

# **CHAPTER – ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It is a product or service selling related overall activities. It is used to identify the customer, satisfy the customer, and keep the customer.

From the above statement it is clear that the whole marketing activities depend on sales or making people buy their products. For this work the producer must have great ability to influence the buyers. Making consumers to know about product is very complicated and challenging work. There are some certain kinds of tools which help producer to introduce their product. Among them advertising is one.

The word Advertising is derived from a Latin word "advertere" which is to turn attention towards a specific things. The dictionary meaning of the word advertising is to announce publicly or to give public notice. In earlier time advertising meant merely to inform. But today advertising is a communication intended to promote the product or service or to influence the public. An advertisement is an announcement to the public of a product, service or idea through a medium to which the public has access.

A product, service and idea can be presented and promoted in a different ways and advertising is one of them. Advertising influences consumers' attitudes and purchase behavior in a different ways. It has multiple advertising may be directed more by objectives of advertising depending upon the situation.

"Many people use advertising at some time in their life. Some may use it privately while others may use in business. And many people respond to advertisements, they enjoy the choices available to them in every sphere of life". (Kotler, 1998)

Advertising is the main tool of informing, convincing, influencing and persuading the targeted consumers. It plays significant role on brand choice of consumer products. The effective advertising needs to be familiar with certain effects that lead to certain responses. Advertising is a method of communication which is one of the most important aspects of human behavior that directly influenced in consumers preferences.

Different people have defined advertising in many ways, however they all mean nearly the same thing. Some of the popular definition of advertising are as follows: "advertising is any paid form of non – personal presentation and promotion of ideas, goods or service by an identified sponsor."(Jain, 1991:3)

Behaviour of the consumer is the attitude, feeling, perceptions, norms and values of the customers towards the products which effect the buying decisions of the consumers to a product. It is very complex process. It is the sum total of observable human activities. The marketers are much more concerned to these variables which understanding the purchase behavior of the buyers.

The study of “effect of TV advertisement on buying behaviour of consumer” has special importance in Nepal where large number of companies are flowing thousands of information. But are they rationally investing such huge amount in Ad or are they doing blindly ? What is the impact of ad in buying decision? This is the important question to be searched . Keeping this in the mind, the researcher tries to explore the effect on behaviour of consumer by TV advertisement. That’s why this study is relevance to some extent.

The American Marketing Association, Chicago, defines advertising as " any paid from of non personal presentation of ideas, goods and service by an identified sponsor." An analysis of each element of this American definition is as follows: Advertising may be in any form of presentation. It may be a sign , a symbol, an illustration, an advertising message in a magazine or newspaper, a commercial on the radio or on the television or a poster or a banner. It may be the any form of presentation that shows imagines of advertiser about the product or service. It is considered informative and useful for the audience. For publicity no payment is made by the benefited organization. The paid aspect of the definition reflects the fact that the space or time for an advertising message generally must be bought. It has been defined as non personal also. This phrase excludes any form of personal selling , which is usually done a person to person or people to people basis. Advertising is totally non personal, offering no personal interaction, delivered through media and often viewed as disturbance. Of course, advertising may help the sales person in his or her sales effort.

Today's business organization, non-business social organization, political organization and governmental and non-governmental organizations are also using advertising as a tool of promoting and presenting goods and

services. Advertising can be understood as a form of communication, its aim is to carry the desired change in behavior of the target audience, particularly the potential buyers. Generally, theoretical models seek to identify step-wise behavioral progression of non-buyers towards buying action.

It is true that sometimes the effect of advertising can not be measured directly in terms of sales. Therefore, advertising objectives could be stated in terms of communication goals, such as awareness of the product or favourability of attitudes towards product. It is based upon this assumption that some way communication relates to sales stated in terms of communication, measurement against such goals can always be possible.

A company may create effective stimuli through advertising. A consumer may be impressed by advertisement and then get motivated towards purchased goods. Advertising is one of the most important tools of selling which businessmen have been practicing since centuries to relay their products into the hands of consumers. Its early use was distinctly a minor supplement to other forms of selling. Perhaps, some forms of advertising have existed as long as we have had buying and selling.

There are various types of media. Media are instruments or the way through which the advertisement messages are put before the public. Among different types of media, television plays a vital role. The importance of television advertising is increasing day by day. Television gives the information to the large number of people than any other medium of advertising. Due to the satellite facility, television programs are viewed internationally. In today's glamorous world, we can show all the aspects of the products and services through television advertising. It

is always said that people believe in things which they hear and see. This can be possible through television advertising only.

Before television, radio occupied the powerful media over a period of 50 years from 1920s to 1970s. Its supremacy was slashed by the arrival of the greatest and latest rival namely, television by 1950s in the U.S.A. and its impact was too deep that with a decade it was spread over to European countries as well as in Asia and other developing countries too, and our country Nepal is not an exception. In Nepal, television was first started in 2041 B.S. in the name of Nepal Television (NTV) and started telecasting programs in 2042 B.S., while the commercial telecasting started only in 2044 B.S. NTV currently covers 65% of the country's population and 68% of the land area. ([www.explorenepal.com/ntv](http://www.explorenepal.com/ntv))

Today, Nepal has twelve television broadcasters station including the government run Nepal Television and NTV Plus. The private television broadcasters are: Avenues Television, a news and current affairs channel located at Tripureswor, Kathmandu, owned by Avenues Ad. Sagarmatha Television, situated at Singhadurbar, Kathmandu. Mountain Television, also known as NBEX TV is situated at Lokanthali, Bhaktapur. Himalayan Television broadcasts from Mid-Baneshwor, Kathmandu. Kantipur Television owned by Kantipur Publication which is located at Tinkune, Kathmandu. Image Channel is owned by Image Groups of Companies which is situated at Lazimpat, Kathmandu. Channel Nepal is in Shantinagar, Kathmandu which is also the first Nepali language satellite channel. TV Filmy is owned by the GopiKrishna Group that is situated at Chabel, Kathmandu Likewise, Terai Television the only Television station in Nepal broadcasted from Birgunj (Outside the Valley). Likewise, Nepal 1 is from India.

The advertising of TV is more glamorous and more specialized as it provides scientific synchronization of sound, light, motion and color that no other medium does it. It arouses high attention and it has high reach.

Twenty four years ago, when Nepal television started its first transmission, there was hardly one minute of advertising in a two hours transmission. Today NTV has an average of 27 minutes of advertisement per hour of transmission (NTV Official Record, 2066) and over the years the format and presentation of the NTV advertisement has been changed dramatically. Initially, the NTV laid visual advertisement jingles, which were already visual basic a product packet, a smiling face and the product being used whether it was a cake of soap or some other things. Then the trend began to change new jingles and message especially for TV advertisement were made. NTV advertisements have been changing during the time period. Now there are so many advertisements, which have been dubbed in Nepali, despite the fact that advertisers are eager to make the advertisement more attractive. Some multinational and foreign collaboration companies have good and attractive advertisement like Coca-cola, Pepsi Cola, Samsung Television etc.

Television advertising plays a vital role in marketing. The main cause of this is to give information to a larger number of people than through other media of advertising. It can give message to millions of people through sound and visual pictures (both audio and video), which makes it more effective than that the printed words. It is quite appealing to the senses. It arouses high attention and it has high reach. It has certain disadvantages also namely high absolute cost; high clutter; fleeting exposure and less audience selectivity. However, we cannot deny the fact that television enjoyed the dominant position in the media mix.

The main purpose of advertising is to persuade the consumer to buy the products or services. The effectiveness of advertising depends upon the quality of the advertisement. In this way, there is direct relationship between advertising and the consumer. It can be made informative, attractive and demonstrative to create curiosity to see the product and keen desire to buy it. It is because advertising directly appeals the viewer. Hence, TV advertising is considered to be the most effective. And the success of advertising is judged from the favorable reaction of the consumer.

### **1.1.1 Brief Profile of Sample Companies**

Clinic Plus shampoo is one of key product of Hindustan Liver Limited (HLL) and it is manufactured and marketing by Nepal Lever Limited in Nepal. HLL is a popular house hold name with its brands like Surf, Lux, Sunsilk, Clinic Plus , Pepsodent and Lifebuoy touching the lives of two out of three Indians each day. HUL is the market leader in Indian consumer products with presence in over 20 consumer categories such as soaps, tea, detergents and shampoos amongst others with over 700 million Indian consumers using its products Unilever created a uniform corporate brand across the world in line with its future direction of "One Unilever". The last of Unilever subsidiaries to change their names were Nepal Liver which became Unilever Nepal, Nippon lever which becomes Unilever Japan.. The parent company , which holds a little over 51% in the Indian subsidiary, has been patiently waiting for this change. Unilever Nepal limited is branch of Hindustan lever Ltd. in Nepal. It started production of detergent powder in 1994 and from 1995 started production of toilet soap and from 1996 started production of close up toothpaste, shampoo. In these days company producing soap, shampoo, toothpaste, Detergent, Hair & Care, Skin care etc.

The brief detail of the Unilever Limited is presented in a table below:

Product/ Service	Lux, Close Up, Clinic Plus, Sunsilk etc.
Company Address	Basamadi – 5, Hetauda, Nepal
No. of Total Employees	100 – 500 people

### **Trade and Market**

Main Markets	North America, South America, Western Europe, Eastern Asia, Southern Asia, Mid East, Africa, Oceania
Total Annual Sales Volume	US\$ 1 Million – US \$ 2.5 Million

([www.bizearch.com/company/Unilever\\_Nepal\\_Ltd\\_252308.htm](http://www.bizearch.com/company/Unilever_Nepal_Ltd_252308.htm))

### **1.2 Focus of the study**

There are many studies have been conducted about advertising , its effectiveness and on how advertising works. But little effort has been made to find out the effectiveness of advertising on TV and its effect on consumer buying decisions. The main focus of this study is to find out how advertising on TV affects the behavior of people in buying different types of commodities. Nepalese market is very small in relation to the international market. However , in this small periphery there seems to regular outflow and inflow of product in the dynamic environment. Competition is rising. Similarly marketing activities are regularly interacting with the so called targeted group is trying to maintain their position. Advertisement is the means that introduce the product among consumers and it is one of the most effective way of introducing product in the market and maintaining product position. This study focuses on the



effectiveness of TV advertising on buying decision with reference to Clinic Plus shampoo, in Nepal.

The main focus of this study is to find out how advertising affects the behaviour of the people in buying different types of commodities. Many important decisions have to be made before undertaking the advertisement program. It is certainly one of the most important and complex decision facing business executives. Major decision areas in developing advertising program include setting the advertising objectives, deciding on the advertising effectiveness. Human Behaviour is very complex process. Behaviour is the sum total of observable human activities.. No two people always behave in the same way. Advertiser must understand the consumer's behavior and must present the advertisement in such a way that persuades the people to buy the particular product. Advertisers must understand how consumer select, buy, use and dispose products. They must know customer motivation.

In this paper the researcher's prime aim is to study the relationship on consumer's attitudes, credibility towards advertising and its subsequent effect on the consumer's buying behaviours.

### **1.3 Statement of Problem**

The problem toward which this study is directed to identify the effect of TV advertising on the buying behaviour of people in terms of Clinic Plus shampoo. This company Unilever Nepal limited is advertising its product on NTV . So, the researcher is trying to find the impact of consumer buying behaviour on clinic Plus shampoo from advertising on Television. Advertising is one of the most important tools where most of the companies use to persuade target buyers to buy their products or services. There are many special and specific reasons for advertising. The

main factors to announce a new product or service or an idea to expand the market to :

- a. new buyers,
- b. announce a modification,
- c. announce a price change,
- d. announce a new pack,
- e. make a special offer etc.

Therefore, the advertising plays a crucial role in marketing and related sectors.. Today , the importance of advertising gains its popularity in many companies to introduce product in target markets. The role of advertising shifts the products demand curve upward. For this, the effectiveness of advertisement is one of the major areas advertiser needs to consider. The success or failure of product is determined by the success or failure of advertisement. Among various types of media, television enjoys the dominant position. Advertisement can reach to various countries at a time through television.

Advertising helps to lower the prices due to mass selling. It encourages competition, and leads to lower price. By lowering the price, greater sales will be achieved. Advertising in addition to its direct job of pointing out the desirable features of commodity or service and showing the potential buyers how they can satisfy their desire from purchase, it can also do an indirect job of selling by persuading the public view with special favour not only a particular brand but the market of the brand as well. In this way, advertisement helps to create good will of a particular product.

Advertising is one of the most important tools that companies use to persuade target buyers to buy their products or services. There are many special and specific reasons for advertising. The reasons can be to

announces a new product or service or an idea to expand the market to new buyers, to announce a modification, to announce a price change, to announce a new pack, to make a special offer etc. Therefore, the advertising plays a crucial role in marketing. Today due to the importance of advertising many companies are using advertising as their integral part. The role of advertising is to shift the products demand curve upward. For this, the effectiveness of advertisement is one of the major areas advertiser needs to consider. Deciding on the media is the crucial task the advertiser needs to undertake for the success of any advertisements. Among various types of media, television enjoys the dominant position. Advertisement can reach to various countries at a time through television. It has world wide approach.

It is necessary to find out the effect of the advertisement on the consumer so that the sales rate of commodity is increased. Furthermore, the effect of advertisement differs from the types of consumers. It is also necessary to know what type of consumer is expected to buy the particular type of commodity. All these things should be taken into account to increase the interest of advertisement.

In today's world, the popularity of television is increasing day by day. It is very useful for the advertiser to know the popularity of television among different people. Different types of advertisement through television appeal to the different customer differently. Careful analysis should be done in this regard for the success of any advertisement campaign. This is lacking in Nepal. Very few analysis and research is conducted regarding this matter. Hence, the main objective of this thesis is to provide useful information regarding the effectiveness of television advertising to different group of people particularly in urban areas. This survey will try to solve the questions like how popular the television

advertisement is among different people in urban areas. Is it popular among youngsters or middle-aged or is it popular among older people ? These all findings can be more useful for the advertiser while selecting a media according to their product types.

There are various types of television advertisements. It may be presented in the form of slice of life, lifestyle, fantasy, mood or image, musical, personality symbol, technical expertise, scientific evidence, testimonial evidence etc. Different people prefer different types of television advertisements. The selection of the target market and the nature of products plays a significant impact on choosing the media. The boundaries within which, the product are intended to be sold sets limitation on choice of media. Different people show different attitudes toward the same message aired, telecast and published. In Nepal, many advertisers have failed to give due emphasis in this regard. This leads to the failure of advertisement in generating due positive responses from consumers. Thus, the understanding of the impact of any media on consumers behavior is extremely important for any advertiser. The Nepalese business houses can generate many ideas in the field of marketing area through this type of survey. In addition, the survey like this will be very helpful for the advertiser for the success of the television advertisement. Therefore, this study focuses to analyze the present situation of television advertisement in Nepal. Beside that, they should be further analyzed the viewers' attitudes, their comments and suggestions through different sectors of viewers which would be helpful to both advertisers and viewers in future.

In Nepal, there are various newspapers available with nationwide circulation, such as The Kantipur Daily, The Kathmandu Post, The Nagaric Daily, The Annapurna Post, etc. Many other daily, weekley,

fortnightly and monthly magazines such as (Himal, Nepal, Nari, etc.) with nation – wide circulation are also available. Similarly, Radio/FM broadcasting as well as the TV channels are also growing in numbers rapidly day by day, which makes the advertising easier to be reached to the ultimate users of the products. So, there is problem of which media to choose for effective advertising .

From this context, in a developing country like Nepal , this type of study is must. In this ground, the study deals with the following issues:

- ) Which age group of people prefer TV advertisement more?
- ) Which educational level of people prefer TV advertisement more?
- ) Which gender of people prefer TV advertisement more ?
- ) Does repeated advertisement attract the consumer's attention ?
- ) What are the reactions of people towards the TV advertisement ?
- ) Does consumer prefer advertised product?
- ) Does TV advertisement affect the purchasing decisions?
- ) Does advertisement influence people positively?
- ) Does the advertisement of cosmetic product influence the people?
- ) Which factor influences the people to purchase cosmetic product?

#### **1.4 Objectives of the Study**

Essentially, the main objective of the study is to analyze the general impact of television advertising on consumer behavior. This is the prime and specific objective of the study. Besides, there are also some general objectives, secondary in importance to this study, the fulfillment of which leads to accomplishment of specific objective. So, the primary and secondary objectives of the study are as follows:

- ) To examine the consumers preferences on television advertisement.

- ) To identify the consumers reactions to the television advertisement.
- ) To analyze the effectiveness of the advertisements of cosmetic products.
- ) To examine the factors that influence to buy the cosmetic product.
- ) To examine the factors that affect consumer buying decision process.

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

The fact is that every studies or survey have some limitations. it is very difficult to find out any study that is perfect. There are some limitations of this study through the researcher has paid much attention to reduce it. It is very hard to find out a research design without errors. The research is conducted only for study purpose. As most of the research is, this research is also sample based. It is almost impossible to complete this research without any shortcomings. The study confined following limitations.

- ) The study covers only the television advertisement for the most advertised products like cosmetics.
- ) The study is limited to survey of respondents and interview of people within the urban areas of Chitwan
- ) Random sampling technique will be used to select the respondents for the purpose of interview
- ) Because of the lack of the research in the topic, the secondary data are limited with few researches.

### **1.6 Significance of the Study**

The present world is full of advertisements. In today's modern business world, the need of advertising is indispensable. Every stage of product

life cycle needs advertising. Advertisement no longer provides commodity information. They have become a part of life. Advertising is no longer merely information oriented. For the sake of making consumers well informed, it is becoming more important in advertising to provide suggestion on various aspects of daily life. Advertisement help to collect information and knowledge needed to make good buying decision. For, this different advertising media are used such as indoors, outdoors, directed and displays. The different media have the merit of vision, sound, motion, selective and flexible, mass communication etc. and at present, this advertising media has the weakness of shortest life, culture problem, time, taxing, costlier limited area etc.

Researcher believes, the present study deserves some significance of its own kind in this field. This study will be concise, practical, applicable and valuable to the major interested parties.

This study will help the marketing manager to improve the advertising policy. As advertising involves cost and every cost should bear ample return, it is the interest of business enterprises to study the factor hindering its development and the way to develop it. For example if the products are for the children/youngsters, the advertisers must prefer to make musical advertisement, as the result is high towards musical advertisements. If the product is for highly educated people the advertisers must prefer to make advertisement good wording as the result is high towards good wording and so on. This study will try to find out the consumer's behavior and their thought regarding the television. This study will also be helpful to anybody related to television advertisement. It helps in the introduction of mass production, installation of up-to-date machinery, and consequent reduction of cost of article. It is beneficial not only to the producer and retailer but also to the consumer.

The researcher believes that this study will be beneficial directly or indirectly to the advertisers, Advertising Agencies, Media, Copywriters and Businessmen to know about consumers' attitude and credibility towards ads and the factors that affect consumers to behave the way they do and accordingly design, build and communicate their message about product and services to the targeted group effectively. Similarly this study will equally be beneficial to the students of marketing to get insight about consumer attitudes towards advertisement and subsequent effect on their buying decision process and it is beneficial to the future researcher to build research problem in the subject. The other people who are interested on its working can also get the benefit of the study.

## **1.7 Organization of the Study**

Organization of the study containing main chapters of the thesis in each study. This study organized into five chapters, each devoted to some aspects of the study of Impact of Television Advertisement to the Buying Behaviours of the Consumer . The fields of each of these chapters are as follows:

Chapter I: Introduction

Chapter II: Review of Literature

Chapter III: Research Methodology

Chapter IV: Presentation and Analysis of Data

Chapter V: Summary, Conclusions and Recommendations

**Chapter I: Introduction:** The first chapter includes various aspects of present study like background of the study, statement of problem, objective of the study, limitations of the study, significance of the study and organization of the study.



**Chapter II: Review of Literature:** This chapter is devoted to the theoretical analysis and brief review of related and pertinent literature available. It includes conceptual framework of the subject matter i.e. television advertising. Besides, previous thesis and project works related to the subject matter of the study is briefly reviewed.

**Chapter III: Research Methodology:** The third chapter deals with the research methodology which consists of research design, population and sample, data collection sources, techniques of analysis and data processing and tabulation.

**Chapter IV: Presentation and Analysis of Data:** The fourth chapter introduces the main aspect of the study. It deals with data collection procedure and presentation of data with different by using mathematical and non-mathematical tools and findings of the study.

**Chapter V: Summary, Conclusion and Recommendation:** The fifth chapter presents summary, conclusion and recommendations. It is based on analysis of data and study done in the previous chapters. The references and annexes are incorporated at the end of the study.

## **CHAPTER –TWO**

### **REVIEW OF LITERATURE**

Review of literature refers to the reviewing of the past studies in the concerned field. Such studies could be thesis/dissertations, text books, articles, journals and or any sort of other publications concerning the subject matter which were written prior by a person or on organization. The purpose of review of literature is thus to find out what research studies have been conducted in one's chosen field of the study, and what remains to be done. It provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be developed for testing. Literature review also minimizes the risk if pursuing the dead-ends in research. So, this chapter basically divided in two parts, one is conceptual review and the other is review of related studies.

#### **2.1 Conceptual Review**

This section of the study focuses on review of national and international books. Which are relevant in supporting the research. Some of the most common topics for supporting the research are:

##### **2.1.1 Evolution of Advertising**

There was also the need and existence of advertising in the ancient period. The difference is that there were not the mass media at that time. It is said that the development of the advertising started with the civilization and started to communicate with each other.

Though advertising, in its present form, is the product of the current century. It has a long history that takes us back to the history of mankind and human civilization. Though we fail to answer the question as to the

exact age of advertising, it can be said that advertising began the moment man discovered the art of communication. Historical document and archaeological researches have confirmed the existence of advertising in ancient times. Advertising by word of mouth is probably the earliest form of advertising because oral skills were developed before writing and reading did. Advertising was given the commercial status the day it entered into the process of exchange (Sontakki, 1999).

The history of advertising takes us back to many centuries ago. Advertising by word of mouth is probably the earliest form of advertising and we may assume that it began as soon as one desired to barter with another (Brewster, 1954).

Advertising was by words of mouth. Public criers and street hawkers transmitted product messages. Handwritten signs and symbols were used to advertise products. Horns and bells were used to attract attention. Signs were painted on the walls of buildings to attract attention of passers. Egyptians used papyrus to make sales messages and wall posters. They also used to advertise for their lost and found items on papyrus. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece, Egypt and Ancient Rome. 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, South Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BCE (Before the Common Era). History tells us that Out-of-home advertising and billboards are the oldest forms of advertising. (<http://hubpages.com/hub/-Advertising>)

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.

Advertising has a more important position in the United States than anywhere else. England is the second but non-English speaking nations are poor in the field of advertising. The knowledge of advertisement, psychology and art of printing were not developed at that time. In old days, advertising was more passive and extremely limited in its scope. The earliest forms were signboard and writing on the wall of prominent buildings. Shouting loudly about the price and description of the article to be sold was the only method of attracting public attentions. The effect of the old types of advertising was not so active and dynamic as it is today with the publication of newspaper and development of the modern technique of printing, a new era for advertising, which now became more colourful and attractive. The popularity of this art was delayed till education made progress and the reading habit had made sufficient progress. The means of communications had to be developed before advertising over wide area could become possible. Modern advertising is the result of industrial revolution of the nineteenth century. Before transportation and communications were developed, means of public expression were limited. But the desire to broadcast ideas was always there although yearly attempts to influence the action of the fellows go back to the beginning of the recorded history (Cooler's, 1957). The

industrial revolution brought a tremendous change in marketing. Manufacturing of printing machines made possible the selection of suitable type to tender effective appearance to advertisement. During the 16<sup>th</sup> century, the newspapers were the largest among the print, and these newspapers were in the form of newsletters. The first newsletter was started in 1622 in England. Later, on half of the 16<sup>th</sup> century, newspapers changed into the form of news books and by the middle of the 17<sup>th</sup> century there were special advertising periodicals. By 1675, newspapers were well established in England undertaking advertising on a regular basis (Sontakki, 1999).

Advertising agencies initially focused on print. Then, a new powerful advertising medium, radio started on Nov. 2, 1920 in Pittsburgh, Pennsylvania. The introduction of these broadcasting medium created new opportunities and by the end of the 1920s. Advertising had established itself in radio to such an extent that advertiser were producing many of their own programmers. The early 1930s produces dozens of radio dramatic series in America that were known as sponsored by soap companies(Sontakki,1989:247)

The age-old principle of 'Caveat Emptor' ruled the transactions and the advertising that was stored was untruthful. That is why, the people did not believe totally in the advertisement message given. Buyers were cautious and diligent in buying the goods so advertised. The 19<sup>th</sup> century was marked by a new friend of brand advertising, magazines both weekly and monthly-started catching the imaginations of the people by popularizing the brands. This is the period that welcomed windows and counter displays, exhibitions and trade fairs (Sontakki, 1999).

Up to the first world war, the newspapers and magazines were considered as the principal media of advertising. In the period of great depressions, that ensued after the first great war there started a keen competition among the manufactures inducing customers on the one hand, to generate internal economics on the other hand, to seek newer methods of developing markets. Many new forms of advertising came into use in this period. Advertising was developed on scientific lines, and widespread use was made of modern photography and art printing. The most typical development was through cinema slides and electric signs. Increasing attention and interest in this direction gave rise to a class of advertising experts and specialists in the technique to advise businessmen in respect of their publicity programs. Phenomenal sum of money were spent in both the purchase of advertising space and developing suitable advertising medium. The progress was accelerated by modernization of the newspapers with enormous circulation, often by political and social consciousness growing among the people .Every opportunity was used for advertising purpose. Desire and illustration were used to give life effect to an advertising message, and efforts were made to make it aesthetically pleasing.

During the second world war , people were informed of war development through short films, and thus a field of advertising was developed. Today big and reputed firms carry on the propaganda for their products by meeting their audience in the cinema house, where short and interesting story films are exhibited to emphasize the advertising message .Now film advertising has become popular and it has got tremendous significance in developing countries like India, Pakistan, Burma and even in Nepal (Aaker, 1996). The current period is marked with the advent of two fascinating media of communication namely, the radio and the television.

Americans have the credit of having the radio first. It dominated from 1922 to 1974 and from 1948 onwards, television took over. Radio advertising has edged over print publicity that is capable of reaching the millions of illiterate people as its 'Voice' advertising. Television has become a powerful means of advertising since 1950 and has grown in importance with its color effect and is going to rule for few new decades to come. If these are major indoors-colorful media, the outdoor advertising has its own developments such as traveling displays, and sandwich man (Sontakki, 1999).

A recent advertising innovation is "guerrilla marketing", which involves 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 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.

Thus the advertising industry started with barter's and has culminated into a very powerful means of communication. It is an industry of multimillion rupees employing millions, making the entire world of business dance to its tunes. It has become a boon to the world of business. That is why; it has fortified its stay in future.

### **2.1.2 Development of Advertising in Nepal**

Although we don't have the authentic history about when ancient advertising started in Nepal, the historians have a hunch that it might have started from the practice of publicizing notices from the kings. Customs like 'jhyali pitaune', 'Top Padkaune', '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, our 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. 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 medium.

The Nepali Proverb "Bolneko Pitho Bikchha Nabolneko Chamal Pani Bikdaina" points out that the Nepalese society has known advertising and its usefulness to the business for a long time. The Proverb means that even a superior product cannot be sold if the marketer fails to advertise it. It shows that advertising has been deep rooted in our culture and was prevalent long back. Advertising in those days was done through other forms of communications like news spread by rumours. Government used to use public announcers to communicate information and orders. Even the Rana Period Public announcers were sent through the streets announcing the opening and closing of gambling periods during the Deepawali and on the other occasions. This form of advertising was called 'Jhysli Pitne' in Nepali. (NTV Views Survey, 2055:12)



'Jhyali' means a certain type of an instrument which produces music and 'pitne' means to beat. This is so called because the town – crier beat the "Jhyali" while making announcement or informing the public. The town criers were forerunners of the modern announcer who delivers advertisement from radio and television. Written government orders and information were pasted on the walls where all the people could see them. Actually, we still have this practice in Nepal and in many other countries.

Even after the restoration of democracy ,the role of effective advertisement is to provide some information to public .Later, as Nepal's trade with other countries increased, advertisement became more and more influential as different commodities from different nations were introduced in Nepalese market.

'Gorkhapatra' was started on printed on weekly basis from Baisakh 24<sup>th</sup> 1958 B.S. In the first edition of 'Gorkhapatra', in the editorship of Pundit Nardev Motikrishna Sharma published by 'Pashupati printing press', an advertisement was printed. Then after, different magazines in Nepali language appeared. ([www.adafaa.org](http://www.adafaa.org))

The history of Radio broadcasting in Nepal starts from Magh 2007 BS. At first the Radio broad casting was made from the premises of the Raghupati Jute mills at Biratnagar on 20<sup>th</sup> Chaitra 2007 (2<sup>nd</sup> April 1952). A broadcasting station was established in Singh Durbar under the name of Nepal Radio. One and half hour daily program of Hindi record songs and advertisement were broadcasted from the beginning during the afternoon transmission and the advertisements were handled through commercial department. ([www.adnepal.org.np/index.php](http://www.adnepal.org.np/index.php))

The history of advertising agencies in Nepal was started after the establishment of advertising agency in 2017 B.S. At that time advertising

was only about the official notice and information and number of advertisers was also very few. Advertising was rarely done in Private newspaper while advertisement from Radio Nepal was not in Practice.

The idea of having television in Nepal was shown 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. Nowadays, 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.

After 2058 (2001) B.S., the era of government television entered into the age of private ones. Before this, few private companies had bought NTV time and were broadcasting their programs and ads. But today, private channels like Kantipur TV, Channel Nepal, Image Metro Channel, Image Channel and Nepal 1 are also airing advertisements along with Nepal Television's national channel and Metro Channel. Since last couple of years, television because of its audio-visual beauty emerging as the prime medium of advertising.

The history of radio broadcasting, in Nepal began in 2002 (1945) B.S. when the first test transmission of radio was performed from the 'Bijuli Adda' situated at the northeast of the then 'Tundikhel.' At that time, no one except the Ranas were permitted to own a radio set. This radio broadcast, permission for which was given to Kashi Raj Pandey by P.M. Padma Samser, could not be continued for more than two months due to the interference by other Ranas. During this time, whether any ads were

broadcasted or not, there is no valid history. In 2004 (1947) B.S. the public were permitted to keep radio sets to hear All India Radio but, to listen to the Nepalese radio they had to wait till the revolution of 2007 (1950) B.S. which was against the contemporary Rana regime.

The contemporaneous freedom fighters for the first time aired the voice of the public on Mangsir 20, 2007 (1950) B.S. from Bhojpur through a transmitter. The same transmitter was brought to Biratnagar on Magh 17, 2007 (1950) B.S. and the following request was aired from that radio named as 'Prajatantra Radio':

This radio, established in Raghupati Jute Mill, Biratnagar, is guessed to have broadcasted a kind of advertisement in the form of notices and requests but not commercial ads, though we can't find any authentic history. ([www.adnepal.org.np/index.php](http://www.adnepal.org.np/index.php))

Today's Radio Nepal began its transmission on 20 Chaitra, 2007 (1950) B.S. as state-owned radio broadcasting medium with the name of Nepal Radio. The broadcasting of commercial advertisement must have begun thereafter, but it is almost impossible to say which the first one was. The record available at Radio Nepal as the first Radio Commercials in social notice form is:

श्री २, महाशतसिरज विष्णु वीर विक्रम शाहदेव  
सरकारको पार्थिव शरीरमा आफ्नो शक्ति मुज  
समय बढिनु अरुनाइ चोर नसगज्नु ।  
हामी मुक्ति संग्रामको घोषणा ट बोलिरहेका छौ ।

At first Nepal Radio had not provided advertising service, it was carried out by the Ratna Recording Company, and this company paid Nepal Radio all in a single installment. But today Radio Nepal has its own advertising service through this service, it has been transmitting various

types of advertisement. After 2051 (1994) B.S., when Radio Nepal established FM Kathmandu under it, it has speeded the flow of radio ads, however it is also felt that this has affected the flow of ads in AM broadcasting. Later in 2055 (1998) B.S., the establishment of Kantipur FM not only broke the 50-year long monopoly of Radio Nepal but also provided other opportunities for airing the radio ads. Today, there are 53 FM Radios airing commercial and semi commercial advertisements and about a dozens of FM Radios are in the process of airing.

([www.adnepal.org.np/index.php](http://www.adnepal.org.np/index.php))

Nowadays, cinema exhibition, hoarding board, Flex printing display board, wall advertisement, posters and pamphlating, miking are the normal media of advertisement. Visiting cards, invitation cards are also the media of advertisement (Dahal, 2055).

The face of Nepal has changed and people are more sensitive about the particular types of products and services which best satisfy their needs. Life styles are changing. Advertisement helps people in their buying decision . Since people are faced with many products that satisfy their particular need, decision making process has become complicated. In this regard, advertisement comes to their rescue. People have started to take decision on the basis of advertisements they preferred.

For instance, some teenagers choose the cosmetic that is well advertised from among other cosmetics which are not much advertised. The importance of advertising is growing day by day and so does the field of advertising. No one can predict what new forms of advertising may take in future. The most recent advanced form is advertising through internet i.e. by creating different web sites in the internet etc.

### **2.1.3 Meaning of Advertising**

**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 driven consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid 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.

However, some advertisements are designed to promote an idea or influence behavior such as encouraging people not to use illegal drugs or smoke cigarettes, informing people about family planning etc. Such type of advertisements is often called Public Service Ads (PSAS). Some advertisements are also made to promote an institution, such as the Red cross or Maiti Nepal are known as institutional advertising. The basic purpose of this type of advertising is to encourage people to volunteer or donate money to the institution.

“Clearly advertising includes the following forms of message; the message carried in newspaper and magazines or outdoor boards or street cars, buses and train, cards and poster, in radio and television broadcast and in circulation of all kinds, whether distributed by mail, by person through tradesmen, or by insert in packages, dealer help materials; windows display and country display materials and efforts; stone signs; houses organs when directed to dealers and consumer; nation pictures used for advertising and novelties, being advertising message or signature of advertiser.” (Borden/ Marshal: 1989)

“Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor.”(kotler.P, 1994: 627)

We can say that the basic purpose of advertising is to draw the attention of people towards particular product, service or an idea. However, in today's world of competition, it is not enough for the advertisements to draw the attention of buyers. They should be able to persuade the consumers to use the advertised product, service or an idea. Then, only the goal of an advertisement is achieved.

In simple language, advertising is the means by which we make others known what we want to sell. Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lower cost. It's main purpose is informing, convincing and reminding the offerings of an organization.

#### **2.1.4 Advertising and Advertisement**

"Advertisement consists of activities involved in presenting to a group of non-personal, oral or visual, openly sponsored message called as advertisement is disseminated through one or more media and is paid for by identified sponsor" (Stanton, 1983).

This definition clearly distinguishes advertising from advertisement. Advertisement is simply a message, but advertising is the process. The process includes programming the series of activities, which are necessary to plan and prepare the message and get it to the intended market. Another point is that the public knows who is behind advertising because the sponsor is openly identified in the advertisement itself. The sponsor should also make payment to the media, which carries message. Advertising is used to help and sell the product and services.

### 2.1.5 Specific Reasons for Advertising

The primary reasons for advertising by any organizations are to promote the sale of a product or service. However there are many special and specific reasons for advertising.

Following are some specific reasons for advertising(Cateora, 1997:497)

- ❖ To announce a new product or service.
- ❖ To expand the market to new buyers
- ❖ To announce a modification
- ❖ To announce a price change
- ❖ To make a special offer
- ❖ To invite Inquiries
- ❖ To sell directly
- ❖ To test a medium
- ❖ To announce the location of stockiest
- ❖ To obtain stockiest
- ❖ To educate consumers
- ❖ To maintains sales
- ❖ To challenge Competition
- ❖ To remind
- ❖ To retrieve lost sales
- ❖ To please stockiest
- ❖ To please the sales force
- ❖ To recruit staff
- ❖ To attract investors
- ❖ To export

Announcing a new product or service usually means a costly and dramatic launch. To create a market for a product is not an easy job. The

buying public is conservative, skeptical and is hard to shift from established habits. The advertising has to be bold, dramatic, persuasive and convincing to promote something new. A long term campaign of advertising is required instead of a solitary big splash. The advertising should be persistent and insistent for the new product to create the market(Borden and Marshal, 1974:3)

Manufactures also used advertising to expand the market to new buyers. Since, a products already have some market; the advertising is likely to have greater impact. People are aware of the products. The products have already been proved in professional, commercial or some other accepted use. The advertising used by the advertiser is more persuasive rather than informative in this case.

An existing is sometimes modified. It may be given a 'face lift' with an additive, a new finish or casing such as a new pack or container etc. The product is advertised to announce a modification with an attempt to review the sales of product because of competition.

Advertisement announcing a price change is more common from. We can see many examples of these types of advertisements during festival festive discounts and hence change in price.

Some advertisements announce a new pack sometimes; a manufacturer may update a very old-established and probably old fashioned container. At that time, it is necessary to promote the product to assure the consumers that the product is the same or better in quality. Consumers may suspect that a new pack means a different or inferior product so the new pack is announce through the advertisement assuring the consumers about the quality product. Some manufacturers advertised to sell direct while other advertise to test a medium. The advertising objectives or reasons for advertising differ as per the advertisers' requirement. The



other objectives of advertisements can be to educate consumers, to announce the location of stockiest, to challenge sales, to maintain sales etc. (Borden and Marshall, 1974:3)

### **2.1.6 Types of Advertising**

Several categories of organizations are large users of advertising, most important among them being the manufacturing, trading and service firms, non – profit institutions and the government agencies. It is conceptually more interesting and analytically more important to classify advertising. The principal means of classification are

- a. Geographical Spread
- b. Target Group

**1. Geographical Spread** : On the basis of geographical spread, advertising can be classified as national, local and global.

**a. National Advertising:** Some manufactures may think that their target is the entire country. They select media with a countrywide base. Generally large established firms belong to this category. Among them are Hindustan Lever, Brooke Band, Larsen& Turbo and the like.

**b. Local Advertising** : Small firms may like to restrict their business to State or regional level. Some firm first localize their marketing efforts and once success has been achieved, they spread out to wider horizons. A classic example is Nirma washing powder, which initially was sold only in Gujarat and subsequently entered the other markets. Retail stores also undertake local advertising. The area to be covered would generally be a city or a town and media would be selected which principally relates to that area.

**c. Global Advertising:** Multinational firms treat the world as their market. Firms such as IBM or Sony or Ford advertise globally. E.g. in periodicals like Times, Reader's Digest.

**2. Target Group :** On the basis of target groups aimed at, advertising can be classified as

(a) Consumer Advertising, (b) Industrial Advertising, (c) Trade Advertising, (d) Professional Advertising.

**a. Consumer Advertising :** A very substantial portion of total advertising is directed to buyers of consumer products who purchase them either for their own use or for their household's. The fact that buyers of consumer items are generally very large and are widely distributed over a large geographical area enhances the importance of advertising as a marketing tool. The preponderance of such advertising can be seen by looking into at random any general print media, such as newspapers and magazines etc. These advertisements are intended to promote sale of the advertised products by appealing directly to the buyers/consumers. Such advertising is called consumer advertising.

**b. Industrial Advertising :** Industrial advertising on the other hand refers to these advertisements which are issued by the manufactures/distributors to the buyers of industrial products. This category would include machinery and equipment, industrial intermediates, parts and components etc. Because of the unique characteristics of industrial buying decision process, the importance of industrial advertising is comparatively lower than that of consumer advertising.

**c. Trade advertising :** Advertisements which are directed by the manufactures to the distribution channel members, such as wholesalers,

retailers, are called trade advertising. The objectives of such advertising is to promote sales by motivating the distribution channel members to stock more or to attract new retail outlets.

**d. Professional Advertising :** There are certain products for which the consumers themselves are not responsible for the buying choice. The classic examples are pharmaceuticals where the decision is made by doctors while the consumers are the patients. Almost similar situation exists in the field of construction where architects, civil engineers and contractors are the decision makers . Firms operating in such market segments, therefore, have to direct their advertising to these decision makers, who are professional people. Such advertising is called professional advertising. ( Chunawalla & Sethia, 1991:104)

### **2.1.7 Methods of Advertising**

The classification of different mediums into different groups differs from author to author. The eastern concept and the western concept of classification area different. For example, author Chunawalla with other four authors in their book **Advertising Theory and Practice** have classified advertising media as broadcast and non-broadcast media. Broadcast media include radio and television whereas the non-broadcast media include videos, cables, network, cinemas etc. Besides these media, there is print media which includes newspaper and magazines. These three media are called the 'Mass media' or 'technological media'. In addition to these three media, they have explained the outdoor media like hoarding, posters, banners, transit media etc. However, the media can be classified as:

## **1. Print Media**

The print media also can be classified into:

- (a) Newspaper, magazines
- (b) Other papers

## **2. Electronic Media**

The electronic media includes:

- (a) Radio
- (b) Television
- (c) Video
- (d) Cinema
- (e) Electronic signs
- (f) Sky-writing

## **3. Direct Advertising Media**

The direct advertising media includes:

- (a) Envelop enclosure
- (b) Catalogue and booklets
- (c) Sales letters
- (d) Gift novelties

### **2.1.7.1 Print Media of Advertising**

Print media is one of the pioneer media where all the information is in written forms. In today's world of visualization, print media are still preferred more for advertising. This may be due to its wide reach. Print media can be classified into following categories:

- a) Newspaper:-** Daily, weekly, biweekly  
# Morning edition, evening edition.
- b) Magazines:** Weekly, fortnightly, monthly and annual.

# Fashion, women, sport, tourism, geography, Films etc.

### **(a) Newspaper Advertising**

Newspaper as a means of communication has become a part of life. It is really hard to imagine life without newspaper. Many people are habitual to start the day with newspaper. "Newspaper is one that gives news, views, ideas, interpretations, opinions, comments and explanations regarding the social, economic, political, educational, moral, cultural, ecological, methodological developments and the like" (Sontakki, 1999). We can find news and views of different types in the newspaper. There are economical, social, educational, political, moral, cultural, ecological etc. news and comments in newspapers.

Newspaper has been one of the largest media used to advertise the product, service or idea. It is estimated that 45% of the space in the newspapers is used for advertisements. It has continued to remain the most powerful message carrier. The role of newspaper as an advertising medium is increasing day by day and it will go on increasing with the development in the business field.

The habit of reading newspaper among people is increasing day by day. As such the advertisement in the newspaper is receiving favorable responses from the prospective customers. Newspaper as a medium of advertisement still occupies the first position in the American business society. It is said that every newspaper is read by at least three readers.

### **(b) Magazines Advertising**

Magazines are another form of print media. Magazine offer specialized information to a special audience. These are specialized publication. They are published at frequent intervals such as fortnightly, monthly, quarterly,

etc. Magazines differ from newspaper in many ways. Newspapers appeal to people in a particular region or community but magazines appeal to particular kind of people in all regions and communities. Newspaper advertising has very short life but a magazine advertisement has a longer life may be a fortnight, a month or even longer. Usually better quality papers are used for magazines and advertisements appear more clearly and effectively than newspapers.

Magazines provide light leisure reading. They can be broadly classified into two broad categories as general and special. **General Magazines** cover in general all the aspects. They do not concentrate on a particular subject such as Himal magazine. **Special Magazines** concentrate on a particular subject such as film magazines, women's magazines, children magazines, computer magazines, general knowledge magazines, fashion magazines, etc. Such specialized publications help advertisers to 'Segment' their readers and plan their advertising more effectively. Today, one can easily find out magazines that appeal to one's own special interest. Thus, advertising of household items can be inserted in women's magazine and toys in children's magazines (Shrestha, 2063).

#### **2.1.7.2 Radio Advertising**

Radio is one of the most popular media that reaches to ear of mass public. There are usually two types of radio broadcasting i.e.; FM and AM. FM is frequency modulation in which signals are received with great regularity and with clear sound where as AM is amplitude modulation in which sound wave length varies in size though the frequency remains constant.

In a country like Nepal, advertisement through radio can have a great impact on the prospective buyers because other media like television and newspaper cannot reach to the remote place. Due to the lack of electricity

and the expensive cost of the television sets people from remote places are deprived of it. On the other hand, due to the high illiteracy rate in villages, press media cannot provide the necessary impact on the prospective buyers. Radio broadcasting first started on the United Kingdom and spread to the other countries. In Nepal, Radio Nepal was established on 20<sup>th</sup> Chaitra, 2007.

### **2.1.7.3 Television Advertising**

The main objectives of this research is to find the impact of TV advertising on consumer behaviour so that the researcher is mentioning detail information about TV Ad. Television has become an important medium of advertising in recent times. Today, the medium of television is available to advertisers in two forms: Broadcast TV and cable TV. **Broadcast Television** reaches its audience by transmitting electromagnetic waves through the air across some geographic territory. **Cable TV** reaches its audience through wires.

Television is a means of reaching to the mass audience. Today, no other medium has the unique creative abilities as television has. It has the combination of sight, sound, and movement; the opportunity to demonstrate the product; the potential to use special effects; the empathy of the viewer; and that believability of seeing it before our eyes.

Broadly there are two types of advertising namely 'Sponsored Program' and 'announcement'. Sponsored Program is the type of the telecast where a story, plays, songs, serials and films are sponsored by the advertisers who pay for the time. The major advantage of sponsored program to the advertiser is - it builds prestige to the advertising company and the products. Announcement is presented to the viewers between the sponsored programs and program breaks. In this, the advertiser pays for

the time of advertisement. Majority of the advertisers goes in for this type due to economy and flexibility.

The expenditure on television ad has increased tremendously. Consumer non-durables are preferably advertised on the TV. Toiletries and cosmetics companies are the big spenders on TV (Shrestha, 2063).

The merits and demerits of television medium are as follows:

### **Merits of Television Advertising:**

1) **Deep Impact** : Television combines sound, sight, motion, colour and immediacy that other forms of advertising are unable to achieve. It can display and demonstrate the uses of the product with sound and color before the audience. Due to color, television can present products like in their original like forms. It helps to create deep impact in the minds of the audience.

2) **Mass Coverage** : Like radio, television has become a mass communication because of its popularity. More and more people are buying television sets. In developed countries most of the houses have more than 1 TV sets. Viewing time for the average household is also increasing. According to survey of **Television Bureau of Advertising, New York**, in America Viewing time for the average household has increased from over 5 hrs a day in 1960 to more than 7 hours a day in 1991.

3) **Selective and Flexible** : Television is a flexible medium as changes can be made at any time. The advertiser can change the content of advertisements at any time. They can edit and retake their advertisement if they are dissatisfied with the result though the process is costly. They can also select the suitable time; channel etc. to broadcast



their advertisement more effectively. There are a wide variety of channels so the advertisers have more alternatives to choose. They can also choose on the basis of the interest of their target customers and the coverage of the television like local, national, international etc.

**4) Better Distribution :** Television advertising is beneficial not only to the producer but also to the middleman. When the producer advertised their product through the most advanced medium like television, the middlemen like wholesalers, retailers etc. also get the benefits in the form of maximization of sale and profit.

**5) Prestige :** Public considers TV is the most authoritative and influential media. Thus, TV offers advertisers the prestigious image. Image of advertiser's company can be built through TV commercials.

### **Demerits of Television Advertising**

**1) High Cost :** Television is very expensive medium of advertising. Therefore, the small business unit cannot afford television advertisement. In India, the cost of advertising through television for only ten seconds is Rs.45,000 to Rs.70,000. This is about 800 times more than the cost of radio advertisement.(<http://www.equitymaster.com>). In Nepal, the rate of advertising through television is different for Nepali product and foreign product. In ordinary time, television advertising for ten second cost Rs.900 for Nepali product and Rs.1800 for foreign product. This rate is doubled if advertisement is to be transmitted at Prime time (Statistics, 2067). Now, television advertising is much expensive and is increasing.

**2) Clutter Problem :** Television advertising suffers heavily from the clutter problem. There is over-crowding or too many commercials in a commercial break time. All these messages compete for attention. So

viewers become annoyed and confused. This also decrease the effectiveness of the commercials.

**3) Shortest Life :** The commercial messages has the shortest life. Once it is telecast, it is gone. If the prospect misses commercials of the time of presentation, message is gone forever, which can be termed as waste. It warrants repeated telecast of commercial messages to have a deep impact.

**4) Limited Selectivity :** TV is not cost effective for advertisers seeking a very specific, small audience. It is also loosing some of its selectivity because of changing audience trends. More women are working outside the house or watching cable TV, hurting advertisers who promote their products on broadcast networks.

### **2.1.8 Advertising as a part of marketing activities**

“Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others.” (W. Alderson ,1957)

Marketing consists of activities that facilitate exchanges such as selling, buying, product planning, production, branding, pricing, packaging, advertising, sales promotion etc. For an exchange to happen, four conditions must be satisfied. Firstly, there must be two or more individuals, groups or organization. Secondly, each party must have something of value to exchange with other party. Thirdly, there must be willingness on part of one party to give up its “something of value” in exchange for the “something of value” held by the other party. This something of value can be product, service or idea or it can be financial

resources like money or credit. Lastly, there must be communication between the two or more parties.

Advertising is one of the components of marketing. There are four Ps in the marketing mix i.e., product, place, promotion and price. Advertising falls under promotion mix.

The common characteristic of all marketing activities is that they are performed to achieve the common goal of increasing the sales of product, service or an idea. The marketing activities are distinguished from each other on the basis of the methods they use to accomplish this common goal. For example, sales promotion uses the short term incentives to encourage trial or purchase of product or service whereas direct marketing uses telephone mail and other non-personal contact tools to communicate with specific customers and prospects. Personal selling uses the method of face to face interaction with one or more prospective purchasers to facilitate the sale of product or service whereas public relations and publicity uses a variety of programs in order to promote the company's image or its individual products. In contrast to all this, advertising uses various mass communication non-personal media like television, radio, newspaper etc to present and promote the ideas, goods or services to the target market. Television is most effective media for the advertising at present time. It has good impact on the consumers buying behaviour.

### **2.1.9 Role of Advertising**

Advertising is the most visible aspect of marketing. It is also the most glamorous function in marketing. Business firms spend huge sums of money for creation, development, and communication of advertisements. In Nepal, more than Rs.2 billion is spent on advertising every year.

Advertising has big impact at the micro as well as macro levels. The impacts are economic, psychological, cultural, and social. Therefore, advertising plays important roles to different participants (Koirala, 2008).

#### Benefits to Firms

- ) It helps to increase sales and market share.
- ) It increases brand image to improve public confidence and credit worthiness.
- ) It is a very important competitive tool.
- ) It helps in improving brand loyalty in customers.
- ) Advertising can be used as counter tool against the rumors.

#### Benefits to marketing channel or middlemen

- ) Helps in increasing sales and profit.
- ) Helps in easy recognition of products.
- ) Consumers come to the self-service stores with adequate knowledge that promotes self-service.

#### Benefits to consumers

- ) Provides information and knowledge of products.
- ) Helps in freedom in choice from different alternative products.
- ) Helps in reducing risk of indecision.
- ) Advertising preserves ego and enhance the pride of using particular product buy buyers.

#### Benefits to society

- ) It helps in changing attitudes and behaviour.
- ) It has its own impact on payment and government revenues, which ultimately used for social benefits.
- ) It educates public. For example health information announced by Pepsodent and many condom companies is beneficial.

### **2.1.10 Consumer Behaviour**

Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. Simply speaking, it answers about the WH questions regarding behaviour of people while buying and using product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. (<http://en.wikipedia.org/wiki/Psychology>)

Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

The analysis of consumer behavior assists the marketing fraternity to establish what the needs and want of the costumers are and how they like to satisfy these needs. This is done in order to allow them to implement a marketing strategy that will result in a better outcome for the marketing plan when implemented.

Consumer buying behavior can broadly be described as the process that individuals follow to search for, select, purchase, use, and dispose of

goods and services, in the course of satisfying their needs and desires. During these processes consumers makes different decisions. These consumer decisions are the method by which consumers identify their specific needs, collect relevant information, evaluate available alternatives, and finally make a purchase decision based on the outcome of the process. These actions are determined by psychological and economical factors, and are influenced by environmental factors such as cultural, group , and social values. The buying behavior of consumers consists of the combination of processes, actions and decisions of all the people involved in the acquiring and using of particular products.

### **2.1.11 Consumer Buying Process**

Advertising plays great role in consumer buying process. Marketing scholars have developed a five stage model of consumer decision process. The different advertising efforts attract consumer to certain product.

**(1) Need Recognition and Advertising :** When consumers feel the need of certain want to be satisfied, advertisers try to attract toward them and their product. In this buying situation, advertising is focused on stimulating consumer's dormant needs, persuasion, and attitude formation. Thus, advertising has major role to play in making the consumer recognize his/her problem and make him/her move towards product that are likely to solve the problem. Makers normally use advertising to activate problem, recognition by consumers. The communications are targeted in a way so that consumers feel gap between their actual state and their desired state marketing communication is targeted at influencing a desired state, the actual state and also making gap between them to attract product orientation.

**(2) Advertising in the Information Search :** In second stage of consumer buying process, consumers initially search for information from memory system. Also they use external search. Thus, information search process and behavior has important implication in advertising. Advertisers need to understand product specific search behavior in order to be able to influence the search process. For this, they have to determine the number and type of sources used by consumers, and then decides on the influence of those sources on consumers.

**(3) Advertising in Evaluation of Alternative :** In this stage, a consumer uses the information to clarify the various alternatives and their relative attractiveness. This is the least understood part of consumer buying process. Each individual has his/her own system of evaluation. In general the evaluation process includes determination of evaluation criteria, reducing the range of alternatives and explaining alternation. In this stage, advertising provides information on product attributes and benefits so that consumers can match the product attributes with the attributes important to them.

**(4) Purchase Decision and Advertising :** The evaluation process leads a consumer to make choice among the alternative. In this stage sometimes, a consumer may face a problem of choosing between non-comparable alternatives such as whether to purchase a car, buy a house or go for an expensive vacation. This uncompleted decision state should be cashed to attract to own product by advertiser and they do so too. The design of point of purchase advertising materials and sales promotional tools are therefore based on information from and for choice process. Personal selling and sales promotion are primarily directed at influencing consumers' choice.

**(5) Post Purchase behavior and advertising :** Understanding the post purchase behavior and using advertising is essential for long run business. Therefore, understanding post purchase behavior moisture can design advertisements that help to confirm the "wisdom of purchase" by consumers and reassure them about the product's attributes and benefits. This type of communication normally reduces the magnitude of dissonance.

Announcing a new product or service usually means a costly and dramatic launch. To create a market for a product is not an easy job. The buying public is conservative, skeptical and is hard to shift from established habits. The advertising has to be hold, dramatic, persuasive and convincing to promote something new. A long term campaign of advertising is required instead of a solitary big splash. The advertising should be persistent and insistent for the new product to create the market.

#### **2.1.12 Factor Influencing Consumer Buying Behavior**

Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Initially the consumer tries to find out what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, personal and psychological. The explanation of these factors are given below.



1. Cultural Factor
2. Social Factor
3. Personal Factor
4. Psychological Factor.

**1. Cultural Factor :** Cultural factors have a significant impact on customer behavior. Culture is the most basic cause of a person's wants and behavior. Growing up, children learn basic values, perception and wants from the family and other important groups. Marketers are always trying to spot "cultural shifts" which might point to new products that might be wanted by customers or to increase demand. Cultural factor is divided into three sub factors. They are (i) Culture (ii) Sub Culture (iii) and Social Class

**i. Culture:** The set of basic values perceptions, wants, and behaviors learned by a member of society from family and other important institutions is called culture. Culture is the most basic cause of a person's wants and behavior. Every group or society has a culture, and cultural influences on buying behavior may vary greatly from country to country.

**ii. Sub Culture :** A group of people with shared value systems based on common life experiences and situations is sub culture.

Each culture contains smaller sub cultures from a group of people with shared value system based on common life experiences and situations. Sub culture includes nationalities, religions, racial group and geographic regions. Many sub cultures make up important market segments and marketers often design products.

**iii. Social Class :** Almost every society has some form of social structure. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests and behavior.

**2. Social Factors :** A consumer's behavior also is influenced by social factors, such as the (i) Groups (ii) Family (iii) Roles and status

**i. Groups :** Two or more people who interact to accomplish individual or mutual goals is called a group. A person's behaviors is influenced by many small groups. Groups that have a direct influence and to which a person belongs are called membership groups.

Some are primary groups includes family, friends, neighbors and co-workers. Some are secondary groups, which are more formal and have less regular interaction. These includes organizations like religious groups, professional association and trade unions.

**ii. Family :** Family members can strongly influence buyer behavior. The family is the most important consumer buying organization society and it has been researched extensively. Marketers are interested in the roles, and influence of the husband, wife and children on the purchase of different products and services.

**iii. Roles and Status :** A person belongs to many groups, family, clubs, organizations. The person's position in each group can be defined in terms of both role and status. For example. M & "X" plays the role of father, in his family he plays the role of husband, in his company, he plays the role of manager, etc. A Role consists of the activities people are expected to perform according to the persons around them.

**3. Personal Factors :** Personal factors may also affect consumer behaviour It includes i) Age and life cycle stage (ii) Occupation (iii) Economic situation (iv) Life Style (v) Personality and self concept.

**i. Age and Life cycle Stage :** People changes the goods and services they buy over their lifetimes. Tastes in food, clothes, furniture, and recreation

are often age related. Buying is also shaped by the stage of the family life cycle.

**ii. Occupation :** A person's occupation affects the goods and services bought. Blue collar workers tend to buy more rugged work clothes, whereas white-collar workers buy more business suits. A company can even specialize in making products needed by a given occupational group. Thus, computer software companies will design different products for brand managers, accountants, engineers, lawyers, and doctors.

**iii. Economic situation :** A person's economic situation will affect product choice. Product choices are greatly affected by one's economic circumstances. Economic stability consists of their spendable income (its level, stability and time pattern), saving and assets (including the percentage that is liquid), debts, borrowing power, attitude toward spending versus saving.

**iv. Life Style :** Life Style is a person's Pattern of living. Understanding these forces involves measuring consumer's major AIO dimensions. i.e. activities (Work, hobbies, shopping, support etc) interest (Food, fashion, family recreation) and opinions (about themselves, Business, Products)

**v. Personality and Self concept :** Each person has a distinct personality that influences his or her buying behaviour. By personality, we mean a person's distinguishing psychological characteristics that lead to relatively consistent and enduring responses to his or her environment. Personality can be a useful variable in analyzing consumer behavior, provided that personality type can be classified accurately and that strong correlations exist between certain personality types and product or brand choices.

**4. Psychological Factors :** The psychological factors that influence an individual's decision to make a purchase are further categorized into the individual's motivations, perceptions, learning and his beliefs and attitudes. It includes these Factors. i) Motivation (ii) Perception (iii) Learning (iv) Beliefs and attitudes

**i. Motivation :** A person has many needs at any given time. A need becomes motive when it is aroused to a sufficient level of intensity. Motivational researchers hold that each product is capable of arousing a unique set of motive in consumers. So motivation is also important factors of individuals for buying behaviour.

**ii. Learning :** When people act they learn. Learning involves changes in an individual's behavior arising from experience. Learning theory teaches marketers that they can build up demand for a product by associating it with strong drives, using motivating cues and providing positive reinforcement.

**iii. Perception :** Perception is the process by which an individual selects, organizes, & interprets information inputs to create a meaningful picture of the world. A motivated person is ready to act. How the motivated person actually acts is influenced by his or her perception of the situation.

**iii. Beliefs & Attitudes :** A belief is a descriptive thought that a person holds about something. Through doing & learning, people acquire beliefs & attitudes. These in turn influence their buying behavior. Particularly important to global marketers is the fact that buyers often hold distinct disbeliefs about brands or products based on their country of origin. An attitude is person's enduring favourable or unfavourable evaluations, emotional feelings, and action tendencies towards some object or idea.

People have attitude toward almost everything: religion, politics, clothes, music, food, and so on. Attitude put them into a frame of mind of liking or disliking an object , moving toward or away from it.

### **2.1.13 Types of Consumer Buying Behaviour**

The decisions made by consumers can be categorized into four broad classification groups. These are routine response behavior, limited decision making, extensive decision making and impulse buying.

**i. Routine Response Behaviour :** The routine response behavior is normally used by consumers when purchasing or acquiring items that are frequently purchased, low cost items or items that poses a relatively low risk to the consumer if a wrong decision is made. The ideal for any marketer is to move the offered product to this category. Marketers often do this by building a strong brand loyalty. When a product reaches this level of brand loyalty in the eyes of the customers the product will be bought without much comparison with competitive products.

**ii. Limited Decision Making :** The limited decision making process is normally employed by consumers for products that that are only acquired occasionally or in cases where the customer needs to obtain information about a brand that is unfamiliar to him or her when making a choice about products or services about a familiar product or service category.

It is the norm that consumers utilizing this type of decision making will require a reasonable amount of time and effort to acquire relevant information.

**iii. Extensive Decision Making :** The extensive decision making process is used by consumers when they wish to acquire an expensive, unknown, high risk or occasionally purchased product or service. In this case the

buyer has a multitude of criteria that may have to be evaluated. This normally takes quite a bit of time obtaining reliable information before comparing the available alternatives. These alternatives are then reduced to make it possible for the consumer to make a purchase decision. Psychologists have identified that people have a specific number of slots in their head which they use to classify options, this number as vary between four and seven. In the purchase decision making process some of these slots are inevitably already pre-assigned and filled, based on previous experiences, values, customs and beliefs. Most consumer decisions that falls in the extensive decision making category are about getting the possible options reduced from hundreds of thousands to a number that is equivalent to the number of finite slots in their heads. The consumer is required to follow this route in order to get to a point where a purchase decision can be made.

**iv. Impulse Buying Decision :** Impulse buying can be explained as a spur of the moment, unplanned decision to buy, normally made immediately before a purchase. Research findings suggest that emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a promotional message that is properly designed to achieve the impulse. Impulse buying often occurs when the buyer gets caught up in the hype of a situation and buys the item or items without sufficient deliberation. Impulse items range from insignificant objects such as a chocolate bar, a piece of clothing or magazines to substantial or expensive items such as jewelry, a vehicle or an expensive painting.

Marketing techniques that is used to capitalize on shoppers' impulsiveness include items that are on sale. Shops that advertise "clearance sale" or "all items reduces" or the makes use of in shop

announcements that something is reduced in price for the next 5 minutes are also trying to capitalize on the impulse buying decision. Another way that is regularly utilized by supermarkets to entice buyers to make an impulse buying decision is the placement of items next to the checkout counters.

**2.1.14 Interpreting Consumer Behavior** : When market researchers begin evaluating the behavior of consumers, it is a mistake to rely on conventional wisdom, especially when it is possible to study the actual activity in which consumers are engaged when using a product or service. Where are they when they buy certain items? When do they use it? Who is with them when they make the purchase? Why do they buy under certain circumstances and not others? Researchers need to determine the major needs being satisfied by that good or service in order to sell it effectively. There are two principal ways to evaluate the motivation behind consumer purchases. These are by direction (what they want) and intensity (how much they want it). Direction refers to what the customer wants from a product. For example, if a customer is selecting pain reliever, they may like the idea is one pain reliever is cheaper than another, but what they really want is fast pain relief, and will probably pay more if they think the more expensive brand can do that more effectively. Marketers need to understand the principal motivation behind each type of product to correct target potential customers.

The other way to evaluate consumer behavior, intensity, refers to whether a customer's interest in a product is compelling enough that they will go out and make the purchase. Good marketing can create that kind of intensity. A successful example of such a campaign was Burger King's "Aren't You Hungry?" campaign, which aired on late-night television and was compelling enough for people to leave their homes late at night and

to go out and buy hamburgers. Understanding consumer motivation is the best way to learn how to increase buyer incentive, as well as a better alternative to the easy incentive-decreasing the price.

While it is easy to speculate on all these elements of consumer motivation, it is much harder to actively research motivating factors for any given product. It is rare that a consumer's reasons for buying a product or service can be accurately determined through direct questioning. Researchers have had to develop other ways to get real responses. These include asking consumers "How do you think a friend of yours would react to this marketing material?" While consumers do not like to admit that marketing affects them at all, they are often willing to speculate on how it would affect someone else. And most often they answer with what would be their own responses.

Another tactic that has proven successful is to ask consumers "What kind of person would use this type of product?" By asking this question, market researchers can determine what the consumer believes buying the product would say about them, as well as whether or not they would want to be seen as that type of person.

### **2.1.15 Influencing Consumer Behavior**

One of the best ways to influence consumer behaviour is to give buyers an acceptable motive. This is somewhat related to the idea of asking what type of person would buy a certain product in evaluating consumer behaviour. Consumers want to feel they're doing something good, being a good person, eating healthy, food making contacts, keeping up appearances, or that they just deserve to be spoiled a little bit. If marketers can convince consumers that they need a product or service for



some "legitimate" reason, customers will be more likely to make a purchase.

In addition, sensory stimuli are important to marketing. When food packages are appealing or associated with other positive qualities, people often find that they "taste" better. For example, people often "taste" with their eyes, discerning differences in products where they do not see any difference during a blind taste test. One of the best examples of this was a test of loyal Coca-Cola customers who were totally unwilling to concede that any other soda was its equal. While able to see what they were drinking, they maintained this position. But during blind testing, some were unable to tell the difference between Coke and root beer.

Finally, another alternative for influencing customer behavior is by offering specialized goods. While commonality was once popular, more and more people are seeking diversity in taste, personal preferences, and lifestyle. Some successful campaigns touting the way their products stand out from the crowd include Dodge's "The Rules Have Changed" and Arby's "This is different. Different is good."

In fact, marketers are quite successful at targeting "rebels" and the "counterculture," as it is referred to in *Commodity Your Dissent*. As Thomas Frank writes, "Consumerism is no longer about 'conformity' but about difference. It counsels not rigid adherence to the taste of the herd but vigilant and constantly updated individualism. We consume not to fit in, but to prove, on the surface at least, that we are rock 'n' roll rebels, each one of use as rule-breaking and hierarchy-defying as our heroes of the 60s, who now pitch cars, shoes and beer.

## 2.2 Review of Some Previous Related Studies

There are some similar studies which had been conducted previously about advertising in Nepal.. Professionalism and highly advanced marketing and advertising practices have not institutionalism here in Nepal. However, the Nepalese business environment is also influenced and the entrepreneurs have recognized the need of advertising . For this, some research studies are conducted on advertising and sales promotion by different researchers of university students of master' level.

**A Study of S. K. Pradhan** (2003) has submitted the research on the topic of “Advertising Play the vital role of Promoting Product” . In this research, he has tried to point out the about role of advertising for promotion of product. In this study, Mr. Pradhan has pointed out the following major findings:

- Advertising effects directly to the child not a young people. According to most of the respondents, the advertising provided all information of the new product.
- Most of the respondents said that the advertng is one of the easy way of publicity.
- According to the most of the respondents, Advertng is a soul of message. It links to the product with the target customer. It is information comprising ideas, facts, opinions, themes, persuasive arguments and unique selling points.

**A Study of B.P. Subedi** (2004) has submitted research on the topic “Television Advertising and it Impact on Consumable Goods”. In this research, he has tried to point out about some advantages and effect of advertng to the public in Nepalese market.

**The findings of the study are as follows :**

- It is the most powerful media for advertising .It is easily accessible in house hold goods.
- Television impacts directly on consumable goods and they are ready to buy goods.
- Most of the respondents said that the television advertng is one of the easy way of publicity which helps publicity goods on visual basis customer interesting to bye that type of goods.
- If consumable goods are not shown in television, consumer are not ready to buy it.

**A study of Mr. K. Koirala** (2005) has submitted research on the topic “Radio Advertising is a Cheap Method of Publicity”. In this research he has tried to point out about some advantages and effect of advertng to the public in Nepalese market.

**The findings of the study are as follows :**

- According to responds, radio advertng is the most effective.
- It is reach , far and wide.
- It is especially effective for rural areas.
- According to most of responds it is provided an extensive entertainment to the listeners, as various commercials are prepared with the aid of stunning tones.
- According to responds it has messages effectiveness because it is suitable of all people.

**A Study of Mr. S.K. Upadhyaya** (1981) entitled on "Radio Advertising and its impact on purchasing acts in consumer goods" conducted a study. As radio was only the reliable medium of advertising in Nepal, he

conducted the research on the radio advertising and its lively impact on purchasing acts in consumer goods.

**The objectives of the study are as follows :**

- To study the availability and comparative cost of different forms of advertising in Nepal.
- To study the impact of the radio advertising on the customer purchase behaviour .
- To study the change in sales of firms due to the radio advertising.

**The findings of the study are as follows :**

- Both consumers and advertisers recognize the need of advertising especially media in the present context of the Kathmandu market.
- For promoting product, advertising media available in Nepal, the radio advertising is ranked at the top in the list.
- The major percentage of listeners listens radio advertising. The percentage of regular listeners is very few.
- The effective forms of media to reach the heart of consumers are radio, cinema and periodicals, which ranked first, second and third respectively.

**A Study of R.K. Shrestha** (1998) entitled "The Role of Advertising in Brand Choice and Product Positioning". His study has been conducted to find out the role of advertising on brand choice of low involvement consumer goods.

**The objectives of the study are as follows :**

- To analyze the effectiveness of advertising on brand of consumer product.

- To evaluate the role of advertising in product positioning from the consumer perspective.
- Do consumers give more importance to advertising rather than any other promotional tools while making selection decision?

**The findings of the study are as follows :**

- Nepal Television is the most popular media in Kathmandu valley and Radio Nepal holds the second position along with NTV among the youth generation, FM broadcasting is being popular.
- Most of the respondents are in favour of entertaining types of television advertisement.
- Most of the marketers are using electronic media to advertise their product such as radio, TV are supposed to be the effective media while considering the present situation of Nepalese market.
- Advertising is the main source of information about particular brand as well as mostly sensitive subject in the country in course of promotion.

The above review of literature suggests that advertising is an essential things to give information about particular product or service to consumer. It is not possible to sell the product or service without advertisement nowadays .There are different types of advertising media such as newspaper, radio, TV etc. Television advertisement is most effective than other types of advertisement. Most of the respondents are in favor of entertaining types of television advertisement. It is the most powerful media for advertising .It is easily accessible in house hold goods. So that TV ad is essential for any types of product or services.

Hence, in this study the TV Ad and buying behaviour variables are used to identify the impact of TV Ad on buying behaviour of people (in term

of Clinic Plus Shampoo).Both the variables are related to each other. It helps to determine the impact of TV Ad on consumer's buying behaviour.

In Nepalese product market there are various cosmetic products available for consumer use. These products are manufactured by various national and international manufacturers and out of them Clinic Plus Shampoo is one of the most favourites cosmetic product, which is produced and introduce into the Nepalese product market by Unilever Nepal . Ltd. and this is the sister concern of Hindustan Unilever Ltd.

### **2.3 Research Gap**

However, there are no previous research reports are available in Nepal in the field of marketing studies regarding the Nepalese cosmetic products. Likewise, there is no any research that can be found with reference to Clinic Plus shampoo though there is a necessity of such types of research in Nepal. Thus, researcher has attempted to prepare and present this report to fulfill the requirements of such reports. This research study is important because it will provide clear picture about impact of TV Ad on cosmetic products. In this era, the media is growing rapidly and in return people are responding and changing their life style, attitude, behavior, culture and religious values. Media channels are full of beauty ads like whitening soaps, hair shampoo, hair and facial lotions etc. Data are collected from various representatives like administrators, teacher, peon, driver, students etc. From these different people, various ideas are gained and utilized in the betterment of this study. This study will examine the current issues on advertising and consumer behaviour. I am pursuing this subject in order to help fill the gap in research.

## **CHAPTER – THREE**

### **RESEARCH METHODOLOGY**

A systematic study needs to follow a proper methodology to achieve the pre stated objectives. Research methodology is a sequential procedure and methods to be adopted in a systematic study. Research is a careful investigation or inquiry especially through search for new facts in any branch of knowledge. Encyclopedia of social science defines research as the manipulation of things, concepts, or symbols for the purpose of generalizing to extend correct knowledge, whether that knowledge aids in construction of theory or in the practice of an art. Moreover, research methodology gives regarding how the whole research is done, how and from where the related information are collected and how the data are analyzed etc. Further, it deals with variable used in the study. The research methodology employed in the present study is described as follows:

#### **3.1 Research Design**

A research design is a plan, structure, and strategy to obtain the objectives of the study. Two basic types of research are exploratory research and conclusive research. This study is conclusive in nature, more like quantitative rather than qualitative in analysis. This research is not aimed at discovering new relationship and finding hypothesis, like the way it is in research. This research is rather aimed at describing an apparent situation and problem at end. Such research provides information that decision makers could use to make a rational decision, choose the best possible course of action.

Further more, the research is descriptive, not experimented in nature. It is statistical in design as it uses statistical tools in presenting and analyzing

the collected data. The rationale behind choosing this particular design is already mentioned above. The procedure tends to be more formalized points to be investigated are definitely known. Therefore, conclusive and descriptive research design have been adopted for the study. The research was mostly based on the primary data and information. The opinions of peoples about television advertising have been gathered

### **3.2 Population and Sample**

Data used in this study are both primary and secondary in nature. 100 questionnaires were filled with the consumers selecting 50 males and 50 females which were the main source of primary data. Secondary data were collected from the NTV viewers survey (official report), Nepal Television Rate card, introduction card of NTV, dissertation submitted to the institute of management and manuals and papers.

### **3.3 Sources of Data**

Both primary and secondary data are used for the research study. A primary data collection technique is questionnaire. A set of questionnaire has been prepared and filled by the different level of people with the help of interview. This questionnaire is prepared to support all the objectives of this research and researcher himself was presented to take interview with the people. While, secondary data were gathered from different sources, some of the major sources are NTV Websites, NTV library, Central library, relevance website etc.



### **3.4 Sampling Procedure**

A stratified random sampling technique is used to collect the required data covering the people of various ground (age group, educational background, gender etc.) Who use the cosmetic products.

### **3.5 Data Collection Technique**

A set of questionnaire has been prepared and filled up by the different level of people with the help of interview. This questionnaire is prepared to support all the objectives of this research and researcher himself was presented to take interview with the people, while some required data are gathered from NTV library, central library and different web sites

### **3.6 Techniques of Analysis**

The data analysis tools in the study are simple and general. In order to accomplish the objective of the study various graphs, diagrams, including pie-chart have been applied for the purpose of analysis. The result of analysis has been properly tabulated, compared, analyzed and interpreted.

### **3.7 Statistical Tools**

Some of the statistical tool used to implicit the comparative results are as follows:

#### **3.7.1 Multiple Bar-Diagrams and graphs**

Diagrams and graphs are visual aids which give a bird's eye view of a set of numerical data which show the information in a way that enables us to make comparison between two or more sets of data . Diagrams are in different types. Among them, multi Bar diagram is used in this study to present data and compared.

### 3.7.2 Pie-Diagram

A Pie-diagram is a widely used aid that is generally used for diagrammatic presentations of the values differing widely in magnitude. In this method, all the given data are converted into 3600 as an angle of circle and all components of data are presented in terms of angle that total of 3600 for one set of data.

### 3.7.3 Percentage

It is one of the most useful tools for the comparison of two variables. Simply, the word "percentage" means per hundred. In other word, the fraction with 100 as its denominator is know as percentage and the numerator of this fraction is know as rate of percent.

## 3.8 Data Processing and Tabulation

The consistency of the answer provided by the respondents was checked and tabulated according to age, sex and education status. Different sets of tables have been prepared for every important questionnaire. Simple listing method is used for the tabulation of data and different responses made by them are presented on percentage basis as well. The sample data collected covering the various backgrounds and presented in table below:

The situation of gender-wise data collection is presented in Table-1.

**Table-3.1**  
**Gender-wise Sample collection**

Description	Sample size
Male	50
Female	50
Total	100

Similarly, the data collected from covering the various educational backgrounds is presented in Table-2.

**Table-3.2**  
**Education-wise Sample Collection**

Description	Sample size
Uneducated	20
Below S.L.C.	20
S.L.C.	20
Graduate	20
Post-Graduate	20
Total	100

Likewise, the situation of age-wise sample collection from various age groups are presented in Table-3.

**Table-3.3**  
**Age-wise Sample Collection**

Description	Sample size
Below 15	20
16-25	20
26-35	20
36-45	20
Above 45	20
Total	100

## **CHAPTER - FOUR**

### **PRESENTATION AND ANALYSIS OF DATA**

The advertising business in Nepal is flourishing day by day, which passes through an appropriate Media like television, radio, Newspaper and magazine. The television advertising is not only an ordinary communication but also a marketing communication. Communication is an integral part of modern marketing without which communication is unimaginable in these days. Television advertising relays the message of different products in the easy touch of common people. This analysis covers Bharatpur Municipality and glances upon the behaviour of different consumers.

This part of the study contains the presentation and analysis of data based on survey followed by their analysis. The major objective of this part is to analyze the view of different people regarding television advertisement. The collected data have not been tested through sophisticated tools. Collected data have been analyzed as in percentage, simple average etc. The purpose of the analysis is to achieve the objectives set in the first chapter. This part includes two sections. The first section includes the presentation and analysis of collected data where as the second section includes the major findings of the study.

The sample populations of the study were 100 respondents belonging to different age group, which comprises of 50 males and 50 females. The major objective of this part is to analyze the view of different people regarding television advertisement. The views of people have been analyzed as follows:

#### 4.1 Age-wise Consumers' Preference on Television Advertisement

The table below shows the age level and their advertisement preferences. The sample size of total people is 100 and it is divided into five groups having 20 respondents in each group. The detail situation of responses has been presented below in table 4.1.

**Table-4.1**

**Age-wise Consumers' Preference on Television Advertisement**

Description	Sample size	Musical	%	Good wording	%	Simple	%	All types	%
Below 15	20	13	65.0	4	20.0	1	5.0	2	10.0
16-25	20	12	60.0	6	30.0	0	0.0	2	10.0
26-35	20	8	40.0	9	45.0	0	0.0	3	15.0
36-45	20	6	30.0	12	60.0	1	5.0	1	5.0
Above 45	20	10	50.0	9	45.0	0	0.0	1	5.0
Total	100	49	49.0	40	40.0	2	2.0	9	9.0

Source: Field Survey, 2011.

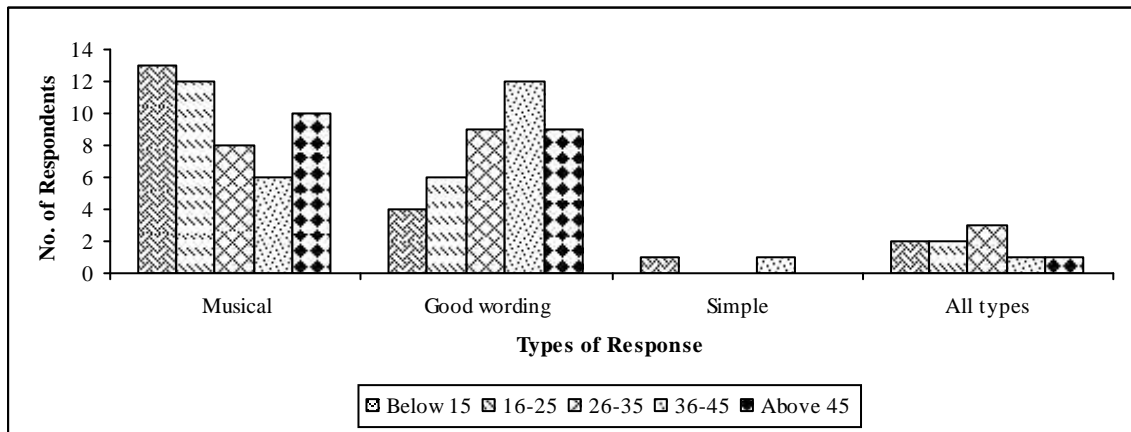
It was found that 65 % of the respondents (below 15 years) preferred musical advertisement, 20 % respondents preferred good wording, 5 %, preferred simple and 10 % preferred all types of advertisement like musical, good wording and simple. The reaction of respondents who fall in 16-25 age group respondent that 60 % liked the musical advertisement, 30 % liked the good wording, whereas no one liked simple advertisement from this age group and 10 % liked all types of advertisements. In the age group 26-35, 40 % respondents preferred musical advertisement, 45 % respondents preferred the advertisement having good wording, 15 % of the respondents are found to prefer all the advertisements and no one

liked simple advertisement. Out of the respondents from 36-45 age group, 30 % preferred musical, 60 % of the respondents preferred good wording, , 5 % preferred simple and rest 5% preferred all types of advertisements. Similarly, among the respondents above 45 years, 50% preferred musical, 45 % preferred good wording and 5 % preferred all types of advertisements but no one preferred simple advertisement.

The data of table 4.1 is shown on multiple bar diagram as follows:

**Figure 4.1**

**Age-wise Consumers' Preference on Television Advertisement**



**4.2 Educational Level-wise Consumers' Preference on Television Advertisement**

The situation of consumers preferences on the basis of educational level of consumer is presented in table below :

**Table-4.2**  
**Educational Level-wise Consumers' Preference on**  
**Television Advertisement**

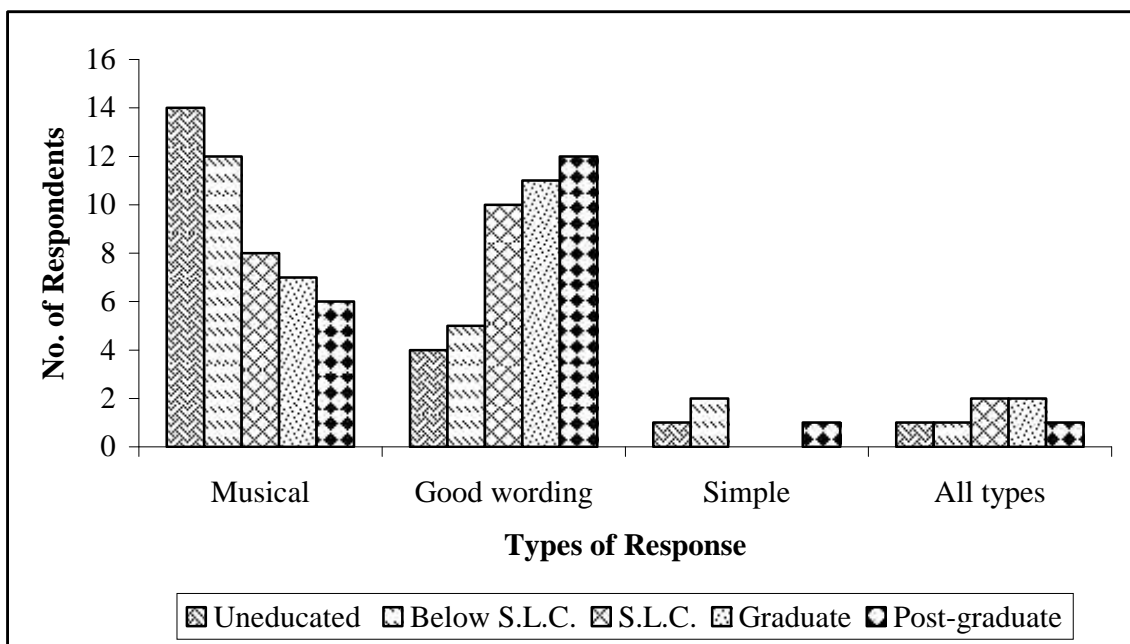
Description	Sample size	Musical	%	Good wording	%	Simple	%	All types	%
Uneducated	20	14	70.0	4	20.0	1	5.0	1	5.0
Below S.L.C.	20	12	60.0	5	25.0	2	10.0	1	5.0
S.L.C.	20	8	40.0	10	50.0	0	0.0	2	10.0
Graduate	20	7	35.0	11	55.0	0	0.0	2	10.0
Post-graduate	20	6	30.0	12	60.0	1	5.0	1	5.0
Total	100	47	47.0	42	42.0	4	4.0	7	7.0

Source: Field Survey, 2011.

The above table shows that among the uneducated respondents 70% showed their interest towards musical advertisement. 20% of the respondents liked good wording, 5% liked simple advertisements and rest 5% preferred all types of advertisements. Among those who fall in below S.L.C. group, 60% of the respondents preferred musical advertisement 25% preferred good wording, 10% liked the simple advertisement and 5% liked all of the above advertisements. In the sample size of 20 respondents in S.L.C. Level, 50% liked good wording, 40% liked musical, 10% liked all of the above advertisements and no one preferred simple advertisement. Among the graduates, 55% respondents gave the first priority to good wording, 35% preferred the musical advertisement and 10% preferred all types of advertisements but no one preferred simple advertisement. Out of the post-graduates, 60% respondents liked good wording, 30% of the respondents preferred musical advertisement and 5% liked the simple as well as all types of advertisements. The above

table shows that post-graduate people focus on good wording advertisement and uneducated people and below S.L.C. focus on musical advertisements. To understand the above information easily and clearly it has been presented below with the help of multiple bar diagram.

**Figure-4.2**  
**Educational Level-wise Consumers' Preference on**  
**Television Advertisement**



### 4.3 Preference of Advertisements According to gender (Sex)

The preferences of consumers on television advertisement according to the gender or sex is presented in the table below:



**Table-4.3**

**Preference of Advertisements According to Gender (Sex)**

Description	Sample size	Musical	%	Good wording	%	Simple	%	All types	%
Male	50	25	50.0	20	40.0	3	6.0	2	4.0
Female	50	30	60.0	15	30.0	2	4.0	3	6.0
Total	100	55	55.0	35	35.0	5	5.0	5	5.0

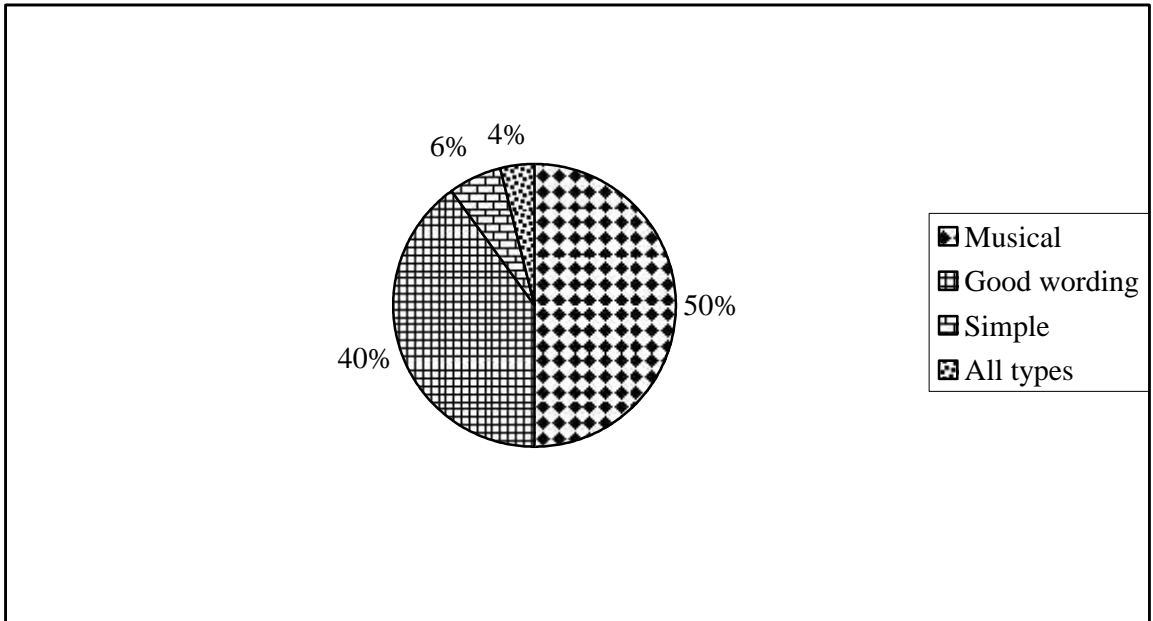
Source: Field Survey, 2011

The above table shows preference of advertisement according to gender. Out of 50 male, 50% of the respondents are found to like the musical advertisements, 40% of respondents preferred good wording, 6% of respondents preferred simple advertisement and 4% respondents liked all types of the advertisements. Regarding females, 60% of the respondents liked the musical advertisement, 30% liked the good wording, 4% liked simple and 6% liked all types of advertisements.

From the analysis above it can be concluded that the female consumers seem to give more priority to musical advertisement than the good wording in comparison to the males. Generally, they preferred the musical advertisement in comparison to the good wording. For more clarity the above information is presented with the help of the pie-chart.

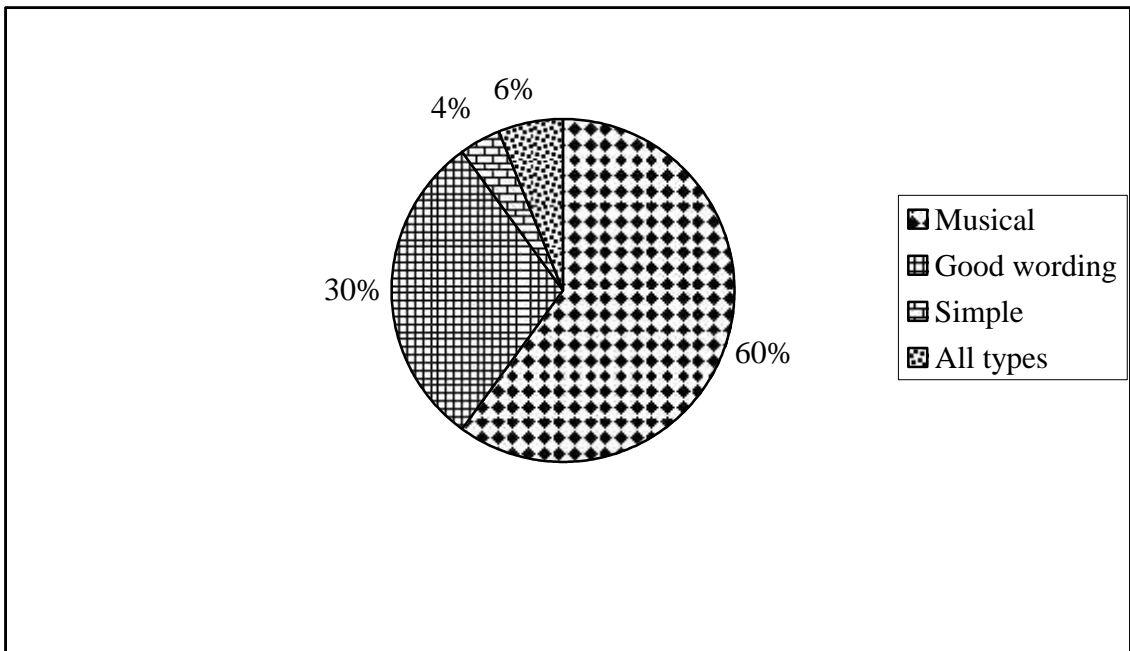
**Figure 4.3**

**Preference of Advertisements According to Gender (Male)**



**Figure 4.4**

**Preference of Advertisements According to Gender (Female)**



#### 4.4 Age-wise Consumers' Reaction to the Television Advertisements

The people of different age groups react to the television advertisement differently. Some of them try to know what advertisement meant to say, some of them may be curious about advertisement, some of them change the channel when advertisement comes on television and some of them just watch the advertisement. Consumers' reaction according to their age group is presented in the table below:

**Table-4.4**  
**Age-wise Consumers' Reaction to the Television Advertisements**

Description	Sample size	Change the channel	%	Try to know	%	Curious	%	Just watching	%
Below 15	20	1	5.0	7	35.0	3	15.0	9	45.0
16-25	20	0	0.0	10	50.0	4	20.0	6	30.0
26-35	20	1	5.0	12	60.0	1	5.0	6	30.0
36-45	20	3	15.0	9	45.0	0	0.0	8	40.0
Above 45	20	3	15.0	4	20.0	1	5.0	12	60.0
Total	100	8	8	42	42	9	9	41	41

Source: Field Survey, 2011.

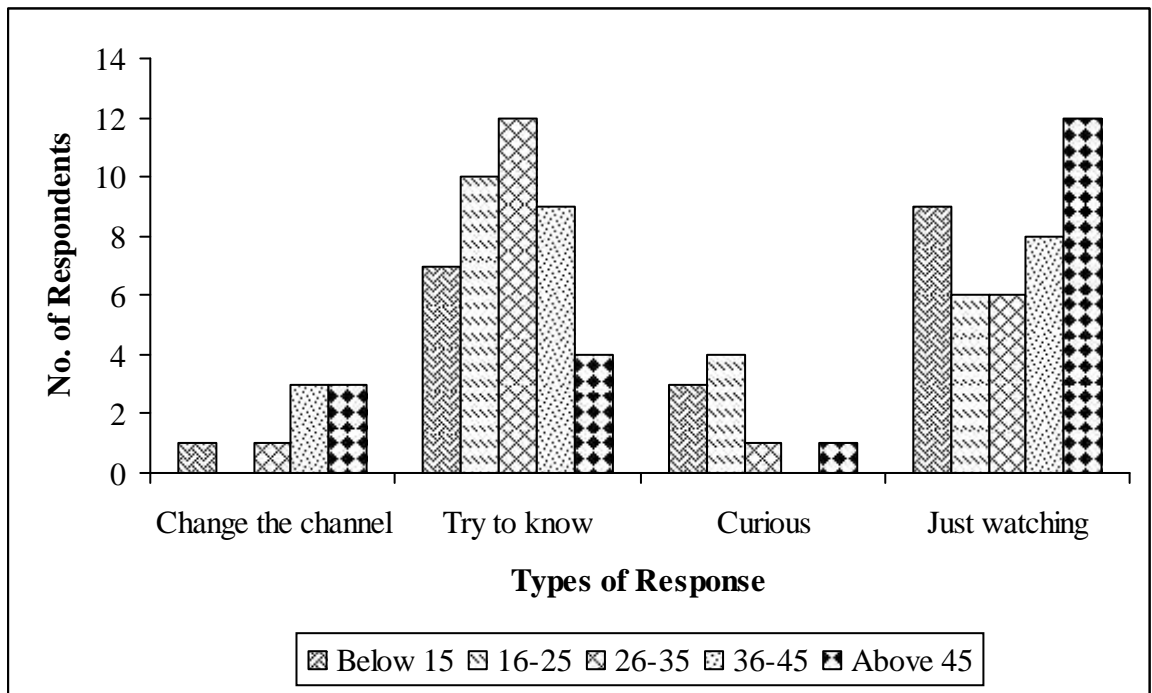
The above statistics shows that the total sample population belonging to different age groups do not have the same opinion to the advertisement. The results regarding the consumers' opinion on advertisement indicated that, 5% respondents belonging to below 15, they want to change the channel when advertisement comes on television, 35% respondents replied that they wanted just to know the literal meaning of the advertisement, 15% replied that they were really curious about the advertisement whereas 45% were found to be passive television

audiences. Likewise, among the respondents belonging to the second age group, i.e. 16-25, 50% respondents were found to try to know it , 20% were found to be curious to the advertisement while 30% were found to be just watching and no one was found changing the channel when advertisement comes on the television. To analyze the third age group i.e. 26-35, it was found that 60% of them try to know the advertisement, 30% of them just watch the advertisement, 5% change the channel and rest 5% were curious about the advertisement. In the fourth age group i.e. 36-45, 15% respondents replied that they change the channel when the advertisement comes on television, 45% respondents were found to be conscious about the meaning of the advertisement, 40 % were found to be only dull audience and no people were found to be highly interested to the advertisement. To see the last age group i.e. above 45, 15% respondents replied that they change the channel when advertisement comes on television, 20% were conscious with the simple meaning of advertisement and 5% were inquisitive to the advertisement whereas 60% respondents were found to be mere audiences.

Thus, from the above data, almost 42% respondents were found to be only conscious about what the advertisement meant and only 9% were highly interested to the advertisement whereas 41% were found to be dull audiences and 8% do not want to watch the advertisement. This is presented in below with the help of multiple bar diagram.

**Figure 4.5**

**Age-wise Consumers' Reaction to the Television Advertisements**



**4.5 Educational Level-wise Consumers' Reaction to the Television Advertisement**

The consumers' reaction to the television advertisement according to their educational level is presented in the table below:

**Table-4.5**  
**Educational Level-wise Consumers' Reaction to the Television**  
**Advertisement**

Description	Sample size	Change the channel	%	Try to know	%	Curious	%	Just watching	%
Uneducated	20	2	10.0	10	50.0	1	5.0	7	35.0
Below S.L.C.	20	1	5.0	5	25.0	2	10.0	12	60.0
S.L.C.	20	1	5.0	7	35.0	2	10.0	10	50.0
Graduate	20	3	15.0	10	50.0	1	5.0	6	30.0
Post-graduate	20	2	10.0	11	55.0	1	5.0	6	30.0
Total	100	9	9	43	42	7	9	41	41

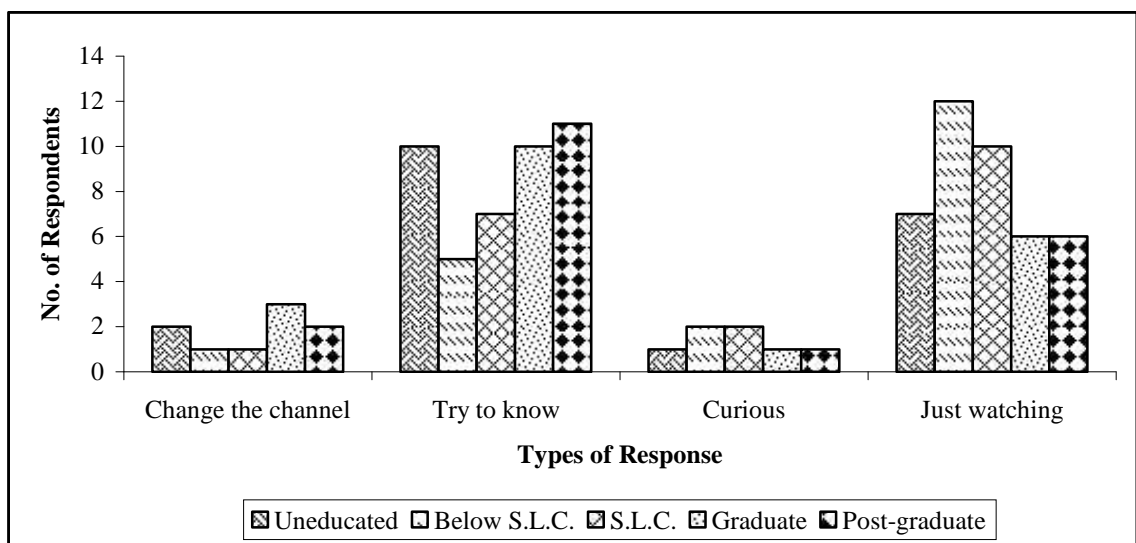
Source: Field Survey, 2011.

The above table shows the reaction of different people according to their educational level. It shows that among 20 people of uneducated group, 50% wanted to know the advertisement, 35% just wanted to watch, 10% do not want to watch the advertisement and 5 % were curious about it. Among the people below S.L.C. level, 60 % of the respondents seemed to be mere audience, 25 % respondents tried to know what advertisement meant, 10% were curious about the advertisement, while 5% do not want to watch the advertisement. Among the people in the group of S.L.C. level, 50% just watched the advertisement, 35 % of them wanted to know the advertisement, 10 % were curious about it and 5 % do not want to watch the advertisement. Regarding the graduate people, 50% tried to know the advertisement, 30% just watched the advertisement, 15% do not

want to watch the advertisement and 5 % were curious about it. In the fifth group i.e. having qualification above post-graduate degree, 55% respondents were found to be aware of the meaning, 30% were dull audience, 10% do not want to watch the advertisement and 5 % were excited about the advertisement.

From the above table it can be found that all people from different educational level were highly interested to get information from television advertisement. To understand the above information easily and quickly, it is presented with the help of multiple bar diagram.

**Figure-4.6**  
**Educational Level-wise Consumers' Reaction to the Television Advertisement**



#### 4.6 Gender-wise Consumers' Reaction to the Television advertisement

The situation of gender-wise consumers' reaction to the television advertisement is presented in the table below:

**Table-4.6**

**Gender-wise Consumers' Reaction to the Television Advertisement**

Description	Sample size	Change the channel	%	Try to know	%	Curious	%	Just watching	%
Male	50	6	12.0	31	62.0	2	4.0	11	22.0
Female	50	8	16.0	33	66.0	2	4.0	7	14.0
Total	100	14	14.0	64	64.0	4	4.0	18	18.0

Source: Field Survey, 2011.

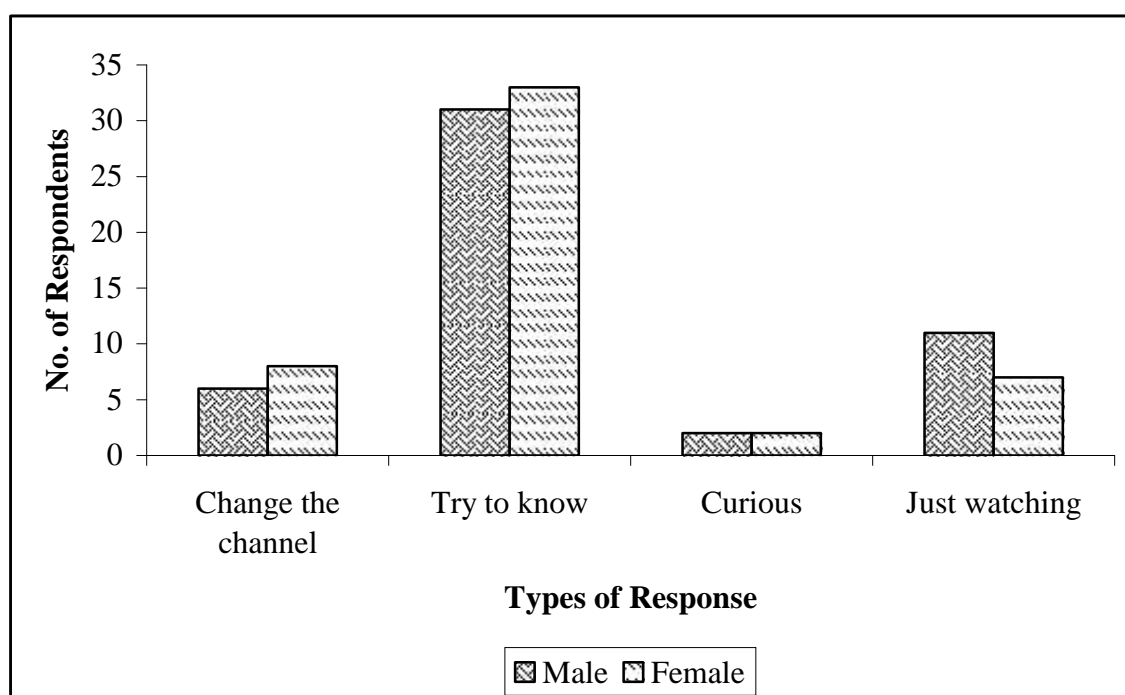
The above figure or data shows the gender-wise consumers' reaction of advertisement. Out of total 50 males, 62% of the respondents viewed that they were particularly interested only to the meaning, 22% were found to be mere audience, 12% of the respondents were not interested about advertisement and 4 % were curious to the advertisement. In case of females, 66 % respondents were found to be concerned with meaning of advertisement, 16% were not interested about advertisement, 14% respondents were found to be mere audience and 4 % were curious to the advertisement.

From the above data, it can be concluded that female population seems to be more concerned with the meaning of advertisement whereas majority of male population is found to be interested to the advertisement. This can be presented with the help of multiple bar diagram as given below:



**Figure-4.7**

**Gender-wise Consumers' Reaction to the Television Advertisement**



**4.7 Consumers' Habit of Watching Television's Advertisements**

The table below presents the consumers' habit of watching television advertisement.

**Table-4.7**

**Consumers' Habit of Watching Television's Advertisements**

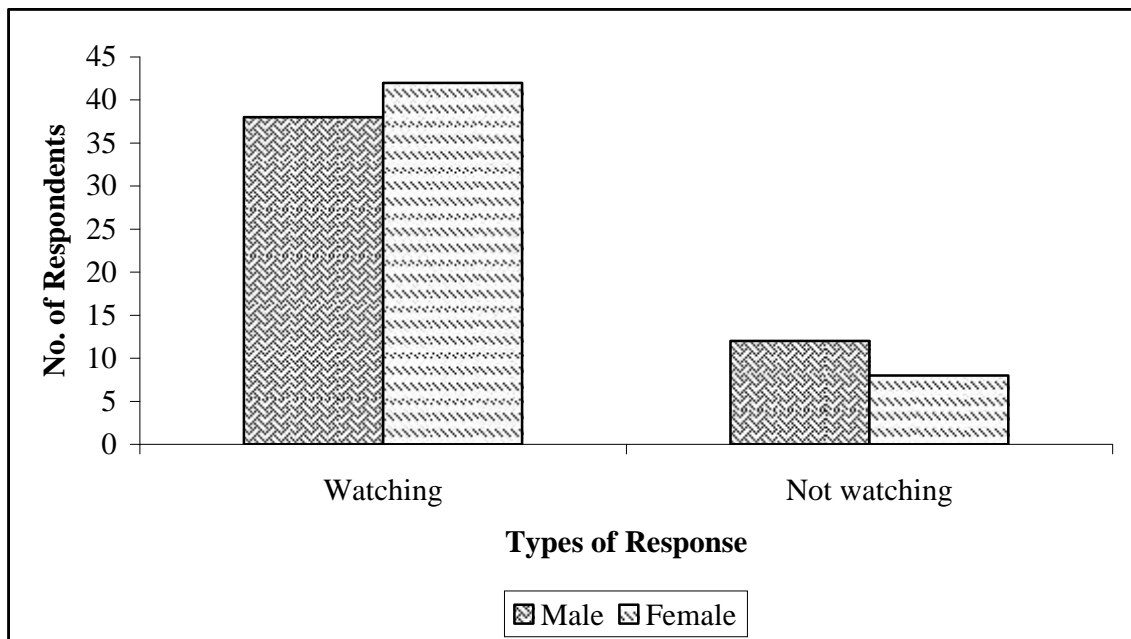
Description	Sample size	Watching	%	Not watching	%
Male	50	38	76.0	12	24.0
Female	50	42	84.0	8	16.0
Total	100	80	80.0	20	20.0

Source: Field Survey, 2011.

The above table presents the habit of people watching television advertisement living in Chitwan. Out of total sample population, 80% of the people are found to have the habit of watching television advertisement. To analyze the figure of male and female in the case of watching advertisement (76% male and 84% female), the percentage of women watching television advertisement seems to be higher i.e. the different is by 8%. Likewise, 16% females are found not to have the habit of watching television advertisement whereas the percentage of males is only 24%. The above statistics is presented below through multiple bar diagram.

**Figure-4.7**

**Consumers' Habit of Watching Television's Advertisements**



**4.8 Effect of Advertisement on Consumers' Purchasing Decision**

The consumers' buying decision depends upon various factors. Some of them buy because advertisements induce them to buy, some of them need the product and in some cases both may be the reasons behind buying a

product. The result of consumers' reaction in this regard is presented in the table below:

**Table-4.8**

**Effect of Advertisement on Consumers' Purchasing Decision**

Description	No. of respondents	%age
Advertisements induced to buy	15	15.00
Needed	50	50.00
Both of them	35	35.00
Total	100	100.00

Source: Field Survey, 2011

The above table shows that out of total respondents, 15% respondents were found to be the customers of the product because they were influenced by the advertisement, 50% respondent that they became customer of the product because of their need not due to the effect of advertisement whereas 35% customers were found to support both of the reasons. Thus, from this above result it can be concluded that majority of the respondents used the particular product to fulfill their needs.

**4.9 Consumers' Preferences to the Product**

Consumers prefer different products by considering various factors. Advertisement is also one of the important factors which affects the consumers' preferences of the particular product. The results of consumers preference to the various type of product is presented in the table below:

**Table-4.9**

**Consumers' Preferences to the Product**

Description	No. of respondents	%age
Product frequently advertised	78	78.00
Product not advertised	22	22.00
Total	100	100.00

Source: Field Survey, 2011

The above figure shows clearly and briefly the number of consumers' preferences to the product. Out of the total 100 respondents, 78% responded that they preferred the frequently advertised product whereas 22% respondents opined that they preferred to buy the product that was not advertised.

From the above analysis it can be concluded that majority of the consumers prioritize or prefer to the frequently advertised product.

**4.10 Consumers' Preferences to the Means of Advertisement**

Consumers prefer different types of advertisements according to their needs, interests, and priority. There are various types of advertisement available in the market like newspapers, magazines, television, radio, pamphlets and posters etc. The result of consumers' preferences to the various means of advertisement is presented in the table below:

**Table-4.10**

**Consumers' Preferences to the Means of Advertisement**

Description	No. of respondents	%age
Newspaper	16	16.00
Magazine	4	4.00
Television	72	72.00
Radio	6	6.00
Pamphlets and Posters	2	2.00
Total	100	100.00

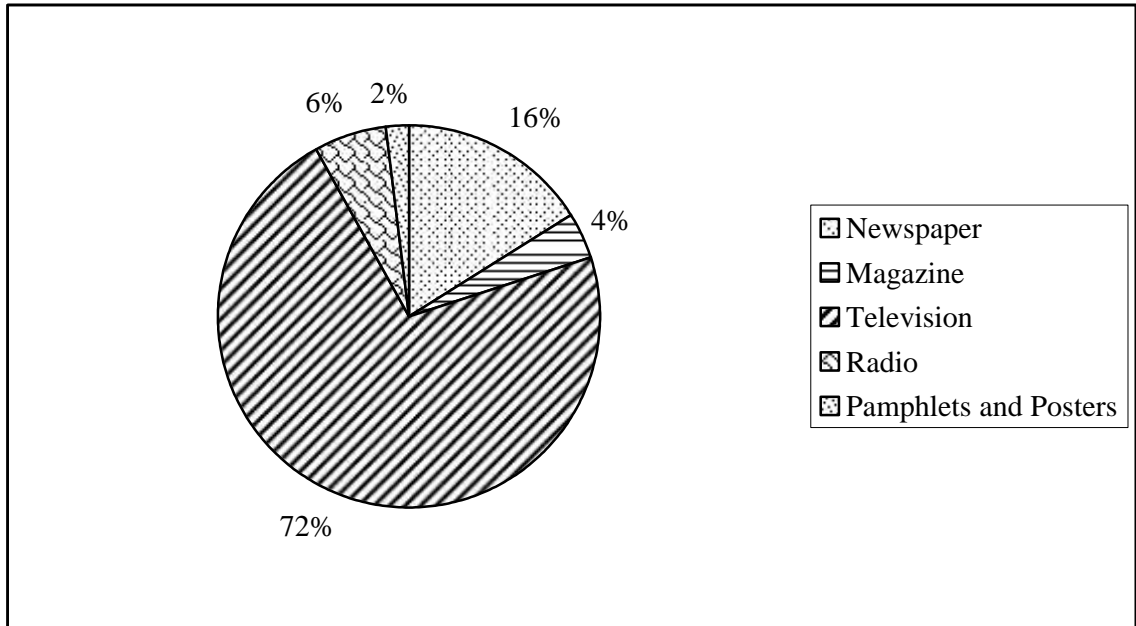
Source: Field Survey, 2011

The above statistics presents the number of respondents preferring the means of advertisement. Out of the total 100 respondents, majority of respondents, i.e. 72% responded that they prefer the television whereas rest of the respondents opined that they preferred newspapers, magazines, radio and pamphlets and posters by 16%, 4%, 6% and 2% respectively.

From the above analysis it can be concluded that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.

**Figure-4.9**

**Consumers' Preferences to the Means of Advertisement**



**4.11 Impact of Repeated Advertisement to Attract the Consumers' Attention**

The repeated advertisement of various products through various means of advertisement sometimes attracts the consumers' attention whereas sometimes that fails to attract consumers' attention. The impact of the repeated advertisement to attract the consumers' attention is presented in the table below:

**Table-4.11**

**Impact of Repeated Advertisement to Attract the Consumers' Attention**

Description	No. of respondents	%age
Attract consumers attention	62	62.00
Do not attract consumers attention	38	38.00
Total	100	100.00

Source: Field Survey, 2011.

The above figure shows the number of consumers being attracted by repeated advertisement in the media, i.e. through television. Among the total 90 respondents, most of the respondents (62%), i.e. 62 out of 100 were found to be attracted by the advertisements broadcast in the television whereas 38% respondents (38 out of 100) were seemed to have no effect of the advertisement. It shows that most of the advertisements are proved to be fruitful to lure the consumers.

#### **4.12 Categories of Television Advertisement as Preferred by Consumers**

Not all the television advertisements give similar impression to different consumers. The same advertisement may be best for some one and boring for any other. The views of different respondents are presented in the following table.

**Table-4.12**

**Categories of Television Advertisement as Preferred by Consumers**

Description	No. of respondents	% age
Excellent	12	12.00
Attractive	20	20.00
Quite good	33	33.00
Boring	6	6.00
Few are good and few are boring	29	29.00
Total	100	100.00

Source: Field Survey, 2011.

The above table shows the qualities of television advertisement. To know the quality of advertisement, this question was asked, "How would you categories most of the television advertisements as ?" While going

through the table, out of 100 respondents, 33% responded advertisement to be quite good, 29% responded few are good and few are boring, 20% opined them to be attractive, 12% placed as excellent and remaining 6% replied as boring.

#### **4.13 Consumers' Response to the Adequacy of Advertisement**

Consumers can receive various useful information from the advertisement regarding the usefulness of products or benefits, using techniques and its effects on their daily life. The situation of consumers' responses regarding the adequacy of advertisement is presented in the table below:

**Table-4.13**

#### **Consumers' Response to the Adequacy of Advertisement**

Description	No. of respondents	%age
Seek for additional information	78	78.00
Adequate information	22	22.00
Total	100	100.00

Source: Field Survey, 2011.

The above table shows in brief the consumers' reaction to the adequacy of the advertisement. Among the total 100 respondents, 78% respondents wanted some more information to be added in the advertisements whereas 22% responded that the content of the advertisements were adequate, i.e. they were fully satisfied with information received from the advertisement of particular product.

Therefore, from the above analysis, it can be concluded that majority of consumers seem willing to get additional information added in the



advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.

#### **4.14 Consumers' Preferences to the Product on the Basis of Advertisement**

Consumers may give different preference to the product having same price and quality due to the effect of advertisement. The results of consumers' preferences towards such product due to the impact of advertisement can be presented as follows:

**Table-4.14**  
**Consumers' Preferences to the Product on the Basis of Advertisement**

Description	No. of respondents	%age
Advertised Product	83	83.00
Not advertised product	17	17.00
Total	100	100.00

Source: Field Survey, 2011.

The above table shows the preferences of consumers to the product on the basis of advertisement. Out of the total 100 respondents, 83% respondents preferred to the advertised product whereas 17% respondents preferred to non-advertised product if they had same quality and price. It proves that advertised products have good preference from the consumers.

#### **4.15 Impact of Advertisement on Consumer**

Some advertisement create positive impact among the consumers regarding the advertised product while sometime it may fail for this. The results of survey on this regard are presented in table below:

**Table-4.15**

**Impact of Advertisement on Consumer**

Description	No. of respondents	%age
Positive impact	89	89.00
No impact	11	11.00
Total	100	100.00

Source: Field Survey, 2011.

The above table shows the impact of advertisement on different customers. Among the total respondents, 89% respondents responded that advertisement could leave good impact upon them about the advertised product whereas 11% respondents opined that advertisement impacted upon them. It proves that advertisement has played important role to impact among the majority of people.

**4.16 Role of Advertisements to Make the Purchase Decision**

Sometimes advertisement may play important role to introduce the product and influences for purchase whereas sometimes it may fail for this purpose. The result survey in this regard is presented in the table below:

**Table-4.16**

**Role of Advertisements to Make the Purchase Decision**

Description	No. of respondents	%age
Indifferent	81	81.00
Purchase	8	8.00
Do not Purchase	11	11.00
Total	100	100.00

Source: Field Survey, 2011.

The above table shows the role of advertisement to attract the consumers. From the analysis it can be found that, out of the total 100 respondents, 81% respondents could not say whether they decide to buy the product or not after they saw the advertisement broadcast in the television and only a few% of people, i.e. 8 % opined that they would purchase the product after the advertisement however 11 % respondents opined that they would not purchase. It proves that advertisement helped to the majority of customers to recall the name of brand to a greater extent but the purchase decision does not fully depend upon the advertisement.

#### **4.17 Whether Some Advertisements Deceive the Consumers**

Though advertisements are done in order to introduce the products among the consumers, sometimes they give wrong impressions on the part of the consumers. We can not claim that all the products contain the quality as shown in the advertisements. So, different kinds of opinions have been given by the respondents which is presented in the following table.

**Table-4.17**

#### **Whether Some Advertisements Deceive the Consumers**

Description	No. of respondents	%age
Yes	87	87.00
No	13	13.00
Total	100	100.00

Source: Field Survey, 2011.

To know whether advertisements deceive consumers, one question was asked. "Has an advertisement ever deceived you ?" 87% agreed the question. This means maximum people were deceived by advertisements, but this is not good practice because if consumer do not get what the advertisement claims, they will never buy such product again, thus to

gain the trust of consumers, advertisement must be given with true information. In the above table only 13 % were not deceived by the advertisement.

#### **4.18 Whether Advertisement Generates Curiosity about the Product**

Some advertisements are so creative that they produce curiosity in the consumers and make them search for the additional information but some advertisements fail to do so among the consumers. The following table shows whether an advertisement generates curiosity about the product.

**Table-4.18**

#### **Whether Advertisement Generates Curiosity about the Product**

Description	No. of respondents	%age
Generate curiosity about the product	76	76.00
Does not generate curiosity	24	24.00
Total	100	100.00

Source: Field Survey, 2011.

The above table shows that 76% of the respondents have given positive response. That means advertisement generates curiosity about the product, while 24% responded that advertisement does not generate curiosity.

#### **4.19 Whether Advertisement Helps to Recall Brand of Product Name**

If the consumers are careful about the advertisement it may help to recall the brand or product name but this may not be the case always. The result of survey on this issue is presented in the table given below:

**Table-4.19**

**Whether Advertisement Helps to Recall Brand of Product Name**

Description	No. of respondents	%age
Yes	71	71.00
No	19	19.00
Can't say	10	10.00
Total	100	100.00

Source: Field Survey, 2011.

Though all consumers do not buy the advertised product, do those who watch advertisement recall brand or products name while buying it ? To know this, one question was asked "Does advertisement help to recall brand or product name while buying ?" 71% had positive response. That means advertisement makes consumer to recall the brand while buying any product. But only 19% were negative and 10% could not say whether they recall the brand or product name while buying the product.

**4.20 Whether Advertisement Increases the Price of Goods**

A large amount is spent on advertisement. So, it may increase the price of the products. The different views about it are clarified in the table give below:

**Table-4.20**

**Whether Advertisement Increases the Price of Goods**

Description	No. of respondents	%age
Yes	59	59.00
No	26	26.00
Don't know	15	15.00
Total	100	100.00

Source: Field Survey, 2011.

In general people think that advertisement increases the price of product to some extent. To know the opinion of consumers regarding this, one question was asked. "Do you think that the price of advertised goods will be higher than the price of non-advertised goods ?" The responses tabulated above shows that 59% agreed and 26% disagreed. That means they do not think that the prices of advertised goods will be higher whereas 15% do not know whether advertisement increase the price of goods or not.

#### **4.21 Effectiveness of the Advertisement of Cosmetic Product**

The advertisement of the different cosmetic product sometimes reaches to the target group while sometimes it may fail. The result of the effectiveness of the advertisement of cosmetic good is presented in the table given below:

**Table-4.21**

#### **Effectiveness of the Advertisement of Cosmetic Product**

Description	No. of respondents	%age
Seen	100	100.00
Not seen	0	0
Total	100	100.00

Source: Field Survey, 2011.

Table 4.21 shows the effectiveness of advertisement of cosmetic product. From the analysis of table it can be concluded that 100% of the respondents were familiar with the advertisement of cosmetic product which indicated that the advertisement is very much effective to introduce the product to the customer.

#### 4.22 Consumers Use Different Types of Shampoo

Different types of shampoo are available in the market and costumers buy the product according to their interest. Some may prefer one brand and some other may prefer another brand. The choice of product by the respondents has been presented in the table given below:

**Table-4.22**  
**Consumers Use Different Types of Shampoo**

Description	No. of respondents	%age
Dabur Vatika	15	15.00
Sunsilk	17	17.00
Clinic Plus	43	43.00
Dove	5	5.00
Head and Shoulders	4	20.00
Total	100	100.00

Source: Field Survey, 2011.

The above table shows that consumers give priority to different types of shampoo according to their interest. Out of the total 100 respondents, majority of the respondents, i.e. 43% responded that they used the Clinic Plus whereas rest of the respondents opined that they used Dabur Vatika, Sunsilk, dove and head and shoulders by 15%, 17%, 5% and 20% respectively.

From the above analysis it can be concluded that Clinic Plus is used by majority of the consumers.

#### **4.23 Factors Influencing to Buy the Product (Clinic Plus Shampoo)**

Many factors influence to the customers to buy the cosmetic product like Clinic Plus shampoo. The results of the factors that affect the customers to purchase the Clinic Plus Shampoo are presented in the table below:

**Table-4.23**

#### **Factors Influencing to Buy the Product (Dabur Vatika Shampoo)**

Description	No. of respondents	%age
Quality	60	60.00
Price	25	25.00
Scheme	10	10.00
Advertisement	5	5.00
Total	100	100.00

Source: Field Survey, 2010.

The above table shows the factors which influences customers to buy the product. From the table, majority of the respondents, i.e. 60% responded that they were influenced by the quality of Clinic Plus Shampoo behind purchasing this product whereas as 25% were influenced by price, 10% were influenced with the scheme attached in the product and rest 5% were influenced to buy from the advertisement of the particular product.

#### **4.24 Consumers' Motive behind Purchasing Clinic Plus Shampoo**

All the consumers do not buy the product with the same motive. The motives for buying Clinic Plus Shampoo by different consumers is presented with the help of table below:



**Table-4.24**

**Consumers' Motive behind Purchasing Clinic Plus Shampoo**

Description	No. of respondents	%age
For personal use	50	50.00
For gift purpose	6	6.00
For pride	9	9.00
For removing dandruff	35	35.00
Total	100	100.00

Source: Field Survey, 2011

Table 4.24 shows that 50% respondents purchase the shampoo for personal use. Similarly, 6 % respondents purchase for presenting gift to others, it means the gift culture has also made the market of cosmetics wider in Nepal and especially in Chitwan . Further 9 % respondents purchase the shampoo for pride with brand preference, meaning that still Nepalese are less brand loyal and 35% respondents purchase for removing dandruff, it means they are conscious about their hair.

**4.25 Influencing Aspect of the Advertisement of Clinic Plus Shampoo**

The quality that influences an individual may not influence the other. Some consumers are attracted by one aspect of the advertisement whereas the other may be an influential factor to others. The influencing factors of this advertisement on different respondents are presented in the table below:

**Table-4.25**

**Influencing Aspect of the Advertisement of Clinic Plus Shampoo**

Description	No. of respondents	% age
Music	24	24.00
Model	17	17.00
Visual	22	22.00
The whole advertisement	37	37.00
Total	100	100.00

Source: Field Survey, 2011.

The above table shows that out of total respondents, 24 % responded that they were influenced by music. Similarly, 17 %, 22 % and 37 % were influenced by model, visual and the whole advertisement respectively.

From the above table it is clear that the whole advertisement of Clinic Plus was influential to the majority of the respondents and it is 37% of the whole respondents.

**4.26 Message Released from the Advertisement of Clinic Plus Shampoo**

Each advertisement has its own message to the consumers. The same information may be obtained differently by different people according to their nature and interest. The messages obtained by different consumers from the advertisement of Clinic Plus Shampoo is presented in the following table.

**Table-4.26**

**Message Released from the Advertisement of Clinic Plus Shampoo**

Description	No. of respondents	% age
It helps to remove dandruff	28	28.00
It strengthens the hair from the root	17	17.00
It makes hair silky and shining	44	44.00
All of the above	11	11.00
Total	100	100.00

Source: Field Survey, 2011.

The above presented table shows that from the advertisement of Clinic Plus Shampoo majority of the consumers, i.e. 44 % get the message that it makes hair silky and shining. Similarly, 28 % understood that it helps to remove dandruff, 17 % got that it strengthens the hair from the root and 11% respondents got all those messages, i.e. it makes hair silky and shining, helps to remove dandruff and strengthens the hair from the root.

The above table clarifies that most of the consumers, i.e. 44% responded that they got the message that it makes hair silky and shining.

**4.27 Recommendation of Respondents Regarding NTV's Present Scenario in Advertisement**

While questioning to the respondents, i.e. how they evaluate the present scenario of NTV advertising in Nepal, out of 100 respondents, only 70 responded on the above question. Out of the 70 respondents, most of them opinioned that NTV's advertisement is quite good and suggested to improve its presentation and it should try to create new and genuine advertisement to attract new customers. So, most of the respondents

responded positively towards NTV's advertisement which is more reliable than others.

**Table-4.27**

**NTV's Time Wise Advertisement Cost**

Time	Rate(per minute)	Rate
Super Prime Time	In-between 8:00 PM News, before specified programs and live telecast.	23000.00
Prime Time	Before 8:00 PM News, in between regular live telecast	18000.00
Fixed Time	in-between 7:00 AM, 7:00 PM, 10:30 PM News, before regular live telecast, before programs during 7:30 -10:30 PM	12000.00
Ordinary Time	In-between 8:00 AM, 11:00 AM, 2:00 PM, 4:00 PM News, before programs during 5:00 PM - 7:00 PM, before 7:00 AM, 6:00 PM, 7:00 News	8000.00
Day/Night Time	Before 8:00 AM, 11:00 AM, 2:00 PM, 4:00 PM News, before programs during 6:00 AM- 4:30 PM, 11:00 PM - 5:00 AM	4000.00

(Source : <http://www.ntv.org.np/>)

Table No. 4.27 shows that night time is most preferable for advertisement. It is the rest time of Nepalese. This time has high rate of charge than other time.

**Table-4.28**

**NTV's Program Wise Advertisement Earning**

Description	Earning Percentage
Musical Program	28.00
Comedy Shows	28.00
News Program	40.00
Others Program	4.00
Total	100.00

(Source : <http://www.ntv.org.np/>)

Table No. 4.28 shows that news program is preferable than others for showing advertise. Hence, news program has 40% of total earning. So news program is effective to telecast the advertise.

**4.28 Major Findings of the Study**

From the presentation of data major findings can be drawn as:

1. Majority of the respondents (65%) below age level of 15 years primarily preferred musical advertisement and it is followed by 20% of good wording whereas 5% of respondents preferred simple advertisement and 10% of respondents preferred all the advertisement, i.e. musical, good wording and simple. The reaction of the people who fall under the age group of 16-25 shows that majority of the respondents, 60% liked the musical advertisement, 30% of people liked the good wording, whereas no one liked simple advertisement of this age group and 10% of people liked all types of advertisement. In the context of age group 26-35, majority

of the respondents, 45% preferred advertisement having good wording and 40% respondents of musical programs. In case of the age group of 36-45, majorities of the respondents, 60% preferred the advertisement having good wording whereas the respondents who liked the musical programs were 30%. In relation to the age group above 45 years, majority of them liked the musical advertisement (50%) and it is followed by good wording (45%).

2. In context to the education-wise preferences to the advertisement indicates that most of the less educated respondents preferred to the musical advertisement(70%). Regarding musical advertisement, 60% of people of below S.L.C. preferred such programs whereas respondents holding S.L.C. level, 40% liked musical advertisement. Similarly, in case of graduate group they give first priority to good wording like (55%) and it is followed by 35% of musical advertisement. Likewise, majority of above graduate people liked good wording (60%) and it is followed by 30% respondents who preferred musical advertisement.
3. In case of the preference of advertisement according to gender, majority of the (50%) male respondents were found being fond of musical advertisements and it is followed by 40% respondents who preferred good wording. Regarding female respondents, 60% of respondents liked the musical advertisements and it is followed by 30% of respondents who liked the good wording. From this analysis, it can be concluded that the female consumers gave more priority to musical advertisement than to good wording

advertisement than the males. All together, they preferred the musical advertisement than the good wording advertisements.

4. The results regarding the consumers' opinion on advertisement indicates that majority of the respondents of the age group below 15, (45%) were found to be a passive television audience, i.e. they just watched the television. Likewise, among the respondents belonging to the second age group, i.e. 16-25 years, half of respondents (50%) were conscious with the meaning of advertisement. In case of third age group, i.e. 26-35 years, majority of respondents (60%) were excited about the advertisement and in case of fourth age group of 36-45 years, i.e. 45% respondents were found to be conscious about the meaning of advertisement and majority of the respondents were not highly interested to the advertisement. Similarly, in case of last age group, i.e. above 45 years, 20% were conscious with the simple meaning of advertisement, whereas majority 60% respondents were found to be mere audiences.
5. In relation to the reaction of the respondents in terms of their educational status (50%) of the uneducated group of respondents wanted to know what advertisement meant. In the second group, the majority of the respondents (60%) having the qualification below S.L.C. were found to be mere audience. In the third group having education degree S.L.C., only 35% respondents tries to know what advertisement meant while majority of them (50%) were only audiences. The fourth group having graduate degree majority of the respondents 50% were found that they were

conscious to the meaning of advertisement. Similarly, in the fifth group, i.e. having qualification post-graduate degree majority of (55%) respondents were found to know about the meaning of advertisement. From this analysis, it can be concluded that the majority of first, fourth and fifth group respondents were found to be particular on the meaning of advertisement and the second, and third groups were found to be dull audiences.

6. In subject to the gender-wise reaction of advertisement most of the males (62%) respondents viewed that they were particular only to the meaning and in case of female population majority (66%) of the respondents were found to be concerned with meaning of advertisement. From the above data, it can be concluded that female respondents seems to be more concerned with the meaning of advertisement, whereas majority of male population is found to be interested to the advertisement.
7. In relation to the television watching habits, majority of the respondents (80%) were found to have the habit of watching television. From the comparison between male and female respondents, the percentage of women respondents were found to be higher than the males.
8. In relation to the effect of advertisement on consumers' purchasing decision majority (50%) respondents opined that they became customer of the product because of their need, not due to the effects of advertisement, whereas (35%) customers were found to support both of the reasons. Thus, from this result, it found that



majority of the respondents used the particular product to fulfill their needs.

9. In context to the consumers preferences to the advertised product or non-advertised product, majority of the respondents (78%) responded that they preferred the frequently advertised product.. from this analysis, it is found most of the consumers gave priority or preferences to the frequently advertised product than to non-advertised product.
10. In relation to the consumers' preference to the means of advertisement, majority of respondents 72% responded that they preferred the television and the rest of the respondents preferred newspaper, magazine, radio and pamphlets and posters. From the above analysis, it is found that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured..
11. In subject to the impact of repeated advertisement to attract the consumers' attention, most of the respondents 62% were found to be attracted by the advertisements broadcasted repeatedly on the television. It shows that most of the repeated advertisements were proved to be fruitful to lure the consumers.
12. In the subject to the qualities of television advertisement, 33% responded advertisement to be quite good, 29% responded few are good and few are boring, 20% opined them to be attractive, 12% placed as excellent and remaining 6% replied as boring.

13. In relation to the consumers' response to the adequacy of the advertisement, majority of respondents(78% ) wanted some more information to be added in the information to be added in the advertisements, which indicates that the information included in television advertisement are not sufficient to influence the consumer and they are willing to add additional information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.
14. In subject to the preference of consumers to the product having same price and quality most of the respondents (83%) gave preference to the advertised product as compared to non-advertised product though they are similar in nature. it proves that advertised products have good reaction from the consumers.
15. With respect to the impact of advertisement on different customers, out of the total respondents, most of the respondents 89% responded that advertisement could leave good impact upon them about the product. It proves that advertisement has played an important role to leave positive impact on the majority of people.
16. With respect to the role of advertisement to attract the consumers, majority of the respondents (81%) opined that advertisement helped the customers to recall the brand's name to a greater extent but the purchasing decision is not fully dependent upon the advertisement .
17. In the subject to whether some advertisement deceive the customer ,majority of respondents (87%) opined that some advertisement

deceived the customer. If consumer do not get what the advertisement claims, they will never buy such product again, thus to gain the trust of consumers, advertisement must be given with true information.

18. In the subject to whether advertisement generates curiosity about the product or not , 76% responded that advertisement generates curiosity about the product. It means advertisement helps to introduce the product to customer.
19. In the subject to whether advertisement helps to recall brand of product , 71% responded that advertisement helps to recall brand of product. That means advertisement makes consumer to recall the brand while buying any product.
20. With context to the effectiveness of advertisement of cosmetic product, all respondents (100%) were familiar with the advertisement of cosmetic product which indicated that the advertisement is very much effective to introduce the product to the customer.
21. In context to the consumers use different types of shampoo. Out of the total 100 respondents, majority of the respondents, i.e. 43% responded that they used the Clinic Plus Shampoo whereas rest of the respondents opined that they used Dabur Vatika, Sunsilk, Dove and Head and Shoulders by 15%, 17%, 5% and 20% respectively. From this result, it is found that Clinic Plus Shampoo is mostly preferred by the customers because of its quality and price.

22. In relation to the factors which influence customers to buy the product, majority of the respondents (60%) responded that they were influenced by the quality of Clinic Plus make the purchase decision of the product.
23. Concerning to the consumers' motive behind purchasing Clinic Plus Shampoo, most of the respondents (50%) opined that the major purpose of using this Shampoo is for personal use rather than other purposes.
24. In subject to the influencing aspect of the advertisement Clinic Plus Shampoo, the whole advertisement of Clinic Plus was influential to the majority of the respondents and it is 37% of the whole respondents.
25. With respect to the message released from the advertisement of Clinic Plus Shampoo, majority of the consumers, i.e. 44% get the message that it makes hair silky and shining .
26. The night time (after 8:00 P.M.) is most preferable for advertisement. It is the rest time of Nepalese. This time has high rate of charge than other time in NTV.
27. The news program is preferable than others for showing advertise in NTV. Hence news program has 40% of total earning. So news program is effective to telecast the advertise.

## **CHAPTER-FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1 Summary**

Advertising is the impersonal method of communicating messages to prospective buyers. It involves transmitting standard messages to a large number of potential receivers. Advertising is the key brand building tool in modern marketing. It is also the art of persuasion of human minds through a range of communication media. Advertising aims to create positive impressions about a brand, an organization, or an idea. This is a professional definition, which emphasizes that advertising should be planned and created to achieve the best result with the least costs. The main objective of advertising is to sell the product. But unlike the salesman who sells in a face-to-face, or even voice-to-voice situation, advertising sells in a broadcast fashion to numbers of prospects whose identity may or may not be known, and who may be close at hand or at a distance. The message is reached to the large number of prospective buyers at a time. Advertising has this remarkable flexibility and range of operation. This versatility and flexibility of the advertisement have to be used intelligently. This is lacking in Nepal. In this regard the present study will be helpful. Before there is any expenditure on advertising, at first there must be an assessment of the likely return, and one method or medium should be judged against another on a cost-benefit analysis. This thesis surveys the impact of television advertising on consumer behaviour. This study will be very important for the advertiser. It will help them to improve their advertising policy.

In Nepal, advertising is growing at about 15% per annum. Advertising is widely used by business, government, and social organization. Banks extensively use it to issue notices for repayment of overdue loans. The use of advertisement by private airlines is increasing every year. However, the impact of advertisement to the various consumers is unknown. Thus, the study is to analyze the impact of television advertisement on consumers' behaviour. The main objective of the study is to analyze the impact of television advertisement on consumer behaviour with reference in Chitwan (Clinic Plus Shampoo) but the specific objectives are as follows:

- ) To examine the consumers preferences on television advertisement.
- ) To identify the consumers reactions to the television advertisement.
- ) To analyze the effectiveness of the advertisements of cosmetic products.
- ) To examine the factors that influence to buy the cosmetic product.
- ) To examine the factors that affect consumer buying decision process.

Advertisement is one of the most important components to influence consumers for making them familiar about the product. This study regarding the impact of television advertisement in consumers' behaviour is perhaps first in Nepal. To achieve the objectives of this study, required data are collected from primary sources through questionnaire. In total 100 questionnaires covering the different age groups, different gender, and educational background are collected and by using various statistical and mathematical tools analysis is done to achieve the objectives of the study.

## **5.2 Conclusion**

According to the findings of the analysis section, it can be concluded that the majority of the people have television watching habits and out of them women are more curious in television than men which indicates that television advertisement is more popular means of advertisement than all other types of advertisement, but most of them just watch the television rather than to know any new information. In addition to this, majority of the people of different age groups as well as different educational class and gender preferred to the musical programs in comparison with other types of television programs. It indicates that musical programs are more popular among the people than other programs. Similarly, majority of the people prefers the product which is frequently advertised rather than non-advertised product, though the products are of same nature but most of them purchase the product due to their necessity rather than the influence of advertisement. Similarly, the advertisement of cosmetic product like Clinic Plus Shampoo is very much effective to make the customers familiar about the product but majority of them are influenced by the quality of this product not from the advertisement, though they are known about the product from advertisement. To conclude, it is proved that the television advertisement is really the best way or media which plays crucial role to enhance the market of the goods manufactured.

## **5.3 Recommendation**

On the basis of the findings of the study, following suggestions or recommendations are forwarded.

1. The study shows that majority of respondents of different age groups and various educational backgrounds prefer musical programs rather than other programs. So, the producer as well as advertiser should either make their advertisement in musical form or they should broadcast the advertisement in musical program.
2. The study shows that majority of the respondents have television watching habits and it is more popular with women consumers. So, the advertiser and producer should give preference to the television advertisement by focusing more on female consumer.
3. The analysis shows that the information included in advertisement are not sufficient and majority of the respondents are willing to get the additional information from the advertisement regarding the various aspects of the product. Thus, advertiser manufactures and producer should include sufficient information so that consumer can be satisfied regarding the product.
4. The study indicates that most of the consumers prefer advertised product rather than non-advertised product and it also indicates that advertisement attracts the attention of the consumer. Hence, all manufactures should advertise their product to expand the market share.
5. The study indicates that the advertisement of any product leaves the good impact on consumer behaviour regarding the product but to some extent their purchasing decision depends upon the need of the consumers. While, advertising the product all manufactures and advertisers should try to create the necessity of the product through



effective presentation of product and product's benefit to the prospective customers.

6. The advertisement of cosmetic product is very much effective to leave a positive impact upon consumers regarding the product, as majority of the respondents prefer the quality of the product rather than other variables. So, Clinic Plus Shampoo should improve its quality and advertise its product effectively which helps to increase its market share rapidly.
7. To increase the market share in comparison to other brands Clinic Plus Shampoo should focus on its quality and should minimize its price, keeping, minimum profit, so that more new customers who are using other brands get attracted towards it. Therefore, Clinic Plus Shampoo goes for extensive advertising in both rural and urban areas.
8. Clinic Plus Shampoo should try to reach out to the customers of rural areas by proper advertisement, so low price and high quality is the only way out to reach the products to every nook and cranny of Nepal. Higher quality and lower price increases the number of customer. So, price and quality are the important factors to increase its customers.

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**Appendix - I**  
**Survey Questionnaire**

Dear respondents,

I would like to introduce myself as a student of MBS final year of Birendra Multiple Campus. As per the partial fulfillment of the course of Master Degree of Tribhuvan University, it is compulsory to submit thesis. So, I am preparing the thesis entitled, **Television Advertising and Its Impact on Consumer Behaviour In Chitwan (With Reference to Clinic Plus Shampoo)**. I would like to get your valuable opinion by filling up the following questionnaires to make it meaningful.

I assure you that this is only an academic research and your comment and suggestion will be kept confidential.

Sincerely Yours,  
Pramod Raj Bhatta

Respondent's Name:.....

Address:..... Telephone No.:.....

Occupation: .....

1. Age category ?
 

/ Below 15	/ 16-25	/26-35 /
36-45	/ Above 45	
  
2. Sex ?
 

/ Male	/ Female
--------	----------
  
3. Education ?
 

/ Uneducated	/ Below S.L.C.	/ S.L.C.
/ Graduate	/ Post-graduate	
  
4. Do you generally watch the 'Television Advertising' ?
 

/ Yes	/ No
-------	------

5. What kind of advertisement do you prefer on Television generally ?  
 / Musical / Good wording  
 / Simple / All of them
6. What is your reaction when advertisement comes on the Television ?  
 / Change the channel  
 / Try to know what it wants to say  
 / Curious about advertising  
 / Just watch the advertising
7. Why do you buy a product because .....  
 / Advertisement Induces me to buy  
 / Need it / Both of them
8. What product do you prefer to buy ?  
 / Frequently advertised / Not advertised
9. Which media of advertisement do you prefer ? Please rank according to your preference (1 for the most preferred, 2 for the second and so on).  
 / Newspapers / Magazines / Radio  
 / Television / Posters and Pamphlets
10. Does repetition of an advertisement attract your attention ?  
 / Yes / No
11. How would you categorize most of the 'Television Advertisements' as ?  
 / Excellent / Attractive / Quite good  
 / Boring / Few are good and few are boring
12. Has an advertisement ever deceived you ?  
 / Yes / No
13. Have you ever watched cosmetic advertisement ?  
 / Yes / No

14. If yes, have you watched any advertisement of Clinic Plus Shampoo ?  
 / Yes / No
15. What factors influence you to buy that product ?  
 / Quality / Price  
 / Scheme / Advertisement
16. Which shampoo do you use mostly ?  
 / Dabur Vatika / Sunsilk / Clinic Plus  
 / Dove / Head and Shoulders
17. What is your main purpose of purchasing Clinic Plus Shampoo ?  
 / For Personal use / For gift purpose  
 / For pride / For removing dandruff
18. Which aspect influenced you much after watching the advertisement of Clinic Plus Shampoo ?  
 / Music / Model  
 / Visual / The whole advertisement
19. What message did you get from the advertisement of Clinic Plus Shampoo ?  
 / It helps to remove dandruff  
 / It strengthens the hair from the root  
 / It makes hair silky and shining  
 / All of the above
20. If there are same kinds of products in the market in terms of quality and the price, which one would you buy ?  
 / Advertised / Not advertised
21. If an advertisement interests you what do you do ?  
 / I look for more information  
 / What I received is enough

22. Have you bought any product after getting information from an advertisement ?  
 / Yes                      / No                      / I can't say
23. Does advertisement generate curiosity about the product ?  
 / Yes    / No
24. Does advertisement help to recall brands or product name while buying ?  
 / Yes                                      / No                                      / I can't say
25. Do you think that the price of advertised goods will be higher than the price of non-advertised goods ?  
 / Yes                                      / No                                      / I don't know
26. Does advertisement effect consumer's purchasing decision?  
 / Induced to buy                                      / Needed  
 / Both of them
27. Does advertisement impact on consumer?  
 / Positive impact                                      / No impact
28. Does role of advertisement help to make purchase decision ?  
 / Can't say                                      / Purchase  
 / Don't purchase
29. How do you evaluate the present scenario of NTV advertising in Nepal ?  
 .....  
 .....  
 .....  
 .....

**Thank You !**