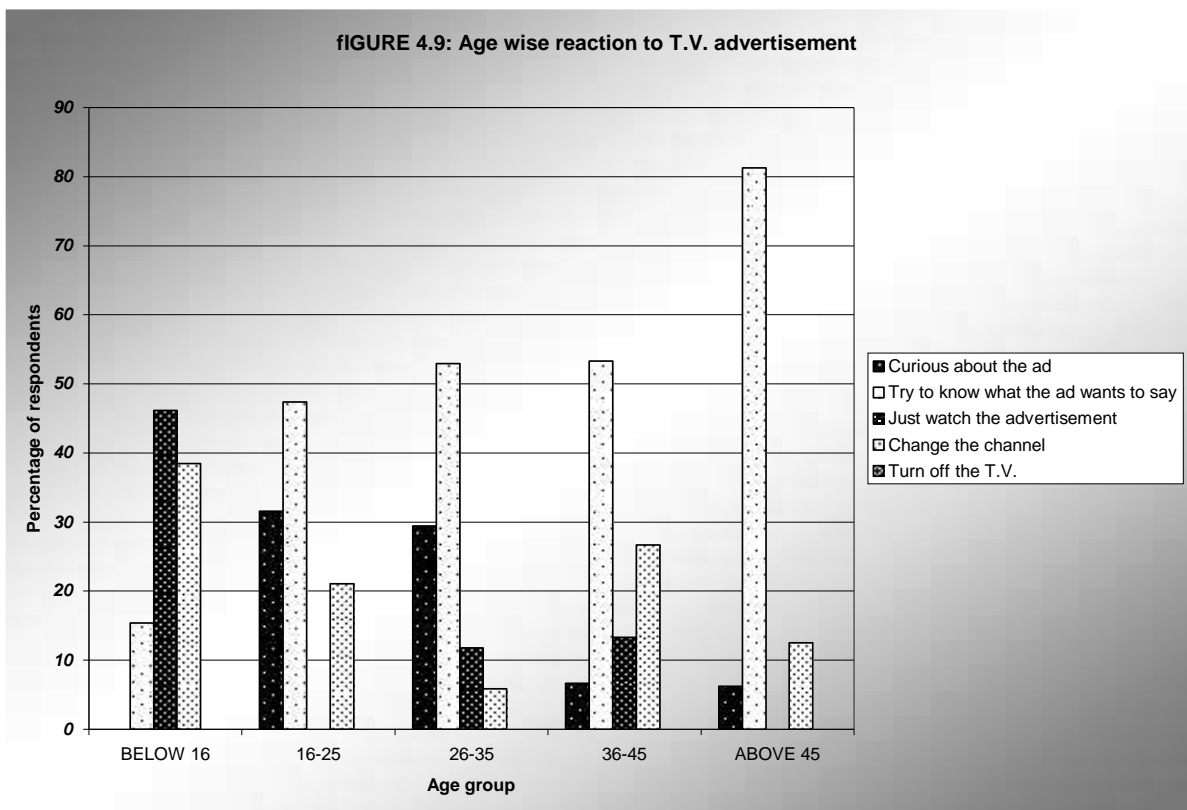


Table 4.9
Education wise reaction to T.V. advertisement

REACTIONS	BELOW S.L.C		S.L.C		INTERMEDIATE		BACHELOR		POST GRADUATE	
	No. Of Res	%	No. Of Res	%	No. Of Res	%	No. Of Res	%	No. Of Res	%
Curious about the ad	1	4.76	4	18.19	5	38.46	2	15.38	1	14.29
Try to know what the ad wants to say	9	42.86	15	68.18	5	38.46	7	53.85	5	45.45
Just watch the advertisement	6	28.57	0	0	0	0	1	7.70	3	27.28
Change the channel	5	23.81	3	13.63	3	23.08	3	23.07	2	18.18
Turn off the T.V.	0	0	0	0	0	0	0	0	0	0
Total	21	100	22	100	13	100	13	100	11	100

Source: Field survey-2011

The above table presents the reactions of viewers belonging to different education level towards different types of advertisement. When 21 respondents having education below S.L.C level are asked about the reaction towards T.V. ad 42.86% replied that they try to know what the ad wants to say and 28.57% just watch the ad. Remaining 4.76% become curious by watching the ad and 23.81% generally change the channel when ad displayed on T.V.

From the second group i.e. group having education up to S.L.C 68.18% respondents try to know what the ad wants to say and 18.19% said that ad makes them curious. Another 13.63% respondents from this group replied that they change the channel in case of appearance T.V. ad.

Among the 13 respondents who completed intermediate level of education 38.46% respondents feel curious and other 38.46% people wants to know what ad wants to convey. Among the respondents of this group 23.08% change the channel when ad appears on their T.V.

Another group i.e. groups with bachelor level of education have 13 respondents, among them 53.85% try to know what ad wants to say and 15.38%

feel curious by watching the ad. 7.70% respondents of this group just watch the T.V. ad and remaining 23.07% change the channel if any ad comes on their T.V. set.

In the group with master's level of education 45.45% people wants to know what the ad wants to say and 9.09% feel curious by watching the ad. Rest 27.28% respondents just watch the ad and 18.18% often change the channel when ads are shown on T.V.

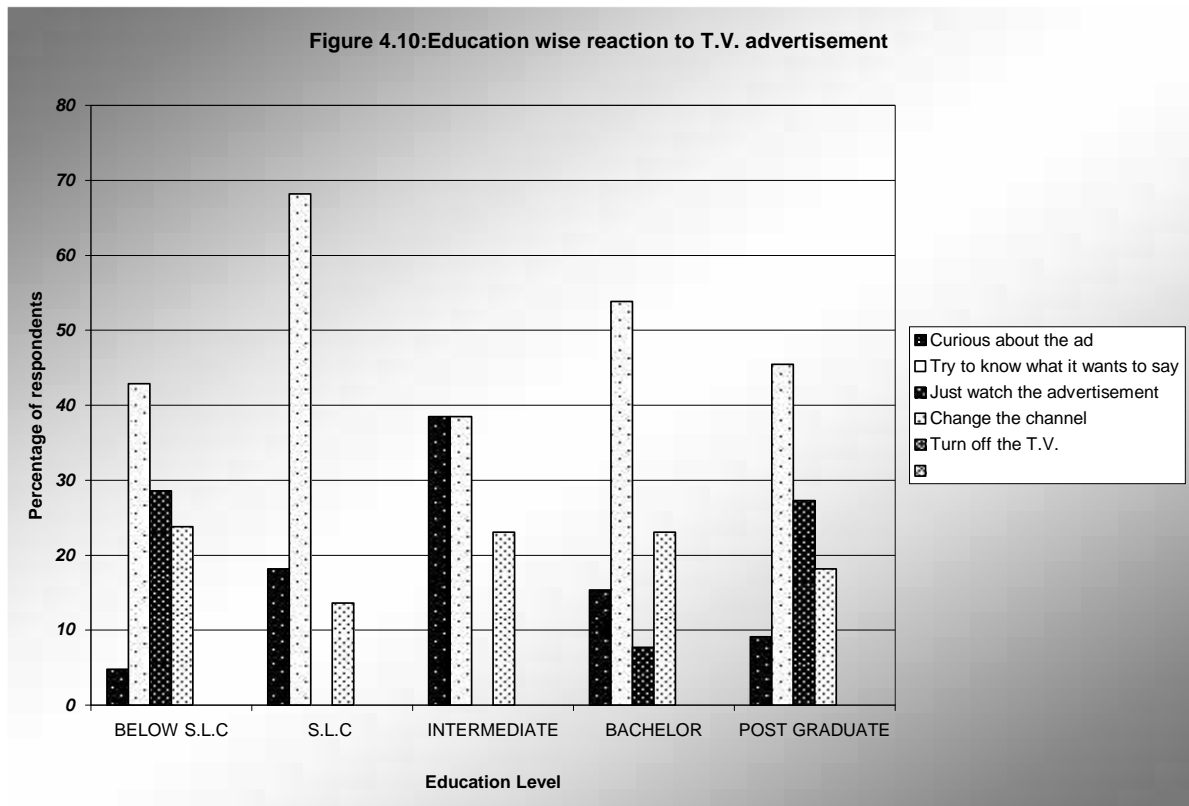


Table 4.10
Gender wise reactions to T.V. advertisement

REACTIONS	MALE		FEMALE	
	No. of Res	%	No. of Res	%
Curious	9	20	6	17.14
Try to know what the ad wants to say	20	44.45	22	62.86
Just watch the advertisement	7	15.55	3	8.57
Change the channel	9	20	4	11.43
Turn off the T.V.	0	0	0	0
Total	45	100	35	100

Source: Field Survey-2011

The above table reveals the gender wise reaction to T.V. advertisement. Out of the 45 male respondents 44.45% replied that they try to know that the ad wants to say. Among the total male respondents 20% respondents said that advertisement generates curiousness in them and another 20% change the channel when ad comes in the T.V. Remaining 15.55% respondents replied that they just watch the advertisement in the T.V.

Similarly among the 35 female respondents 62.86% answered that when ad are shown if T.V. they try to understand what the ad wants to say, 17.14% female feel curious by watching the ad. Among the female respondents 11.43% respondents said that they change the channel when advertisement appears in their T.V. and 8.57% female just watch the advertisement without any attention. Neither any male nor any female turn off the T.V. due to appearance of ad. The data are presented in the following column diagram also.

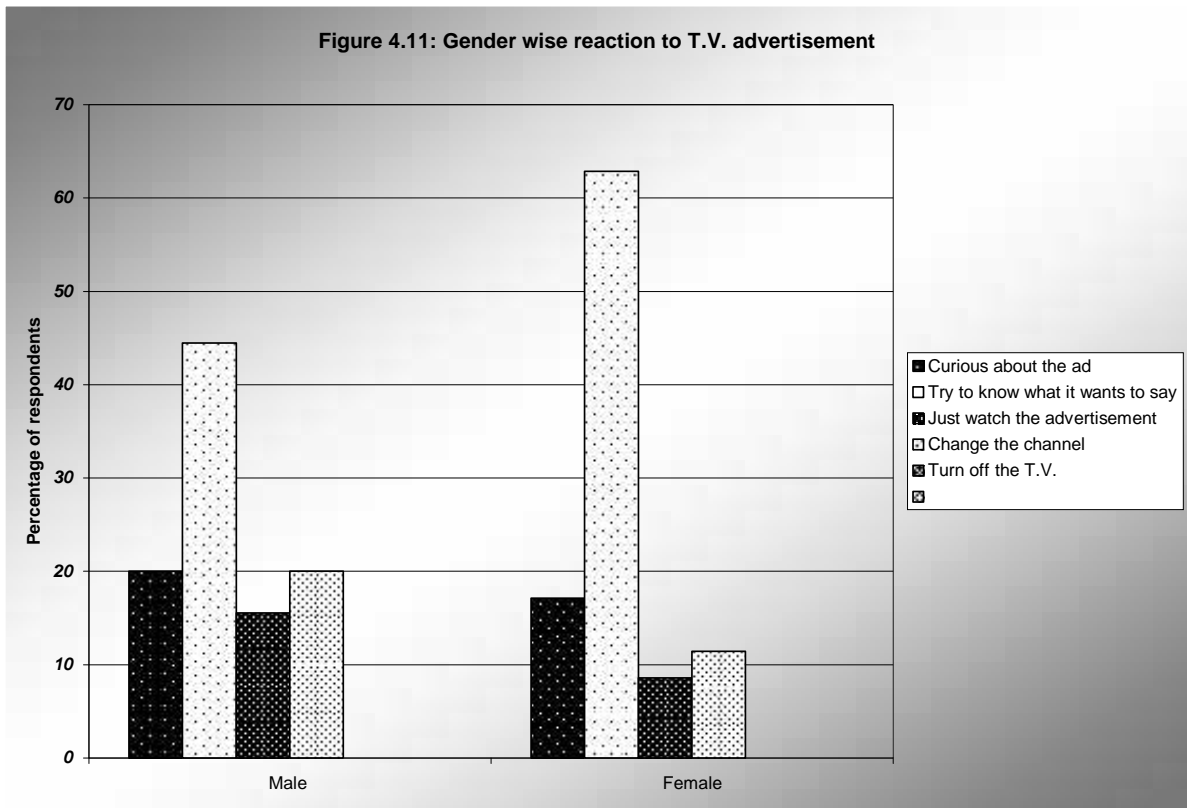


Table 4.11
Consumers' reason to buy the product

REASONS	NO. OF RESPONDENTS	PERCENTAGE
Ads induce me to buy	5	6.25
I need it	4	56.25
Both of them	30	37.50
Total	80	100

Source: Field Survey-2011

The table represents the data related to consumers' reason to buy the product. Out of 80 respondents 6.25% respondents said that they buy the product because the advertisement persuades them to buy. But most of the respondents i.e. 56.25% said that they buy the product because they need the product. Remaining 37.50% respondents accept that they buy the product because of both the reason i.e. they need the product and also the advertisement forced them to buy. So we can conclude that majority of consumers buy the product because they need it but advertisement also play vital role in persuasion of consumers to buy the product. The responses of consumers are also shown in the pie chart below.

Figure 4.12: Consumers' reason to buy the product

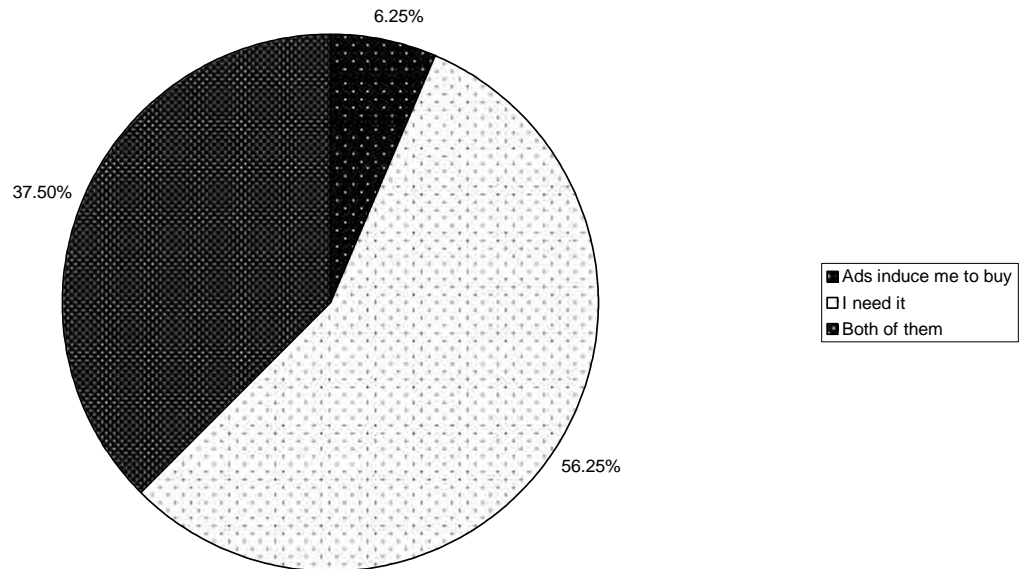


Table 4.12
Consumers' Preference of advertised product

PREFERENCES	NO. OF RESPONDENTS	PERCENTAGE
Product regularly advertised	68	85
Product never advertised	12	15
Total	80	100

Source: Field Survey-2011

The table 4.12 shows the consumers' preference of advertised product. Out of 80 respondents 85% respondents prefer to buy the products which are regularly advertised. Among the respondents 15% people said that they generally buy the products which are not advertised. Thus it is obvious from the table that most of the consumer prefer and buy the products which are frequently advertised.

Figure 4.13: Consumers' preference of advertised product

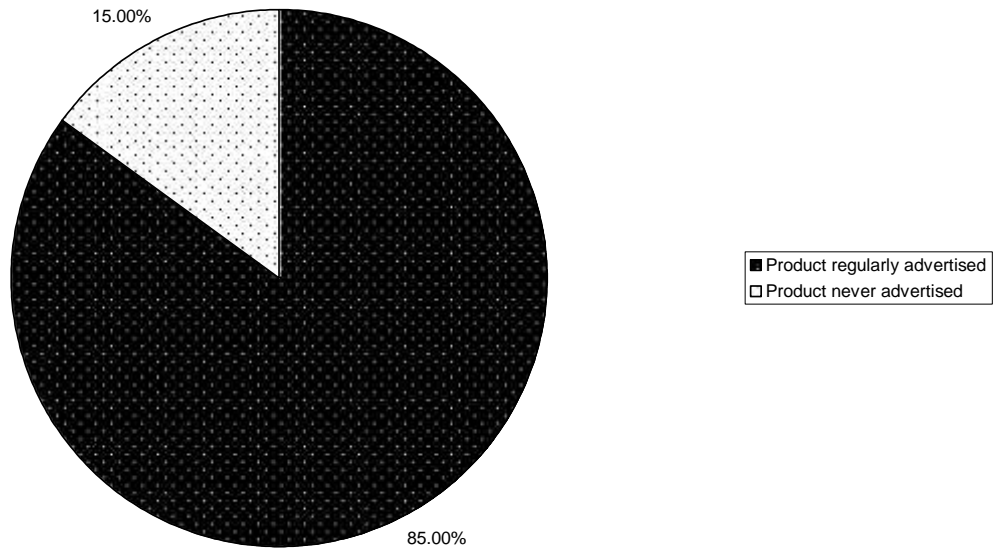


Table 4.13
Influence of repeated ad to attract consumers' attraction

INFLUENCES	NO.OF RESPONDENTS	PERCENTAGE
Attract cosumers'attention	46	57.5
Do not attract consumers' attention	34	42.5
Total	80	100

Source: Field Survey-2011

The above table shows the influence of repeated ad to attract consumers' attention. In the study respondents are asked that repetition of T.V. advertisement attract their attention or not and majority of them replied yes. From the table it is clear that out of 80 respondents 57.5% respondents are attracted by the repeated ad in television. Other 00 respondents replied that they do not get attracted by the repetition of ad. Hence we can say that most of the ads that are repeated through the T.V. are able to attract consumers' attention towards the advertised product.

Figure 4.14: Influence of repeated ads to attract consumers' attention

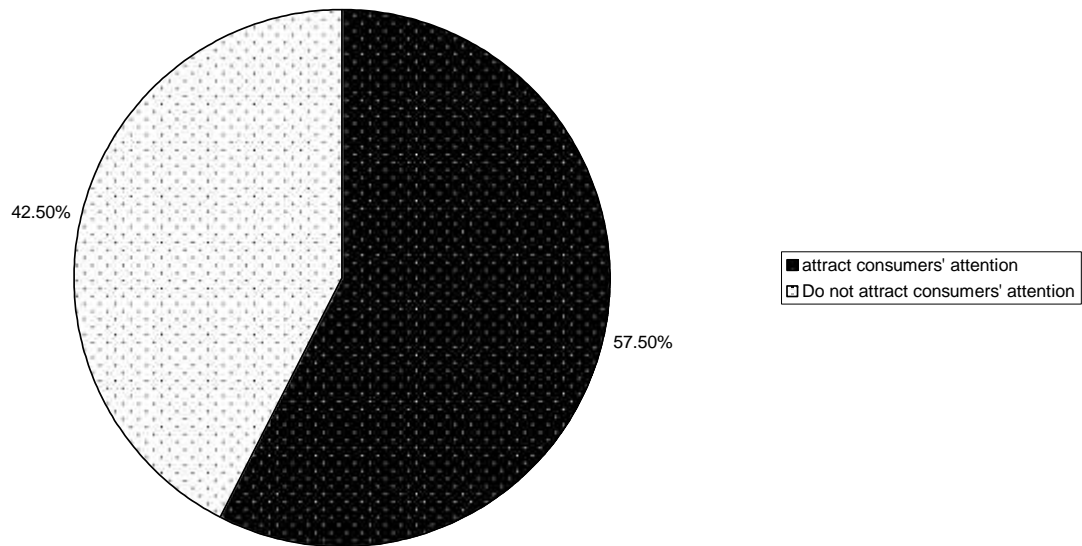


Table 4.14
Consumers' opinion about ad deceives or not

OPINION	NO. OF. RESPONDENTS	PERCENTAGE
Yes	16	20
No	64	80
Total	80	100

Source: Field Survey-2011

The above table presents the opinion of the consumers whether they think that the ad deceive them or not. When the consumers are asked that an advertised has deceived you or not, most of them replied that they ate not deceived by ad. Among 80 respondents 80% people responded that they are not deceived by ad but 20% replied that they are deceived by the ad. The group of respondents who accused that ad has deceived them said that many claims that are given by are not found to be true in reality and they added that many ad exaggerates about the products. The results are also shown in the pie chart below.

Figure 4.15: Consumers' opinion about ads deceives or not

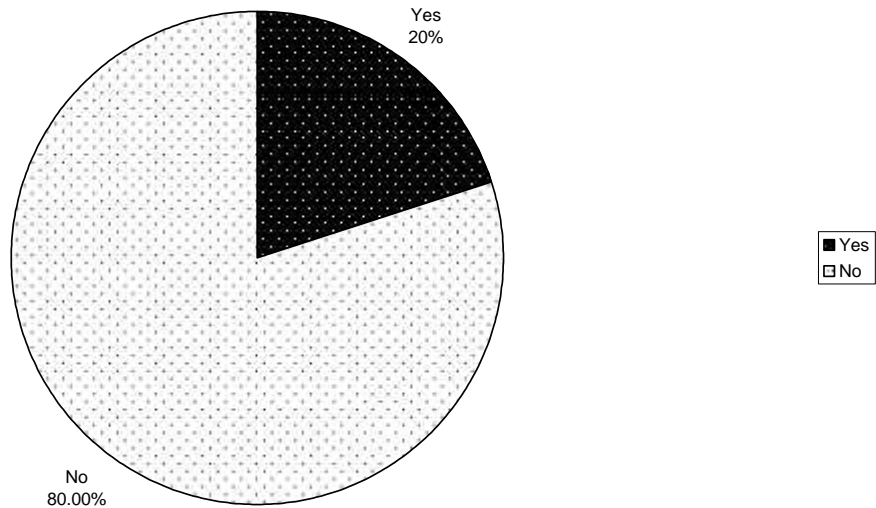


Table 4.15
Consumers' opinion about adequacy of T.V. ad

OPINIONS	NO.OF RESPONDENTS	PERCENTAGE
Seek for more information	41	51.25
Satisfied with what they receive	39	48.75
Total	80	100

Source: Field Survey-2011

The above table displays the consumers' opinion about adequacy of T.V. ad. Among the respondents 51.25% said that they seek for more information when any ad attract their attention. They said that many ads do not give the information regarding price., use and much other information they want. Other 48.75% people said that they are satisfied with what they receive from ad i.e. they do not search additional information.

Thus we can say that the present ads are inadequate to provide all the information needed by the consumers which can help them in buying decisions.

Figure 4.16: Consumers' opinion about adequacy of T.V. ads

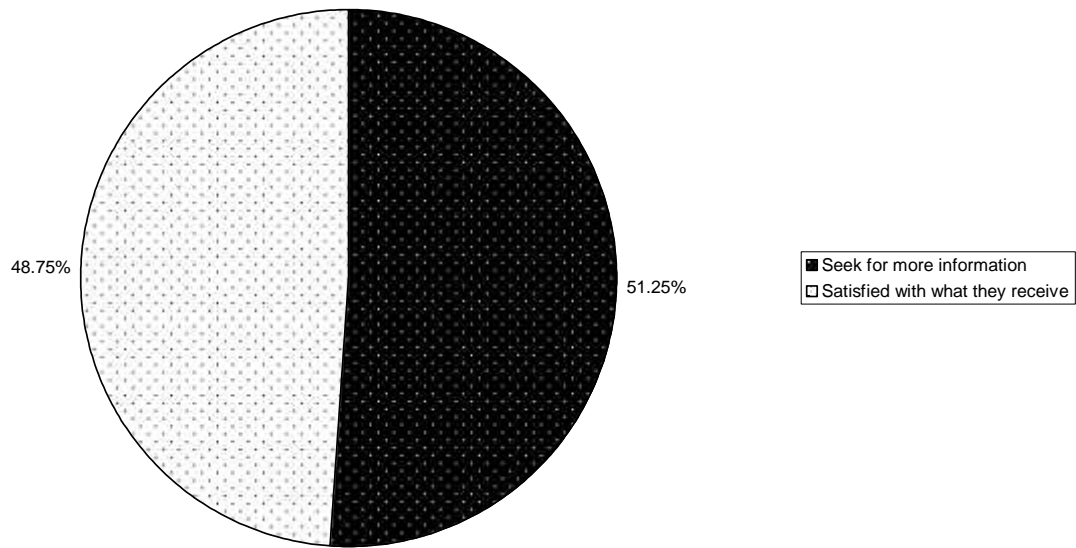


Table 4.16
Consumers' opinion about T.V. ad

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Genuine	9	11.25
Attractive	26	32.50
Satisfactory	29	36.25
Boring	16	20
Total	80	100

Source: Field Survey-2011

The above table represents the consumers' opinion about T.V. ad. Four categories are made to know the opinion of the viewers as; genuine, attractive, satisfactory and boring. The respondents are asked that how do you evaluate most of the T.V. advertisement, among the 80 respondents 36.25% respondents said that the T.V. ad shown are satisfactory. Other 32.5% respondents consider the T.V. ad attractive and 11.25% respondents placed the ad in the genuine category. Rest 20% respondents feel bored by watching the ad in T.V. and evaluated them as boring. Thus it is clear from the data that the ads are satisfactory in the opinion of consumers but to increase the effectiveness of ads and attract consumers' attention the advertiser has to work more creatively.

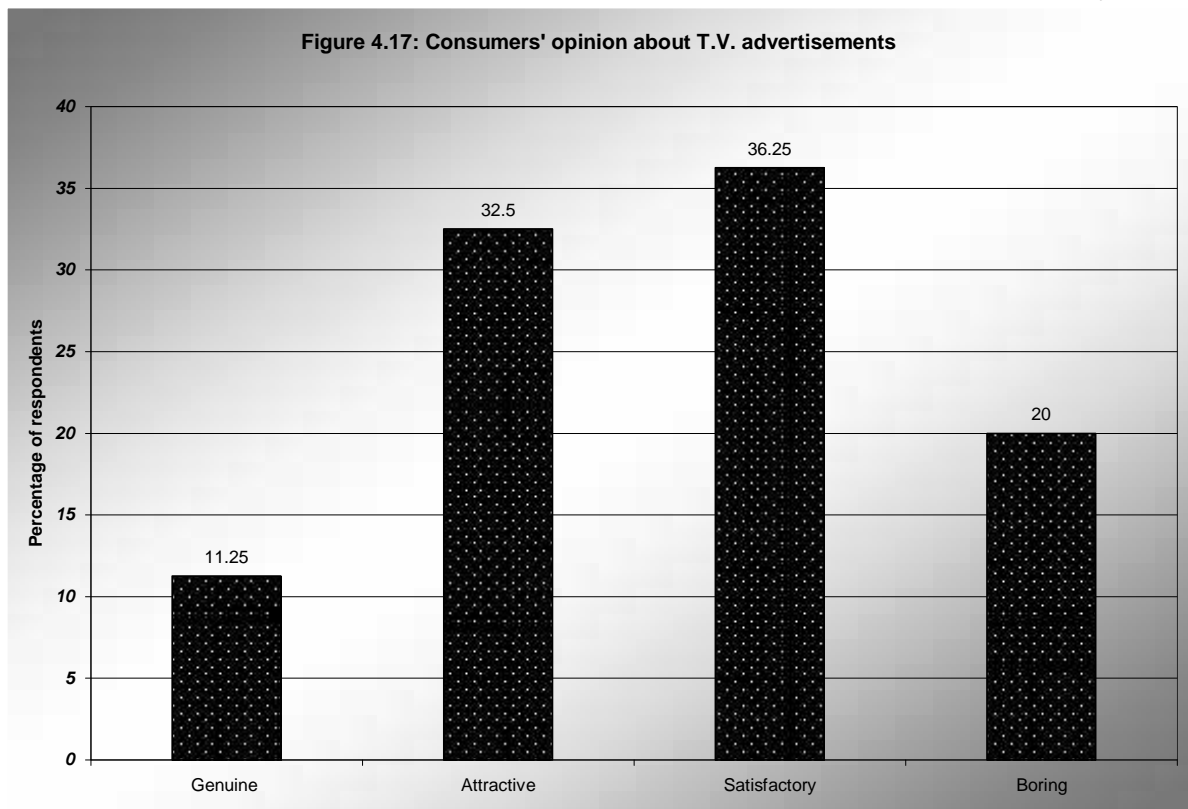


Table 4.17
Degree of influence of T.V. ad on consumer buying habits

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Highly inclined	7	8.75
Inclined	41	51.25
Indifferent	20	25
Highly indifferent	12	15
Total	80	100

Source: Field Survey-2011

The table 4.17 shows the degree of influence of T.V. ad on consumers buying habits. When the respondents are asked about the inclination towards the advertised product due to television ad, 51.25% respondents replied that they are inclined to buy the product by watching the ad and 8.75% said that the degree of inclination is high in them i.e. they are highly inclined by the ad. Among the respondents 25% respondents are indifferent to the ad shown on T.V. and 15% of the respondents are highly indifferent to the ad displayed in the T.V. channel. The responses of the people are shown in the pie chart also.

Figure 4.18: Degree of influence of T.V. ads on consumers' buying habits

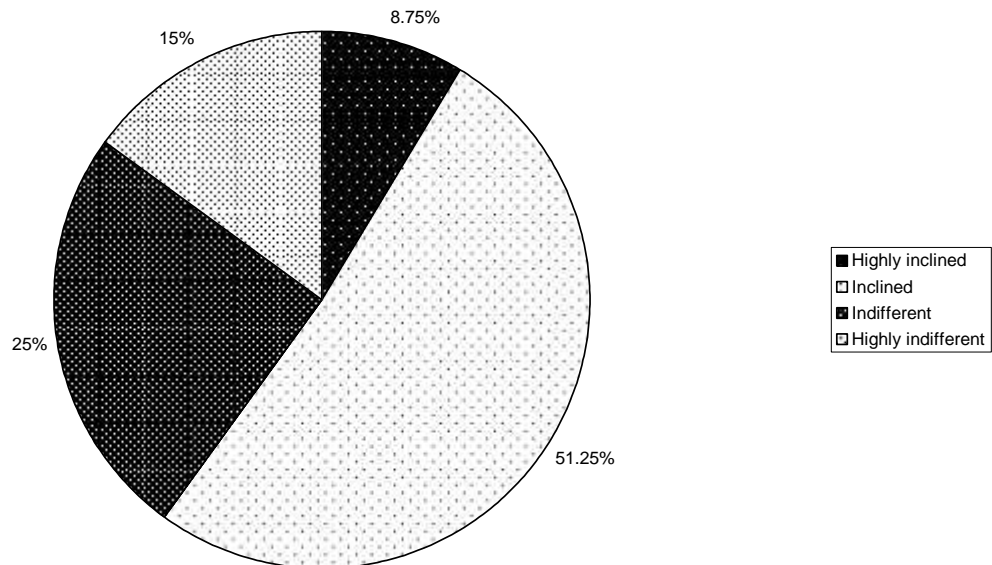


Table 4.18
Consumers' preference of advertised and non advertised product
With same price and quality

PREFERENCES	NO. OF RESPONDENTS	PERCENTAGE
Advertised product	73	91.25
Non advertised product	27	8.75
Total	80	100

Source: Field Survey-2011

The above table shows the consumers preference of advertised and non advertised product when the price and quality of both the products are same. When the consumers are asked that which product do you buy advertised or not. Advertised if both the products are same in terms of quality and price, among the total respondents 91.25% said they prefer to buy the advertised products. Remaining 8.75% respondents replied that they do not buy the advertised products in the condition when the quality and price of the two products are same.

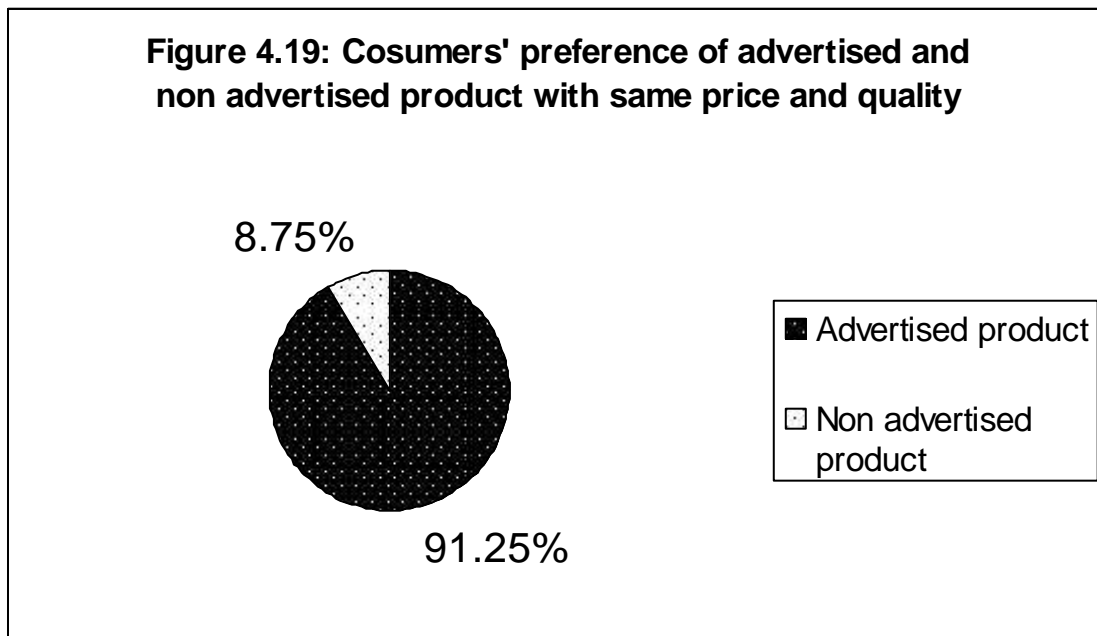


Table 4.19
T.V. ads generate curiosity about the product or not

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
Yes	52	65
No	28	35
Total	80	100

Source: Field Survey-2011

The above table presents the data related to consumers' curiosity towards the advertised product due to impact of T.V. ad. Respondents are asked that advertisement on T.V. generates curiousness about the product or not, among the 80 respondents 65% said that the ad shown on T.V. make them curious about the product. Remaining 35% answered that the ad does not make them curious about the product.

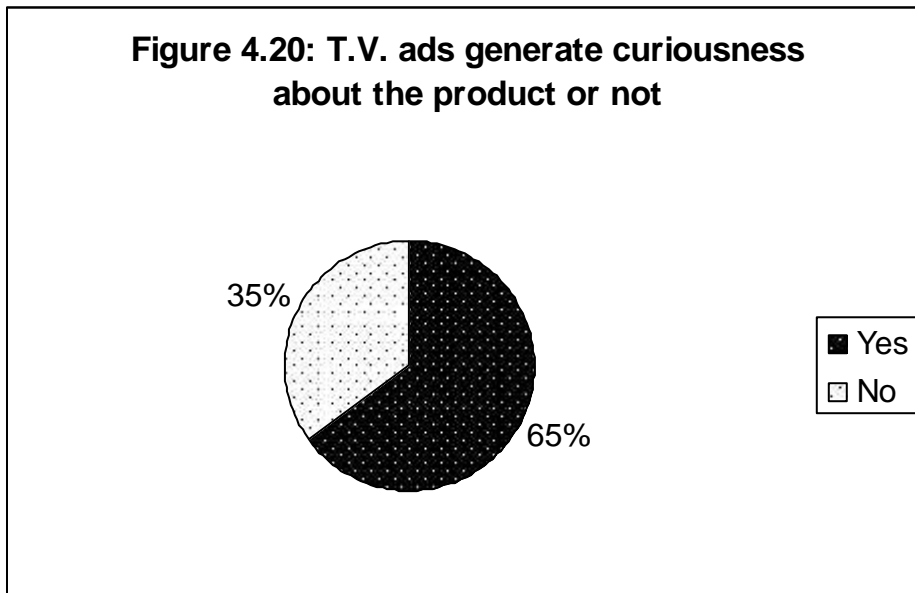


Table 4.20
Role of T.V. advertisement to persuade consumer to buy product

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
Yes	65	81.25
No	15	18.75
Total	80	100

Source: Field Survey- 2011

The above table represents the role of T.V. advertisement to persuade consumer to buy the product. The respondents are asked that have you brought any product after getting information from advertisement, most of them replied yes. Out of 80 respondents 81.25% answered that they have bought the product after getting information from television ad. Remaining 18.75% replied that they have not bought any product only due to impact of T.V. ad.

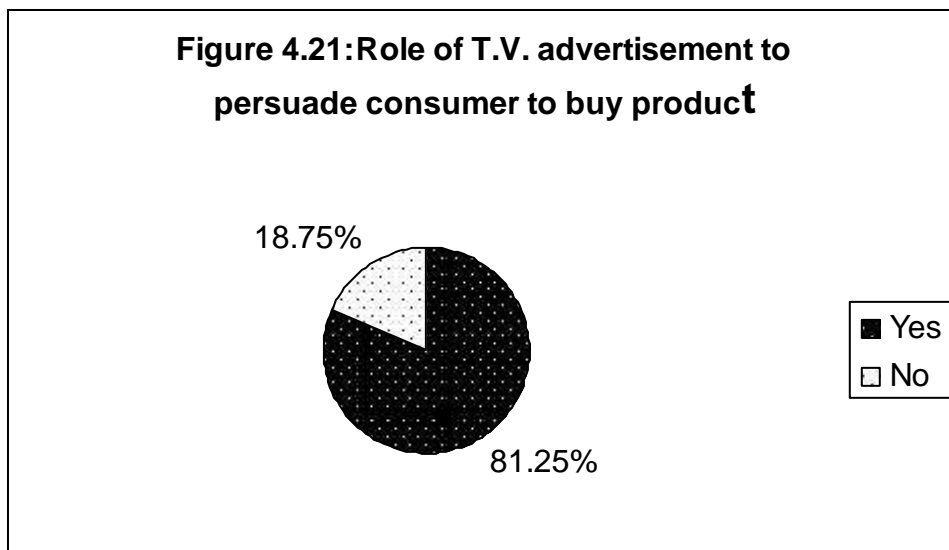


Table 4.21
Role of T.V. advertisement to remember brand name of product

DESCRIPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Ad help to remember	69	86.25
Ad do not help to remember	11	13.75
Total	80	100

Source: Field Survey -2011

The above table shows the data related to the role of T.V. advertisement to remember brand name of product. When the respondents are asked that T.V. advertisement help them to remember the brand name of advertised product most of the respondents i.e. 86.25% accept that advertisement helps them to remember the brand name of the product. Only 13.75% answered that advertisement does not help them to remember the brand name.

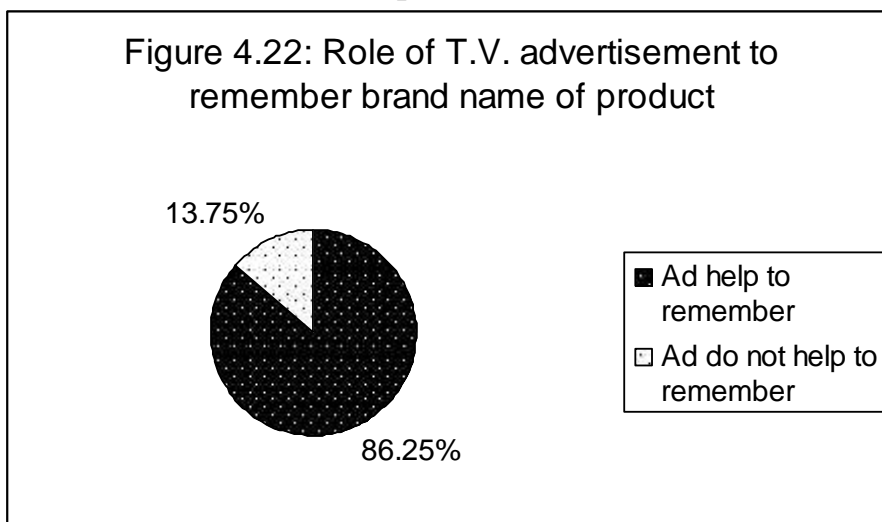


Table 4.22
Increment of price of product due to advertisement

OPINIONS	NO.OF RESPONDENTS	PERCENTAGE
Yes	10	12.5
No	64	80
Do not know	6	7.5
Total	80	

Source: Field Survey -2011

The above table reveals respondents opinion about the advertised product and increment of price due to advertisement. To find out the opinion of the people respondents are asked that they think that the price of the advertised good will be higher than the price of non advertised product. Out of total respondents 80% respondents replied that the price of advertised goods is not more than that of the not advertised goods. Only 12.5% said that the price will be more in case of advertised goods as compared to not advertised product. Remaining 7.5% percents respondents said that they have no idea about the question and they replied that they don't know whether the price will be increased or not.

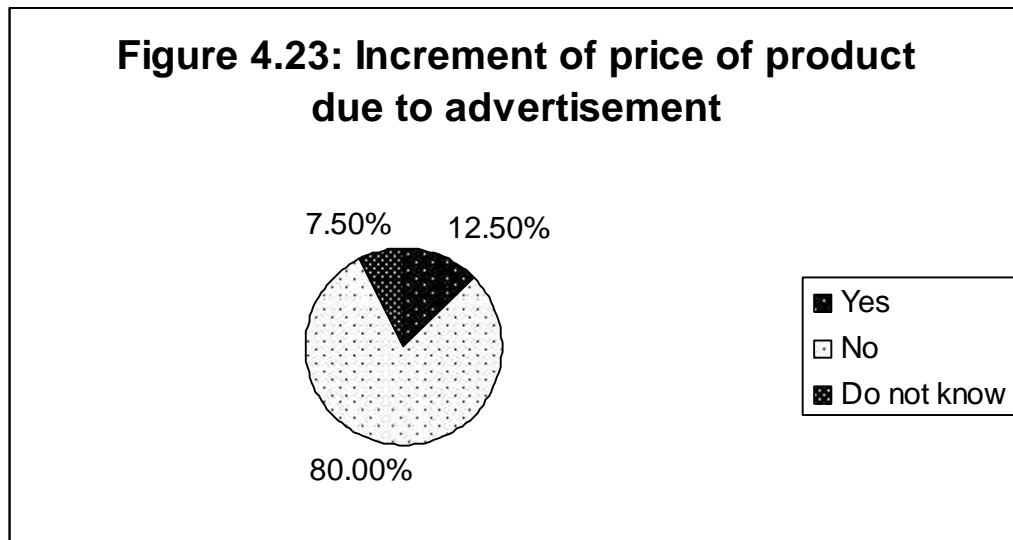


Table 4.23
Quality of advertised and non advertised product

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	3	3.75
No	61	76.25
Do not know	16	20
Total	80	100

Source: Field Survey-2011

The table 4.23 shows the respondents opinion about the quality of advertised and not advertised products. In the question do you believe that the quality of advertised product is not good as that of the not advertised one, most of the respondents replied no. Among the respondents 76.25% said they don't think that the quality of advertised product is worse than not advertised one. Another 3.25% answered yes and said that the quality of not advertised goods is better than advertised product. Remaining 20% said that they don't know about the difference in quality of advertised and not advertised goods.

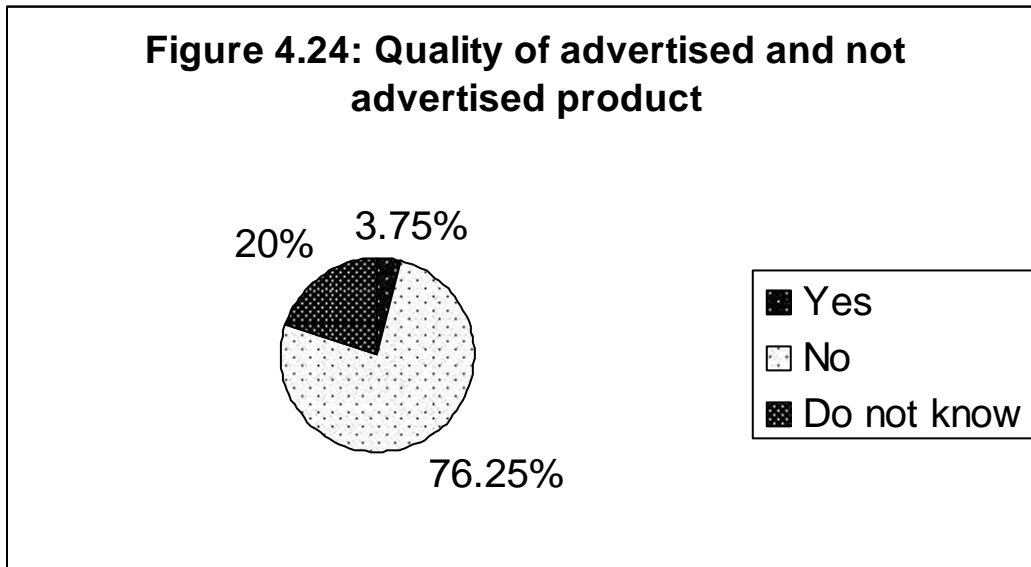


Table 4.24
Best media for advertisement of product

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
T.V.	52	65
Radio	23	28.75
Print media	4	5
Hoarding board	1	1.25
Total	80	100

Source: Field Survey-2011

The above table represents the opinion of the respondents about the best medium for the advertisement of product. Among the respondents 65% choose T.V. as the best medium for advertisement of a product. Remaining 28.75% said that radio is the best and another 5% respondents select print media. Only 1.25% answered in favor of hoarding board. Thus it is obvious from the above data that television is the best and preferred medium for advertisement in urban areas of Nepal.

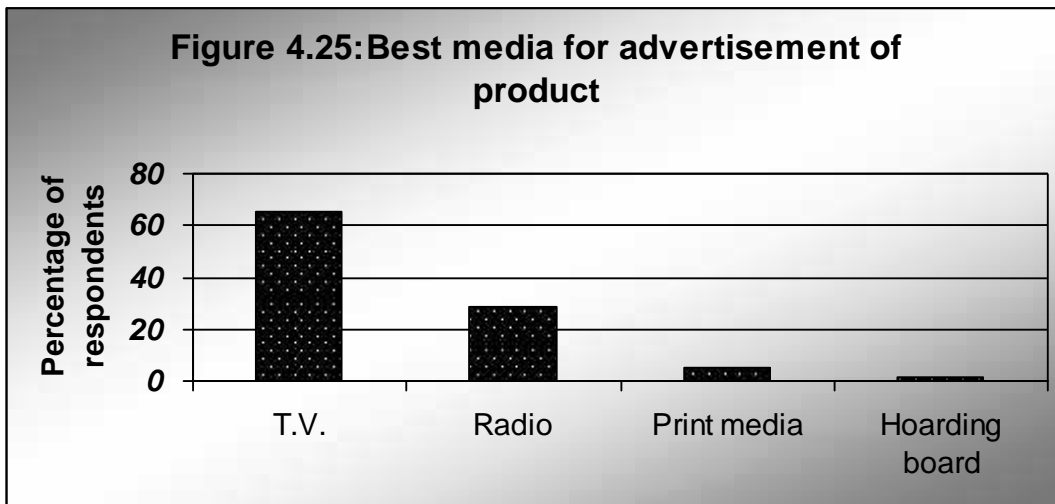
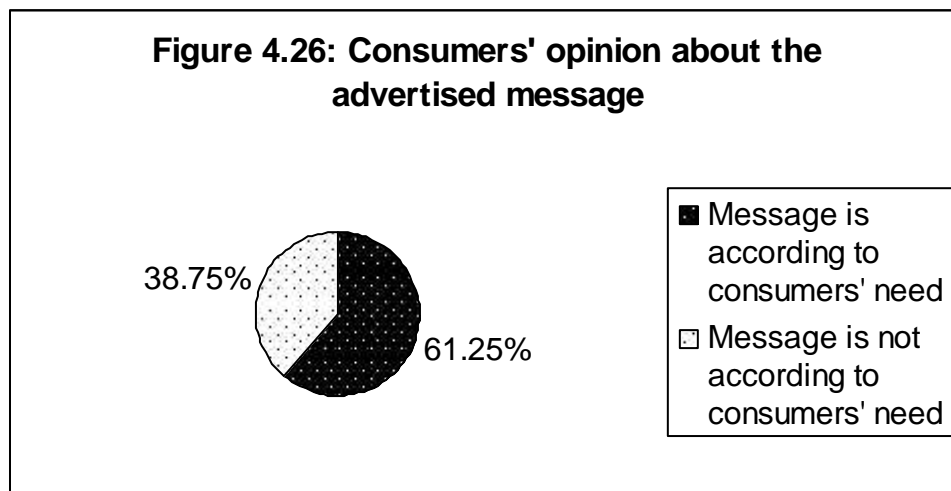


Table 4.25
Consumers' opinion about the advertised message

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Message is according to consumers' need	49	61.25
Message is not according to consumers' need	31	38.75
Total	80	100

Source: Field Survey-2011

The above table shows the opinion of respondents regarding the message conveyed through T.V. advertisement. When the respondents are asked that you think that most of the advertisements you watch of T.V. communicate the exact message that you need. Among the respondents 61.25% said that the message given in T.V. advertisement is according to consumer's need. Rest 38.75% people replied that the message given is not according to consumers' need and they added that many advertised of the days are difficult to understand. The responses are also shown in the following pie chart.



CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATION

This chapter aims to give an overview of the whole study in the best possible concise form. The chapter is organized into three sub-headings. (I) Summary (II) Conclusions and (III) Recommendations.

5.1 Summary

In modern marketing, promotion is a must. A good product, an attractive price and an accessible distribution must be supported by an effective promotion to satisfy consumers' needs. Advertising is the most widely used promotional tool for modern marketing.

Marketing depends heavily on an effective communication flow between the company and the consumer. Manufacturing a product and making it available on the market is only a part of the company job. It is equally important or perhaps more important to make it known to the consumer about the product. For the popularization of product advertising is necessary and for the advertising mass communication is essential. Among the mass communication media television is the most influential medium. It is also the most popular and preferred medium among all age group of people. So advertising through television is highly effective that leads the consumers to the market to buy the advertised product.

For effective promotion, ads must reach specific target customers. Unfortunately, not all potential customers read all newspapers, magazines, or other printed media or listen to all radio and watch all T.V. programs so not all media are equally effective. But from this study it is found that most of the people of urban areas prefer to watch television so we can say that television advertising can motivate the consumers to purchase the advertised product.

Consumers are the focal point of all marketing effort. For the effective advertising, research about the consumer behavior is also essential and the advertisement should be of interest to the consumers. Television advertising can create the positive response in the mind of the consumers and persuades them to buy the advertised brand but for this the advertisement should be able to influence the viewers. Before launching the T.V. advertising, the advertiser

must be aware about the product, the target market, target customer, interest of the viewers regarding ad, message of the ad, channel to be used for the advertisement.

Various research work are done by many researchers, business organizations to find out how to make an effective advertisement but many of them are from the perspective of the advertisers. But this study “Advertising on Television: Impact On Consumer Behaviour In Urban Areas” has aimed to study the advertising from consumers’ perspective. It tries to find out how they feel, interpret and react to the television advertisement and how their buying behaviour is affected? This study is able to reveal the choice of diverse groups of consumers regarding the different types of T.V. ads so the study can be helpful to the advertiser or marketers for formulating the advertising campaign.

The world is rapidly shrinking with the development of faster communication, transportation and financial flow. Products developed in one country are finding enthusiastic acceptance in other countries. Advertising is an economic tool that helps to boost the economic growth of a country. In a developing country like Nepal, business is in a progressive phase. Nepalese market is maturing day by day and competition is high among the similar type of products including domestic and global. Without advertising no market can be imagined in the present competitive world. In this situation the marketer must recognize the essence of advertising in developing country like Nepal too.

The summary of the study of different tables is presented number wise as follows:

1. Among the total people under the study 71.25 respondents are habitual of watching T.V. ad remaining 28.75 respondents generally do not watch television advertisements. Among male respondents 71.11 people watch T.V. ads while in the female respondents 71.42 females are habitual of watching the T.V. ads. (Table -4.1,4.2)
2. Major percentage i.e 45% of respondents prefer funny ads in T.V. remaining 22.5%, 18.75% and 13.75% respondents like musical, all types and simple types of ads respectively. (Table-4.3)
3. The study shows that majority (42.85%) of respondents below 16 years of old like musical ads. Where as most of the people of 16-25, 26-35, 36-45 years old prefer funny ads, the percentage of their preference are 55.56%, 70.69%, 46.67% and 31.25% respectively. 31.25% of people above 45 years old prefer funny ads where as other 31.25% like all types of ads. (Table-4.4)
4. Majority of respondents of education below S.L.C. prefer musical ads which is 35% and other 30% like funny ads in T.V. Majority of the people having education level S.L.C, Intermediate, Bachelor and **Post**

- graduate wan to view funny ads in T.V. and the percentage of their preference are 47.60%, 46.67%, 60% and 77.78% respectively. Post graduates do not like musical ads in television. (Table-4.5)
5. Majority of male respondents i.e. 66% prefer funny ads. Majority of female respondents like musical ads followed by funny ads, the percentage of their choices are 36.37% and 33.33% respectively. (Table-4.6)
 6. The study shows that majority (52.50%) of the people under study try to know what the ads want to say when ads appear in their T.V. Only 18.75% feel curious by watching the ad and 12.5% just watch the ads without any interest or reaction. But 16.25% respondents change the channel when ads appear in T.V. The habit of turning off the T.V. due to broadcast of ads is not found among any respondents. (Table-4.7)
 7. The majority (46.15%) of people under 16 years age just watch the ads without any interest, 38.46% of them change the channel if ads appears in T.V. Nobody feel curious about the ad in this group. Most of the respondents of 16-25, 26-35, and 36-45 and above 45 years old try to know what the ads want to convey and their percentage are 47.37%, 52.94%, 53.33% and 81.24% respectively. (Table-4.8)
 8. 4.76%, 18.19%, 38.46%, 15.38% and 9.09% of people below S.L.C., S.L.C., Intermediate, Bachelor and Post graduate level respectively feel curious by watching the ads. But majority of them try to know what the ads want to say, their percentage are 42.85%, 68.18%, 38.46%, 53.85% and 45.45% respectively. (Table-4.9)
 9. In the study 62.86% female and 44.45% male try to know what the ad wants to say. Other 17.14% female and 20% male feel curious about the ad. The habit of changing the channel is found more in male (20%) than in female (11.43%). (Table-4.10)
 10. The majority of people i.e. 56.25% buy the product only when they need where as 6.25% buys the product because ads induce them to buy. Remaining 37.50% people buy the product because of both the reasons i.e. needs and impact of advertisement. (Table-4.11)
 11. The study shows that 85% of people under study buy the product which is regularly advertised remaining 15% prefer to buy the product which is not advertised. (Table-4.12)
 12. 57.5% of respondents said that repetition of television ads attract their attention towards the product while 42.5% said that repetition of ad doesn't draw their attention. (Table-4.13)
 13. Majority (80%) of respondents believe that ads haven't deceived them where as 20% think that they are misinformed by the ad. (Table-4.14)

14. Majority (51.25%) of respondents seek for more information regarding the advertised product and feel that the information conveyed through the present T.V. ad is insufficient where as remaining 48.75% are satisfied with what they receive. (Table-15)
15. Most of the people evaluated television advertisement as satisfactory which is 36.25% and other 32.50% respondents feels attractive, 20% people feel boring too. Only 11.25% respondents said that the present T.V. ads are genuine. (Table- 4.16)
16. Majority 51.25% of people are inclined to buy the product by watching the ads. Among the respondents 8.75% feel highly inclined towards the advertised product. But there are some consumers who are indifferent to the ads, the percentage of them are 25% and other 15% are totally indifferent towards the advertised product. (Table-4.17)
17. If the price and quality of both the advertised and not advertised product are same then most of the people i.e. 91.25% buy the advertised product where as 8.75% buy the product which is not advertised. (Table-4.18)
18. Majority of consumers i.e. 65% said that the ad shown on T.V. make them curious about the product. (Table-4.19)
19. Majority i.e. 81.25% of respondents are persuaded by T.V. ad to buy the advertised product. The remaining 18.75% said that they are not influenced by the advertisement to buy the product. (Table-4.20)
20. Majority (86.25%) of the people in the study accepted that advertisement helps them to remember the brand name where as 13.75% said that ad doesn't help them to remember brand name of a product. (Table-4.21)
21. Most (80%) of the respondents do not think that advertised product will have higher price than not advertised one. Other 12.5% said that price will be higher in case of advertised product. Remaining 7.5% said that they have no idea about this. (Table-4.22)
22. Majority (76.25%) of consumer do not find any difference in quality of advertised and not advertised product. But 3.75% believe that the quality of advertised product is not as good as not advertised one. Remaining 20% said they don't know whether quality of advertised and not advertised product have difference or not. (Table-4.23)
23. Majority i.e. 65% people said that television is the best medium for advertisement. Remaining 28.75% have chosen radio, 5% and 1.25% have chosen print media and hoarding board respectively as the best medium of advertisement. (Table-4.24)
24. 61.25% feels that the message of T.V. ad is according to consumers' need, others 38.75% respondents think that they are not. (Table-4.25)

5.2 conclusions

The major findings related to the main objectives of the study are presented as follows:

- 1) From the study the types of television advertisements preferred by the urban consumers is found out.
 - i. Among different types of T.V. advertisement, majority of people prefer funny type of advertisement.
 - ii. Respondents below 16 years old like musical ads more than other types of ad. But majority people of age above 16 up to 45 years old prefer to funny type of T.V. ads. Majority of respondents above 45 years old like to watch funny ad in T.V. but same percentage of respondents belonging to this age group do not have any specific choice, they like to view all types of ad displayed in television.
 - iii. Most of the people having education below S.L.C. level prefer musical ads but major percentage of people with education background S.L.C., intermediate ,bachelor and post graduate like funny ads the most.
 - iv. Among the types of advertisement female prefer musical advertisement more than other types but male like funny ads the most.
- 2) It is found from the from the research about how different group of people In urban areas perceive and react about the T.V. advertisement.
 - I. Among the respondents majority of people try to know what the ad wants to say.
 - II. Majority of respondents of age below 16 years old just watch the advertisement without any attention about the message conveyed through the ad. No one feels curious about the ad in this group and the habit of changing the channel is also common in them.
 - III. Most of the people of age above 16 years old try to know what the ad wants to say when the ad appears on the television.
 - IV. Majority of the respondents of age group 16-25 and 26-35 try to know what the advertisement wants to say, among this group second major percent of respondents are curious about the ad also.
 - V. No any respondent turn off the T.V. when ad appears.
 - VI. Majority of the respondents belonging to education level below S.L.C. try to know what the ad wants to say but in this education group there are some respondents who just watch the advertisement without any interest and some of them change the channel when advertisement displayed in the T.V. They are in second and third highest proportion

in the group respectively. Only few percentages of people are curious about ad in this group.

- VII. Majority of the respondents having intermediate level of education background are seemed to be curious about the advertisement and also same percent of them try to know what the ad is about.
 - VIII. When the ad appears in the T.V. respondents having S.L.C., bachelor and post graduate level of education mostly try to know what the ad is about.
 - IX. Females are more conscious about the T.V. advertising.
- 3) From the study the effectiveness on T.V. advertising and its impact on the consumers of urban areas are analyzed.
- I. Majority of people watch television advertisement.
 - II. Females have the habit of watching T.V. ads more than male.
 - III. Majority of people buy the product only when they need but few buy it because ad tempts them to buy. There are also some consumers who buy the product because of both the reason i.e. influence of advertisements as well as their requirement.
 - IV. People prefer to buy the product which is regularly advertised than the product which is not advertised.
 - V. Response towards advertising believability is satisfactory. Majority of people believe that T.V. advertisement doesn't deceive but still there are some people have doubt about the misguidance of the advertisement.
 - VI. Majority of the consumers' attention towards the product is attracted by the repetition of advertisement. Consumers are more likely to remember the advertised product if the advertisement is repeated more often i.e. product is frequently advertised.
 - VII. Majority of people seek for more information regarding the advertised product. Therefore the information conveyed through the information conveyed through the present T.V. advertisement is insufficient.
 - VIII. Most of the people said that the present T.V. ads are satisfactory only and some people feel boring also. An advertisement best work only when viewers feel that they are genuine and attractive.
 - IX. Television ads are capable to induce curiosity among the consumers towards the product but the study shows that advertisers have to work harder to increase consumers' curiosity towards advertised product.
 - X. Television ads have positive influence on the buying habits of consumer and persuade them to buy the advertised product.
 - XI. It is found that advertisement helps the consumer to remember the brand name.

- XII. Majority of consumer do not think that advertised product will have higher price than not advertised one.
- XIII. Similarly majority of consumer do not find any difference in quality of advertised and not advertised product.
- XIV. Most of the consumer feels that the message in the T.V. ads is according to consumers' need but some people think they are not. So the message should be easy to understand focused on the product.
- XV. From the view of consumer also television is the best medium for the advertisement of the product. It is also found from the study that television is the most influential medium for advertising.

In conclusion, television is one of the most popular medium of advertising in the urban area of Nepal. Consumers have positive attitude towards the television advertising. In the present study it is found that most of the consumer prefers to watch T.V. ads and also the ad is able to drag the consumer up to the market to buy the advertised commodity.

It can be said that consumers buying behavior is highly influenced by the advertising. All commercial economic activity is directed towards the satisfaction of the consumers' wants and needs. Therefore, an understanding of the consumer, their habits, their preference, their background the force that motivates them should be kept in the primary importance by the marketers and advertisers.

5.3 Recommendation

Today's customers are very informative, aware, and harder to please them. They are smarter, more price conscious, more demanding and less forgiving and approached by more competitors with equal better offer. In order to please and persuade today's customer advertising should be of interest to the viewers and audience. Television advertising can work best than other means of advertising to draw consumers' attention.

It is found that different age group of people have different choice and interpretation regarding the presentation of T.V. ads so the advertiser have to consider about the interest, feelings of the consumers for effective advertising.

Considering the findings of the study following recommendation are made.

1. The study shows that majority of the respondents of different age group and educational background prefers funny advertisement on T.V. so to attract consumers' attention advertisers should make funny types of ads. Use of humor in advertising certainly attracts attention of the viewers. It is also observed from the study that majority of the people below S.L.C. level of education and below, 16 years old like musical ad is more effective.

2. Most of the respondents of age below 16 years old just watch the advertisement. Nobody feels curious about the ad in this group and the habit of changing the channel is also prevalent in them. Thus for a child product the ad should be child oriented to attract their attention.
3. It is found that majority of male prefer funny ads but females prefer musical ads so if the product is advertised only to attract female consumer the advertiser should make their ads in the musical form.
4. The study shows that high percentage of people prefers regularly advertised product than non advertised one. It is also true that without advertising, there is no business at all in the present global age of marketing so advertising should be widely used by the business organization in order to increase their sales.
5. The research shows that most of the people buy the product only when they need. Only few percentages of respondents said that they buy the product because ads induce them to buy. Advertiser should try to create the necessity of the product and in order to persuade more consumers the ads should be of interest to them.
6. Majority of the respondents said that ads have not deceived them but still there are some people who believe that ads deceive them. Deceiving and misleading ad has negative impact on consumers so to win consumers belief the advertiser should be conscious on quality of product and the ad should reveal the true aspect of the product only without deceiving the consumer to retain them for the future also.
7. It is shown from the research that respondents are willing to get additional information concerning the various aspects of the products. So producer and advertiser should deliver sufficient information so as to make the product more familiar and acceptable to the consumer.
8. Majority of the consumers categorized the T.V. ads as satisfactory in this study. Only few people placed them in genuine and some feel bored by watching the ads. Thus, it is essential to the advertiser to make their advertisement genuine.
9. Advertising strategy should be made on the basis of target consumers.
10. It is essential to gather consumers' opinion on the advertisement's content to implement particular advertising strategies so advertisers are recommended to conduct research from time to time to have proper understanding of consumers' view regarding advertising.
11. Television is the most popular mass medium in the urban areas of Nepal. Thus advertising on the television have more impact on consumers than other media since it is family medium and T.V. ads carry sight, color, sound and motion together. Thus choosing television as the major

advertising media is the best option for the business organization, advertisers etc. in order to influence consumers' behavior.

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Questionnaire

Advertising on Television:

Impact on Consumer Behaviour in Urban Areas

1. Do you generally watch the T.V. advertisement?
I) yes []
II) No []
2. What kind of advertising do you like on T.V. generally?
I) Musical [] II) Funny []
III) Simple [] IV) All of the above []
3. What is your reaction when any new advertisement shown on T.V.?
I) Become curious about the advertisement. []
II) Try to know what it wants to say. []
III) Just watch the advertisement. []
IV) Change the channel. []
V) Feel boring. []
4. You buy a product because.
I) Advertisements induce you to buy. []
II) You need it. []
III) Both of them. []
5. Which product do you prefer to buy?
I) Advertisements induce you to buy. []
II) You need it. []
6. Does repetition of advertisement attract your attention towards the Product?
I) Yes []
II) No []
7. Has an advertisement ever deceived you?
I) Yes []
II) No []
8. If any advertisement interests you what do you do?
I) You look for further information what is advertised []
II) What you received is enough. []
9. How do you separate most of the T.V. advertisement?
I) Genuine [] II) Attractive []
II) Satisfactory [] III) Boring []
10. Do you feel inclined to buy when you watch any advertisement on T.V.?
I) Highly inclined [] II) Inclined []
II) Indifferent [] IV) Highly indifferent []
11. If there is same type of products in market in terms of quality and Price of none advertised product?
I) Advertised one []
II) Non advertised []
12. Does advertisement on T.V. generate curiousness about the product?
I) Yes []
II) No []

13. Have you brought any product after getting information from advertisement?
 I) Yes []
 II) No []
14. Does advertisement help you to remember brand name of product?
 I) Yes []
 II) No []
15. Do you think that the price of the advertised good will be higher than the price of non advertised product?
 I) Yes []
 II) No []
 III) Don't know []
16. Do you believe that the quality of advertised product is not good as that of the non advertised one?
 I) Yes []
 II) No []
 III) Don't know []
17. If consumers have access to all of the following media, in your opinion which one is best media for advertisement of a product?
 I) Television []
 II) Radio []
 III) Print media []
18. Do you think that most of the advertisements you watch on T.V. communicate the exact message that you need?
 I) Yes []
 II) No []
19. Do you think frequency of advertisement affects the effectiveness of T.V. advertisement on consumer behaviour?
 I) Yes []
 II) No []
 III) Don't know []

Profile of the respondent

- a) Name of respondent:.....
- b) Which of these categories best describes your age?
 i) Below 16 []
 ii) 16-25 years of age []
 iii) 26-35 years of age []
 iv) 36-45 years of age []
 v) 46 or above []
- c) Which of these categories best describes your education background?
 i) Below S.L.C. []
 ii) S.L.C. []
 iii) Intermediate []

iv) Graduate []
v) Post graduate []