

Chapter I

INTRODUCTION

1.1. Background Information.

The term 'advertising' is derived from the original Latin word 'advertere' which means 'to turn' the attention. Every piece of advertising turns the attention of the readers or the listeners or the viewers or the onlookers towards a product or a service or an idea. Therefore, it can be said that anything that turns the attention to an article or a service or an idea might well be called as advertising. It is the power-packed process pertaining to the dissemination of information advertiser. Advertising is salesmanship in print. It is the magnet that motivates the world of business. It is the mainstay of human civilization and the cornerstone of culture. It is tantalising technique of popularising a product. It is that magic force which turns an instinct into acquisition, a desire into demand and a dream into reality by influencing the consumption, directing the production, diverting the distribution and affecting the very course of exchange. Oald, 8th edition

Sandage and Fryburger, (1971) define advertising is "multi-dimensional; a powerful marketing tool; a component of economic system; a means of financing the mass media; a social institution; an art form ; an instrument of business management; a field of employment and a paying profession." According to the definition, one can think of some outstanding attributes of advertising as an activity in this competitive world of business.

Advertising is the method used by businesses, companies and other organisations to promote their goods and services to the public. The ultimate aim of advertising is to increase sales by showing these goods and services in a positive light.

Advertising is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas, or services. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid for by sponsors and viewed via various media; including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages.

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. Advertising justifies its existence when used in the public interest. It is much too powerful a tool to use solely for commercial purposes.

Advertising, as an activity, is not possibly free of cost. It is not paid for, it is a "publicity" or a "propaganda" or a "rumour" where the person may or may not spend. Advertising as an act of persuasion is deliberated and planned one and the sender of the message has to foot the bill. Whatever may be the media, each medium and media vehicle costs the advertiser. By its very nature, it is paid form of presentation of an idea, product or a service in an indirect way. A rupee spent on advertising is not going to be a waste because, it generates rupees sixteen, leaving net gain of rupees fifteen over what one spends.

Each and every advertisement is sponsored by a manufacturer or dealers on behalf of manufacturers. His identity is known. That is, on each product package or advertisement copy in any form, we come to know about the name of the advertiser. May be the manufacturer or the marketer through the name, brand or logo. The advertiser doesn't want to hide his existence because the 'ad' is to build not only the brand-image, product-image but also the corporate-image. It is a matter of public relations. There is nothing wrong in this exposure because the advertiser foots the bill.

1.1.1 Advertising and its dimensions

Public service advertising, non-commercial advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives. Hence, public service advertising is a type of advertisement featured on television, radio, print or other media. Non-commercial advertising is sponsored by or for a charitable institution or civic group or religious or political organization. Many non-commercial advertisements seek money and placed in the hope of raising funds. Others hope to change consumer behaviour. Cause advertising or cause-related advertising refers to a type of advertising involving the cooperative efforts of a "for profit" business and a non-profit organization for mutual benefit. The term is sometimes used more broadly and generally to refer to any type of advertising effort for social and other charitable causes, including in-house marketing efforts by non-profit organizations. Social advertising is the systematic application of advertising, along with other concepts and techniques, to achieve specific behavioural goals for a social good. (Leiss, 1990)

In the United States, the granting of television and radio licenses by the Federal Communications Commission is contingent upon the station broadcasting a certain amount of public service advertising. To meet these requirements, many broadcast stations in America air the bulk of their required public service announcements during the late night or early morning when the smallest percentage of viewers are watching, leaving more day and prime time commercial slots available for high-paying advertisers. (Avery, 1992)

Public service advertising reached its height during World Wars I and II under the direction of more than one government. During World War II President Roosevelt commissioned the creation of The War Advertising Council (now known as the Ad Council) which is the nation's largest developer of Public

Service Advertising (PSA) campaigns on behalf of government agencies and non-profit organizations, including the longest-running PSA campaign, Smokey Bear.

The marketing mix has been the key concept to advertising. The marketing mix was suggested by Professor E. Jerome McCarthy in the 1960s. The marketing mix consists of four basic elements called the Four P's. Product is the first P representing the actual product. Price represents the process of determining the value of a product. Place represents the variables of getting the product to the consumer like distribution channels, market coverage and movement organization. The last P stands for Promotion which is the process of reaching the target market and convincing them to go out and buy the product.

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logo jets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

It clarifies the objectives of an advertising campaign and for each individual advertisement. The model suggests that there are six steps a consumer or a business buyer moves through when making a purchase. The steps are:

1. Awareness

2. Knowledge
3. Liking
4. Preference
5. Conviction
6. Purchase

Paying people to hold signs is one of the oldest forms of advertising. A bus with an advertisement for Gap (clothing retailer) in Singapore. Buses and other vehicles are popular mediums for advertisers.

Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which involves the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may rely on free modes of persuasion, such as a public service announcement.

Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. In 2010, spending on advertising was estimated at more than \$300 billion in the United States and \$500 billion worldwide. (Bhatia , 2000)

The non-personal communication of information usually paid for and usually persuasive in nature, about products or ideas by identified sponsor through various media. (Arenes, 1996). Any paid form of non-personal communication about an organisation, product ,service, or idea from an identified sponsor. (Blech, 1998). Paid non-personal communication from an identified sponsor using mass media to persuade influence an audience. (Wells , Burnett, and Moriarty, 1998) . The element of the marketing communication mix that is non personal paid for an identified sponsor and disseminated through mass channels

of communication to promote the adoption of goods, services and person or ideas. (Bearden, Ingram & Laforge, 1998) .An informative or persuasive message carried by a non personal medium & paid for by an identified sponsor whose organisation or product is identified in some way. (Zikmund & D'amico, 1999). Impersonal, one way communication about a product or organization that is paid by marketer. (Lamb, Hair & Mc. Daniel, 2000).

Egyptians used papyrus (a thick paper-like material produced from the pith of the papyrus plant) to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC. History tells us that Out-of-home advertising and billboards are the oldest forms of advertising. (Bhatia, 2000)

As the towns and cities of the middle ages began to grow, and the general populace was unable to read, signs that today would say cobbler, miller, tailor or blacksmith would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour. Fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers (town criers) to announce their whereabouts for the convenience of the customers.

As education became an apparent need and reading, as well as printing, developed advertising expanded to include handbills. In the 17th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe.

However, false advertising and so-called "quack" advertisements became a problem, which ushered in the regulation of advertising content.(Eskilson, 2007)

As the economy expanded during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising.

In June 1836, French newspaper *La Presse* was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. Around 1840, Volney B. Palmer established the roots of the modern day advertising agency in Philadelphia. In 1842 Palmer bought large amounts of space in various newspapers at a discounted rate then resold the space at higher rates to advertisers. The actual ad- the copy, layout, and artwork- was still prepared by the company wishing to advertise; in effect, Palmer was a space broker. The situation changed in the late 19th century when the advertising agency of Ayer and Son was founded. Ayer and Son offered to plan, create, and execute complete advertising campaigns for its customers. By 1900 the advertising agency had become the focal point of creative planning, and advertising was firmly established as a profession. Around the same time, in France, Charles-Louis Havas extended the services of his news agency, Havas to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. Ayer and Son was the first full-service agency to assume responsibility for advertising content. Ayer opened in 1869, and was located in Philadelphia.

At the turn of the century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, advertisers and agencies recognized the value of women's insight during the creative process. In fact, the first American advertising to use a sexual sell was created by a woman – for a soap product. Although tame by today's standards, the

advertisement featured a couple with the message "The skin you love to touch". (Eskilson, 2007)

1.1.2 Media and Advertisement

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularised, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realised they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show. (McChesney, 1928)

This practice was carried over to television in the late 1940s and early 1950s. A fierce battle was fought between those seeking to commercialise the radio and people who argued that the radio spectrum should be considered a part of the commons – to be used only non-commercially and for the public good. The United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporated as a public body by Royal Charter in 1927. In Canada, advocates like Graham Spry were likewise able to persuade the federal government to adopt a public funding model, creating the Canadian Broadcasting Corporation. However, in the United States, the capitalist model prevailed with the passage of the Communications Act of 1934 which created the Federal Communications Commission. However, the U.S. Congress did require commercial broadcasters to operate in the "public interest, convenience, and necessity". Public broadcasting now exists in the United States due to the 1967 Public

Broadcasting Act which led to the Public Broadcasting Service and National Public Radio. (McChesney, 1928)

1.1.3 TV advertising

In the early 1950s, the DuMont Television Network began the modern practice of selling advertisement time to multiple sponsors. Previously, DuMont had trouble finding sponsors for many of their programs and compensated by selling smaller blocks of advertising time to several businesses. This eventually became the standard for the commercial television industry in the United States. However, it was still a common practice to have single sponsor shows, such as The United States Steel Hour. In some instances the sponsors exercised great control over the content of the show—up to and including having one's advertising agency actually writing the show. The single sponsor model is much less prevalent now, a notable exception being the Hallmark Hall of Fame.

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in *for* the advertising message, rather than it being a by-product or afterthought. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, such as Home Shopping Network and ShopTV Canada. (Galbithink.org, 2008)

In addition, TV advertisement plays an important role on changing the consumers' behaviour and also provides new patterns for selecting toilet soap. Because marketing is the important issue in the various product operations therefore, marketing operations needs an effective way to affectionate the marketing operation.

Broadcast stage of advertising witnessed the invention of radio, television and motion pictures. Radio became a powerful audio media of advertising since 1922. Radio is a piece of equipment used for listening to programmes that

broadcasts advertisements to the public. It was capable of reaching millions of illiterate people. Television became an important and popular audio-visual media of advertising since 1948. Ad. agencies emerged during this stage. J. Walter Thompson was the pioneer ad agency. Such agencies provided full advertising services. They developed client account services, creative copywriting and brand names. Research agencies related to advertising also appeared. Advertising was used to promote social and political issues. (Agrawal, 2006)

At first, the popularity of television was hindered by the expensive cost of TV sets and lack of programmes. Television (TV) is a telecommunication medium for transmitting and receiving moving images that can be monochromatic (shades of grey) or multi-coloured. But its impact was so deep that within a decade it was spread over the world. Nepal is not an exception. In Nepal, television was first commissioned in 2041 B.S. in the name of Nepal television. It started to telecast the program in 2042 B.S. while the commercial telecasting started only in 2044 B.S. On 29th Shrawan 2042, Nepal Television (NTV) had started its first trial transmission was started on occasion of King Birendra's birthday, since 14th Poush 2042. It is estimated that about 47% of population living in 32% of area of Nepal can watch the programmes of NTV. Programmes to increase broadcasting capacity and extending reception area coverage are underway. (Economic Survey, 1999)

Television advertising has many advantages. Firstly, it combines sight, sound and motion. It is quite appealing in the senses. It arouses high attention and it has high reach.

Therefore, it's an important issue to choose the proper time and show of television advertisement. TV advertising plays an important role to promote the marketing strategy of any goods. It is a form of powerful electronic media to uplift the product and to convince the people towards the selection of the goods like toilet soap.

An advertisement plays a vital role in the marketing of products as it provides a buying power for various product operations by affecting the behaviour of consumers. Different Medias have been used for marketing the products such as news papers, magazines and radio hang numbers of products lead to search for a resalable and effective media for the marketing of products. Television however occupies an important place of products due to its extensive spread worldwide in general and in Nepal in particular.

In this regard TV advertising has grown very fast in recent years. It combines the audio effect with its own visual effect. Marketers can effectively use the appeals of love, fair, embarrassment, success, economy, prestige and many others. There is demonstration of a product explaining its basic features, utilities and extra benefits. But the study will not include internet because it has the narrower coverage and limited users in the study area. So TV advertisement has an effective media for the purpose of this study.

Marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, a number of websites including the search engine Google, started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising. (Galbithink.org, 2008)

The share of advertising spending relative to GDP has changed little across large changes in media. For example, in the US in 1925, the main advertising media were newspapers, magazines, signs on streetcars, and outdoor posters. Advertising spending as a share of GDP was about 2.9 percent. By 1998, television and radio had become major advertising media. Nonetheless, advertising spending as a share of GDP was slightly lower about 2.4 percent.

A recent advertising innovation is "guerrilla marketing", which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. Guerrilla marketing involves unusual approaches such as intercept encounters in public places, street giveaways of products or any unconventional marketing intended to get maximum results from minimal resources. Guerrilla advertising is becoming increasingly more popular with a lot of companies. This type of advertising is unpredictable and innovative, which causes consumers to buy the product or idea. This reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages, and various innovations utilizing social network services such as Facebook.

The 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, political ideology, energy conservation and deforestation.

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television. The average cost of a single thirty-second TV spot during this game has reached US\$3 million (as of 2009). The majority of television commercials feature a song or jingle that listeners soon relate to the product. Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none exist in real-life. This technique is especially used in televised sporting events. Virtual product placement is also possible.

Infomercials: An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" combining the words "information" & "commercial". The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from consumers and industry professionals. (McCarthy, 2002)

Sales promotions are another way to advertise. Sales promotions are double purposed because they are used to gather information about what type of customers you draw in and where they are, and to jumpstart sales. Sales promotions include things like contests and games, sweepstakes, product giveaways, samples coupons, loyalty programs, and discounts. The ultimate goal of sales promotions is to stimulate potential customers to action.

Increasingly, other media are overtaking many of the "traditional" media such as television, radio and newspaper because of a shift toward consumer's usage of the Internet for news and music as well as devices like digital video recorders (DVRs) such as TiVo.

Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives.

1.1.4 Recent Media and Advertising

Digital signage is a form of electronic display that shows information, advertising and other messages. Digital signs (such as LCD, LED, plasma displays, or projected images) can be found in public and private environments, such as retail stores and corporate buildings. Digital Signage Displays are most usually controlled by basic Personal Computers by way of proprietary software programs, avoiding any large capital outlays for the controller equipment.

Digital signage is poised to become a major mass media because of its ability to reach larger audiences for less money. Digital signage also offers the unique ability to see the target audience where they are reached by the medium. Technological advances have also made it possible to control the message on digital signage with much precision, enabling the messages to be relevant to the target audience at any given time and location which in turn, gets more response from the advertising. Digital signage is being successfully employed in supermarkets. Another successful use of digital signage is in hospitality locations such as restaurant and malls.

E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "e-mail spam". Spam has been a problem for e-mail users for many years. Email advertising is a form of direct advertising which uses electronic mail as a means of communicating commercial or fund-raising messages to an audience. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. However, the term is usually used to refer to:

-) sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage business,
-) sending email messages with the purpose of acquiring new customers or convincing current customers to purchase something immediately,
-) adding advertisements to email messages sent by other companies to their customers, and
-) sending email messages over the Internet, as email did and does exist outside the Internet.

Some companies have proposed placing messages or corporate logos on the side of booster rockets and the International Space Station. Controversy exists on the effectiveness of subliminal advertising and the pervasiveness of mass messages.

As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed, also first launched in Finland in 2000. A mobile phone, cell phone or hand phone is an electronic device used to make mobile telephone calls across a wide geographic area, served by many public cells, allowing the user to be mobile. By 2007 the value of mobile advertising had reached \$2.2 billion and providers such as Admob delivered billions of mobile ads. (Karjaluo Heikki, 2005)

More advanced mobile ads include banner ads, coupons, Multimedia Messaging Service picture and video messages, advergames and various engagement marketing campaigns. A particular feature driving mobile ads is the 2D Barcode, which replaces the need to do any typing of web addresses, and uses the camera feature of modern phones to gain immediate access to web content. 83 percent of Japanese mobile phone users already are active users of 2D barcodes. (Karjaluo Heikki, 2005)

A new form of advertising that is growing rapidly is social network advertising. It is online advertising with a focus on social networking sites. This is a relatively immature market, but it has shown a lot of promises as advertisers are able to take advantage of the demographic information the user has provided to the social networking site. Friendertising is a more precise advertising term in which people are able to direct advertisements toward others directly using social network service.

Every piece of advertising guarantees satisfaction of human wants and wants stem from the needs and desires. Advertisers-manufacturers and dealers – use this mass media to communicate the message to the target audiences. Communication costs and hence, it is speedy and all-pervasive as it is purely commercial. Within a fraction of a minute, or a few seconds, a manufacturer can draw the attention of 850 million people on national network programme.

It is needless to say that daily on TV and on "ad" on any product or service or an idea, reaches millions of people amass. (Petley, 2002)

Persuasion is the power of advertising. It is its stock or strength. Advertising is, by very nature, persuasive. Advertising in any form contains persuasion because, the major function of advertising copy and the art-work is to persuade the reader or the listener or the viewer. There is a kind of logical process of persuasion known as A-I-D-A formula. That is, an advertisement draws the ATTENTION, creates INTEREST, converts interest into DESIRE and DESIRE into ACTION. Thus, advertising lies in its ability to persuade. Persuasion is seen at two levels namely, attitudes and actions. Majority of 'ads' change the attitude of consumers. The brand image built by any 'ad' is a clear example of attitude change and action orientation. Thus, the concepts of beauty and charm are highlighted by soap-makers by use of film-stars and sports persons and animals in case of tyres. These build favourable attitude, hence positive of purchase sooner or later. (Young, 2005)

In today's world of business, competition is keen, acute and cut-throat. In each line of activity, there are many manufacturers and it is but natural that they want to push their products and services to the maximum extent with profit to them and satisfaction to the consumers. Competition is of two types namely, quality and price. In both the cases, the change in quality standards and price are to be brought to the notice of the target audience. As every business person and unit is a competitor, he or she or it wants to surpass others to compete away the advertiser wants to say how far he is superior to other in product or service performance. That is why, the statement "out of sight out of mind" that applies.

Most of us have a very strong and wrong idea that advertising is the part of product or service that we buy as we pay for it. It is true that product price includes advertising is the total benefit that the consumer derives through the use of a product or a service. It is to put this way that advertising is the total

benefit that the consumer drives through the use of a product or a service. It is because; each "ad" has a theme, a great selling idea, hints for better use and better results and so on. Thus, we pay for product; we pay certain position for advertising for its useful communicative service along with product or service use.

1.1.5 Public Relation and Advertising

Unpaid advertising (also called "publicity advertising"), can provide good exposure at minimal cost. Personal recommendations ("bring a friend", "sell it"), spreading buzz, or achieving the feat of equating a brand with a common noun (in the United States, "Xerox" = "photocopier", "Kleenex" = tissue, "Vaseline" = petroleum jelly, "Hoover" = vacuum cleaner, "Nintendo" (often used by those exposed to many video games) = video games, and "Band-Aid" = adhesive bandage) — these can be seen as the pinnacle of any advertising campaign. However, some companies oppose the use of their brand name to label an object. Equating a brand with a common noun also risks turning that brand into a generalized trademark - turning it into a generic term which means that its legal protection as a trademark is lost. (Livingston, 1994)

1.1.6 TV advertising and Toilet Soap

Advertising is an impersonal attempt to present the message regarding a product, or a service or an idea. That is, the advertiser makes use of convenient and viable media and media vehicle to pass on his "ad" message to the target audience or target market. That is why, it is called a salesmanship in print. In other words, the manufacturer and consumers are not in direct or personal contact with one another. Thus, no TATA, BATA, Bhagat Ram, Dalmia, Garware, Godrej, Damania, Singhanian and so on comes personally to tell about their products, services and ideas.

Audio-visual medium is also used to advertise goods or services in Nepal. Information is given about the quality, utility, price, benefits, using methods

etc. of the good which is intended to sell. Coloured pictures, scenes of the products are attractively presented decorating at right place through this modern media. Such type of presentation attracts potential customers and wins their heart. Nepal Television is the strong example of audio visual media in Nepal. Nowadays advertisements are given in front, in the middle and in the end of news. (Kafle, 2008)

There are many domestic products like noodles, biscuits, chocolates and shampoo in the market. Among them toilet soap is the most widely used item in our daily life. The consumers cannot imagine their morning without this product. Hence, the study researcher has chosen the toilet soap for the purpose of study. The product involves the switching item from the different companies. Each and every advertisement is a piece of information to the listeners, readers, viewers and onlookers. An advertisement announces the arrival of a new product, talks about its special features and explains the best use of the product, thus, helping the hesitant and undecided prospect to make the decision to buy or not to buy. Thus, today, "CAMAY" toilet soap is introduced by Godrej Soaps Limited of international quality in two varieties as "classic" and "natural". This is the latest toilet soap after "LE SANCY" being introduced by Hindustan Lever Limited in three colours namely white, light blue and pink with moderately fragrances. Thus, it is informative. So, the consumers from lower level to upper level can give the exact information about the product for the study.

Selected Toilet Soaps

A toilet soap is a mild soap, often coloured and scented, used for washing oneself. Lux, Liril, Lifebuoy, Dabur Vatika, Nepal Neem Soap are the largely available toilet soaps in Butwal Municipality and Semlar V.D.C. The question as to the qualities of toilet soaps has a high strongly significance. Impurity of complexion and morbid anomalies of the skin are produced by the use of poor and unsuitable soaps. The latter, chemically regarded, are salts of fatty acids, and are prepared from fats and a lye, the two substances being mixed in a

vessel and brought to a boil, soda lye being used in the preparation of toilet soaps. In boiling together a fat and a lye, the former is resolved into its component parts, a fatty acid and glycerine. The acid unites with the soda lye, forming a salt, which is regarded as soap. By the addition of sodium chloride, this (the soap) is separated and swims on the residual liquid as "kern," or granulated soap. Good soaps were formerly made only from animal fats, but some of the vegetable oils or fats have been found to also make excellent soap. Among them the best is cacao butter.

From a hygienic standpoint it must be accepted as a law that a good toilet soap must contain no free alkali, every particle of it must be chemically bound up with fatty acid to the condition of a salt, and the resultant soap should be neutral in reaction. Many of the soaps found in commerce to-day contain free alkali, and exert a harmful effect upon the skin of those who use them. Such soaps may readily be detected by bringing them into contact with the tongue. If free alkali be present it will make itself known by causing a burning sensation—something that a good toilet soap should never do.

Some of the currently available brands of toilet soap in the market are presented below:

Brand	Company
Lux	Unilever Nepal Ltd.
Liril	Unilever Nepal Ltd.
Lifebuoy	Unilever Nepal Ltd.
Dabur Vatika	Dabur Nepal Pvt. Ltd
Nepal Neem Soap	Trikon Swashthya Foundation Pvt. Ltd.

The brief description of aforementioned companies and their toilet soap products given below:

Hindustan Unilever Limited (HUL), a 52%-owned subsidiary of Anglo-Dutch giant Unilever, has been working its way into India since 1888, when it started

selling its products there. As India's largest consumer goods firm, HUL markets more than 400 brands that include beverages, food, and home and personal care goods. The south asian cluster of unilever limited had realised a separate marketing coverage in Nepal after Hindustan Unilever Limited. So, the company was launched in 1994 in the name of Nepal Lever Limited and later it was renamed as Unilever Nepal Limited. (<http://www.answers.com/topic/hindustan-lever-limited>)

The under mentioned are the soap production that the researcher has selected for this study with the brief description.

Lux (Unilever Nepal Ltd.)

This soap has a very good fragrance, is best suited for skin, keeps the moisture contents as required. Cost wise is very much affordable. Globally available at every corner in departmental stores, grocery shops and in general stores also. The prominent variables of Lux are: almond, orchid, fruit, saffron, sandalwood, rose, international, chocolate, aromatic extracts, oil and honey glow. (<http://www.slideshare.net/anandganpaa/lux-soap>)

Liril (Unilever Nepal Ltd.)

Liril soap is found in solid form in a cake shape. It has a fragrance of fresh lemon. It contains olive oil which whitens the skin. (http://www.alibaba.com/product-free/116012724/liril_soap.html)

Lifebuoy (Unilever Nepal Ltd.)

Lifebuoy Soap was originally launched in 1894 as Lifebuoy Royal Disinfectant Soap. Originally available in household, and toilet size (bath size) it is now only available in toilet size (bath size) This is the latest version of the original formula and not the Asian version of Lifebuoy which you often find on market stalls. The Asian Lifebuoy is a completely different formula, and does not smell, or feel the same. Please see the reviews on this site regarding this product. People often comment to us that as soon as they smell our Lifebuoy's

distinctive odour they are transported back to many a year ago. 85g bar size. (<http://www.carbolicsoapusa.com/lifebuoy-red-85g-p-840.html>)

Similarly the researcher has selected Dabur Vatika Soap which is the product of Dabur Nepal Pvt. Ltd.

Dabur Vatika (Dabur Nepal Pvt. Ltd)

Dabur Vatika soap is made with honey and saffron. It is used to clear your skin and give it a natural healthy glow. (<http://www.indianblend.com/site/664954/product/NHB-10>)

Furthermore the researcher has selected Nepal Neem Soap except the product of Unilever Nepal Ltd., Dabur Nepal Pvt. Ltd. for the purpose of study from Trikon Swashthya Foundation Pvt. Ltd.

Nepal Neem Soap (Trikon Swashthya Foundation Pvt. Ltd.)

Nepal Neem Soap is carefully prepared after a long research of ayurvedic doctors. A series of himalayan neem (*azadirachta indica*), titepati(*artemisia vulgaris*) & other herbal extracts, flowers and essential oils are blended with saponified oils of coconut, castor, churee, palm kernel and other food-grade oils that have been traditionally used to benefit of skin and hair. This soap fights against micro-organism such as bacteria, fungus, parasites & reduce the excessive perspiration & bad odours. It cleans skins & improves complexion. (<http://www.chemicalsources.net/Nepal-Neem-Soap-266245-10065.htm>)

At present dozens of brand is being found in Nepalese market. So, producers of toilet soap are also applying different promotional mix out of them advertising is the widely used. Similarly the consumers have varieties of the choice to select their own brand.

1.2 Statement of the problem

The researcher selected electronic media TV for the purpose of study. In fact print media like newspapers, magazines and so on are not effective for audio-

visual effect. Moreover, newspaper advertisements generally look flat and unattractive.

Most readers find the newspaper advertisement as a nuisance and unnecessary distractions. Similarly magazines like print advertisements have no circulation and high cost. Scientific evidence indicates that the consumers' consumption is affected of his exposure for different media. Television spread world wide general and in Nepal in particular. Consumers' behaviour also provides new patterns for selecting toilet soap.

It is known that since consumer acceptance is influenced by awareness of TV advertisement. The problem towards with this study is directed to identify the effect of TV advertisement on selection of toilet soap. A favourable advertisement helps to select the correct brand to the consumers. But an unfavourable advertisement ultimately affects negatively to select the brand. Regarding those issues, under mentioned are the identified problems for this study.

- i) What is the effect of TV advertising on toilet soap?
- ii) What is the weight of TV advertising for selecting toilet soap?

1.3 Objective of the study

TV advertising is playing a main role in demonstrating and introducing the features and characteristics of toilet soaps and services to give the consumer more information about the product to make it easy to select the best according to their preferences. So this research especially has tried to find out the effect of TV advertising on selection for toilet soap and to examine the popular means of TV advertising. So, the main objectives of the study are:

- i) To identify the effect of TV advertising on selection for toilet soap.
- ii) To examine the popular means of TV advertisement in case of toilet soap.

1.4 Theoretical Framework

The main objective of the study is to identify the effect of TV advertisement on selection of toilet soap. The study shows the effect of Local, National and International TV's advertisement on Toilet Soap. The advertisement on Local TV, National TV and International TV are the independent variables. Similarly, toilet soap is the dependent variable whereas age, gender, qualification, occupation, place of residence and family size are the moderate variables.

Age plays the vital role on selecting the toilet soap. Younger consumers prefer the toilet soaps with greater amount of fragrance as shown on the TV advertisement in comparison to the adult.

Similarly, female consumers always prefer to select the toilet soaps that soften their skin in comparison to the male. This shows the effect of TV advertisement to select the toilet soaps even in the gender.

The illiterate consumers are not aware of the effect of TV advertisement. They seem to select the toilet soaps with dazzling advertisements rather than the educated consumers. The consumers with high qualification give priority on health and hygiene whereas the consumers with low qualification give priority only to wash their body.

The toilet soap users from remote and rural area may not be affected by the TV advertisement. There are no availabilities of many channels of TV advertisement. So, the residents from remote area may not have no larger selection of toilet soaps in comparison to the urban people.

The members of the joint families tend to select the toilet soaps that long lasts through the effect of TV advertisement but the members of nuclear family try to select the qualitative brand as shown on the TV advertisement.

1.5 Hypotheses

The following hypotheses are developed for the research.

i. H_0 : There is no significant relationship between watching TV commercial and strong belief about that advertisement.

H_1 : Watching TV commercial leaves the significant impact over the strong belief of that advertisement.

ii. H_0 : There is no significant relationship between strong belief on TV advertisement and opinion about the effect of TV advertisement on choosing the toilet soap.

H_1 : Strong belief on TV advertisement leaves the significant impact over the opinion about the effect of TV advertisement on choosing the toilet soap.

iii. H_0 : There is no significant relationship between opinion about the effect of TV advertisement on choosing the toilet soap and continuity of the selected brand.

H_1 : Opinion about the effect of TV advertisement on choosing the toilet soap leaves the significant impact over the continuity of the selected brand.

iv. H_0 : There is no significant relationship between watching the TV commercial and effect of that advertisement to change the brand.

H_1 : Watching the TV commercial leaves the significant impact over the effect of that advertisement to change the brand.

Even though, the hypotheses mentioned above are listed; the other factors also play an important role in the selection of toilet soap. As the younger the user, higher the effect of TV advertisement for selection of the toilet soap. Similarly regarding gender, female consumers select the toilet soap of fragrance to soften

the skin whereas male consumers prioritise towards body as shown on TV advertisement. Similarly another moderate variable qualification also plays the vital role. So, the higher the level of qualification and occupation, the higher the selection of toilet soap through the effect of TV advertisement. Similarly, place of residence such as the higher the consumers from urban area, the higher the selection of toilet soaps through the effect of TV advertisement. The other factor family size such as the larger the number of family members, the lower the selection of toilet soaps through the effect of TV advertisement are also related with the independent and dependent variables.

Chapter II

REVIEW OF LITERATURE

Review of Related Aspects

Advertising trend in Television channels is similar with each other. Advertising trend observe on the basis advertisement in news, program, gateway, advertisement item and advertisement production. Advertising business is increasing day by day. Advertising trend seem quite similar and interesting which helps to breakeven point of the television business.

This study is to explore how the marketing mix and demographical factors influence the brand preference and purchasing behaviour of toilet soap among the consumers in Butwal Municipality and Semlar V.D.C.

There are lots of researches and studies have been done on consumer buying patterns on different products. These researches have been conducted mostly by aiming a specific geographical area. According to Kotler and Amstrong, (1989) influencing factors for purchasing behaviour are marketing mix and personal characteristics. Most of the studies have shown marketing mix factors have a relationship on the purchasing behaviour of the consumer. The proper alignment of the advertisement is essential in achieving the consumers mind share for the brand. Gupta, (1988) indicates marketing mix have a strong relationship with consumers buying patterns, brand choices and incidences of purchase. Hence the relationship with brand and the advertising factors can be analysed. According to Gupta there is effect of advertisement on selection of brand. Thus, his view with brand choices can be connected with the selection of toilet soap.

Different kinds of promotional activities are essential in modern marketing to keep and grow the market share. The promotions can be done as sales

promotions, public relations, personal selling's, TV and Radio advertisements. Promotion is communicating information about the product between a seller and a buyer in order to create brand values and brand profile (McCarthy & Pereault, 1984). The four main elements of promotion mix are advertising, sales promotion, public relations and personal selling. The major objective of advertising can be inform, persuade, or remind through the mass media. The advertising includes television, radio and billboards. In a first purchase situation consumers will have to rely on advertising in order to decide whether to buy or not (Nilson, 1998). Sales promotions include sampling operations, free banded issues, money-offs and games among consumers. These activities will uplift the sales volumes. Successful sales promotion has to be consistent with the brand values and be consistent with all other aspects of the brand (Nilson, 1998). So, Nilson focuses on the effect of advertisement to promote the sale of product.

To increase brand awareness it is important to reach a big audience, one of the most common ways to do that is through TV advertising. TV advertising was first introduced in USA in 1941, where the TV channel NBC started to air TV-commercials between TV-shows. In Sweden TV- commercials were not allowed until the early 90s, however Swedes were exposed to TV- commercials already in the late 80s, as TV3 which broadcasted via satellite showed TV-commercials for the Swedish audience. The first channel which legally aired TV- commercials in the Swedish terrestrial network was TV 4 (Persson, 1993). Today TV advertising reach everyone, watching TV is one of the most common leisure activities and most people have several TV channels where they are exposed to advertising regularly. TV advertising plays a big role in today's society and can therefore not be underestimated (Grusell, 2008). TV advertising is a medium that combines pictures, movements and sounds, and this combination has a strong influence power when used as a communication channel for advertising (Jobber, 2001).

The impact on demographical factors also plays a significant role in consumers buying behaviour. Age group is an attribute which has a direct impact on person's attitude towards a brand. In the toilet soap categories age group is used to define the targeted market segment. Based on the maturity the preference for toilet soap or any other product may vary. The education level of a person also influence in the decision making process. A well educated person may analyse the ingredients in particular toilet soap but less educated person may not, due to lack of knowledge. Income level of a person has a direct impact on the purchasing of a product. When the income levels rises naturally people tend to buy more luxury/premium products. The income affects the type of goods that consumers are likely to buy (Brue, 1999). So, does the TV advertisement. Since the demographical factors help to identify the target groups, the relationship between brand and the demographical factors can be analysed. Aaker, Gupta and Nilson focus on the brand loyalty not on the selection of product. So this study is essential to find out the effect of TV advertisement on the selection of toilet soap.

Gender

Gender is a factor that plays an important role in choosing the toilet soap. According to the sex, female are supposed to focus on skin soften ingredients and the fragrance flavour of the soap. But the male are supposed to select the soap to clean their body and kill the germs.

Age

Age is a factor which plays a vital role in purchasing behaviour of toilet soap, because it is considered as a criterion in the segmenting process. As an example some toilet soaps are targeted to the consumers' age between 16-26 years and some other brands are targeted to age between 16-38 years. Therefore each brand has its own targeted market. The purchasing behaviour in age categories may be similar or vice versa.

Occupation

The occupation of a consumer could vary during the life cycle or else may be occupied in the same occupation until retired, besides field of occupation also may be different during the life cycle. It enables the consumer to build up different types of reference groups around. Moreover it has a relationship with the income level, attitude, interest and life style of the consumer. Hence above factors results in various buying patterns (Gultinan & Joshep, 1991). Siriwatana, (1988) also indicates that differences in occupation have an effect on consumer quantity buying of orchids and carnations.

Education

Based on the education level of a person buying behaviour could vary. A well educated consumer may read the ingredients of toilet soap before the buying decision is made. At the same time consumer with a lesser education level may decide to buy the product due to the attractiveness of the package. Hence analysis of the relationship of education level and the brand is very important.

Family

The family includes children, spouse and close relations. Therefore the impact generated by the family is substantial in the buying decision. A great deal of family interaction happens before the purchase decision is made, especially an expensive product or a personal care product that the family often uses together such as liquid soap (Onkvisit & Shaw, 1994). The family is generally a primary decision making unit with complex and varying pattern of roles and functions (Engel et al., 1995). Hence the influence made by the family members' decision is focussed by Engel.

Marital Status

Consumers buy products over their lifetime. Buying behaviour will be shaped by the family life cycle, which defines the marital status and life time as young

single, young married, middle-aged single, middle aged divorced, older married, and so on (Onkvisit & Shaw, 1994). For example unmarried consumer may have been using brand “X”, but after that consumer got married may be using brand “Y” because of the influence of the children.

Skin Type Factors

Since toilet soap is applied directly to the skin. Toilet soap selection may occur due to the nature of the skin. Because some brands may be harmful to different skin types depending on the ingredients included in the soap. Therefore consumer may pay an especial attention to the skin type when the brand is purchased. Skin types can be categorized as oily, dry, mixed, normal and sensitive.

Friends and Others

The influence of friends and other parties such a presenter/sales person also plays a vital role in the purchasing behaviour of consumers. These friendship groups are classified as informal groups since they are with lack of authority levels. The options and preferences of friends are an important influence in determining the products or brands selecting, especially to a single person, who live alone (Schiffman & Kanuk, 1997). Hence friends and other interacting parties can be considered as influences to a consumer when a product is purchased.

There could be an impact of substitute products on the consumers purchasing behaviour of toilet soap. For an example most of the countries have got adopted to shampoos, shower gels and liquid soaps. Instead of buying a toilet soap in consumer could buy it in the liquid format by considering the convenience of use. Beside it could happen on eagerness basis to use a different format of soap and could continue it through out if the consumer is satisfied with the product. Hence it is important to asses the relationship between toilet soap and the

related substitute products.

A brand can be a label of ownership, name, term, design or symbol. Further brand can be product, service or concept. Brand preference is measure of brand selection in which consumers will choose a particular brand in presence of competing brands (<http://www.businessdictionary.com/>). Also it can be defined that the degree to which consumers prefer one brand over another (<http://www.answers.com/topic/brand-preference>). A greater brand loyalty among consumers leads to greater sales of the brand (Howard & Sheth, 1969). Brand loyalty leads to certain marketing advantages such as reduced marketing costs, more new customers and greater trade leverage (Aaker, 1991). Quality and personal habits thus influence this situation because consumers prefer risk reduction in familiar products not as in a trial (Nilson, 1998). The brand preference of consumers is an interesting area for the marketers to develop the marketing strategies for their brands.

In the world commercial television has more than fifty years of history, and is present almost every corner of the globe. In the last few years, with the introduction of satellite broadcasting and the development of digital signals (which allows several channels to use the same bandwidth) the structure and character of TV have been changing rapidly. TV's share of total media spending by advertisers has been increasing globally. Indisputably advertising is a discipline that is booming rapidly all over the world. This growth is easily understandable by the fact that, advertisement has outrun all other promotional means in taking the product near to the customer with the speed and mode desired. (McCarthy, 2002)

Sorrell in 1997 explained that advertising through media is a loss of money and if it can be avoided this can save a lot of money for other purposes. However, in Nepalese media advertisement about 83 % of the consumers have positive impact on the product advertisement. This positive change in psychology may

increase the products selling and that may overcome the cost of advertisement thus clarifying Sorrel's concern.

In this study the effect of TV advertising on the selection of toilet soap is tried to be identified. It's based on data taken from Butwal Municipality and Semlar V.D.C. The concept of advertisement is not new one but hence the researcher has tried to show the effect of TV advertisement on the selection of toilet soap. There are different opinions of different scholars about the advertisement.

Sontakki, (1999) states that these days advertisement is called Ad or Advert, which means a public announcement, generally printed or orally made to promote a community service or idea. He describes advertisement as a form of communication intended to promote sale of product or service to influence public opinion, to advance a particular cause or to elicit some other response desired by the advertiser. His statement focuses on the effect of advertisement to influence the public opinion. It can be said that there is the effect of advertisement on selection of the goods. So, the researcher has tried to identify the effect of TV advertisement on selection of toilet soap.

Advertising enables the public to choose the right type of products and services from an array of options. It facilitates them to select the best quality products and services at the lowest price. In the absence of advertising, the public would be at the mercy of the manufacturers/ dealers of a few high period of low quality brands.

Advertising is closely linked with economic development, as it is a vital marketing input, especially at the stage of introduction of a new product. It is an instrument on persuasion and information and the informative role of advertisements consists of providing information about products, their specifications, features, functions and prices to prospective buyers. It is an invaluable aid in the process of market development. Advertising also performs the useful functions like the dissemination of information about innovative technologies, creation of favourable conditions conducing to the consumers in

satiating their demands and in making them to accept innovative products and services before unknown to them. Economic systems are basically constituted by a series of transaction between individuals, organisations and sectors. The relevance of advertising is obvious at all stages of interface between a supplier and a buyer at a micro level and also at the macro-economic context.

Advertisements also play important roles in the welfare of the society. They create awareness among the masses, inform and educate them about socially relevant issues like conservation of natural resources, health, family welfare, literacy, national integration, etc. They aim at communicating social causes, ideas or messages to the people. Moreover, they contribute substantially to the nation's exchequer by way of scarce foreign exchange. Companies and institutions resort to various types of advertisements for effectively communicating with the public at large about the community services rendered by them.

Sellers depend on advertising for launching of their new products, services while buyers come to know about the different attributes of such products/services, the sources from which they are available, prominent brands, etc. Through advertising, consumers come to know all the details about the product such as its price, quality, durability, etc. and can assess the comparative value of the product before they leave home for shopping. On the other hand, it is advertising that reminds consumers and creates awareness and builds confidence among them.

The function of communication is performed quickly and effectively through advertising. The manufacturers all over world approach millions of consumers in a short time span through different media of advertising like newspapers, magazines, radio, television, etc. New products are quickly brought to the notice of the consumers for their acceptance and the existing products are extensively advertised to ensure the continuity of their use and their presence in the market. It is in this way that advertising helps to make the economic system more responsive to consumer preferences. Advertisements also accelerate the

process of percolation of resources to other sectors of the economy through its facilitating function thereby making the economy a vibrant one.

The outstanding contribution of advertising to consumer's welfare emanates from its part in providing them with innumerable opportunities for satisfying their variegated needs. The chief task of advertisements from a social standpoint is that of encouraging the development of new products to suit the whims and fancies of consumers. They offer a means whereby the enterprises can create an ever-increasing demand for their merchandise, which will justify the investment.

Advertising, through the print and electronic media, acts as a catalytic agent in the process of transformation of the agrarian economies of the developing countries like Nepal to an advanced industrial economy by the adaptation of technologies of sophisticated nature. It also creates a sort of affinity towards the amenities enjoyed by their counterparts. This, in turn, makes them inculcating the habits of the people of advanced countries and in changing their outlook and styles of living. The major function of advertising in this context is to encourage the manufacturers of the developing countries to bring out quality products of international competence.

Thus advertising plays a dominant role in the Nepalese economy and especially in the economy of Butwal Municipality and Semlar V.D.C which is highly reliant on almost all the consumer products from other state and from outside the country.

Advertising has been assuming great prominence as the most potent tool in the marketing of goods and services by both the industrial and non industrialised nations. It is regarded more as an investment than expenditure. In the developing nations too, it has now been acknowledged as a major business function. In Nepal, the attitude towards advertising has been ever changing at a rapid pace with diversification and dynamism. The advertiser, the agency, the media and the consumer view advertising according to their desires,

expectations and opportunities. Hence, advertising is no longer viewed as a secondary business activity but has come to be accepted as a supportive service and a contributory input for diversified growth. The goals of advertising have been changed, modified, adjusted and re-defined over the years in Nepal.

Now-a-days the economic, social, cultural, political and business environment of the country has tremendously changed and these changes have brought about a significant change in the attitude of the people towards the advertising. Advertising is being used not only for economic and business gains but also for political, social, cultural, religious and governmental motives and objectives. To popularize the economic policies and programmes and society oriented schemes such as removal of literacy, preservation and protection of natural resources and also for selling various services, advertising is being sought rigorously with a new zeal and expectation. The parameters of judging advertising have witnessed a sharp change in Nepal and the quality and performance of advertising agencies in our country have also improved markedly. Gradually, advertising has been maturing itself as a profession in the country. This has influenced significantly the psychology, sociology and economics of the advertiser the agency and the media. Thus, advertising in Nepal, which was considered as an unnecessary evil has become a necessary evil and is now being viewed as an absolute necessity.

An assessment of the role of advertising in the economic system includes its role as a guide to prospective buyers for innovative products/ services, for creating autonomous and derived demand among consumers, for facilitating them to make product differentiation and in the creation of higher propensity to consume such items besides providing financial support to the media. Indirect effects of advertising are visible from its influence on the efficiency of production and distribution, lowering of prices, economic well-being, improvements in the product quality and finally in its contribution to the national income. It also helps people and organisations to find each other and create or sustain thousands of jobs, both in advertising agencies and in various

promotion and exhibition industries. It is advertising that keeps the media independent and alive. Revenue generated from advertisements makes the newspapers, magazines, radio and TV accessible and affordable even by the people in the lower state of the society. Without the money, the media would depend on government aids or on persons and organizations with their vested interests for survival and would lose their freedom of action in situations where it becomes inevitable for the welfare of the society.

Similarly, in 1997 television advertising expenditure in the US was \$42 billion. Only 5 years later expenditure was over \$58 billion, a 38% increase, being well above inflation levels during this period. Increasing advertising content on television is also increasing ad avoidance behavior (Danaher, 1995; Lafayette, 2004; Yorke and Kitchen, 1985; Van Meurs, 1998). The prevalence of competitive clutter in U.S. television is evidenced by Kent (1995), who reports that in daytime network TV about 31 ads are broadcast per hour.

The advertising sectors deliberately tones down the influence and possible adverse influence of the product they are advertising. They tend to portray an innocent aspect of daily life in their commercial and hope that this innocent aspect of life would not only attract the attention of potential customers but would also influence them (Adler et al., 2004). Children have been enjoying an unmatched level of attention from marketers and marketing researchers. Young children are more influenced from the TV advertisements as compared to other age groups. And they generally believe in what advertisements have to say about the products. If the advertisements are not very complex, and it says something new, then, likelihood of attracting children's attention would increase (Rice et al., 1988).

Children up to five years old are generally fond of hearing the same story again and again. This repeated transmission usually enhances their attention towards the ads, and in a few cases, it was found that the children tend to lose interest due to repeated transmission of the TV commercials. A direct relationship was

found in the repetition of commercial and ability to attract children's attention (Wellman, 1990). The advertisers prefer to advertise their products to children due to its deep impact. In view of the children's importance of influencing purchase decisions the advertisers not only target them at home through television but also target them through advertisements in class rooms and schools (Barcus et al., 2004).

As stated earlier, children's attention towards the advertisements is highly dependent on factors, that it must be simple, and second is that it must contain something new for the children. As children start viewing TV from early childhood, then, it becomes difficult to explain them that primarily they should eat for the necessary nutrients not for just pleasure. Children's comprehension of advertising messages is dependent on factors like, their ability and skill to make a distinction between commercial from non commercial content and also they must be disbelieving towards the persuasive intent of advertising within the limitation of their knowledge. This process of assessing TV commercials is known as cognitive growth and intellectual development (John, 1999).

The growth stage of a child plays a role in the effect of commercials. Children do not understand what and why sales pitch is used. So, one of the major reasons for television advertising is to change the attitude and behaviour of the audience. Adults while watching television advertisements understand them though a process known as cognitive filter. This process is inclusive of the following:

- (1) the viewers suppose that there is a different perspective between the source of the message and the receiver of the message
- (2) the intentions of the source are always persuasive
- (3) there is bias in all the persuasive messages and
- (4) interpretation strategies must vary from biased message to unbiased message (Roberston et al., 1979).

But, once the children reach a level of understanding advertisements through all these four processes of interpretation, they have developed mature comprehension process of interpreting advertising contents. Children below 7–8 years group don't have the ability to understand the TV commercial's cognitive development method. Egocentrism is the common trait of this age group, which means that this age group lacks the ability of perceiving another person perspective (Carroll, 1984).

Children have a propensity to believe what they are told through advertisements and may even presume that they are rundown if not provided with the products advertised. For a lot of preschool children, it is not easy to make differentiation between a program having basic purpose to amuse or entertain and a commercial designed to sell. Children's beliefs, desires and motives are not fully developed until they are six years old (Wellman, 1990).

Children belonging to age group 3-6 years lack ability to grip advertiser's persuasive intent but possess interpersonal skills of influencing the behaviour of parents, and others. Children understand the purpose of advertising that appears on television as early as 5 years of age (Macklin, 1987). Children may be able to form an attitude towards the advertisement if they could understand the purpose and intention of TV advertising. This in due times, helps them in forming an image of the product. And, later on when children reach the age of 8 years, their awareness to advertising gets refined; they tend to assess the messages in true perspective and are capable of responding to commercial advertisement in an established and informed approach (John, 1999).

The age of 8 to 10 years possesses an elementary understanding of the advertising purpose. And when the children are between age group of 8 to 12 years develop the ability to recall and make valuable use of the information stored in their memory, although this skill is not formed entirely until now. Evidence of the effectiveness of these attempts to lower the total influence of

TV advertising on the child is somewhat mixed, but most studies find no or rather small effects of parental concern (Adler et al., 2004). Besides TV commercial, and its other forms, other considerable factors in making the purchase decisions are peer group, friends, parent and direct experience. Some factors may also contribute in purchasing decisions of the children are their age, socio-economic status and cultural background including the parents' level of education (Galst & White, 1976).

A single advertisement may marginally affect the Brand preferences. However, repeated exposure of the commercial may create a strong desire for the advertised products, as compared to competitive products (Robertson & Rossiter, 1979). Children may not be able to recall TV commercial over time; however, positive attitudes toward an advertised product may last for another week despite the fact that the ad has been forgotten (Silverman et al., 1988). The products such as toys, cereals, and ice creams have a longer impact even if the frequency of these ads is limited to one per program (Zuckerman et al., 1978). The researchers have shown that children's product knowledge is primarily based on TV commercials (Caron & Ward, 1975).

Goldberg, (1990) study in Quebec used a naturalistic setting and provides reliable evidence that the more television commercials a child sees for cereals marketed for children, the more likely it is that that product will be found in the household. It has been claimed that a child's developing sense of what our culture deems fit to eat is influenced by the foods that he or she sees in television commercials. The awareness of brands adds security to the lives of these children. Schoolyards are turned into brand showrooms and this can have the impact of prominence social and economic divisions amongst groups which may direct to social segregation, discrimination, teasing, theft or even destruction. (Sleaford, 2000).

The major objective of the advertisement is to promote products and its features. But, if it is perceived differently it may have broader sociological influence (Barron et al., 1989). Advertising also encourages materialism in which material goods and money is conceived important for personal happiness and social progress as compared to intellectual or spiritual concerns was increasing amongst children and adults. Several authors suggest that advertising stimulates materialistic values in children (Wulfemeyer & Mueller, 1992). Several authors suggest that advertising stimulates materialistic values in children (Wulfemeyer & Mueller, 2007; Greenberg & Brand, 1993). According to these authors, advertising enhances materialism because it is designed to arouse desires for products that would not otherwise be salient Advertising propagates the ideology that possessions are important and that desirable qualities, such as beauty, success and happiness can be obtained only by material possessions (Wulfemeyer & Mueller, 1992).

The studies on the effects of advertising directed toward children are generally based on two paradigms: the paradigm of the empowered child and the paradigm of the vulnerable child. In the empowered child paradigm, children are viewed as skilled consumers capable of critically processing commercial messages. Research based on this paradigm, mostly marketing research, generally focuses on the intended effects of advertising. Intended advertising effects refer to children's brand awareness, brand attitudes, and purchase intentions.

Advertising-effects research based on the vulnerable child paradigm assumes that children lack the cognitive skills to protect themselves against advertising messages. It is believed that children due to their susceptibility are more vulnerable to the seductive influences of commercials than adults. Research within the vulnerable child paradigm usually investigates the extent to which advertising is harmful for children and addresses issues such as whether children should be protected from these possibly harmful effects. This research

focuses on the unintended effects of advertising, for example, on family conflict and materialistic values. In other words, unintended effects are the secondary, usually negative, effects of children's exposure to television advertising. Several earlier reviews have discussed the unintended effects of advertising (Young, 1990).

A longitudinal study of teenagers concludes that television advertising exposure had both short and long term impacts on adolescents' acceptance of materialistic values (Moore, 2004). The results showed a positive relationship between materialism and peer group influence and showed that higher materialism scores were recorded for the children who were more susceptible to peer influence. The impact of television is vital because of its enormous potential as an audio-visual communicator. Television (T.V.) enables the creative man to communicate by combining motion, sounds, words, colour, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product reinforcing the familiarity to the product and also convincing to purchase the product.

Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give subliminal message. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people. Advertisements develop self-concepts in order to induce purchase decisions. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, Jingles, humour and repeated messages. The impact of the advertisements is more on television than the print media or radio. (Donald, 2007)

Rana, (1995) undertook a study on T.V. advertisements and expressed that among the media, the impact of television advertisement on social behaviour,

including purchasing behaviour was the greatest. The reason being that television has charm, instantaneous transmission capability and universality of appeal. Dhillon et al., (1997) investigated the factors affecting consumer behaviour of durable goods and food items. Sample comprised of 150 females (75 each from rural and urban areas). The sources of information, the rural respondents gave primary importance were, advertisements through radio, followed by posters to some extent but were least affected by magazines. Urban respondents were affected the maximum by television and magazines.

Mahajan and Singh, (1997) studied the impact of media on lifestyle of adolescents in the age group of 12-18 years of age and found that media especially television and satellite channels certainly affected the lifestyle of individuals. They tend to buy the product advertised by media, irrespective of its cost. The way of presentation mattered in case of food items whereas in case of clothing, designer label mattered.

Toilet soap industry is one of the oldest Fast Moving Consumer Goods (FMCG) industries in India. It is among the highest penetrated category within FMCG sector reaching an estimated 95% urban and 87% of the rural households. In value terms the industry is worth Rs.45000 million and in volume terms it is worth 53 million. The main characteristic of the industry was severe competition and high level of brand proliferation. The industry witnessed 7% decline in value in year 2001 (Vanscom Database). There were 45 leading national brands. None of the national brands had more than 5% market share and many more regional and unorganised sector/local brands. Hindustan Lever was the market leader with about 30 (number) of toilet soap brands with a total market share of 67% in 1998-99 in organised sector. (Eskilson, 2007)

The leading brands in the market are Dove, Pears, Lux, Dettol, Liril, Rexona, Lifebouy, Nirma, Palmolive and Hamam. A survey reported in Vanscom, which was conducted in Ahmedabad, showed that 103 toilets soap brands were

available in this city alone. The industry had witnessed many innovative sales promotion activities in the recent past. Numerous factors were responsible for such a phenomenon. One of the reasons being that the market being sluggish, companies were trying to increase market share in stagnant to declining (volume terms) market in order to retain consumers, to encourage switching, to induce trials and liquidate excessive inventories. Another reason possible was that with the presence of so many brands the competition had increased severally leading to fight for market share and shelf space. Inflationary trend had made both the consumer as well as trade deal prone. Hence, sales promotion activities in toilet soap industry posed a very interesting study and consumer and retailer perceptions thereof. On the basis of information collected on various brands and their prices, following three segments emerge.

The brands in popular segments were found to be frequently promoted as there was intensive price competition in this segment. The brands could also be classified based on medicinal benefits, cosmetic benefits, perfumes, natural/herbal properties.

Chunawalla, (1998) states advertising as any paid form of non-personal presentation of ideas, goods and services by an identified sponsor. At present the word advertising is a very common term known to us. Advertisement is represented in every forms of our daily life. We can experience it on television, on the match box, in the newspapers, even in the plate of our food and at any product like in our clothes.

According to Borden and Marshal (1989) " clearly advertising includes the following forms of message; message carried in newspaper and magazines, or outdoor boards, or street cars, buses and train, cards and poster, in radio and television broadcasts." Hence, Borden and Marshal focus on different forms of advertising including effectiveness of television broadcasts. So, hence the effectiveness of TV advertisement can't be ignored to select any brand. This

study tries to fulfil and identify the effect of TV advertisement on the selection of toilet soap.

According to Bovee, (1992) "Advertising is the non personal communication of information usually paid for and usually persuasion in nature about products, services or ideas by identical sponsor through the various media." Similarly he emphasizes on the effect of advertisement through various media. His idea focuses on the sponsor's idea to advertise the product. So, the TV advertisement can be selected as one of the effective media to promote the selection of toilet soap.

According to Kotler, (2000) "Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor." He focuses the effect of advertising to promote the ideas of consumer.

According to Sontakki, (2006) "Advertising is king-pin of modern distribution system. It touches and influences life of each and everyone in the society irrespective of age, sex, colour, caste, creed, religion, political affinity and mental maturity. The definition of Sontakki focuses on the effect of advertising to each group. So it is relevant to the present study.

According to Stanton, (1978) "Advertising includes these activities by which oral messages are addressed to the public for the purpose of information merchandise or to service or to act or to be inclined favourably towards ideas, institutions of persons featured." Similarly Stanton also focuses on the effect of advertisement to address the public.

According to Scott, (1943) opinion the effects on advertising outlays upon profit and liquidity are important considerations in setting outer limits for advertising. He also describes that normally a time lag occurs between advertising outlay and sale results in his opinion the firm's resources set a real limit on advertising outlay. Analysing the maximum extent up to which a firm can spend on advertising.

Dean, (1951), observes that the advertising expenditure for each product should be pushed to the point where the additional outlay equals the profit from the added sales caused by the outlay.

Mayer, (1958) puts forward three basic concepts with regard to a good advertisement. In his opinion an advertisement must basically be a believable one. Simple techniques, such as the use of pictures or diagrams also increase the believability of the advertisement. Repetition is another key concept in the case of advertisement. He suggests that it is better to have a long series of small advertisements than one extremely large advertisement as these act as memory tickers among the consumers. The third concept put forward by him is the concept of the impression of message. In his opinion messages should be clear, complete and attractive.

According to Roose and Reeves, (1967) opinion all products are not equally advertisable. They are of the view that there are five factors. viz. the Primary Demand, Buying Motives, Hidden Qualities, Differential Advantages and Money in every marketing situation, which must be analysed carefully to determine the advertise ability of a product.

According to Mamoria, (1968) opinion an effective advertisement should be done strictly in the language of the customer and it should be inserted at the right time in the right place and also in the right media. Moreover, the advertisement should be communicated to the people on whom it is aimed.

Govekar, (1980) observed that the cost of advertising is not a heavy burden on customer when the unit costs are taken into account. By giving some statistical information pertaining to the advertisement expenditure in relation to the Gross National Product form 1930-1975, they prove that the advertising industry is spending less now than in pre-war period due to the availability of low cost mass media such as newspapers and radio.

Latif, (1981) states that advertising induces familiarity with the brand name of the product and the consumers feel more confident about a product with which

they are familiar. He is of the opinion that by giving a proper message the advertising aims at shaping the motives and desires at building believability and at creating a certain brand image in the minds of the consumers.

Pillai and Bagavathy, (1987) observe that the evolution of printing technology and the changes of the marketing policies have been greatly utilized and many are benefited from advertising. In their view increasing literacy, modern techniques of printing, stiff competition, etc. add to the necessity of advertisement.

Bhandary, (1993) opines that the models and their actions projected in majority of the advertisements have considerable impact on the viewers that by seeing advertisements people get observed with the style and actions of the models presented. She also observes from the responses of both the urban and rural respondents that the three model attractive parts in T.V. advertisements, which appeal most to the viewers, are "Model", "Product" and "Action of Models".

Sabnavia, (1996) is of the view that the generations change might necessitates either leaps in or drastic change in any of the four P's of advertisement, viz. the Proposition, Personality, Presentation and Positioning. He concludes his study by suggesting that all elements of the mixed need to be reevaluated against the generation change. He also suggests that if required, marketers and advertisement agencies should be ready to shift their paradigms.

Gupta and Varma's (2000) observe that the extended television viewing time will have a telling effect on advertising. In his view the more the quantum of television programme viewing, the less will be the propensity to watch advertisements as the viewer may be tempted to take breaks to do other things at home during the time of exhibition of advertisements. Marketers should design promotional strategies to reach each member of the families. They suggest that marketers may advertise their products in Sunday newspapers, magazines or a special supplement of the product, which is read by majority of the members of the families and the products can be advertised in radio and

television during or before the programmes, which are enjoyed by the whole family. They also observed that if the marketers desire to put advertisements in magazines, which are read by men, the emphasis should be on the technical aspects of the product, dealer's name, addresses and prices of products. They also suggest that on advertising in women's magazine, the beauty and aesthetic aspects of the model should be given prominence, emphasizing at the same time, the price cuts or any other sales promotion offers.

Swamy, (1996) observes that advertising helped America to become the world's number one economic power. In his opinion, America reached the stage of high consumption in 1920, while Europe did so only after 1945. America was the first to reach the high consumption stage, because advertising and attention given to the consumers had created the mass markets needed for high consumption.

Although Nepal doesn't have the authentic history about when ancient advertising started, the historians have a hunch that it might have started from the practice of publicizing notices from the kings. Customs like 'jhyali pitaune' (people making speech announcement), 'Top Padkaune' (firing of gun to inform public), 'Bigul Fukne', etc. might have been the various practices in the development process of advertising. It is believed that the beginning of ancient advertising in Nepal had also been in the non-commercial form as it was in the history of world advertising. In fact, Nepali advertising started from the 'Bhat' custom, which was non-commercial. As far as commercial advertising is considered, we have the history of the people shouting aloud and selling their products in the Haat bazaar (local market). This can be treated as the starting point of commercial advertisements. The evolution of ancient Nepalese advertising has also the same order of development, i.e., from voice medium to picture or graphical to the script. As for the era of this advertising, we can say that starting before the documented era of advertising; our ancestors had enjoyed the ancient concept of advertising, means and medium, whatever the possibilities (Aryal, 2005)

The idea of having television in Nepal was sown in 2041 (1984) B.S. Only after 6 months, i.e., on 29 Shrawan, 2042 (1985) B.S. Nepal Television began its test transmission. Probably, the days of TV commercials must have begun in those days (the days of test transmission). On this very day, Nepal Television Project became Nepal Television Corporation and television broadcasting was started in regular manner. About 15.8% of the total broadcast time of Nepal Television is occupied by the advertisements, now. In these advertisements, 53% are national and the rest are international ads. (Economic Survey, 1999. Ministry of finance). Sixty-four percent of the urban audience watches domestic channels whereas 36 % of them view foreign channels. But in case of suburban, 71 % watch domestic channels and 29 % foreign channels. On an average, 67 % audience watch domestic channels like, Nepal TV, Channel Nepal, Kantipur TV, Image Channel whilst, 33% still prefer to watch foreign channels. Every year a huge amount of money is flowing out of Nepal through foreign channels. According to ORG Marg Survey of (2001) "TV advertisement started in 1985 in Nepal. 84% audiences watch TV in Kathmandu valley." Furthermore, Nepal's trade deficit is also swelling as it imports more foreign goods that are advertised through foreign channels, According to Nepal cable television association, approximately Rs 25 million is going out of Nepal every year through subscription of foreign television channels. (Aryal, 2005)

The total of rupees 3-billion television, radio and print account for some 1.5 billion. Similarly, "the remaining amount 1.5 billion is occupied by Hoarding Board, Flex Printing etc. Nepali cable TV subscribers are bearing the additional advertisement cost while buying foreign brands. It is predicted that if multinational companies air their advertisements, which are targeted to Nepali customers through Nepali channels instead of Indian ones, the current advertisement market 1 billion annually.

It is pointed out the need to devise the provision to bar foreign ads through paid foreign channels while amending the National Broadcasting Regulation. As per

the prevailing international bounds those channels, which are not free of cost are not allowed to charge any kind of amount from their respective viewers.

In the advertising field the viewer/ audience play great role. About 67 % of average audience watches domestic channels such as Nepal TV, Channel Nepal, Kantipur TV, Image Channel which is increasing day by day with the no of television channel and public oriented program. Ranjeet Acharya, CEO Prisma Advertising, claims that the growth of Nepalese Advertising a simply inevitable. "If the system of "clean feed" is adopted while broadcasting foreign television channels, it will immediately facilitated the growth of Nepalese advertising. The application of the system will prohibit the airing of foreign advertisement through foreign channels. And, it will make the featuring of domestic advertisement via these channels compulsorily. (Nagarik Daily, 22 July, 2009.)

According to Agrawal, (2006) "The main objectives of advertising in Nepal are information, persuasion and reminder. Advertising is done to promote brand recognition." Hence, he focuses on the effect of advertisement to promote the brand recognition. So, TV advertisement will be the effective one to promote the brand like toilet soap to the researcher.

Upadhaya, (1981) conducted research on the topic "Radio advertising and its impact on purchasing act in consumer goods." The objectives are to study the impact of the radio advertising on the consumer purchase behaviour, to study the availability and comparative cost of different forms of advertising in Nepal, and to study the change in sales of firm due to the radio advertising.

The study concluded that the both consumers and advertisers recognize the need of advertising (specially media) in the present context of the Kathmandu market, for promoting product, advertising is a main method used by the producer, the radio Nepal is ranked top in the list among all the advertising media available in the Nepal.

Giri, (1985) conducted a research on "A study on the communication effect of advertising and Brand preference of Instant Noodles". The study conducted to analyse the popular media of advertisement, its strength and weaknesses, and analyse the advertising appeal and relation between brand preference and advertising qualities of instant noodles. The Rara and Maggi brands of instant noodles are taken for the study. The major findings of the study are most of the educated people of Kathmandu are aware of brands (The Rara and Maggi) of instant noodles. Radio advertising is popular and effective to create awareness in customer than other media. His study lacks the need of TV advertisement.

Pant, (1993) conducted the major recommendations of the study are branding is necessary for a product benefits, qualities, such as action or colour, easy to pronounce, recognize and remember as well as distinctive. Brand loyalty is absolutely a great asset of company. But his study could not carry out the selection of products by consumer.

Baral, (1996) conducted study on "The Communication Effects of Advertising and Brand Preference, based on primary data. The school students are main sources of data. The objectives of the study are, to examine the effectiveness of advertising, to understand advertising and brand preference. From this study it is found that instant noodles are in different product life cycle and they require different media and techniques of advertising in different stage, there is a high degree of association between brand preference and advertisement qualities. But, his study is not carried out on daily consuming goods.

Shrestha, (1997) conducted the study on "The Role of Advertising in Brand Choice and Product Positioning". The study based on Kathmandu valley and used primary data. The study has conducted to analyse the effectiveness of advertising on brand of consumer products, to evaluate the role of advertising in product positioning from the consumer perspective. From the study, it is found that the advertisement has been established as important promotional

tools both in high involvement and low consumers; the instant noodles and soft drink advertisements are found mostly appealing to the consumers.

Thakur, (2001) conducted study on "The role of advertising in Brand Loyalty" with special reference to soft drink. The objectives of this study are to analyse the effectiveness of advertising on brand loyalty or consumer product, to evaluate the role of advertising for brand loyalty in Nepalese market. This study is found that both Coca-Cola and Pepsi realise the essence of advertising in the present situation. Similarly, it is also found that the advertising is the main source of information about particular brand and it plays important role in changing brand of soft drink.

These are the major research studies done by different researcher in the subject of Advertising, Brand preference and loyalty through Central Development of Management, T.U. in the marketing subject.

No research has been carried out in Nepal about the Effect of TV Advertisement on Selection of Toilet Soap to find out how consumers behave with different brands of toilet soap available in the market. Therefore, this study conducted mainly to find out the effect of TV Advertising on Selection of Toilet Soap.

In nutshell, aforementioned records of the researches also focus the effect of advertisement like TV on selection of different products. But those ideas are not identified in terms of effectiveness of TV advertising on selection of toilet soap. So, the researcher has tried to specify this study on the effect of TV advertisement on selection of toilet soap. The selection of toilet soap can best be examined using consumer related factors such as age, gender, qualification, occupation, place of residence and family size through the advertisement of TV.

Chapter III

RESEARCH METHODOLOGY

In this chapter, an effort were made to provide a description data type sought for meeting study objectives together with procedure employed for collecting and analysing the data. The main focus of this study was to analyse the effect of advertisement on consumers brand selection. The profile, sampling, data collection procedure and tools were mentioned in this chapter. The under mentioned were the short description about this study.

The prime objective of the research was to study the effect of TV advertisement on consumer selection of toilet soap.

3.1 The Research Design

This study attempted to find out the effect of advertisement. For this very specific purpose, the data were collected from the field survey visiting the different places of Butwal Municipality and Semlar V.D.C. Those were then analysed using different statistical tools to get the answer of the research problem at hand. This study was descriptive in nature.

The total numbers of questions were 18. Altogether 400 respondents were selected. The 400 number of respondents attended to fill up the questionnaire properly

3.2 The Population

The population of the study must be specified. The selected sample must be described briefly and the population be represented. 119 consumers were found using the Lux. 138 consumers were found using Lifebuoy. 46 consumers were found using Liril. 27 consumers were found using Nepal Neem Soap. 22 consumers were found using Dove. 34 consumers were found using Dettol and

others were 14 consumers among the 400 respondents. Similarly, the TV advertisement viewers are the population.

3.3. The Sampling Procedure

Hence, the researcher selected the sample from consumers of different convenience places from Butwal Municipality and Semlar V.D.C who used the toilet soap then the collected data were compiled and tabulated as per need of the study.

Purposive sampling was taken as the purest form of probability sampling and was commonly used in this study. In this sampling all items of the population had equal probability of being selected in the sample. Therefore, the sample had to be drawn from a record of the population as a whole, known as sampling frame. This method was used only in the studies where the entire population was listed. Purposive sampling was necessary to generalize from the sample of the population. So, this sampling was selected to conduct this study.

3.4. Data Collection Procedure

Primary data that were collected would be mainly primary in nature and were collected by visiting different places of Butwal Municipality and Semlar V.D.C. The questions were asked to the consumers of Butwal Municipality and Semlar V.D.C.

The study was conducted by forming a set of questionnaires. Exact 400 set of questionnaires were distributed to the people from different gender, age, occupation and qualification. The respondents had attended 18 questions. The questions were comfortable to collect the data from Butwal Municipality and Semlar V.D.C.

3.5 Variables

The selection of toilet soap was taken as dependent variable. The different brands of toilet soap such as Lux, Liril, Lifebuoy, Dabur Vatika, Nepal Neem

Soap were taken for the study. The different TV advertisements such as Local TV, National TV and International TV were taken as independent variables. Similarly, Gender, Age, Occupation, Education, Family Size, Place of residence were taken as moderate variables.

3.6. The Statistical Procedure

The collected data and information were analysed using suitable statistical tools and the under mentioned methods were applied.

- a) The collected primary data and information were shown in tables and charts.
- b) Percentage and mean were tested to show the degree of differences and changes in different sector of the study.
- c) Correlation and Regression analysis was done for hypothesis testing.

3.7 The Data Processing Procedure

The data were handled after they were collected. The data were presented using the SPSS computer program.

This shows the study design, population and sampling, study method, sampling size, sampling number, sources of data, data collection method, data presentation and tools of data analysing were dealt in detail.

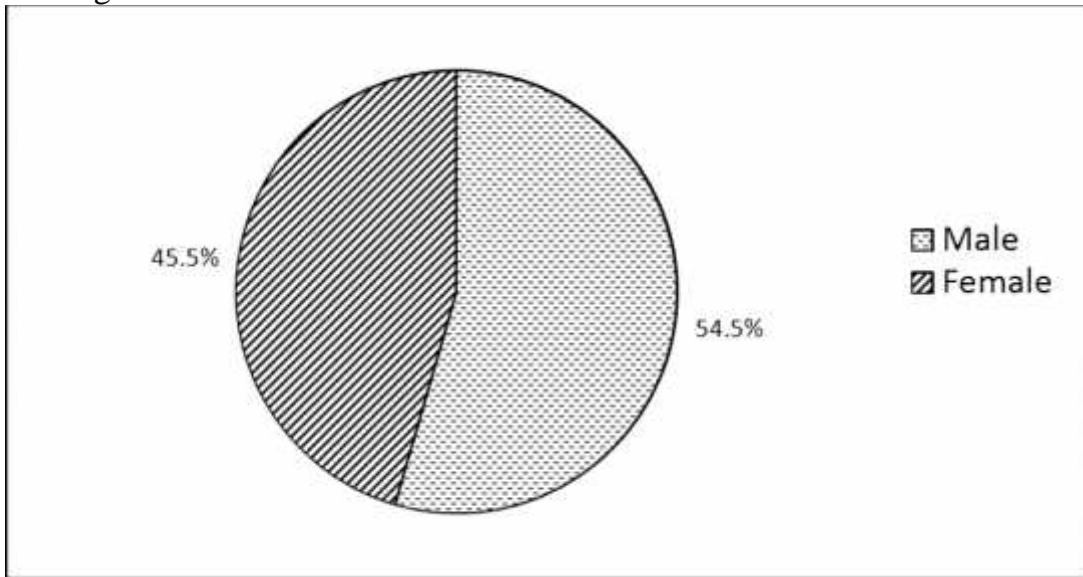
Chapter -IV

PRESENTATION AND ANALYSIS OF DATA

4.1 Demographic Information

a) Gender

Fig.4.1

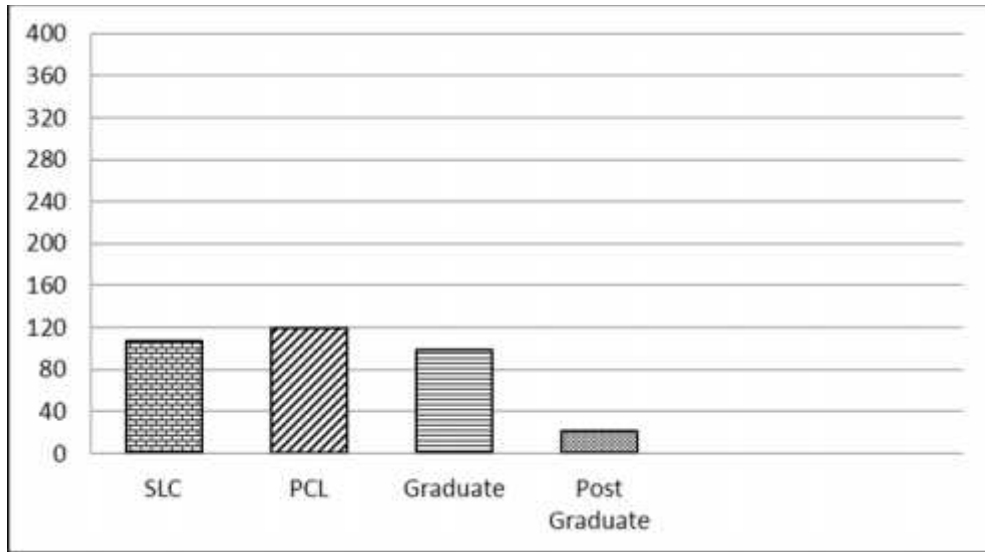


The pie-chart shows that more male respondents have attended the study than the female respondents. 218 male and 182 female respondents have attended the study out of 400 respondents. 54.5 have been male and 45.5 have been female in percentage. It is because most of the respondents have been farmer, businessman, male teacher, student, medical representative and advocate.

b) Academic Qualification

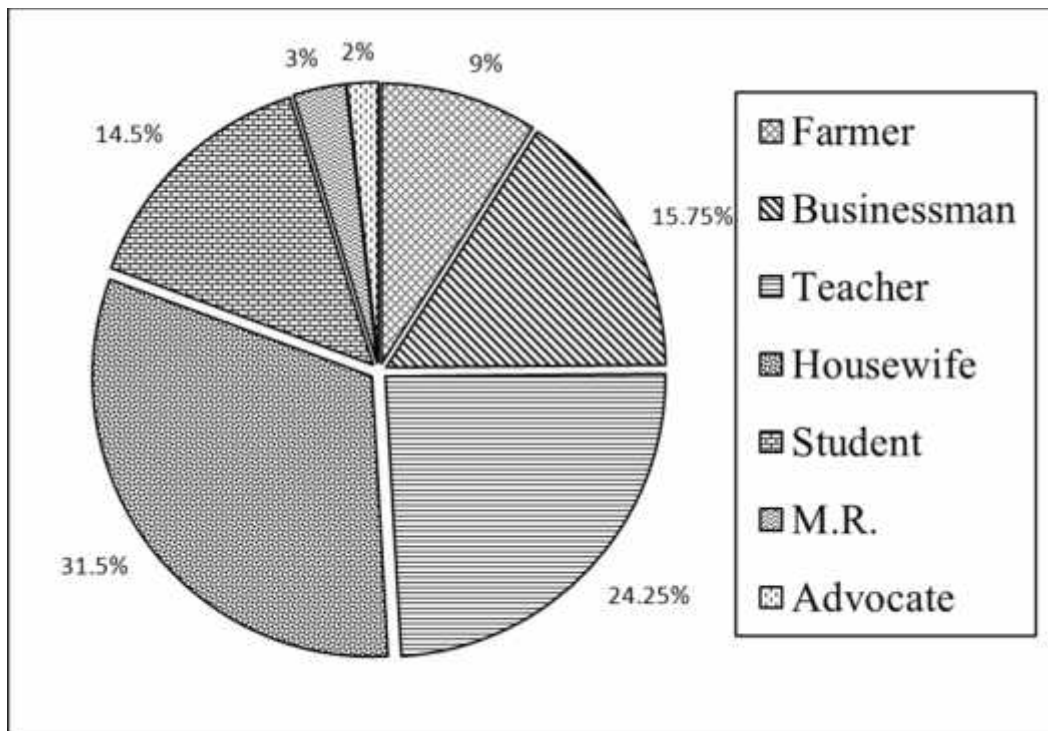
The bar graph shows that the most respondents to attend this study belong to Proficiency Certificate Level group and the least to attend belong to Post Graduate. 53 respondents have been below School Leaving Certificate, 107 respondents have been of School Leaving Certificate, 119 respondents have been from Proficiency Certificate Level, 99 respondents have been from Graduate and 22 respondents have been from Post Graduate level out of 400.

Fig. 4.2



c) Occupational Status

Fig. 4.3



The given pie-chart figures out 36 respondents have been Farmer, 63 respondents have been Businessman, 97 respondents have been Teacher, 126 respondents have been Housewife, 58 respondents have been Student, 12

respondents have been Medical Representative and 8 respondents have been Advocate out of 400 respondents. They have been respectively 9%, 15.75%, 24.25%, 31.5%, 14.5%, 3% and 2% . The most respondents to attend this study have been Housewife and the least to attend have been from the occupation of Advocate. Housewives have been more to attend this study because they watch the Television the most and are affected by it.

d) Age

Table 4.1

Respondent	Number	Percentage
16-26	82	20.50
27-37	163	40.75
37-47	126	31.50
above 48	29	7.25
Total	400	100

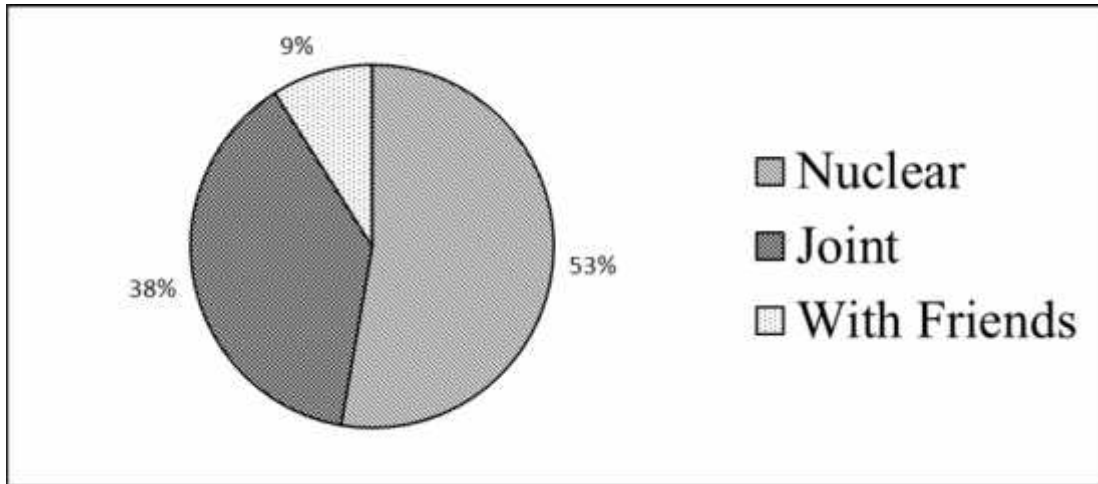
The table shows that 82 respondents have been between the age of 16-27, 163 respondents have been between the age of 27 - 37, 126 respondents have been between the age of 37-47 and 29 respondents have been above 48 years of age out of 400 respondents. They have been respectively 20.5%, 40.75%, 31.5% and 7.25%. The consumers from 27 to 37 years highly attended the study because the energetic age group falls under this category. The study shows that the respondents from 27 to 37 years mostly watch the TV commercial. It highly represents male respondents to watch the TV commercial.

e) Family size

The pie-chart (Fig. 4.4) exposes that 211 respondents have been from Nuclear family, 153 respondents have been from Joint family and 36 respondents have been found with friends out of 400 respondents. They have been respectively 52.75%, 38.25% and 9 % . The most respondents who have attended this study

belong from the Nuclear family size and the least to have attended belong from those staying with friends. The nuclear family members are found highly in the territory of the study area.

Fig. 4.4



f) Frequency of Watching TV Commercial.

Table 4.2

Respondent	Number	Percentage
Total agree	160	40.00
Agree	199	49.75
Disagree	41	10.25
Total	400	100

The table exposes that 400 respondents from the sample study of this research watch TV commercial. 199 respondents frequently watch the TV commercial and agreed to the TV commercial of the brand. Out of them 160 respondents have totally agreed. So, while comparing between 199 respondents and 160 respondents, the large number of respondents frequently watch the TV commercial. Whereas only 41 respondents out of 400 respondents disagree to the watching TV commercial. So, 199 respondents have been only agreed but 41 respondents have been disagreed out of 400 respondents of TV commercial.

They have been respectively 40%, 49.75% and 10.25%. The mean value (\bar{X})= 1.70 , it exposed that respondents have been highly agreed towards the TV commercial. According to the mode value representation respondents are agreed to watch the TV commercial. Out of 400 respondents 199 respondents agreed to the TV commercial. They are compelled to watch the advertisement when they have to watch their own selective programme.

4.1.1 Respondents in Buying Process of Toilet Soap

According to the given table, 233 respondents usually bought the toilet soap themselves, 150 respondents responded that they use the toilet soap that had been bought by their Family members, 17 respondents bought with the help of servants out of 400 respondents . They have been respectively 58.25%, 37.5% and 4.25%.

The majority of the respondents have bought the toilet soap themselves. They think that their selection would be better than others.

Table 4.3

Respondent	Number	Percentage
Myself	233	58.25
Family Member	150	37.50
Servant	17	4.25
Any other	-	-
Total	400	100

4.1.2 Role in Purchasing Decision of Toilet Soap

The table presents the consumers' role or involvement in purchasing decision of toilet soap. The decider is the person who ultimately determines any part of the entire buying decision-whether to buy, what to buy, How to buy and where to buy? While buying toilet soap, 213 respondents have decided themselves about

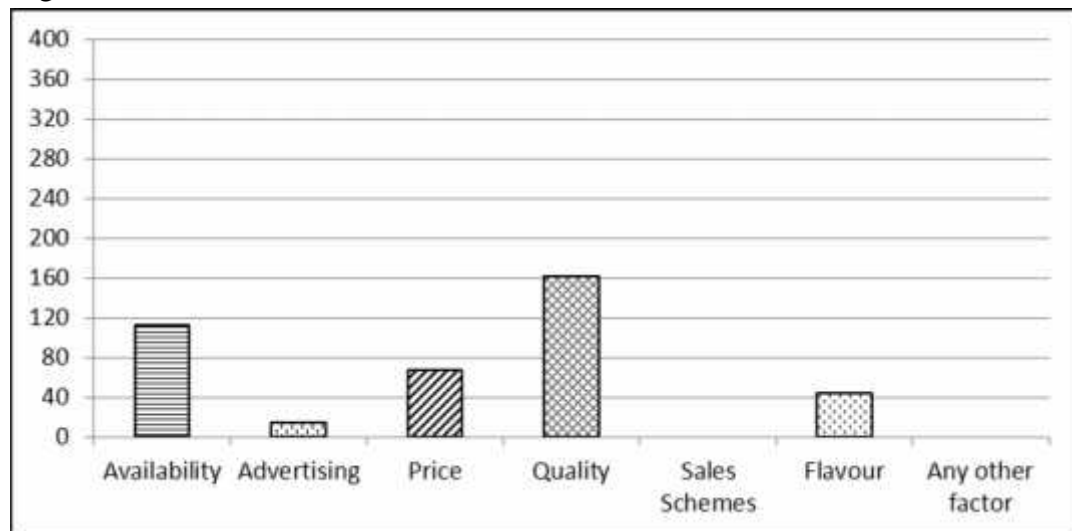
specific brand selection, whereas 175 respondents have used those brands, which is bought by the family members, likewise 12 respondents have left this decision to their servants out of 400 respondents. They have been respectively 53.25%, 43.75% and 3%. Most of the consumers have chosen the toilet soap. It has been assumed that the consumers don't believe their family members and servants.

Table 4.4

Respondent	Number	Percentage
Myself	213	53.25
Family Member	175	43.75
Servant	12	3.00
Any other	-	-
Total	400	100

4.1.3 Considering Factor to Buy Toilet Soap

Fig. 4.5



The bar graph represents that 112 respondents have considered the factor of availability, 14 respondents have considered the factor of advertising, 68 respondents have considered the factor of price, 162 respondents have considered the factor of quality, 44 respondents have considered the factor of

flavour to buy toilet soap out of 400 respondents. The most considering factor to buy toilet soap has been the quality and the least has been the sales schemes and any other factors. The consumers have been found affected by quality. They considered the factor quality which is related with their health rather than availability, price and flavour.

4.1.4 Respondents Preference of Toilet Soap

According to the given table, 138 respondents preferred Lifebuoy, 119 respondents preferred Lux, 34 respondents preferred Dettol, 27 respondents preferred Nepal Neem, 22 respondents preferred Dove, 46 respondents preferred Liril and 14 respondents preferred other toilet soaps as their 1st choice out of 400 respondents. They have been respectively 34.5%, 29.75%, 8.45%, 6.25%, 5.5%, 11.5% and 3.5%. 138 respondents preferred Lifebuoy soap. The consumer may prefer this soap as a germ fighter. Lifebuoy soaps have been preferred to resist with germ.

Whereas, 131 respondents preferred Lux, 104 respondents preferred Liril, 61 respondents preferred Lifebuoy, 43 respondents preferred Dettol, 34 respondents preferred Dabur Vatika and 27 respondents preferred other toilet soaps as their 2nd choice out of 400 respondents. They have been respectively 32.75%, 26%, 15.25%, 10.75%, 8.5% and 6.75 %.

Lifebuoy soap has been selected as the first choice of the respondents. It has been considered as a germ fighter soap. Whereas Lux soap has been selected as the second choice by the respondents. The Lux soap has been selected as the first brand in the second choice because of its fragrance flavour. Lux soap is selected as the second brand for the respondents of the first choice. The first choice respondents have given priority to the ingredient of the Lifebuoy soap in comparison to Lux soap. Liril soap has been selected as the second choice and second brand for the respondent of second choice. The respondents have given

priority to the freshness rather than germ fighter and fragrance ingredients. Dettol soap has been selected as the brand of the toilet soap of the first choice but Lifebuoy soap has been selected as the brand toilet soap of the second choice. The consumer who has selected Dettol soap at first selected the Lifebuoy soap as the second choice. Dettol soap has been given priority than Lifebuoy soap because of the antiseptic feature of the Dettol soap that lacks in Lifebuoy. Lifebuoy soap has been taken as a germ fighter only.

The second choice of most of the respondents has been Lux soap. It is because it has good flavour and has been good for skin. It has lacked behind the Lifebuoy only because it is not a germ fighter.

Table 4.5

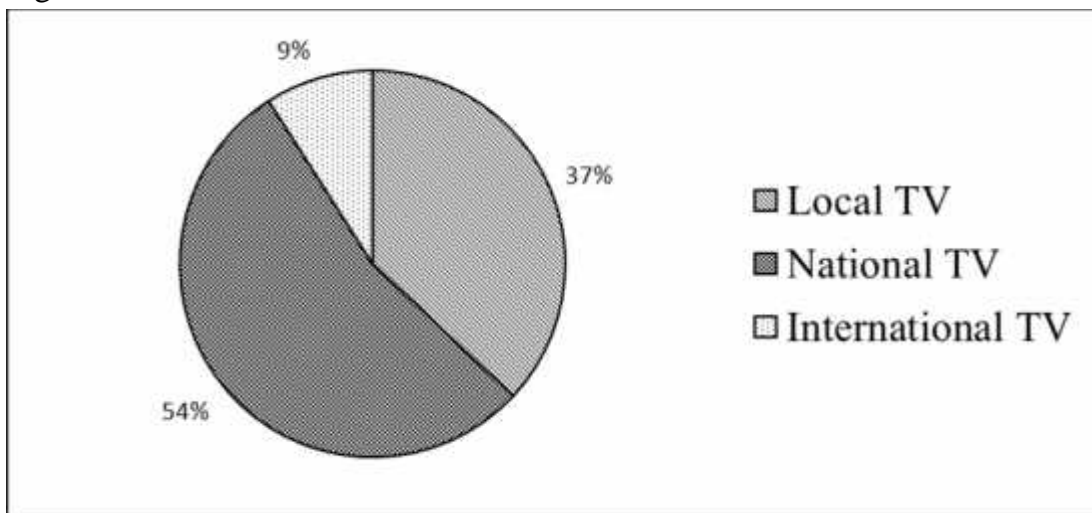
1 st choice			2 nd choice		
Respondent	Number	Percentage	Respondent	Number	Percentage
Lifebuoy	138	34.50	Lux	131	32.75
Lux	119	29.75	Liril	104	26.00
Dettol	34	8.50	Lifebuoy	61	15.25
Nepal Neem	27	6.75	Dettol	43	10.75
Dove	22	5.50	Dabur Vatika	34	8.50
Liril	46	11.50	Others	27	6.75
Others	14	3.50			
Total	400	100	Total	400	100

4.1.5 Effect of Channels to Select Toilet Soap

The pie-chart drawn out from the collected data shows 148 respondents have been affected by Local TV advertisement, 216 respondents have been affected by National TV advertisement and 36 respondents have been affected by International TV advertisement out of 400 respondents. They have been respectively 37%, 54% and 9%. The most of the respondents have been affected by the National TV advertisement and the least have been affected by the International TV advertisement to buy the toilet soap.

The respondents have been affected by National TV. The cause has been International TV cables have not been afforded in the country like Nepal where geographical variations have been found. They prefer to watch National TV. The chart interprets that out of 400 respondents 216 respondents have been affected by National TV. So, National TV has wider coverage than other TV channels in the advertisement of the selected toilet soaps of this study.

Fig. 4.6



4.1.6 Most Preferred Reasons About TV advertising for Selecting Toilet Soap

Table 4.6

Respondent	Number	Percentage
Informative	216	54.00
Entertaining	75	18.75
Persuasive	109	27.25
Total	400	100

According to the given table, 216 respondents have been influenced by Information of TV advertising, 75 respondents have been influenced by

Entertainment of TV advertising and 109 respondents have been influenced by persuasion of TV advertising of toilet soap out of 400 respondents. They have been respectively 54%, 18.75% and 27.25%.

Most of the respondents have preferred information of TV advertising as the information about the brand helps them to choose the right brand required by them. The respondents from different professions have been taken for this study. Some of them have been taken from the sectors of advocacy, medical, school, college, teaching, farming and so on. The highly educated professionals and housewife have been found selecting the toilet for the purpose of information. The information of the toilet soap related to health and hygiene have been considered by them. Similarly the average qualified respondents have been found selecting the TV advertisement for the persuasive purpose. They have been convinced by the TV commercials. The respondents who were not aware of the use of toilet soap have been found watching TV advertisement for selecting toilet soap for the purpose of entertainment.

4.1.7 Strong Belief on TV advertisement of Toilet Soap

Table 4.7

Respondent	Number	Percentage
Strongly agree	158	39.50
Neither agree nor disagree	189	47.25
Strongly disagree	53	13.25
Total	400	100

The table shows that 158 respondents strongly have believed on TV advertisement of toilet soap, 189 respondents have neither agreed nor disagreed but 53 respondents have strongly disagreed on the belief of TV advertisement of toilet soap out of 400 respondents. They have been respectively 39.5%, 47.25% and 13.25%. The mean value (\bar{X})= 1.73 so most of the respondents are

puzzled about the belief on TV advertisement of toilet soap as there are other medium of advertisement also.

4.1.8 The Effect of TV advertisement on Choosing the Toilet Soap

The table exposes 87 respondents have been fully responsible, 211 respondents have been responsible to some extent, 68 respondents played not much role , 15 respondents didn't know and 19 respondents played no role at all about the effect of TV advertisement on choosing the Toilet soap out of 400 respondents. They have been respectively 21.75%, 52.75%, 17 %, 3.75% and 4.75%. The mean value (\bar{X}) = 2.17 so it indicates the majority of the respondents have believed that there is the effect of TV advertisement on choosing the toilet soap. This shows that TV advertisement does play role in the selection of Toilet Soap.

Table 4.8

Respondent	Number	Percentage
Fully responsible	87	21.75
To some extent	211	52.75
Played not much role	68	17.00
Don 't know	15	3.75
Played no role at all	19	4.75
Total	400	100

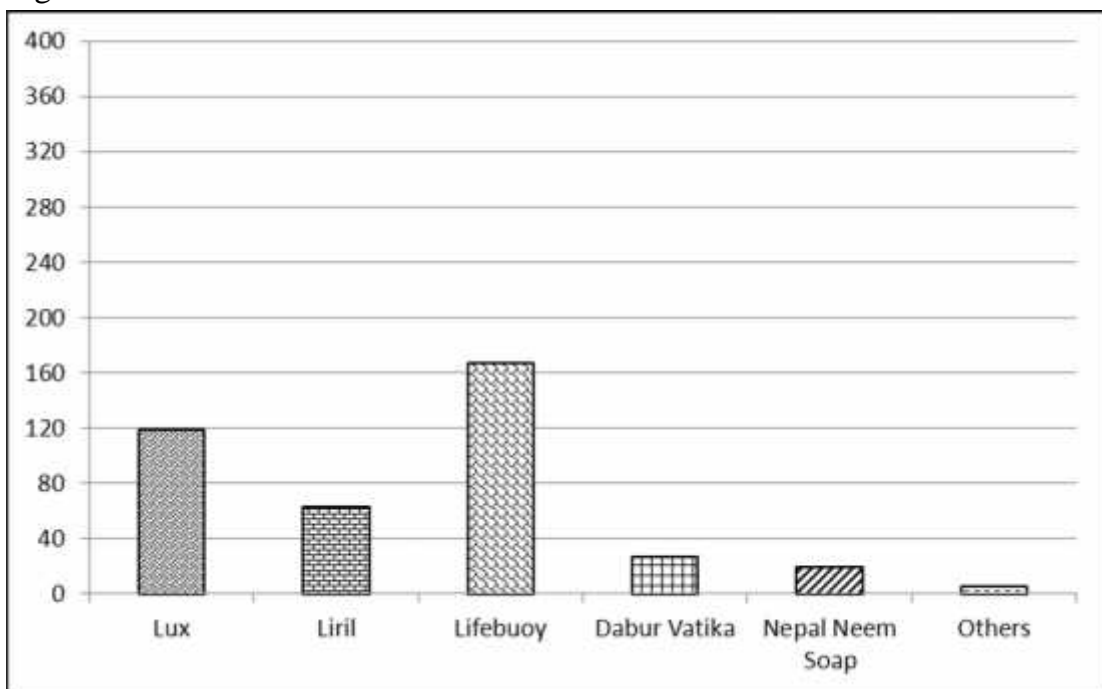
4.1.9 TV advertisement for Preferred Toilet Soap Brand

The bar graph (Fig. 4.7) drawn out from the collected data shows 119 respondents have preferred Lux, 63 respondents have preferred Liril, 167 respondents have preferred Lifebuoy, 27 respondents have preferred Dabur Vatika, 19 respondents have preferred Nepal Neem and 5 respondents have

preferred other toilet soap. They have been respectively 29.75%, 15.75%, 41.75%, 6.75%, 4.75% and 1.25%.

The most preferred brand by the respondents of this study has been Lifebuoy. It has been because it has all the requirements of the respondents. The price of Lifebuoy has been reasonable, the flavour is good and the quality of being a germ fighter has helped it to conquer the market. So, it may have been preferred by the consumer.

Fig. 4.7

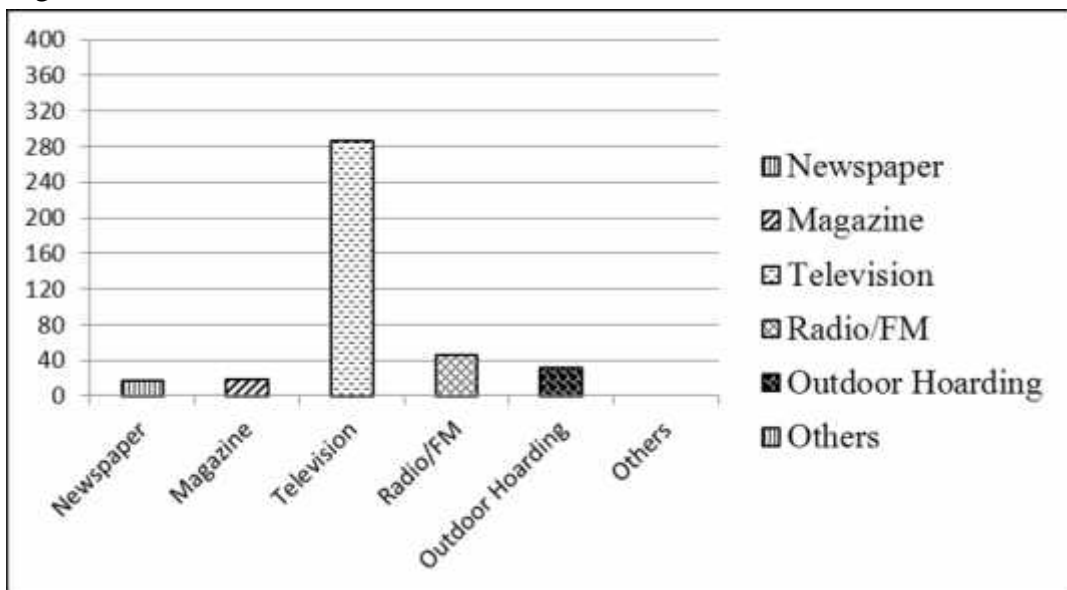


4.1.10 Effective Media that Contribute For Selection of Toilet Soap Advertisement.

The bar-graph (Fig. 4.8) as illustrated shows 17 respondents preferred Newspaper, 19 preferred Magazine, 286 respondents preferred Television, 46 respondents preferred Radio/FM and 32 respondents preferred Outdoor Hoarding out of 400 respondents. The daily newspaper is not available at the same day in each part of the study area. Magazines have been published

monthly and fortnightly. Whereas, TV advertisement has the effect of sound and sight. So, high numbers of respondents give priority watching TV advertisement rather than newspaper, magazine, radio, hoarding board. Therefore, TV has been regarded as the effective media that contributes to select the toilet soap. The leading media for the toilet soap brand advertisement has been TV. This shows that the visual-audio effect of the TV has helped a lot for most of the respondents to select their toilet soap brand. The other medias are far behind in the race of the selection of the toilet soap.

Fig.4.8



4.1.11 Factors that Causes for Buying Toilet Soap.

Table 4.9

Respondent	Number	Percentage
Pleasant Flavour	48	12.00
Naturally Soften Skin	78	19.50
Clear Body	63	15.75
Fighting with germs	155	38.75
Freshness	34	8.50
Economy	22	5.50
Total	400	100

The table (4.9) exposes that 48 respondents expected pleasant flavour, 78 expected naturally soft skin, 63 respondents expected clear body, 155 respondents expected fighting with germs, 34 respondents expected freshness and 22 respondents expected economy out of 400 respondents. They have been respectively 12%, 19.5%, 15.75%, 38.75%, 8.50% and 5.50%. So, fighting with germs has been the expectation to buy the toilet soap by most of the respondents.

The respondents have been found selecting Lux soap for pleasant flavour, Dove soap for naturally soften skin and Nepal Neem soap for clear body. Most of the respondents have selected Lifebuoy soap and the least respondents have selected Liril. Most of the respondents selected Lifebuoy soap for the purpose of fighting with germs whereas only least respondents have taken care of freshness to select the Liril soap.

4.1.12 Usual Toilet Soap Buying Location

Fig. 4.9

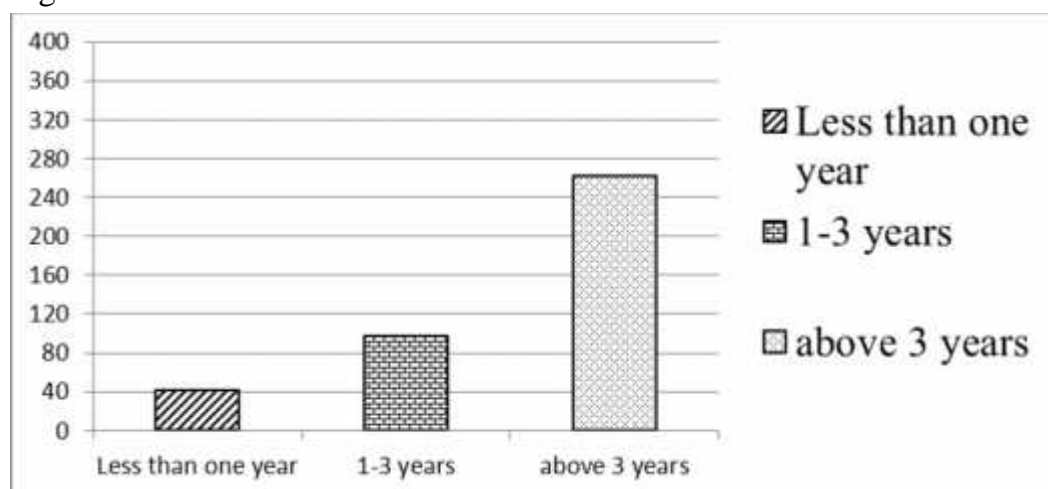


The bar-graph (Fig. 4.9) figures out 160 respondents have bought toilet soap from Departmental Store, 189 respondents have bought from Grocery Shop, 46 respondents have bought from Retail Price Shop and 5 respondents have bought from Street Shop out of 400 respondents. The leading buying location for most of the respondents of this study has been the grocery shop and then the departmental store. The street shop was the least preferred by the respondents. The grocery shop has been most preferred because it is found almost anywhere and the respondents have believed that it charges reasonable price.

The respondents of this study are lawyer, teacher, student, medical representative, farmer, housewife and so on. So some of the highly educated respondents selected for the study therefore have been found to go in the departmental store to buy the toilet soap. Similarly, most of the respondents have been found using grocery shops to buy toilet soap. It has been found that middle class respondents of consumers have selected grocery soap in comparison to departmental store and retail price soap.

4.1.13 Duration of Using Current Brand of Toilet Soap

Fig. 4.10



The bar-diagram given above as drawn out from the data collected figures out 41 respondents have used less than one year, 97 respondents have used

between 1-3 years and 262 respondents have used more than 3 years out of 400 respondents have used since less than one year. The study results that the current brand of toilet soap has been used by most of the respondents from long period of time. The respondents trust the toilet soap they have used from a long time than the new toilet soaps.

4.1.14 Effect of TV advertisement for Staying in Current Brand

The table (4.10) exposes 150 respondents have responded that advertisement was fully responsible, 189 respondents have responded to some extent, 12 don't have any idea about it, 39 respondents have responded that TV advertisement have played much role and 10 respondents have responded that TV advertisement have played no role at all for staying in current brand out of 400 respondents. They have been respectively 37.5%, 47.25%, 3%, 9.75% and 2.5%. Since the mean value (\bar{X}) = 1.92 so it indicates that most of the respondents have concluded that TV advertisement has been effective to some extent for staying in current brand. The popularity of their brand shown in the TV advertisement has made them to stay with their current brand. It has been found that the consumers who have been using the same brand for more than three years are loyal to the brand that they have been using regularly.

Table 4.10

Respondent	Number	Percentage
Advertisement is fully responsible	150	37.5
Responsible to some extent	189	47.25
I don't know	12	3.00
Advertisement played much role	39	9.75
Advertisement played no role at all	10	2.50
Total	400	100

4.1.15 Most Recent and Previous Brand of Toilet Soap

The table shows that 221 respondents have used Lifebuoy, 61 respondents have used Liril, 82 respondents have used Lark and 36 respondents have used Lux as most recent brand. So, Lifebuoy was the most currently used toilet soap out of 400 respondents. They have been respectively 55.25%, 15.25%, 20.5% and 9%.

In early time, 85 respondents had used Mayalu, 128 respondents had used Sherpa, 29 respondents had used Rani, 68 respondents had used Lark, 32 respondents had used Liril, 46 respondents had used Lux and 12 respondents had used other toilet soaps. So, Sherpa was the previous most used brand of toilet soap out of 400 respondents. They had been respectively 21.25%, 32%, 7.25%, 17%, 8%, 11.5% and 3%.

Sherpa was the most preferred previous brand of Toilet Soap for most of the respondents and Lifebuoy has been the most recent preferred brand. Both have been germ fighter toilet soap.

Table 4.11

Most Recent			Previous		
Respondent	Number	Percentage	Respondent	Number	Percentage
Lifebuoy	221	55.25	Mayalu	85	21.25
Liril	61	15.25	Sherpa	128	32.00
Lark	82	20.50	Rani	29	7.25
Lux	36	9.00	Lark	68	17.00
Others	-	-	Liril	32	8.00
			Lux	46	11.50
			Others	12	3.00
Total	400	100	Total	400	100

4.1.16 Cause of Switching Current Toilet Soap

The given table exposes that 41 respondents have switched the current toilet soap because of the availability, 58 respondents due to advertising, 20 respondents due to Packaging, 29 respondents due to Price, 196 respondents due to quality, 32 respondents due to sales scheme and 24 respondents due to flavour out of 400 respondents. They have been respectively 10.25%, 14.5%, 5%, 7.25%, 49%, 8% and 6% switched to the current toilet soap.

After analysing the above table, it is concluded that the quality is the main factor for brand switching. It has been found that Mayalu, Sherpa and Lark have not occurred because their advertisement has not been found so effective. On the other hand, Liril and Lux have been found in the existence because of the advertisement. They ignore availability and flavour. But Lifebuoy has been found as the most recent highly effective soap because of the investment on the advertisement and the tricky advertisement of being a germ fighter.

Table 4.12

Respondent	Number	Percentage
Availability	41	10.25
Advertising	58	14.50
Packaging	19	5.00
Price	29	7.25
Quality	196	49.00
Sales Schemes	32	8.00
Flavour	24	6.00
Total	400	100

4.1.17 Effect of TV advertisement to Change the Brand

The table (4.12) shows that, 162 respondents have expressed TV advertisement is effective to change the brand, 143 respondents have supposed its effect up to some extent, 12 respondents have been indifferent, 61 respondents have

responded that it played not much effect and 22 respondents have responded that it was not effective at all out of 400 respondents. They have been respectively 40.5%, 35.75%, 3%, 15.25% and 5.5%. Since, the mean value (\bar{X}) = 2.09 so it is concluded that the TV advertising is effective to some extent in the course of changing brand of Toilet Soap.

Table 4.13

Respondent	Number	Percentage
TV advertisement is Effective	162	40.50
TV advertisement is effective to some extent	143	35.75
I don't know	12	3.00
TV advertisement plays not much effect	61	15.25
TV advertisement plays no effect at all	22	5.50
Total	400	100

4.1.18 Interpretation on Correlation study

The Pearson correlation between Q1 and Q2 is -0.045 . So, there is $-ve$ correlation between the factors watching the TV commercial and strong belief on TV advertisement for the given brand. The negative correlation -0.045 is mentioned between watching the TV commercial and strong belief on TV advertisement for the given brand. It indicates that Q1 (watching the TV commercial) is negatively related with Q2 (strong belief on TV advertisement for the given brand).

The Pearson correlation between Q2 and Q3 is 0.001 . So, there is $+ve$ correlation between the factors strong belief on TV advertisement for the given brand and opinion about the effect of TV on choosing the toilet soap. There is positive correlation that is 0.001 between strong belief on TV advertisement for the given brand and opinion about the effect of TV on choosing the toilet soap. It indicates that Q2(strong belief on TV advertisement for the given brand) is

positively related to Q3(opinion about the effect of TV on choosing the toilet soap).

The Pearson correlation between Q3 and Q4 is 0.005. So, there is +ve correlation between opinion about the effect of TV on choosing the toilet soap and effect of TV advertisement for staying in the current brand however it is negligible. There is positive correlation that is 0.005 between opinion about the effect of TV on choosing the toilet soap and responsibility of TV advertisement for staying in the current brand. It indicates that Q3(effect of TV advertisement on choosing the brand) is positively related with Q4(continuity of the selected brand).

The Pearson correlation between Q5 and Q1 is -0.034 . So, there is $-ve$ correlation between effect of TV advertisement to change the brand and watching the TV commercial. There is negative correlation that is -0.034 between watching the TV commercial. It indicates that Q5 (effect of TV advertisement to change the customers brand) is positively related to Q1(watching the TV commercial).

4.1.19 Interpretation on Regression Analysis

Model-1

Here, F value is 0.801, which is not significant at $P < 0.01$. So we can conclude that our regression model is insignificant or watching the TV commercial is not good predictor that creates strong belief on TV advertisement for the given brand.

Similarly P value is 0.371 which is greater than 0.01 (α value) i.e. $P > \alpha$ and hence H_0 is not rejected. It means that there is no significant relationship between watching the TV commercial and strong belief on TV advertisement

for the given brand or watching TV commercial does not increase the level of belief of people toward that product. $Q2 = 1.813 - 0.047 Q1$ where $Q1$ implies watching the TV commercial and $Q2$ implies strong belief on TV advertisement for the given brand. Therefore one unit change in watching the TV commercial cause 0.047 negative change on strong belief on TV advertisement for the given brand.

$$\begin{array}{ll}
 Q2 & = 1.8133 & - 0.047 Q1 \\
 t \text{ value} & = 18.853 & - 0.895 \\
 R^2 & = 0.002 & Df = 399
 \end{array}$$

From the above observation, it may be concluded that the consumers watch the TV but may not understand the advertisement of toilet soap. They watch the TV but may not believe on the advertisement of toilet soap. Similarly, the time of TV advertisement and consumers watching TV programme may not match. Some consumers may not give priority after returning from the work. There may be lack of awareness of the advertisement to the consumers too.

Model-2

Here, F value is 0.000, which is not significant at $P < 0.01$. So we can conclude that our regression model is insignificant or strong belief on TV advertisement for the given brand is not good predictor of opinion about the effect of TV on choosing the toilet soap.

Similarly P value is 0.988 which is greater than 0.01 (α value) i.e. $P > \alpha$ and hence H_0 is not rejected. It means that there is no significant relationship between strong belief on TV advertisement for the given brand and opinion about the effect of TV on choosing the toilet soap or it does not play greater role between strong belief on TV advertisement and opinion about the effect of TV on choosing the toilet soap. $Q3 = 2.168 + 0.001Q2$ where $Q3$ implies opinion about the effect of TV on choosing the toilet soap and $Q2$ implies strong belief on TV advertisement for the given brand. Therefore one unit

change in strong belief on TV advertisement for the given brand causes 0.001 positive change on opinion about the effect of TV on choosing the toilet soap.

$$\begin{aligned}
 Q3 &= 2.168 & + 0.001 Q2 \\
 t \text{ value} &= 16.312 & + 0.014 \\
 R^2 &= -0.000 & Df = 399
 \end{aligned}$$

From the above observation, it may be concluded that there may not be the relationship between strong belief on TV advertisement for the given brand and opinion about the effect of TV on choosing the toilet soap. The consumers may select their own brand according to their own knowledge rather than the TV advertisement. They may buy the toilet soap but may not strongly support on dazzling advertisement. Similarly, they are aware about the ingredients of the toilet soap rather than the exaggerating advertisement.

Model-3

Here, F value is 0.012, which is not significant at $P < 0.01$. So we can conclude that our regression model is insignificant or effect of TV advertisement on choosing the customers brand is not good predictor of continuity of the selected brand or there is no greater role of TV advertisement to select the customers brand or to continue the selection of toilet soap.

Similarly P value is 0.914 which is greater than 0.01 (α value) that is $P > \alpha$ and hence H_0 is not rejected. It means that there is no significant relationship between effect of TV advertisement on choosing the customers brand and continuity of the selected brand. $Q4 = 1.913 + 0.006 Q3$ where $Q3$ implies effect of TV advertisement on choosing the customers brand and $Q4$ implies continuity of the selected brand. Therefore one unit change in effect of TV advertisement on choosing the customers brand cause 0.006 positive change on continuity of the selected brand.

$$\begin{aligned}
 Q4 &= 1.913 & + 0.006 Q3 \\
 t \text{ value} &= 15.430 & + 0.107 \\
 R^2 &= -0.000 & Df = 399
 \end{aligned}$$

From the above observation, it may be concluded that the consumers may not continuously use the toilet soap by watching the TV advertisement. The TV advertisement may not affect on choosing the brand or selecting the toilet soap. Similarly, the consumers may not discontinue or switch the toilet soap by watching the TV advertisement.

Model-4

Here, F value is 0.449, which is not significant at $P < 0.01$. So we can conclude that our regression model is insignificant or watching the TV commercial is not good predictor of the effect of TV advertisement to change the brand.

Similarly P value is 0.503 which is greater than 0.01 (α value) that is $P > \alpha$ and hence H_0 is not rejected. It means that there is no significant relationship between watching the TV commercial and effect of TV advertisement to change the brand. $Q5 = 2.205 - 0.065 Q1$ where $Q1$ implies watching the TV commercial and $Q5$ implies effect of TV advertisement to change the brand. Therefore one unit change in watching the TV commercial cause 0.065 negative change on effect of TV advertisement to change the brand.

$$\begin{aligned}
 Q3 &= 2.205 & - 0.065 Q2 \\
 t \text{ value} &= 12.575 & - 0.670 \\
 R^2 &= - 0.001 & Df = 399
 \end{aligned}$$

From the above observation, it may be concluded that the consumers may not change their brand by watching the TV advertisement. They may believe more on the toilet soap by using it rather than by watching the TV advertisement.

4.2 Major Findings of the Study

- Most of the respondents know about the advertisement of particular product by Television along with other media, like Radio/FM, Newspaper etc.
- The respondents' involve in purchasing process of toilet soap mostly themselves and choice decision also made mostly by themselves.

- While purchasing the toilet soap brand, most of the respondents have given the first preference to the quality of the product. Availability, price, flavour and advertising come respectively after quality.
- The respondents of this study have not preferred sales schemes while purchasing the toilet soap brand.
- Most of the respondents prefer the Lifebuoy soap as their first choice brand followed by Lux.
- Lux and Liril hold first and second position respectively as second choice brand.
- Most of the respondents felt the TV advertisement message mentioned toilet soap brands are informative. Even it is informative but there is no impact over people.
- Most of the respondents have said that advertising has an impact on choosing a particular toilet soap brand.
- Advertisement of Lifebuoy is most preferred advertisement of toilet soap brand by respondents.
- Television is the most preferred medium for advertising of toilet soap brand and effective too.
- Newspapers and magazines are widely preferred media in developed countries. But in the study area these media are not so effective because of low reading habits and unavailability in time.
- Respondents bought the toilet soap to get benefit to fight against germs, other benefits like pleasant flavour, naturally soften skin etc. come respectively after it.
- Grocery Shop and Departmental stores are the main place for shopping toilet soap. Street Shops and retail shops are not preferred so much by the respondents of the study area.
- TV advertising played an important role in staying in the current brand of toilet soap.
- The main reason of brand switching is the quality of the product. Advertising and availability fall after quality respectively.

- The role of TV advertising in the course of changing brand of toilet soap is found effective.
- There are no vast differences in the result of findings due to Gender, Age, Education level and Family size of the respondents.
- Most of the TV advertisement of toilet soap is attractive and effective too.
- The impact of TV advertising is regarded important in the course of brand choice.
- There is slight relationship between watching the TV commercial and strong belief of the consumer towards selection of the toilet soap.
- This finding shows that there is slim chance of validity of the TV advertisement to convince the consumer to select the toilet soap.
- There is negligible relationship between strong belief on TV advertisement for the given brand and opinion about the effect of TV on choosing the toilet soap.
- This finding shows that there is slight chance of validity on strong belief on TV advertisement for the given brand and opinion about the effect of TV on choosing the toilet soap.
- There is effect of TV advertisement on choosing the customers brand and continuity of the selected brand.
- Watching the TV commercial has partially effected to change the brand.
- There is less understanding, belief, time, priority and awareness of the respondents on TV commercial to select the toilet soap.
- The respondents of this study are highly educated so they are aware and use their own knowledge to select the toilet soap rather than exaggerating advertisement.

Chapter V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

Advertising is the method used by businesses, companies and other organisations to promote their goods and services to the public. The ultimate aim of advertising is to increase sales by showing these goods and services in a positive light.

Toilet soap is a mild soap, often coloured and scented. It is used for washing oneself. The question as to the qualities of toilet soaps has a high significance.

Television advertisement is the most effective means to give information about the products like toilet soap because advertisements through Television directly reach into the ear and eyes of viewers. Our country like Nepal were most of the village no access to roads, most people are illiterate, for them advertisement combines the merit both Radio and Cinema, people can understand the message through advertisement easily.

The problem towards with this study is directed to identify the effect of TV advertisement on selection of toilet soap. A favourable advertisement helps to select the correct brand to the consumers. But an unfavourable advertisement ultimately affects negatively to select the brand.

So this research especially has tried to find out the effect of TV advertising on selection for toilet soap and to examine the popular means of TV advertising.

Advertising trend in Television channels is similar with each other. Advertising trend observe on the basis advertisement in news, program, gateway, advertisement item and advertisement production. Advertising business is increasing day by day. Advertising trend seem quite similar and interesting which helps to breakeven point of the television business.

TV advertisement is a most widely used promotional tool of modern marketing. TV advertising is employed to accomplish certain task. The task may be to sell the product, service or idea, to inform or aware about the product, service or idea etc. Most of the big companies are using TV advertising as well as sales promotion to increase the sales of their products. Companies try to create favourable attitudes towards products' brands and motivate the consumer to purchase it and by using TV advertising. To achieve a certain task or goal companies employ TV advertising campaign. Before advertising on TV an advertiser should be careful in the analysis of his product, market, trade channels and competition. He/ she must study the character of the trade, the territory to be cover, the audience to be reach, the media available and the other sales force that are to be utilized in conjunction to the TV advertising.

In the developed countries TV advertising is a big business. A large expenditure is made on it and market without TV advertising is unimaginable. The Nepalese market is maturing day by day and is more competition in the market. The essence of TV advertising is well recognized by the marketers. They realize advertising as an important promotional tool of persuasion to the mass. We are far behind in the advertising field compared to the advanced countries. Now-a-days manufacturers or business houses and TV advertising agencies are trying to develop constructive advertising in Nepal which shows that TV advertising has a good future in Nepal. TV advertising as an economic tool helps to boost the economic growth of the country. It is a foundation of business rather than luxury.

The population of this study is the consumers of toilet soap who are exposed to the advertisement of toilet soap on TV. The sample of the study comprised of 400 consumers in Butwal Municipality and Semlar V.D.C. A well set of questionnaire is the main source of information. These questionnaires are served, collected and tabulated for analysis i.e. mean, correlation and regression analysis. Tabulated data are analysed using possible statistical tools and percentage methods to attain the stated objectives of the study.

TV advertising is the main source of information and key tool to motivate and persuade to the consumers. Advertising supports, motivates and excites consumers on their decision making process. An effective advertisement influences the consumers to choose a particular brand at the same time develop a positive attitude towards the brand and help to select the brand. We have to understand that advertising alone can't do all expected job. To make advertising more effective, co-ordination and integration among promotional tools are required. First time purchase generally occurs because of advertising but to make consumers frequent purchasers the role of quality, price and flavour come first than advertising.

5.2 Conclusions

TV advertising has been established as an important promotional tool for consumer products, like toilet soap. Consumers get the knowledge about the products through different advertising media. Advertising is considered as the primary source of information. They are aware about the available brands of toilet soap and consider different factors while purchasing the brand. Where, quality is the main factor and other come respectively. Advertising acceptability is satisfactory and most of the consumers are agreed that advertising is responsible for brand choice of toilet soap. However, the degree may be different.

Advertisements help to sale more and more products, which leads the producer to mass production, which creates job opportunity to the unemployed population of the country, and certainly increase the living standard of those people. Thus advertisement directly effects to develop the economy of the country.

Different people prefer different flavour of the toilet soap according to their age, level, education level and gender. So the advertiser must know what kind of product he is advertising and to whom he is advertising. From this research we came to know that consumers prefer to TV advertisement with true information. In this way we can conclude that advertisers have to advertise their product after knowing the opinion of the consumer.

The Hypotheses developed from this study also shows that there is some effect of TV advertisement on the selection of toilet soap. It helps the consumers to know more about their brands quality, flavour, skin effect etc. which help them in the proper selection of their toilet soap.

TV advertisement of toilet soap has dominated the market. Television is the most favourite medium of advertising. TV advertising played important role to select the toilet soap.

There is less chances of continuity, effect and switching the toilet soap by watching the TV advertisement. Many people watch the TV advertisements. Some of the people buy the products when they need and watch the advertisements. It helps to recall the brand or product name while buying. People prefer to choose advertised products, if the price and quality of both products are same.

5.3 Recommendations

The following recommendations are made on the basis of findings of the study.

- Consumers are highly aware of brands through TV advertising. TV advertising is the only tool which reaches to the mass economically. So, the marketers of toilet soaps are suggested to advertise their products through television.
- As a whole advertising authenticity is found satisfactory, advertising tells people about the facts related with products and services. But unfortunately, these days, there are some untruthful, misleading, deceptive and exaggerated advertising to attract the consumer.
- Effect of TV advertising depends a great deal upon consumer belief in its essential truthfulness. So to make advertising more trustworthy and effective, it should be primarily concentrated towards the well being of consumers by providing truthful and acceptable message.
- Informative and reminding the product/brand type of advertisement is suitable for the toilet soap. So, marketers are suggested to use these types of advertisement.
- The TV advertising is the course of selecting toilet soap is found to be quite effective. So, to make the effect stronger, other marketing variables such as place, product, price and promotion should be forwarded soundly and coordinated integration among them as felt necessary.
- TV advertisement of toilet soap is effective and leading the market. Other brands' advertisements are not getting proper popularity in the market as toilet soap. So, it should be better to other companies to fill this gap and make their presence strong in the market.
- The success of any product depends upon the post purchase behaviour of consumers and it is largely determined by the satisfaction received from consumption. TV advertising alone doesn't make the consumers frequent purchaser of the product/brand. So, to make advertising impact more creative, unique in design or style with truthful information, in right time,

furthermore qualitative product, good flavour with reasonable price also needed for it.

- TV advertisement should advertise about their product, considering their targeted consumers such as if the targeted consumers are male, people between (27-37) and educated (graduate, above graduate) then advertisement should contain true information.
- TV advertisement must provide full information about the products, so that consumer can know everything about the product, such as price, quantity, quality etc.
- Few advertisements telecasted on TV are not believable such advertising should be replaced by new informative advertising.
- The advertisements telecast by TV should be replaced by advertisement with full and true information.
- In comparison to unadvertised product people prefers to advertised one, so advertised should be frequent telecasted.

TV advertising is the life-blood of modern marketing, especially in the course of promotion. It is not just a charity but a strategic promotional tool of modern marketing. Continuous studies on effect of advertising on toilet soap selection should be made, so that it will give worthwhile of TV advertising and also provides the effective information and guideline for developing successful marketing strategy to cope neck-to-neck competition of the market.

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Appendix-I

EFFECT OF TV ADVERTISEMENT ON SELECTION OF TOILET SOAP QUESTIONNAIRE

The under mentioned are the questions for the study. So you are kindly requested to answer them without any hesitation.

1. Demographic profile of respondent

a) Gender:

Male [] Female []

b) Age

i) 16-26 [] ii) 27- 37 [] iii) 38 - 48 [] iv) Above 48 []

c) Occupation.

.....

d) Academic Qualification

i) Below SLC [] ii) SLC [] iii) PCL [] iv) Graduate []

v) Post graduate / Above []

e) Family size

i) Nuclear ii) Joint iii) With friends

f) I often watch the TV commercial.

a) Totally agree [] b) Agree [] c) Disagree []

2. Your usual toilet soap buyer.

a) Myself [] b) Family members [] c) Servant []

d) Any other []

3. Your toilet soap chooser.

a) Myself [] b) Family members [] c) Servant []

d) Any other []

4. Most considering factor in buying of your toilet soap.

a) Availability [] b) Advertising [] c) Price []

d) Quality [] e) Sales Schemes [] f) Flavour []

g) Any other factor []

5. Your preference of toilet soap.
 - a) My 1st choice
 - b) My 2nd choice
6. TV channels that have effected to select the toilet soap.
 - a) Local TV []
 - b) National TV []
 - c) International TV []
7. Your feeling about TV advertising for most preferred toilet soap.
 - a) Informative []
 - b) Entertaining []
 - c) Persuasive []
8. Your strong belief on TV advertisement for your brand.
 - a) Strongly agree []
 - b) Neither agree nor disagree []
 - c) Strongly disagree []
9. Your opinion about the effect of TV advertisement on choosing the toilet soap.
 - a) Fully responsible []
 - b) To some extent []
 - c) Played not much role []
 - d) Don't know []
 - e) Played no role at all []
10. Most preferred brand TV advertisement of toilet soap.
 - a) Lux []
 - b) Liril []
 - c) Lifebuoy []
 - d) Dabur Vatika []
 - e) Nepal Neem Soap []
 - f) Others []
11. Your most preferred media for toilet soap brand advertisement.
 - a) Newspaper []
 - b) Magazine []
 - c) Television []
 - d) Radio /FM []
 - e) Outdoor / Hoarding []
 - f) Others []
12. Your expectation to buy the toilet soap.
 - a) Pleasant flavour []
 - b) Naturally soften skin []
 - c) Clean body []
 - d) Fighting with germs []
 - e) Freshness []
 - e) Economy []
13. Your usual toilet soap buying location.
 - a) Departmental Store []
 - b) Grocery Shop []
 - c) Retail Price Shop []
 - d) Street Shop []
14. Duration of using the current brand of toilet soap.
 - a) Less than 1 year []
 - b) 1- 3 years []
 - c) More than 3 years []

15. Responsibility of TV advertising for staying in the current brand.

- a) Advertising is fully responsible []
- b) Advertising is responsible to some extent []
- c) I don't know []
- d) Advertisement played much role []
- e) Advertising played no role at all []

16. Your previous brand of toilet soap.

- a) Most recent
- b) Before that

17. Cause for switching to your current toilet soap.

- a) Availability [] b) Advertising [] c) Packaging []
- d) Price [] e) Quality [] f) Sales schemes []
- g) Flavour []

18. Effect of TV advertising to change your brand.

- a) TV advertising is fully effective []
- b) TV advertising is effective to some extent []
- c) I don't know []
- d) TV advertising plays not much effect []
- e) TV advertising plays no effect at all []

All information will be kept confidential

THANKS RESPONDENT FOR PARTICIPATING

Appendix-II

Computing Result of Correlation and Regression using SPSS Programme

Correlation

1.

Descriptive Statistics

	Mean	Std. Deviation	N
Q1	1.70	.644	400
Q2	1.73	.680	400

Correlations

		Q1	Q2
Q1	Pearson Correlation	1	-.045
	Sig. (2-tailed)		.371
	N	400	400
Q2	Pearson Correlation	-.045	1
	Sig. (2-tailed)	.371	
	N	400	400

2.

Descriptive Statistics

	Mean	Std. Deviation	N
Q2	1.73	.680	400
Q3	2.17	.969	400

Correlations

		Q2	Q3
Q2	Pearson Correlation	1	.001
	Sig. (2-tailed)		.988
	N	400	400
Q3	Pearson Correlation	.001	1
	Sig. (2-tailed)	.988	
	N	400	400

3.

Descriptive Statistics

	Mean	Std. Deviation	N
Q3	2.17	.969	400
Q4	1.93	1.008	400

Correlations

		Q3	Q4
Q3	Pearson Correlation	1	.005
	Sig. (2-tailed)		.914
	N	400	400
Q4	Pearson Correlation	.005	1
	Sig. (2-tailed)	.914	
	N	400	400

4.

Descriptive Statistics

	Mean	Std. Deviation	N
Q5	2.10	1.239	400
Q1	1.70	.644	400

Correlations

		Q5	Q1
Q5	Pearson Correlation	1	-.034
	Sig. (2-tailed)		.503
	N	400	400
Q1	Pearson Correlation	-.034	1
	Sig. (2-tailed)	.503	
	N	400	400

Regression

Model 1.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Q1 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Q2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.045 ^a	.002	.000	.680

a. Predictors: (Constant), Q1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.370	1	.370	.801	.371 ^a
	Residual	184.007	398	.462		
	Total	184.377	399			

a. Predictors: (Constant), Q1

b. Dependent Variable: Q2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.813	.096		18.853	.000
	Q1	-.047	.053	-.045	-.895	.371

a. Dependent Variable: Q2

Model 2.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Q2 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Q3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.001 ^a	.000	-.003	.970

a. Predictors: (Constant), Q2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.000	1	.000	.000	.988 ^a
	Residual	374.440	398	.941		
	Total	374.440	399			

a. Predictors: (Constant), Q2

b. Dependent Variable: Q3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.168	.133		16.312	.000
	Q2	.001	.071	.001	.014	.988

a. Dependent Variable: Q3

Model 3.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Q3 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Q4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.005 ^a	.000	-.002	1.010

a. Predictors: (Constant), Q3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.012	1	.012	.012	.914 ^a
	Residual	405.738	398	1.019		
	Total	405.750	399			

a. Predictors: (Constant), Q3

b. Dependent Variable: Q4

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.913	.124		15.430	.000
	Q3	.006	.052	.005	.107	.914

a. Dependent Variable: Q4

Model 4.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Q1 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Q5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.034 ^a	.001	-.001	1.240

a. Predictors: (Constant), Q1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.691	1	.691	.449	.503 ^a
	Residual	611.699	398	1.537		
	Total	612.390	399			

a. Predictors: (Constant), Q1

b. Dependent Variable: Q5

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.205	.175		12.575	.000
	Q1	-.065	.096	-.034	-.670	.503

a. Dependent Variable: Q5