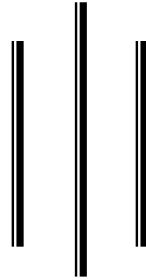


**TELEVISION ADVERTISING AND ITS IMPACT
ON CONSUMER BEHAVIOUR OF
COSMETIC PRODUCT
(WITH REFERENCE TO DABUR VATIKA SHAMPOO)**



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Office of the Dean
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**In the partial fulfillment of the requirements for the degree of
Master's in Business Studies (MBS)**

Narayangarh, Chitwan
August, 2010

RECOMMENDATION

This is to certify that the thesis

Submitted by

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**Television Advertising and its Impact on Consumer
Behaviour of Cosmetic Product**

(With Reference to Dabur Vatika Shampoo)

has been prepared as approved by this department in the prescribed
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I hereby proclaim that the thesis work entitled **Television Advertising and its Impact on Consumer Behaviour of Cosmetic Product (With Reference to Dabur Vatika Shampoo)** submitted to Balkumari College, Faculty of Management, Tribhuvan University is my original work for the partial fulfillment of the requirement for the Master's Degree of Business Studies (MBS) under the supervision of Mr. Bharat Khanal Lecturer of Balkumari College, Narayangarh, Chitwan.

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.....
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LIST OF ABBREVIATIONS

%	:	Percentage
&	:	And
A.M.	:	Ante Meridiem
AAAN	:	Association of Advertising Agencies in Nepal
ADs	:	Advertisements
AM	:	Amplitude Modulation
AMA	:	American Marketing Association
B.S.	:	Bikram Sambat
B/W	:	Black and White
CBS	:	Central Bureau of Statistics
Ed.	:	Edition
Eg.	:	Example
Etc.	:	Etcetera
F.M.	:	Frequency Modulation
i.e.	:	That is
Ltd.	:	Limited
MBS	:	Master's Degree in Business Studies
MHz	:	Mega-hertz
No.	:	Number
NTV	:	Nepal Television
P.	:	Page
P.M.	:	Post Meridiem
Pvt.	:	Private
Rs.	:	Rupees
S.L.C.	:	School Leaving Certificate
SAARC	:	South Asian Association for Regional Co-operation
TU	:	Tribhuvan University
TV	:	Television
US	:	United States
USA	:	United States of America
VAT	:	Value Added Tax

CHAPTER-ONE

INTRODUCTION

1.1 Background of the Study

A product, service and idea can be presented and promoted in different ways. Advertising is one of these ways. Advertising influences consumer attitudes and purchase behaviour in various ways. It has multiple objectives and roles in persuading the consumers. The techniques of advertising may be directed more by objectives of advertising depending on the situation. In regard to this notion what Philip Kotler says is worth mentioning here. According to him "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 behaviour that directly influenced in consumers preferences.

Advertising is a major form of promotion in international as well as domestic marketing. People generally buy a product only after knowing about it. That is why, advertising plays a vital role in marketing especially in purchasing and providing information to a large number of consumers in different places. Advertising as a tool of the mass selling is an indispensable medium. It may convey the message to millions of people

at the same time, while it is not so in case of personal selling, stored displays etc.

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.

There are various promotional tools available for influencing buyers. The tools are namely advertising, sales promotion, direct marketing, sales force and public relations. Advertising is one of the most common tools, companies' use of direct persuasive communication to target buyer and public.

The word advertising is derived from the two latin word 'ad' and 'verto' ad means toward and verto means turn, thus the meaning of advertising is turn people's attention toward a special things. In other word, advertising is to draw attention of people to certain goods or services.

According to American Marketing Association, "Advertising is any paid form of non personal presentation and promotion of ideas, goods, and services by an identified sponsor".

Same way, Bovee and William defined "Advertising is printed, written, spoken or pictured representation of a person, product, services or movement openly sponsored by the advertiser and at his expose for the purpose of influencing sales, uses, votes or endorsement"(Thapa,N, 2058)

Advertising can be understood as a form of communication, which aims to carry the desire change in behaviour of the target audience, particularly the potential buyers. Generally, theoretical models seek to identify step-wise behavioural progression of non-buyers towards buying action.

In developing an advertising program, marketing manager must always start by identifying the target market and buyer motive. Then they can

make the five major decisions in developing an advertising program known as ' the five Ms"

Mission: what is the advertising objective?

Money: how much can be spent?

Message: what message should be spread?

Media: what media should be used?

Measurement: how should the result is evaluated.

It is true that sometimes the effect of advertising cannot 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 favorability of attitudes it. Based upon this assumption 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.

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 61% the country's population and 68% of the land area.

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-hour-transmission. Today NTV has an average of 27 minutes of advertisement per hour of transmission (NTV Official Record, 2059) 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, and 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.

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 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 most effective. And the success of advertising is judged from the favourable reaction of the consumer.

Today, the word 'advertising' is a very common term known to us. It figures in each of our lives every day. We see it on TV, on the match box, in the newspapers, on the trash containers, in the magazines, on our mail, on the vehicle; on bill boards etc. we hear it on the radio, in the stores we visit and so on. It is a part of our daily life and everyone is conscious of it. Yet, we have failed to trace an exact meaning of the term 'advertising'. This has two specific meanings:

1. It is micro concept representing the entire advertising industry and is an institution.
2. It is micro managerial function of any organization to send the information to other members of the society (Sontakki, 1999).

At present in Nepal, advertisement is no longer information oriented; this may be because of low purchasing power of people and slow rate of industrial development in Nepal. There is no organization for setting disputes between media, clients and agencies that is why, there are no strict rules and regulations regarding the payment of advertisement. Even there is no institution, which studies in the advertisement field. The country lacks properly trained manpower, literate people, adequate

transport, communication and facility of power. The professional unity among advertisement agencies is also missing. There is no system of recording excellent and creative works. As a whole we can say that advertisement in Nepal is in its primary stage.

After the popular moment of 1990, the government has shown commitment towards strengthening the private sector as means for developing national economy. After the enactment of constitution of Nepal 1991, the press has been developed well. Government has been adopting the policies of trade liberalization, deregulation and institutional reform of the economy and encouraging private sector development and foreign investment. The reform in industrial policy was implemented in the industrial enterprises act of 1987, which liberalized the requirements for establishing industries, introduced regulations governing existing enterprises and cataloged various fiscal incentive and facilities for eligible industries. In line with these policies, the government also realized the importance of advertisement and allowed the advertisement expenses to be deducted from the taxable amount. But recently, the government had decided to implement VAT on advertisement. Though the policy of VAT is not so bad, our advertising industry is still in its infancy. So the introduction of VAT can be seen a premature. Not only this, our entrepreneurs also do not have sufficient amount of money to spend on advertising to compete with foreign enterprises. So in this situation, the government should make policies to encourage entrepreneurs to advertise their products as much as they can (Nepali Times, 2006).

1.2 Significance of Study

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

Talking in this context, the present day world is full of advertisements. Advertisements no longer provide 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 has become more important to provide suggestion in various aspects of daily life. Advertisement helps 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.

This study can 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 behaviour and their thought regarding the television. This study will also be helpful to all 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.

1.3 Statement of Problem

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 favor 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 announce 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. The more effective the advertisement, the more selling takes place. 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 play 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 consumer behaviour 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. Besides 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. This study proceeds on the following statements:

1. What kinds of preferences are there on television advertising of cosmetic product by consumers?
2. How does the consumer perceive about the advertisement of cosmetic product on NTV?
3. How does consumer react about the television advertisement?
4. What factors influence the customer to purchase the cosmetics product like Dabur Batika Shampoo?

1.4 Objectives of the Study

Essentially, the foremost objective of the study is to analyze the general impact of television advertising on consumer behaviour. This is the prime and specific objective of the study. Besides, there are also some general objectives, secondary in importance to the research study, the fulfillment

of which leads to accomplishment of specific objective. So, the objectives, primary and secondary, of the study are as hereunder.

- To examine the consumers preferences on television advertisement of cosmetic product.
- To identify the present situation of advertising for cosmetic product on NTV.
- To identify the consumers reactions to the television advertisement.
- To analyses the impact of TV advertising on behavior of consumer of cosmetic products.
- To examine the factors that influence to buy the cosmetic product.

1.5 Limitations of the Study

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 my 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 a survey of respondents and interview of people within the urban areas of Chitwan.
- Random sampling techniques were used to select the respondents for the purpose of interview.
- Because of the lack of the research in the topic, only the primary data were used in our study.
- Time and cost are also another limitation on this study.

1.6 Organization of the Study

The study is divided into five chapters, excluding bibliography and appendix.

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 study, significance of study and organization of the study.

Chapter II: Review of Literature: 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 statistical and financial 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 previous chapters.

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 that are written earlier, 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 literature review is thus to find out what research studies have been conducted in one's chosen field of the study, and what remains 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 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:

2.2 Global Advertising

Advertising has gone through five major stages of development: domestic, export, international, multi-national, and global. For global advertisers, there are four, potentially competing, business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process, maximizing local effectiveness of ads, and

increasing the company's speed of implementation. Born from the evolutionary stages of global marketing are the three primary and fundamentally different approaches to the development of global advertising executions: exporting executions, producing local executions, and importing ideas that travel.

Advertising research is the key to determining the success of advertising in any country or region. The ability to identify which elements and/or moments of an ad that contributes to its success is how economies of scale are maximized. Once one knows what works in an ad, that idea or ideas can be imported by any other market. Market research measures, such as Flow of Attention, Flow of Emotion and branding moments provide insight into what is working in an ad in any country or region because the measures are based on the visual, not verbal, elements of the advertising.

2.3 Relation with Advertising and Consumers

Advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertisers goals is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communications this involves the study of consumers behavior: the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Arens, 1996). It is noted that the principal aim of consumer behavior analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behavior, especially the economic, social and

psychological aspects which can indicate the most favored marketing mix that management should select. Consumer behavior analysis helps to determine the direction that consumer behavior is likely to make and to give preferred trends in product development, attributes of the alternative communication method etc. consumer behaviors analysis views the consumer as another variable in the marketing sequence, a variable that cannot be controlled and that will interpret the product or service not only in terms of the physical characteristics, but in the context of this image according to the social and psychological makeup of that individual consumer (or group of consumers).

Economic theory has sought to establish relationships between selling prices, sales achieved and consumers' income; similarly, advertising expenditure is frequently compared with sales. On other occasion's financial accounting principles maybe applied to analyze profit and losses. Management ratios, net profit before tax, liquidity and solvency ratios can all be investigated. Under the situations the importance of the consumer's motivations, perceptions, attitudes and beliefs are largely ignored. The consumer is assumed to be "rational" that is, to react in the direction that would be suggested by economic theory and financial principles. However, it is often apparent that consumer behaviors do not fall neatly into these expected patterns. It is for these reasons that consumer behavior analysis is conducted as yet another tool to assess the complexities of marketing operations.

The proliferation of assorted brands of cosmetics in the country has led to the cut-throat competition for increased market share being witnessed currently among the operations in the industry. Today, in Nepal, there exist more than fifty brands of cosmetics both local and foreign, market leadership. Existing and popular brands, therefore, face intense

competition with the “affordable” localized” targeted at the low-income groups. It is, therefore, imperative for the more established brands to employ brilliant advertising and branding strategies to influence consumers’ behaviors in order to continue to enjoy and maintain market leadership.

2.4 Gender Images in Advertising

Images of models in advertisements operate as symbols in a visual grammar and can influence viewers’ behavior (Bandura, 1977). Those images and pictures in advertisements help people form opinions and identities. Both males and females model behavior, dress, and attitudes of their favorite characters in advertisements. “A fairly uniform set of social messages” presented by some media result in viewers developing a particular schema about gender (Strasburger, 1995). A study of more than 200 television programs found that the teenage girls are standardized: they are portrayed to be passive; obsessed with shopping, grooming, and dating; and having little or no interest in academics or careers (Steenland, 1988; Strasburger, 1995).

In advertisements, advertisers intend to convey messages to their audiences through presenting the physical characteristics of models; these displays presented by models in advertisements are intentionally choreographed to be unambiguous about matters communicated through advertisements (Goffman, 1978). The physical attributes of people appearing in advertisements are used by advertisers to communicate messages to their audiences. When a man is portrayed alone in an advertisement, the man becomes a representative of maleness. Images can be created by body language, physical characteristics, dress, and the orientation of the photographer’s camera to fulfill the communication objectives of the advertiser (Kolber & Albanese, 1996).

2.5 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.

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 desire to barter with another (Brewster, 1954). 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 the 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).

Advertising has a more important position in the United States than anywhere else. England is the second and non-English speaking nations are poor in the field of advertising. The knowledge of advertisement psychology and art of printing were not developed. Hence 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. 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 16th 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 16th century, newspapers changed into the form of news books and by the middle of the 17th century there were special advertising periodicals. By 1675, newspapers were well established in England undertaking advertising on a regular basis (Sontakki, 1999).

The age-old principle of 'Caveat Emptor' ruled the transactions and the advertising that was stored to be 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 19th 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 and 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 advice 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 housed, 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 powerful means of advertising since 1950 and has grown in importance with its colour effect and is going to rule for few new decades to come. If these are major indoors-colourful media, the outdoor advertising has its own developments such as traveling displays, and sandwich man (Sontakki, 1999).

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 of employing millions, making the entire world of business to dance to its tunes. It has become a boon to the world of business. That is why; it has fortified its stay in future.

2.6 Development of Advertising in Nepal

It is not declared that from when the advertisement trend got started in Nepal. However, it is said that to convey king's addresses to the country from the very beginning, a media was used. It is assumed that after sometime this trend became the media of advertising. Above mentioned trend was the advertisement for the non-business advertisement began with the dealer business.

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 rumors. 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.

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 24th 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.

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 20th Chaitra 2007 (2nd april 1952). A broacasting 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 broadcast from the beginning during the afternoon transmission and the advertisements were handled through commercial department.

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 history of Television Broadcasting in Nepal starts from Paush 2042 B.S. in the name Nepal Television and starts to telecast its program in 2042 B.S. while the commercial telecasting started only in 2044 B.S.

The history of F.M. (Frequency Modulation) program broadcasting in Nepal starts from Kartik 2052 B.S. (16th November, 1995). In the name of Sagarmatha Radio 102.4 MHz. After establishing this media, it starts to broadcast news, music and advertisement program daily. In the present time in Nepal, now in Nepal the number of F.M. are more than two hundred and they also broadcast various types of program. Advertisement is most important and professional source for them.

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

2.7 Meaning of Advertising

Advertising is a form of mass communication which is designed to promote the sale of a product or service or a message on behalf of an identified sponsor. Most advertising is designed to promote the sale of particular product or service.

However, some advertisements are designed to promote an idea or influence behaviour such as encouraging people to not 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 and 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.

We can say that the basic purpose of advertising is to draw an 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.

2.8 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 carrier's message. Advertising is used to help sell the product and services.

2.9 Definitions of Advertising

It is a part of promotion as mentioned before. The word advertising is being pronounced everywhere. The word "Advertising" itself is being advertised. Here are some of the definitions of advertising given below:

"Advertising includes those activities by which messages are addressed to the public for the purpose of information and influencing them either to buy merchandise or service or to act or be inclined favorably towards ideas institutions or persons featured" (Stanton, 1991).

"Advertising consists of all activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product, service or ideas. This message is called advertisement and is disseminated through one or more media and is paid for by the identified sponsor" (Aaker, 1996).

Thus, advertising is defined as a form of mass communication where as such messages are distributed by marketers through different sources. It is referred as non-personal presentation because non-personal media are used to convey the message. Basically, there are two types of media for message communication. They are publication and electronic transmitters like radio, television etc.

"Clearly advertising includes the following forms of message. The message carried in newspaper and magazines or outdoor boards or street cars, buses and trams, cards and posters, 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 effects; store signs;

houses organs when directed to dealers and consumers: nation pictures used for advertising and novelties, bearing advertising message or signature of the advertiser" (Jefkins, 1994).

All above mentioned definitions except last one tell that advertising is a mass communication media, which helps to sell goods.

2.10 Types of Advertising

Advertising can be divided into two broad categories (a) consumer advertising and (b) trade advertising. Consumer advertising is the type of advertising which directed at the public where as trade advertising is directed at wholesalers or distributors who resell to the public.

Consumer advertising can be further divided into national advertising and local advertising. National advertising is directed at consumers throughout the entire country. This type of advertising usually aim to create awareness among the public of a product or service, or it tries to build loyalty to a product or service. Local advertising aims to inform public in a particular area where they can purchase a product or service. Advertising to the public also take the form of institutional advertising, image advertising, cooperative advertising or informational advertising.

Rather than trying to sell a specific product, institutional advertising seeks to create a favorable impression of a business or institution. It is designed solely to build prestige and public respect. For non-profit institutions, such advertising helps support the institution's activities i.e., by encouraging blood donations or cash contributions for the work of an organization like the Red Cross. However, profit earning business.

2.11 Advertising and Other Promotional Tools

Advertising is one of the elements of promotion. "Promotion is the company's attempt to stimulate sales by directing persuasive communication to the buyers" (Kotler, 1976). Advertising is the component of marketing and one of its principle promotional arms. The characteristic of all marketing activities is that they are undertaken to increase the sale. There are many tools of marketing which help to increase the sales of goods or services. All these tools are called promotional tools. These tools are distinguished from one another by the methods they used to attain the goal. The main difference between advertising and other promotional tools is that advertising is controllable to a large extent and reaches a diverse group of audience of the same time.

a. Advertising and Sales Promotion

Advertising is usually addressed to a large group of people but the distinction can be made. Sales promotion is the temporary offer of a material reward to customers or sales prospects, whereas advertising is the communication of information. From this definition, it is apparent that advertising may be the medium through which a sales promotion can be made. The distinction is also bringing out an important fact about advertising. An advertisement by definition transmits a persuasive message, transmits a persuasive message, but the persuasive element is not necessarily the advertisement itself. Sales promotion is the subject of an advertisement. The promotion is the persuasive element and advertisement is an information channel.

For most forms of promotion distinction can be used with little difference. Free goods offer (One bottle of coke with one case purchase), display allowance (price reduction in return for store display) and

count/recount offers (price reduction posed on retail movement during a specified time periods) all are temporary and they all offer a shopkeeper a material reward likewise consumer promotion involving samples, discount coupons, premiums, contests and sweep stakes all offer at least temporarily the prospect of reward.

b. Advertising and Salesmanship

The basis distinction between advertising and salesmanship can be stated as follows. When a persuasive communication is directed towards a single individual it is an act of salesmanship. When it is directed towards a large group of individual it is called advertising. Advertising are presented to a group of people whom the advertiser does not know as individuals, whereas a salesman spends much of his time deciding which people, he should see for individual approach.

c. Advertising and Publicity

Publicity is an effort to make available certain information to the public. It is the sum total of those activities that are directed to the flows of information to the knowledge of public. Perhaps, the association of teachers of marketing and advertising of America once gives the best definition. According to its terminology, "Publicity is any form of non-personal presentation of goods, services or ideas to a group, such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for." In this sense, advertising is only a type of publicity. That is, the term 'Publicity' is more comprehensive than the word advertising itself. Therefore, it can be said that all advertising is publicity but all publicity is not advertising.

Both the words are similar in three respects. Firstly they deal with the conveying information regarding the goods or services or ideas.

Secondly, both are attempts to present the information impersonally. Thirdly, both being the components of mass communication, they use mass communication media on several grounds.

2.12 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 some fine educates public. For example health information announced by Pepsodent and many condom companies.

2.13 Advertising and 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.

i) Need Recognition and Advertising

When consumers feel the need of certain want 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 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.

ii) 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 behaviour has important implication in advertising. Advertisers need to understand product specific search behaviour 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.

iii) 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.

iv) Purchase Decision and Advertising

The evaluation process leads a consumer to make choice among 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.

v) Post Purchase behaviour and advertising

Understanding the post purchase behaviour and using advertising is essential for long run business. Therefore, understanding post purchase behaviour 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.

2.14 Specific Reasons for Advertising

The primary reason for advertising by any organization is to promote the sale of product or service. However, there are many special and specific reasons for advertising. Following are some specific reasons for advertising:

- To announce a new product or service.
- To expand the market to new buyers.
- To announce the location of stockiest.
- To announce a modification.
- To announce a price change.
- To announce a new pack.
- To make a special offer.
- To invite inquires.
- To sell direct.

- To test a medium.
- To obtain stockiest.
- To educate consumers.
- To maintain 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.
- To announce trading results.

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.

Manufactures also used advertising to expand the market to new buyers. Since, a product already has some market; the advertising is likely to have greater impact. People are Frank Jarkins, advertising already 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 sale 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 advertisement assuring the consumers about the quality product.

For various reasons such as competition, slack season, the business houses may plan to give special offers need to be advertised. For example, Buddha Air announcing mileage card system offers to their regular clients traveling some sectors.

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.

2.15 Advertising Effectiveness

The effectiveness of advertising can be understood by the changing attitudes and behaviour of the customers. Advertising has become the powerful device for increasing sales and at the same time, large sum of money are spent on it. In the face to mounting advertising costs, on the one hand, and a squeeze on profitability, on the other, top managements are increasingly concerned about the cost benefit of advertising in the operation of a business.

"This concern is understandable, for advertising is one of the few, if not only, item of expenditure in a company's balance sheet that can't be measured in terms of its specific contribution towards its sales and profitability. An advertising manager, ideally, should be able to do this; but in most cases, he can't. This apparent lack of accountability of advertising is increasingly becoming untenable today. Advertising, therefore, has to prove it's contribution to the total marketing efforts like any other allocation of corporate resources; or else advertising expenditure will run the risk of being set arbitrarily or even slashed drastically" (Rathor, 1984).

The value of advertising cannot be determined unless its role and function are understood. The unaccountability of advertising, in most cases arises from a lack of appreciation of what advertising can or cannot do.

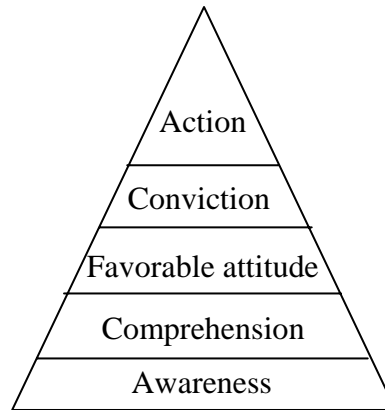
Advertising should be viewed as a part of total marketing effort of a company. The glib answer to the question: Why do companies advertise? Is: To sell products. But in recent times, increasing number of advertising personnel has been frankly saying that advertising cannot actually sell products. Supporting this view, the association of national advertisers, U.S.A., defined advertising as a mass paid communication, the ultimate

purpose of which is to impart information, develop attitude and induce action beneficial to the advertiser (which may lead to sale of a product or service). Advertising is in fact only one in the series of tools on the marketing communication mix- the other tools are personal selling, retailer recommendation, special sales promotion, publicity etc. the job of advertising is to perform certain communication jobs with greater speed, volume and economy (Rathor, 1984). If all promotional tools are coordinated with each other and implemented accordingly, it may sell the product too. The ultimate aim of advertising is often to help raise the level of immediate sales. However, the objective that involves an increase in immediate sales is not operational in nature in many cases for two reasons.

Advertising is only one of the many factors influencing sales and it is difficult to isolate its contribution to those sales. The other forces include price, distribution, packaging, product features, competitive actions, and changing buyer needs and tastes. It is absolutely difficult to isolate the effect of advertising. Evaluating advertising only by its impact on sales is not practical.

Advertising can be understood as the form of communication which aims at bringing about some change in the behaviour of the target audience, particularly the potential buyers or non-buyers towards the product or services advertised. A generally theoretical model seeks to identify a stop-wise behavioural progression of non-buyers towards buying action. This is the progression from awareness to comprehension. From comprehension to favorable attitude, From favorable attitude to conviction and finding actual purchased of the product concerned, which can be presented in the diagram to answer how advertising convert from potential customer to actual one.

The advertising pyramid



It is open to question if this model represents what actually happened in the real life for one thing. Actual purchase occurs as a result of many factors and advertising is only one of them. Sometimes advertising can do its job and bring the customer to the retail outlet, but if the distribution plan of the company is uneven and retail doesn't have stocks of the products, purchase may not result. Simply advertising stimulates the potential buyers to go to the stores to buy actual advertised products. In general, advertising is done in expectation of tangible gains such as favorable attitudes, better image of the firm and increased sales. To get the maximum result from promotion, all promotional tools have got unique characteristics and are complementary.

It is true that sometimes the effect of advertising cannot be measured directly in terms of sales. Therefore, advertising objective could be stated in terms of communication goals, such as awareness of the product or adorability of attitudes towards it.

The advertising is only one part of the marketing mix. It alone cannot sell the product. These are many other factors-product quality, price, packaging, and product. Therefore, it is rather difficult to establish a direct link between an advertisement and its effect on the sales of product.

As the Nepalese management is still in underdeveloped stage, Nepalese manufactures are not in a position to spend much amount in the advertising research to judge the effectiveness of advertising on their products. Manufacturers feel investing in research is waste of money; instead it can be used for other promotional methods. So, no manufacturer here can say definitely that how effective their advertising campaign and promotion are or what are the impact being seen in sales of their product due to advertising.

Advertising testing can be done either before (pre-testing) or after (post-testing) the advertising has run in the media to avoid costly mistakes, to predict the relative strength of alternative advertising strategies and to increase their efficiency (Chunawalla, 1997). Testing costs more money to the advertisers and in our country spending of such huge amount on advertising testing is not practical though the amount on it will save them from making costly mistakes.

Feedback in advertising, advertising research, is very useful, even it means some extra expenditure for the advertiser. It helps to find out how and why advertising fails or succeeds.

2.16 Methods of Advertising

Medium is the instrument or the way through which the advertisements are put before the public. It is the vehicle that carries the messages to the right readers, viewers, listeners or passersby. In advertising agencies there are media planners and media buyers who are highly experienced experts. The media owner exploits the advantages of their media in order to sell air time, space or sites.

One of the functions of advertising is to select medium from among the available alternatives that will maximize the number of people reached

and the frequency with which they are reached. The advertisers must first set the target market they want to reach and they must decide (a) the desired frequency of the message exposure in order to effect the change in behaviour that will affect the sales of their brand (b) the maximum number of the people in the target market that can be reached with the desired frequency. The greater the frequency desired, the smaller the reach obtainable with a given budget.

The media selection is a complicated process because not only is it necessary to choose among major media types, such as television, radio, newspaper, but also specific selections must be made within each general type. For instance, if magazines are chosen, specific magazines and even issues must be selected.

Similarly, in case of radio and television, there is not only the question of what networks or stations, but what programs, what day or days of the week, time etc. to be considered as well.

The classification of different mediums into different groups differs from author to author. The eastern concept and the western concept of classification area are different. For example, author Chhunawalla 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:

i) Print Media

The print media also can be classified into:

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

ii) Electronic Media

The electronic media includes:

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

iii) Direct Advertising Media

The direct advertising media includes:

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

2.16.1 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 mean 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.

The newspaper in particular provides a unique, flexible medium for advertisers to express their creativity. The newspaper is a mass medium that is read by almost everybody and every day. Newspaper is major community serving medium today for both news and advertising.

The newspapers are classified in terms of coverage, frequency and language. Here, coverage means geographical and subject coverage. On the basis of area a newspaper can be national, regional and local. In Nepal, national and daily newspapers are; The Gorkhapatra, The Kantipur, The Rising Nepal, Samachar Patra, The Kathmandu Post, Annapurna Post, The Himalayan Times etc. and weekly newspapers are Dristi, Astha, Deshantar, Budhabar, Bimarsha etc. In Nepal, there are two daily newspapers published by government. They are Gorkhapatra and

The Rising Nepal. Apart from this many other newspapers published in private sector are available in Nepal for advertising.

Newspaper has been one of the largest media used to advertise the product, service or idea. It is estimated that 40% 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 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).

2.16.2 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.

Advertising is carried on in radio either by the use of short commercials, also known as 'spot advertising' or by the use of sponsored programs. In spot advertising, short advertisements of the duration of a few seconds are introduced as a part of the usual broadcasting programs. The advertisements may consist of jingles, dialogues, and opinions of well known personalities or such other advertisements. Sponsored programs going on for fifteen minutes or more may be prepared by advertisers, for combining a popular program with advertising.

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 20th Chaitra, 2007.

2.16.3 Television Advertising

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 a mass audience. Today, no other medium has the unique creative abilities as television has. It has the combination of sight, sound, and movement; the opportunity to demonstrate the product; the potential to use special effects; the empathy of the viewer; and 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).

2.17 Television Broadcasting (NTV)

Nepal Television is perhaps one of the youngest television stations in Asia. It was started as a project in January 1985 under sixth five year economic plan (1980-1985) in which a provision was made to undertake feasibility study of the establishment of television in the country and to begin TV transmission service at selected places if it found feasible from economic and technical stand point. Despite doubts felt by many, it begins its experimental transmission for Kathmandu as well as Chitwan valley in a very modest manner with VHS equipment and in the VHF band. In those days there were only about 400 TV sets, the majority of which were used basically for video purposes. Some of those receivers were also used for receiving Doordarshan signals. The thirst for TV programs was growing. When Nepal Television went on air with its thirty minutes transmission, the number of TV sets increased dramatically. A 100 Watt transmitter was then set up to cover Kathmandu valley during this experiment transmission. Regular transmission of two-hours commence by the end of 1985. In February 1986, it became a fully fledged corporation under the communication act of then Nepal Government-Established as an electronic media to enhance the country's socio-economic development, Nepal television currently covers 68% of the land area (NTV Introduction Card, 2060)

Twenty four years ago, when Nepal Television began its first transmission there was hardly one minute of advertising in a two-hour transmission. Three days Nepal Television has an average of 27 minutes of advertising in per hour transmission (NTV Official Record, 2060).

2.18 NTV Present Status

In the Media history of Nepal, NTV has maintained a steady pace in its network development. Since grown from 1200 viewers in the Chitwan, to approximately 3.5 million viewers across the country spreads most in the southern plains and urban areas. The biggest drawback for NTV to have its signal reach to as many people as possible has been the difficult terrain of the country.

Now, twenty four years later, NTV has two transmitting stations and substations linked by off air reception at different strategic points on top/of hills and mountains in different parts of the country. The central transmitter in Kathmandu is located at the high mountain, Daunne. It is linked to the master control room via macro-wave. The transmitting tower is further 300 feet in height. The signal from this transmitter is then picked by off air antennas of different parts of the country. In this way, NTV's transmission, which was available only in the capital city in the beginning, now reaches 61% of the total population. However, the total number of viewers is far less due to the unavailability of electricity. Only 17% the total population of the country have access to electricity (NTV introduction card, 2060). Considering the difficult terrain of the country, it would be almost impossible for NTV to reach the entire population without the use of satellite. Therefore, NTV had used the satellite technology on 30th Asadh, 2058 (July 4, 2001) to transmit its program nationwide and also abroad. Now NTV covers more than 23 countries of Asia.

2.19 NTV Program

Since, the time of its inception Nepal Television has been offering various programs to its viewers from news, information, and education to entertainment. The objective of Nepal Television, as mentioned earlier, is

to help to uplift the country's culture. In this regard it has planned to transmit its programs at regular intervals. Bulk of the transmission, about 30% is covered by news and current affairs and current affairs related talk programs. There are ten news bulletins a day each with duration of twenty minutes, six of them in Nepali and four in English. There are altogether, eleven news headlines telecasted in Nepal Television each of the day. There is also a weekly news bulletin for those with hearing despair. Equally there are different popular programs relates to the different sectors such as sports, business, entertainment telecasted by Nepal Television with in a equal interval. Another% is covered by other programs produced by either NTV or by local production and to avail itself as a medium of education for the mass.

Table No. 2.1
Rates, Terms and Conditions of NTV Advertising
(Effective from 2061 Shrawan)

Spot Duration (sec)	Ordinary Time Rate (NRs.)	Fixed Time Rate (NRs.)	Prime Time Rate (NRs.)	Super Prime Time Rate (NRs.)
10	2,160.00	3,240.00	4,860.00	6,210.00
15	2,640.00	3,960.00	5,940.00	7,590.00
20	3,120.00	4,680.00	7,020.00	8,970.00
25	3,680.00	5,520.00	8,280.00	10,580.00
30	4,240.00	6,360.00	9,540.00	12,190.00
35	4,800.00	7,200.00	10,800.00	13,800.00
40	5,440.00	8,160.00	12,240.00	15,640.00
45	6,080.00	9,120.00	13,680.00	17,480.00
50	6,800.00	10,200.00	15,300.00	19,550.00
55	7,520.00	11,280.00	16,920.00	21,620.00
60	8,000.00	12,000.00	1,800.00	23,000.00
Live notice up to 20 words	1,900.00	2,600.00	3,800.00	-
Extra per word	86.00	113.00	198.00	-

2.20 Review of Some Previous Related Studies

The advertising research has very short history in Nepal, as the level of Nepalese socio-economic development has still not entered into the modern business era. Nepalese socio-economic life has various infrastructural problems and the economy has not entered the fully competitive travel. As a result, professionalism and highly advanced marketing and advertising practices have not institutionalized so far. Thus, marketing and advertising practices have to be institutionalized to cope with the Pace of modernization of Nepalese economy. In this way, the history of advertising research in Nepal is very short. However, along with the gradual transformation of Nepalese economic life from traditional and national socio-economic environment, Nepalese business environment is also influenced and the entrepreneurs have recognized the need of advertising. As a result, a few advertising research studies have been conducted.

A Study of Mr. Pandey P. R. (1980) entitled "Advertising in Nepal". His study was focused on the objectives of identifying the existing position of advertising practices in Nepal. The other objectives of his study were to find out the existing pattern and blends of advertising and the constraints prevailing in advertising practices in Nepal. His study was confined the descriptive analysis of than situation of advertising business. It was natural to undertake such research on advertising field at that time as the advertising was still on infant stage of development. Thus, his study did not touch the creative aspect of advertising.

The major findings of the study state that the advertising is the main method of promotion practiced in the country. Advertising in the company is handled by persons at the senior level, when there is a

separate advertising department in the company. Regarding to the services rendered by the advertising agencies, none can offer full services properly. A few agencies concentrating on producing interesting advertisement from the advertisers and other specialists service such as block makers, printers, artists etc. Publication media, radio and cinema are the most used media for commercial advertising. But there are few alternatives. The Gorkhapatra is the only medium with any significant circulation. The advertising programs are not well co-ordinate with the other elements of marketing and promotional strategy. The effects of advertising are generally not evaluated.

A Study of Mr. Upadhyaya S. K. (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. In his study he has listed twenty different findings regarding the radio advertising and its impact on consumer purchasing decision. The objectives of his study were to study the availability and comparative cost of different forms of advertising in Nepal to find out the impact of radio advertising on consumer buying behaviours and to study the influence of radio advertising on sales of the advertised product. Thus, his study is strictly confined to the impact of advertising on sales and consumer buying behaviour.

A Study of Mr. Pant Yogesh (1990) entitled "The Study on Brand Loyalty". This study is conducted and focused to find out, whether or not brand loyalty exists in the Nepalese consumer market while purchasing low involvement consumer products. Despite of this the objectives of the study are to analyze and over look what is brand? What are correlates of brand loyalty and how far these correlates are decisive to make consumer

brand loyalty in Nepalese Market. What is the strategy further to be taken for making consumer brand loyal?

For this research work some consumer products are taken such as detergent soap, instant noodles, shaving blade, toothpaste and soft drinks. Through this study, it is found that consumer give high importance to brand names at movement of purchasing. They emphasize in brand. Brand awareness to the Nepalese consumer is found to be high and majority of the Nepalese consumers are found brand loyal. It is found that the factor such as sex, age, marital status, income, family size, store loyalty, specific deal, favorite brand of the other members of the family influence brand loyalty but the degree and direction of relationship varies across product. Major recommendation of the study are branding is necessary for the product benefits, qualities such as action or color, easy to pronounce, recognize and remember as well as distinctive. Brand loyalty is absolutely a great asset of company. For the achievement of the great asset the marketing strategy of the company into product, price, place and promotion should be sound and well defined.

A Study of Mr. Baral Laxmi Prasad (1995) entitled "Communication effect of advertising and brand preferences of instant noodles." His study has been contributed to the evaluation of communicative function of advertising and its impact on brand selection in the case of consumer non-durable goods. The objective of the study was to explore the effect and communication of product brand attributes and its likely impact on consumer brand selection regarding the instant noodles case as the basic product. Thus, his study is specifically death with communicative aspect of advertising.

A Study of Mr. Sharma G. R. (1996) entitled "A Study on the Movie Stars Endorsement in Advertising." His study has been contributed to

producing on the advertisement using the movie stars, thus fall under the category of creative core in advertising. Thus, it is essential to know what sort of impact do the movie stars oriented advertising have on audience regarding the various aspects of advertising on the whole. The objective of the study was measuring advertising effectiveness of the movie stars oriented advertising which is directed towards exploring the different dimensions of the advertisements where the movie stars have been used.

A Study of Mr. Shrestha R. K. (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. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers brand choices for low involvement goods are completely, partially or not impressed through advertisement, if there are exist other promotional tools which have more weight in brand choice decision than advertising.

A Study of Mr. Bhatta Shree Chandra (1998) entitled "Sales Promotion and Its Effect on Sales: A Case Study of beer Market of Nepal." The objective of the study was to find out if the sales promotion does impact on sales of beer, to find out which mode of sales promotion is more acceptable by the Nepalese consumers and which mode is more wisely used by the manufactures as sales promotion tools, to find out the most suitable media to advertise about the sales promotion, to evaluate the effectiveness of sales promotional activities in the sales of beers in Nepal and to predict the sales of coming year if every factors remain same. Thus, this study specially dealt with the most recent and widely used methods of sales promotion and its impact on product. Beer market

of Nepal has been taken as the subject matter for this study and hence this study will be more useful for researcher for her survey as the guideline.

A Study of Mr. Neupane R. K. (2006) entitled "Study of market situation of toothpaste in Chitwan" has been conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers brand choices for low involvement goods are completely, partially or not impressed through advertisement, if there other promotional tool exist, which has more weight in brand choice decision than advertising.

A Study of Ms. Adhikari Anita (2007) entitled "Impact of television advertisement in sales" has been conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers brand choices for low involvement goods are completely, partially or not impressed through advertisement, if there other promotional tool exist which has more weight in brand choice decision than advertising.

In Nepalese product market there are various cosmetic products are available for consumer use. These products are manufactured by various national and international manufacturers and out of them Vatika Shampoo is one of the most favorites cosmetic product, which is produced and introduce into the Nepalese product market by Dabur Nepal Pvt. Ltd. and this is the sister concern of Dabur India Ltd. However,

there are no previous research reports are available in Nepal in the field of marketing studies regarding the Nepalese cosmetic product. Likewise, there is no any research can be found with reference to vatika shampoo though. It 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.

2.21 Research Gap

There is gap between the present research and the previous researches. Previous researches conducted on the topics concerning on “Advertising in Nepal”, “The role of advertising”, “The impact of Radio advertising” and such types of ad related topics only. Most of the studies were based on impact of advertising on sales rather than impact of TV advertising on consumer behaviour of cosmetic product. The findings of the previous researches were mostly based on secondary data. Most of the previous researches did not disclose the present situation of advertising for cosmetic product on NTV and also they didn’t show impact of TV advertising the behaviour of consumer of cosmetic product. Thus to fill up those gap the current research is conducted. This research is a survey type of research. It is based on the primary and secondary data. It examines the situation of advertising for cosmetic Product on NTV and the overall impact of behaviour on consumer of urban area in Chitwan. Probably this might be the first research study carried on this topic regarding urban area of Chitwan.

CHAPTER-THREE

RESEARCH METHODOLOGY

Research methodology shows the whole picture of research to carry out the entire study. In other words, research methodology known as a technique way to go to the depth to get the conclusion regarding the particulars study. In reality, research methodology reflects the entire picture to different methodologies and ways used with regards for the collection, analyzing and interpretation of data. Moreover, research methodology gives regarding how the whole research is done, how and where from the related information are collected 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

Of the 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 exploratory types of research. This research is rather aimed at describing an apparent situation and problem at hand. Such research provides information that decision makers could use to make a rational decision, choose the best possible course of action.

Furthermore, 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 rational 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 has been adopted for the study.

3.2 Population and Sample

Data used in this study are both primary and secondary in nature. AS mentioned above the Chitwan district of Narayani Zone is our geographical limitation for this study so that total urban area of Chitwan is considered as universe or population. Out of that population only 100 respondents are taken as sample for our propose and 100 questionnaires have been filled by people of different age groups, 100 questionnaires with different educated groups and also 100 questionnaires were filled with the same consumers selecting 45 males and 55 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 and other sources 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 using interview method. This questionnaire is prepared to support all the objectives of this research and researcher himself was present to take interview with the people. While, secondary data were gathered from different sources, some of the major sources are NTV library, Central Bureau of Statistics (CBS), Central library, relevance website etc.

3.4 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:

Gender-wise Sample Collection

Description	Sample size
Male	45
Female	55
Total	100

Source: Field Survey, 2010

Similarly, the data collected from covering the various educational backgrounds is presented in table below

Educational-wise Sample Collection

Description	Sample Size
Below S.L.C.	25
S.L.C.	25
Graduate	25
Post-Graduate	25
Total	100

Source: Field Survey, 2010

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

Age-wise Sample Collection

Description	Sample size
15-25	25
25-35	25
35-45	25
45-55	25
Total	100

Source: Field Survey, 2010

3.5 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.

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 urban area of Chitwan and glances upon the behaviour of different consumers. The sample of the study was 100 respondents of the Chitwan belonging to different age group; which comprises of 45 males and 55 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 four groups having different respondents i.e. 15-25, 25-35, 35-45, and 45-55 are 25, 20, 18 and 17 respectively. The detail of responses has been presented below in table 4.1

Table No. 4.1

Age-wise Consumers' Preference on Television Advertisement

Age	Sample size	Musical	%	Good wording	%	Simple	%	All types	%
15-25	25	15	60	8	32	0	0	2	8
25-35	25	12	48	10	40	1	4	2	8
35-45	25	10	40	12	48	2	8	1	4
45-55	25	7	28	14	56	3	12	1	4
Total	100	44		44		6		6	

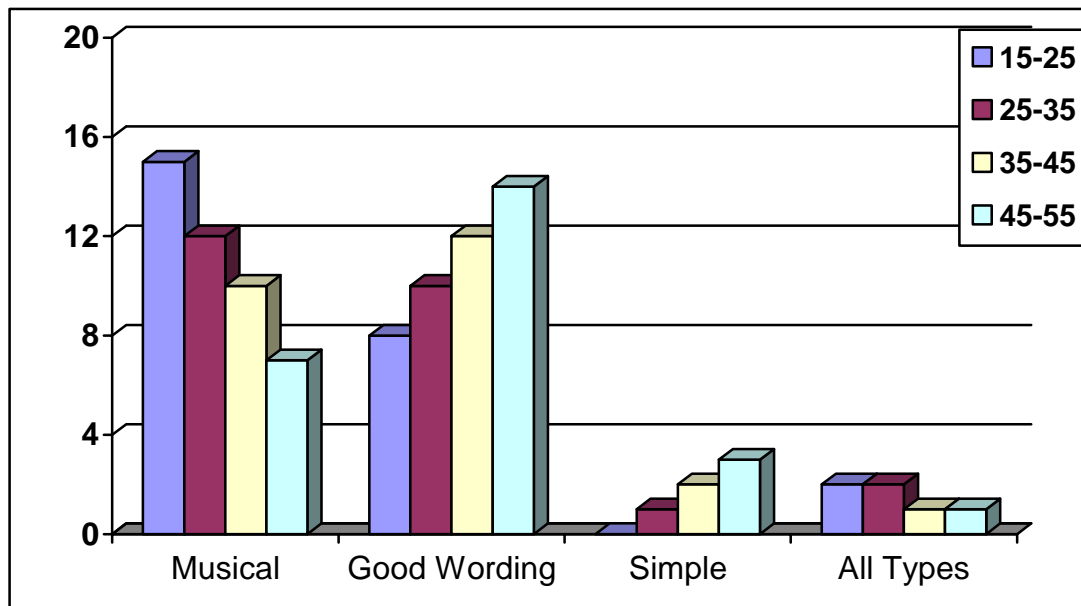
Source: Field Survey, 2010.

It was found that the reaction of respondents who fall in 15-25 age group respondents that 60% liked the musical advertisement, 32% liked the good wording, whereas on one liked simple advertisement from this age of group and 8% liked all the types of advertisement. In the age group 25-35 respondent 48% liked musical advertisement, 40% liked good wording, 4% respondents preferred advertisement, 4% respondents liked simple advertisement and 8% liked all types of advertisement. In the age of 35-45 groups of respondents that 48% liked good wording, 40% respondents liked musical advertisement, 8% liked simple advertisement and 4% liked all types of advertisement. In the age group 56% who liked good wording advertisement, 28% respondents liked musical advertisement, 12% liked simple advertisement and 4% respondents are liked all types of advertisement.

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

Figure No. 4.1

Age-wise Consumers' Preference on Television Advertisement



Source: Table No 4.1

4.2 Educational Wise Consumers' Preference on Television Advertisement

The situation of consumer's preference on the basis of educational level of consumer is presented in table below:

Table No. 4.2

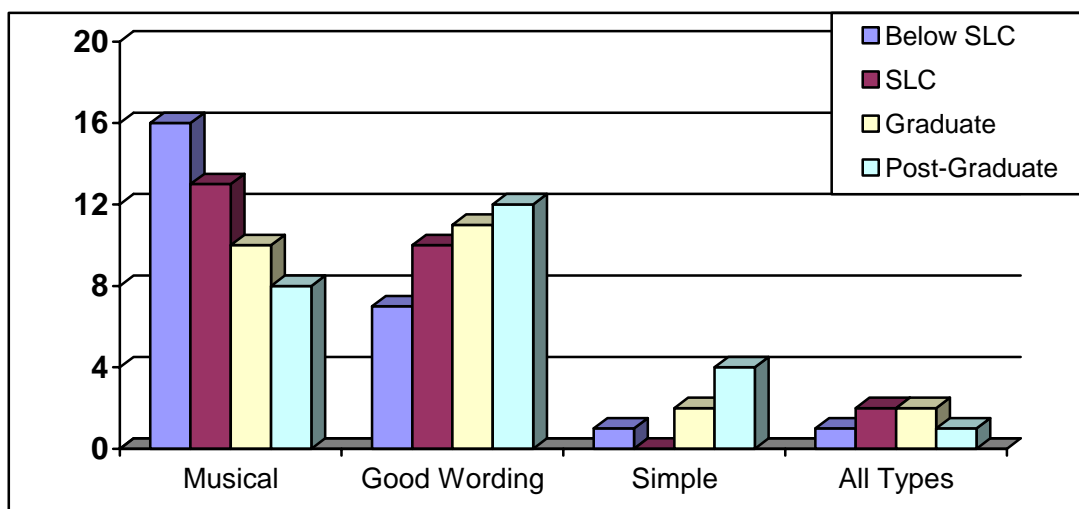
Educational Wise Consumers' Preference on Television Advertisement

Description	Sample size	Musical	%	Good wording	%	Simple	%	All types	%
Below S.L.C.	25	16	64	7	28	1	4	1	4
S.L.C.	25	13	52	10	40	0	0	2	8
Graduate	25	10	40	11	44	2	8	2	8
Post-graduate	25	8	32	12	48	4	16	1	4
Total	100	47		40		7		6	

Source: Field Survey, 2010.

The above table shows that among the under SLC respondents 64% showed their interest towards musical advertisement. 28% of the respondents liked good wording, 4% liked simple advertisements and rest 4% preferred all types of advertisements. Among those S.L.C. group, 52% of the respondents preferred musical advertisement 40% preferred good wording, no one liked the simple advertisement and 8% liked all of the above advertisement. Among the graduates, 44% respondents gave the first priority to good wording, 40% preferred the musical advertisement and 8% preferred all types of advertisements and 8% liked preferred simple advertisement. Out of the post-graduates, 48% respondents liked good wording, 32% of the respondent's preferred musical advertisement and 16% liked the simple and 4% respondents liked 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 No. 4.2
Educational Wise Consumers' Preference on Television Advertisement



Source: Table No 4.2

4.3 Preference of Advertisements According to gender (Sex)

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

Table No. 4.3

Preference of Advertisements According to Gender (Sex)

Gender	Sample size	Musical	%	Good wording	%	Simple	%	All types	%
Male	45	23	51.11	18	40	3	6.67	1	2.22
Female	55	30	54.55	20	36.36	2	3.64	3	5.45
Total	100	53		38		5		4	

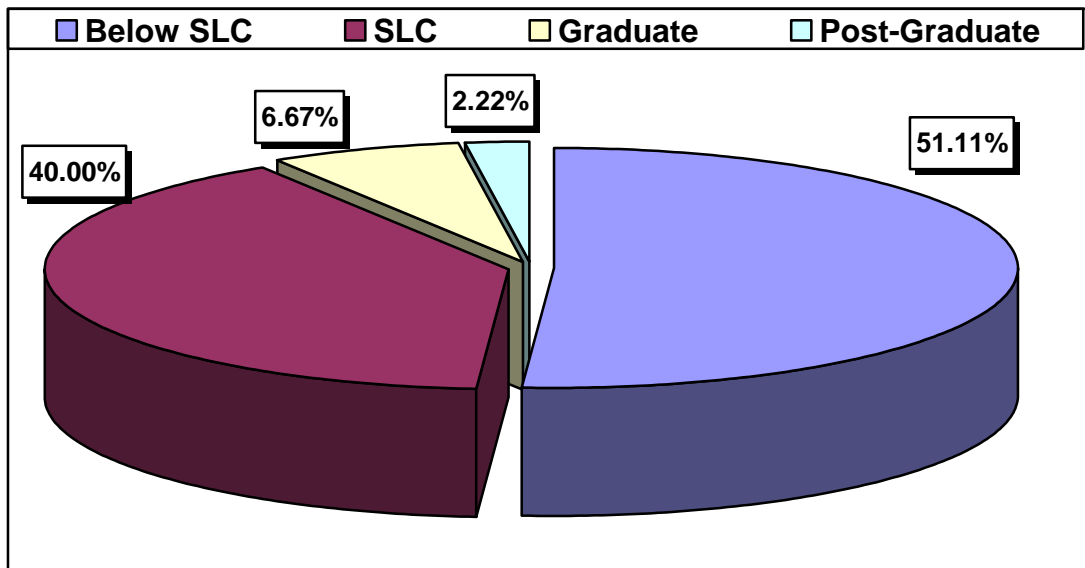
Source: Field Survey, 2010.

The above table shows preference of advertisement according to gender. Out of 45 male, 51.11% of the respondents are found to like the musical advertisements, 40% of respondents preferred good wording, 6.67% of respondents preferred simple advertisement and 2.22% respondents liked all types of the advertisements. Regarding females, 54.54% of the respondents liked the musical advertisement, 36.36% liked the good wording, 3.64% liked simple and 5.45% liked all types of the 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 No. 4.3

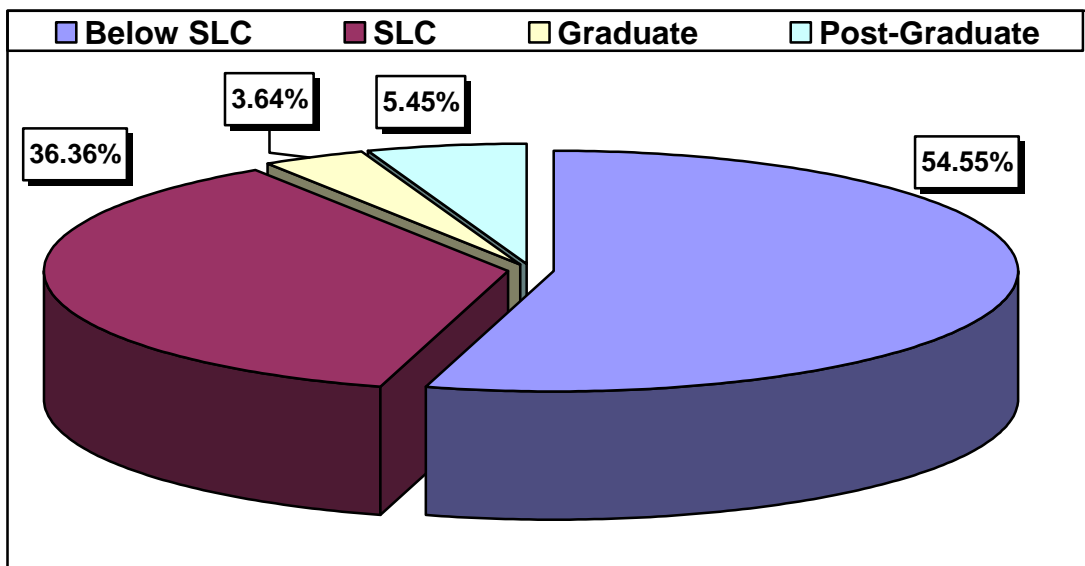
Preference of Advertisements According to Gender (Male)



Source: Table No. 4.3

Figure No. 4.4

Preference of Advertisements According to Gender (Female)



Source: Table No. 4.3

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 table below:

Table No.4.4

Age-wise Consumers' Reaction to the Television Advertisements

Age	Sample Size	Change the Channel	%	Try to know	%	Curious	%	Just watching	%
15-25	25	0	0	12	48	8	32	5	20
25-35	25	2	8	14	56	3	12	6	24
35-45	25	4	16	10	40	0	0	11	44
45-55	25	4	16	8	32	3	12	10	40
Total	100	10		44		14		32	

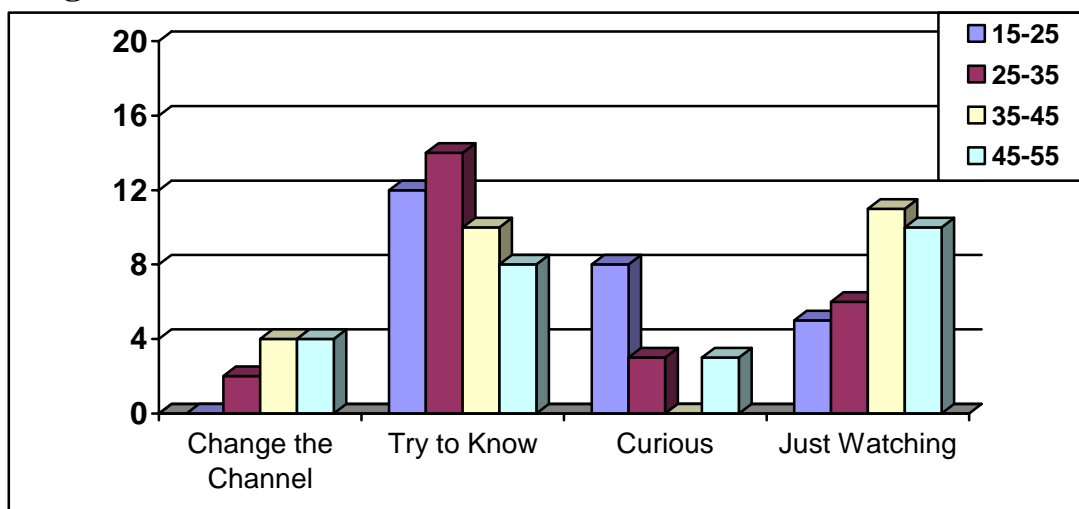
Source: Field Survey, 2010.

The above statistics shows that the total sample population belonging to different age groups does not have the same opinion to the advertisement. The results regarding the consumers' opinion on advertisement indicated that, among the respondents belonging to the second age group, i.e. 15-25, 48% respondents were found to be conscious only with the meaning of advertisement, 32% were found to be highly inquisitive to the advertisement while 20% were found to be mere audience and no one was found changing the channel when advertisement comes on the television. To analyze the third age group i.e. 25-35, it was found that 56% of them try to know advertisement, 24% of them just watch the advertisement, 8%

change the channel and rest 12% were curious about the advertisement. In the fourth age group i.e. 35-45, 16% respondents replied that they change the channel when the advertisement comes on television, 40% respondents were found to be conscious about the meaning of the advertisement, 44% 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. 45-55, 16% respondents replied that they change the channel when advertisement comes on television, 32% were conscious with the simple meaning of advertisement and 12% were inquisitive to the advertisement whereas 40% respondents were found to be mere audiences.

Thus, from the above data, almost 44% respondents were found to be only conscious about, what the advertisement meant and only 14% were highly interested to the advertisement whereas 32% were found to be dull audiences and 10% do not want to watch the advertisement. This is presented in below with the help of multiple bar diagram.

Figure No. 4.5
Age-wise Consumers' Reaction to the Television Advertisements



Source: Table No 4.4

4.5 Educational Wise Consumers' Response to the Television Advertisement

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

Table No. 4.5

Educational Wise Consumers' Response to the Television Advertisement

Description	Sample size	Change the channel	%	Try to know	%	Curious	%	Just watching	%
Below S.L.C.	25	2	8	6	24	4	16	13	52
S.L.C.	25	2	8	8	32	4	16	11	44
Graduate	25	5	20	12	48	2	8	6	24
Post-graduate	25	3	12	12	48	2	8	8	32
Total	100	12		38		12		38	

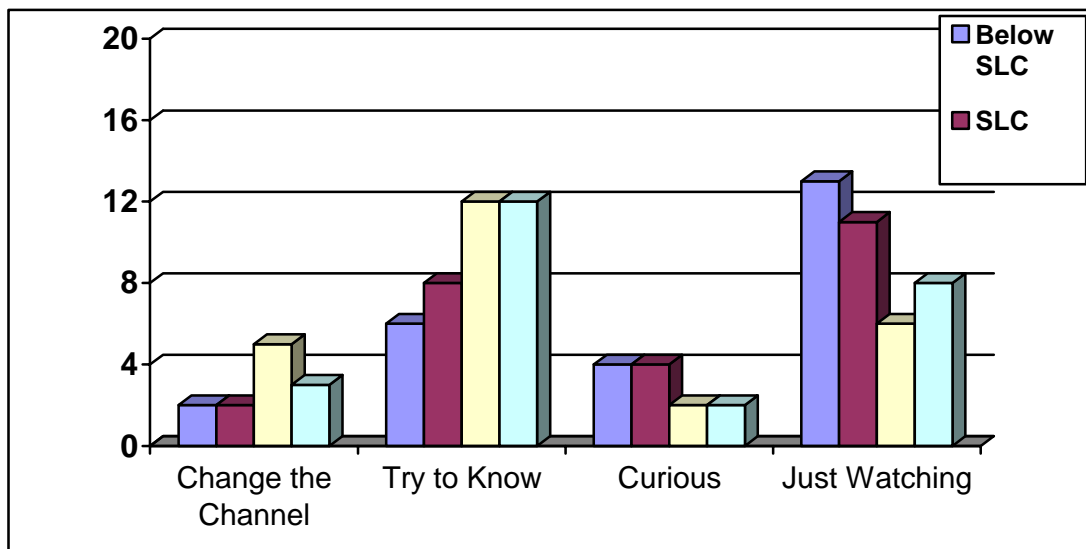
Source: Field Survey, 2010.

The above table shows the response of different people according to their educational level. It shows that among 25 people below S.L.C. level, 52% of the respondents seemed to be mere audience, 24% respondents tried to know what advertisement meant, 16% were curious about the advertisement, while 8% do not want to watch the advertisement. Among the people in the group of S.L.C. level, 44% just watched the advertisement, 32% of them wanted to know the advertisement, 16% were curious about it and 8% do not want to watch the advertisement. Regarding the graduate people, 48% tried to know the advertisement, 24% just watched the advertisement, 20% do not want to watch the advertisement and 8% were curious about it. In the fifth group i.e. having qualification above post-graduate degree, 48% respondents were found to be aware of the meaning, 32% were dull audience, 12% do not want to watch the advertisement and 8% 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 No. 4.6

Educational Wise Consumers' Response to the Television Advertisement



Source: Table No 4.5

4.6 Gender-wise Consumers' Response to the Television Advertisement

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

Table No. 4.6

Gender-wise Consumers' Response to the Television Advertisement

Gender	Sample size	Change the channel	%	Try to know	%	Curious	%	Just watching	%
Male	45	5	11.11	29	64.44	2	4.44	9	20
Female	55	9	16.36	36	65.45	2	3.64	8	14.55
Total	100	14		65		4		17	

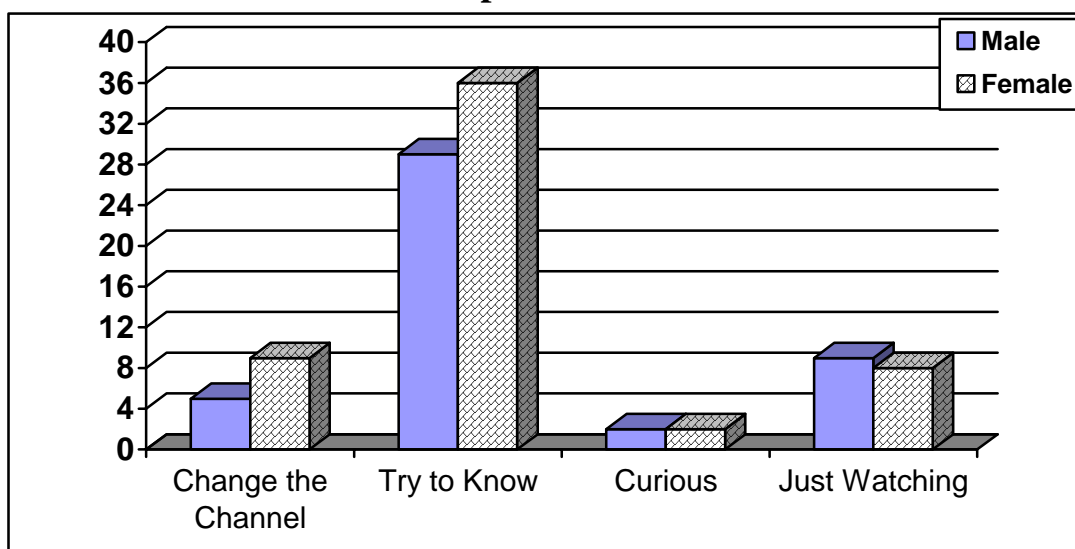
Source: Field Survey, 2010.

The above figure or data shows the gender-wise consumers' response of advertisement. Out of total 45 males, 64.44% of the respondents viewed that they were particularly interested only to the meaning, 20% were found to be mere audience, 11.11% of the respondents were not interested about advertisement and 4.44% were curious to the advertisement. In case of females, 65.45% respondents were found to be concerned with meaning of advertisement, 16.36% were not interested about advertisement, 14.55% respondents were found to be mere audience and 3.64% 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 No. 4.7

Gender-wise Consumers' Response to the Television Advertisement



Source: Table No 4.6

4.7 Consumers' Habit of Watching Television's Advertisements

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

Table No. 4.7

Consumers' Habit of Watching Television's Advertisements

Description	Sample Size	Watching	%	Not Watching	%
Male	45	35	77.78	10	22.22
Female	55	45	81.82	10	18.18
Total	100	80		20	

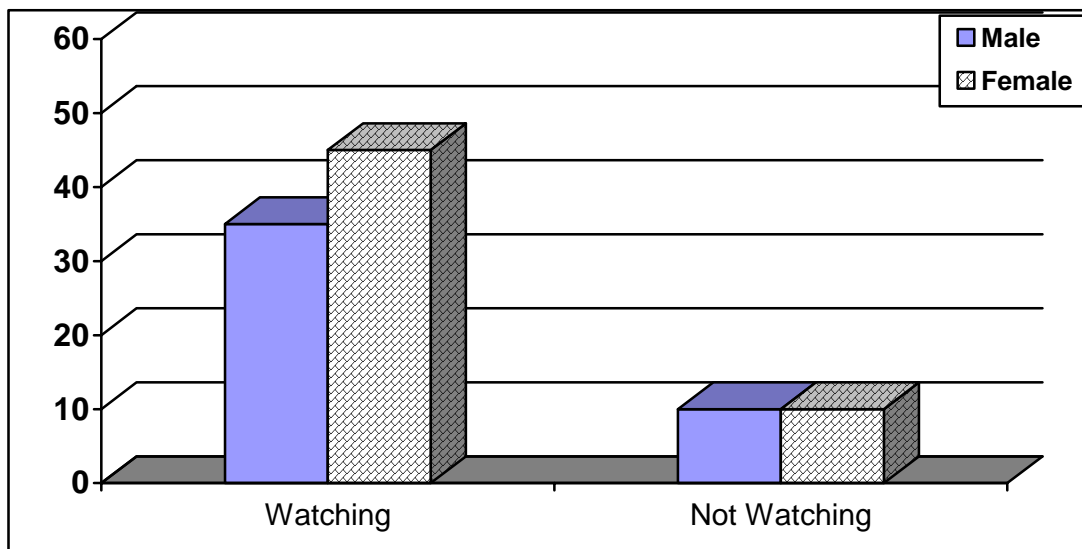
Source: Field Survey, 2010.

The above table presents the habit of people watching television advertisement living in Chitwan. Out of total sample population, 81.82% 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 (77.78% male and 81.82% female), the percentage of women watching television advertisement seems to be higher i.e. the different is by 4.04%. Likewise, 18.18% females are found not to have the habit of watching television advertisement whereas the percentage of males is only 22.22%. The above statistics is presented below through multiple bar diagram.

Figure No. 4.8

Consumers' Habit of Watching Television's Advertisements



Source: Table No 4.7

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' response in this regard is presented in the table below:

Table No. 4.8

Effect of Advertisement on Consumers' Purchasing Decision

Description	No. of respondents	%
Advertisements induced to buy	12	12
Needed	50	50
Both of them	38	38
Total	100	100

Source: Field Survey, 2010

The above table shows that out of total respondents, 12% 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 38% 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 affect 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 No. 4.9

Consumers' Preferences to the Product

Description	No. of Respondents	%
Product frequently advertised	75	75
Product not advertised	25	25
Total	100	100

Source: Field Survey, 2010

The above figure shows clearly and briefly the number of consumers' preferences to the product. Out of the total 100 respondents, 75% responded that they preferred the frequently advertised product whereas 25% 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 table below:

Table No. 4.10

Consumers' Preferences to the Means of Advertisement

Description	No. of respondents	%
Newspaper	18	18
Magazine	5	5
Television	67	67
Radio	7	7
Pamphlets and Posters	3	3
Total	100	100

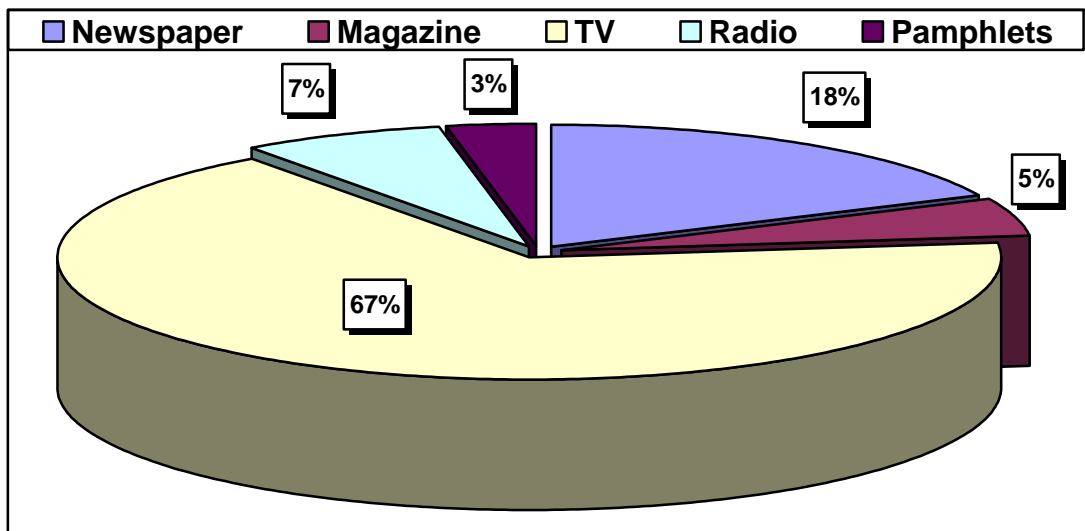
Source: Field Survey, 2010

The above statistics presents the number of respondents preferring the means of advertisement. Out of the total 100 respondents, majority of respondents, i.e. 67% responded that they prefer the television whereas rest of the respondents opined that they preferred newspapers, magazines, radio and pamphlets and posters by 18%, 5%, 7% and 3% 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 No. 4.9

Consumers' Preferences to the Means of Advertisement



Source: Table No. 4.10

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. The impact of the repeated advertisement to attract the consumers' attention is presented in table below:

Table No. 4.11

Impact of Repeated Advertisement to Attract the Consumers' Attention

Description	No. of respondents	%
Attract consumers attention	60	60
Do not attract consumers attention	40	40
Total	100	100

Source: Field Survey, 2010.

The above table shows the number of consumers being attracted by repeated advertisement in the media, i.e. through television. Among the total 100 respondents, most of the respondents (60%), i.e. 60 out of 100 were found to be attracted by the advertisements broadcast in the television whereas 40% respondents (40 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 someone and boring

for any other. The views of different respondents are presented in the following table.

Table No. 4.12

Categories of Television Advertisement as Preferred by Consumers

Description	No. of respondents	%
Excellent	15	15
Attractive	19	19
Quite good	30	30
Boring	6	6
Few are good and few are boring	30	30
Total	100	100

Source: Field Survey, 2010

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, 30% responded advertisement to be quite good, 30% responded few are good and few are boring, 19% opined them to be attractive, 15% 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 product and benefits, using techniques and its effects on their daily life. The situation of consumers' responses regarding the adequacy of advertisement is presented in table below:

Table No. 4.13

Consumers' Response to the Adequacy of Advertisement

Description	No. of respondents	%
Seek for additional information	75	75
Adequate information	25	25
Total	100	100

Source: Field Survey, 2010

The above table shows in brief the consumers' response to the adequacy of the advertisement. Among the total 100 respondents, 75% respondents wanted some more information to be added in the advertisements whereas 25% 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 the effect of advertisement. The results of consumers' preferences towards such product due the impact of advertisement can be presented as follows:

Table No. 4.14

Consumers' Preferences to the Product on the Basis of Advertisement

Description	No. of respondents	%
Advertised Product	80	80
Not advertised product	20	20
Total	100	100

Source: Field Survey, 2010.

The above table shows the preferences of consumers to the product on the basis of advertisement. Out of the total 100 respondents, 80% respondents preferred to the advertised product whereas 20% 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 advertisements 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 No. 4.15

Impact of Advertisement on Consumer

Description	No. of respondents	%
Positive impact	88	88
No impact	12	12
Total	100	100

Source: Field Survey, 2010.

The above table shows the impact of advertisement on different customers. Among the total respondents, 88% respondents responded that

advertisement could leave good impact upon them about the advertised product whereas 12% 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 table below:

Table No. 4.16

Role of Advertisements to Make the Purchase Decision

Description	No. of respondents	%
Indifferent	78	78
Purchase	10	10
Do not Purchase	12	12
Total	100	100

Source: Field Survey, 2010.

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, 78% 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. 10% 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 cannot claim that all the products contain the quality as shown in the advertisements. So, different kinds of opinions have been given by the respondent which is presented in the following table.

Table No. 4.17

Whether Some Advertisements Deceive the Consumers

Description	No. of respondents	%
Yes	87	87
No	13	13
Total	100	100

Source: Field Survey, 2010.

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 No. 4.18

Whether Advertisement Generates Curiosity about the Product

Description	No. of respondents	%
Generate curiosity about the product	74	74
Does not generate curiosity	26	26
Total	100	100.00

Source: Field Survey, 2010.

The above table shows that 74% of the respondents have given positive response. That means advertisement generates curiosity about the product, while 26% responded that advertisement does not generate curiosity.

4.19 Whether Advertisement Helps to Recall Brand 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 table below:

Table No. 4.19

Whether Advertisement Helps to Recall Brand Name

Description	No. of respondents	%
Yes	70	70
No	20	20
Can't say	10	10
Total	100	100.00

Source: Field Survey, 2010.

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 name while buying?" 70% had positive response. That means advertisement makes consumer to recall the brand while buying any product. But only 20% 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 No. 4.20

Whether Advertisement Increases the Price of Goods

Description	No. of respondents	%
Yes	58	58
No	27	27
Don't know	15	15
Total	100	100

Source: Field Survey, 2010.

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 58.% agreed and 27% 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 on 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 table below:

Table No. 4.21

Effectiveness of the Advertisement on Cosmetic Product

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

Source: Field Survey, 2010

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 below:

Table No. 4.22
Consumers Use Different Types of Shampoo

Description	No. of respondents	%
Dabur Vatika	43	43
Sunsilk	17	17
Clinic Plus	30	30
Dove	6	6
Head and Shoulders	4	4
Total	100	100

Source: Field Survey, 2010

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 Dabur Vatika whereas rest of the respondents opined that they used Sunsilk, clinic plus, dove and head and shoulders by 17%, 30%, 6% and 4% respectively.

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

4.23 Factors Influencing to Buy the Product (Dabur Vatika Shampoo)

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

Table No. 4.23

Factors Influencing to Buy the Product (Dabur Vatika Shampoo)

Description	No. of respondents	%
Quality	64	64
Price	20	20
Scheme	10	10
Advertisement	6	6
Total	100	100

Source: Field Survey, 2010

The above table shows the factors which influence customers to buy the product. From the table, majority of the respondents, i.e. 64% responded that they were influenced by the quality of Dabur Vatika Shampoo behind purchasing this product whereas as 20% were influenced by price, 10% were influenced with the scheme attached in the product and rest 6% were influenced to buy from the advertisement of the particular product.

4.24 Consumers' Motive behind Purchasing Dabur Vatika Shampoo

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

Table No. 4.24

Consumers' Motive behind Purchasing Dabur Vatika Shampoo

Description	No. of respondents	%
For personal use	50	50
For gift purpose	6	6
For pride	9	9
For removing dandruff	35	35
Total	100	100

Source: Field Survey, 2010

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 urban area of 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 Dabur Vatika 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 No. 4.25

Influencing Aspect of the Advertisement of Dabur Vatika Shampoo

Description	No. of respondents	%
Music	24	24
Model	16	16
Visual	22	22
The whole advertisement	38	38
Total	100	100

Source: Field Survey, 2010

The above table shows that out of total respondents, 24% responded that they were influenced by music. Similarly, 16%, 22% and 38% were influenced by model, visual and the whole advertisement respectively.

From the above table it is clear that the whole advertisement of Dabur Vatika was influential to the majority of the respondents and it is 38% of the whole respondents.

4.26 Message Released from the Advertisement of Dabur Vatika 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 Dabur Vatika Shampoo are presented in the following table.

Table No. 4.26

Message Released from the Advertisement of Dabur Vatika Shampoo

Description	No. of respondents	%
It helps to remove dandruff	27	27
It strengthens the hair from the root	17	17
It makes hair silky and shining	44	44
All of the above	12	12
Total	100	100

Source: Field Survey, 2010

The above presented table shows that from the advertisement of Dabur Vatika Shampoo majority of the consumers, i.e. 44% get the message that it makes hair silky and shining. Similarly, 27% understood that it helps to remove dandruff, 17% got that it strengthens the hair from the root and 12% 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 65 responded answered on the above question. Out of the 65 respondents, most of them opined 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.

4.28 Major Findings of the Study

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

1. Majority of the response of the people who fall under the age group of 15-25 shows that majority of the respondents, 60% liked the musical programs, 32% of people liked the good wording, whereas no one liked simple advertisement of this age group and 8% of people liked all types of advertisement. In the context of age group 25-35, majority of the respondents, 40% preferred advertisement having good wording and 48% respondents of musical programs and 4% respondents of simple advertisement. In case of the age group of 35-45, majorities of the respondents, 48% preferred the advertisement having good wording whereas the respondents liked the musical programs were 40%. In relation to the age group 45-55 years, majority of them liked the good wording (56%) and it is followed by musical advertisement (28%).
2. In the context to the education-wise preferences to the advertisement indicates that most of the less educated respondents preferred to the musical advertisement. Regarding musical advertisement, 64% of people of below S.L.C. preferred such programs whereas respondents holding S.L.C. level, 52% liked musical advertisement. Similarly, in case of graduate group they give first priority to good wording like (44%) and it is followed by 40% of musical advertisement. Likewise, majority of above

graduate people liked good wording (48%) and it is followed by 32% respondents

3. In case of the preference of advertisement according to gender, majority of the (51.11%) male respondents preferred musical advertisements and it is followed by 40% respondents who preferred good wording. Regarding female respondents, 54.54% of respondents liked the musical advertisements and it is followed by 36.36% 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. Altogether, 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, i.e. 15-25 years, half of respondents (48%) were conscious with the meaning of advertisement. In case of third age group, i.e. 25-35 years, majority of respondents (56%) were excited about the advertisement and in case of fourth age group of 35-45 years, i.e. 40% 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. 45-55 years, 32% were conscious with the simple meaning of advertisement, whereas majority 56% respondents were found to be mere audiences.
5. In relation to the response of the respondents in the group, the majority of the respondents (52%) having the qualification below

S.L.C. were found to be mere audience. In the third group having education degree above S.L.C. only 32% respondents tries to know what advertisement meant while majority of them (48%) were only audiences. The third group having graduate degree majority of the respondents 48% were found that they were conscious to the meaning of advertisement. Similarly, in the fourth group, i.e. having qualification post-graduate degree majority of (48%) respondents were found to be aware about the meaning of advertisement. From this analysis, it can be concluded that the majority of first, third and fourth 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 response of advertisement most of the males (64.44%) respondents viewed that they were particular only to the meaning and in case of female population majority (65.45%) 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 (38%) customers were found to support both the reasons. Thus, from this result, it found that majority of the respondents used the particular product to fulfill their needs.
9. Regarding to the advertised product or non-advertised product, majority of the respondents (75%) 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 67% 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 60% 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 relation to the consumers' response to the adequacy of the advertisement, majority 75% respondents 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.

13. In subject to the preference of consumers to the product having same price and quality most of the respondents (80%) 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 response from the consumers.
14. With respect to the impact of advertisement on different customers, out of the total respondents, most of the respondents 88% responded that advertisement could have 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.
15. With respect to role of advertisement to attract the consumers, majority of the respondents (78%) 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.
16. With context to the effectiveness of advertisement on 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.

17. In relation to the factors which influence customers to buy the product, majority of the respondents (64%) responded that they were influenced by the quality of Dabur Vatika Shampoo to make the purchase decision of the product.
18. In context to the consumers use different types of shampoo. Out of the total 100 respondents, majority of the respondents, 43% responded that they used the Dabur Vatika Shampoo whereas rest of the respondents opined that they used Sunsilk, Clinic Plus, Dove and Head and Shoulders by 17%, 30%, 6% and 4% respectively. From this result, it found that Dabur Vatika Shampoo is mostly preferred by the customers because of its quality and price.
19. Concerning to the consumers' motive behind purchasing Dabur Vatika Shampoo, most of the respondents (50%) opined that the major purpose of using this Shampoo is for personal use rather than other purposes.
20. In subject to the influencing aspect of the advertisement Dabur Vatika Shampoo, the whole advertisement of Dabur Vatika was influential to the majority of the respondents and it is 38% of the whole respondents.
21. With respect to the message released from the advertisement of Dabur Vatika Shampoo, majority of the consumers, i.e. 44% get the message that it makes hair silky and shining.

CHAPTER-FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter is the important chapter for the research because this chapter is related with all the previously discussed chapters. This chapter consists of mainly three parts: Summary, conclusion and recommendation. In summary part, revision or summary of all four chapters is made. In conclusion part, the result from the research is summed up and in recommendation part, suggestion and recommendation is made based on the result and experience of thesis. Recommendation is made for improving the present situation to the concerned parties as well as for further research.

5.1 Summary

Advertising is the impersonal method of communicating to prospective buyers. In today's world the popularity of TV advertising is increasing day by day. Careful analysis should be done in this regard for the success of advertisement campaign. This is lacking in Nepal very little analysis and research is conducted regarding this matter. In this regard the present study is very helpful this thesis attempted to find the impact of television advertising and its impact on consumer behaviour. This is very much important for the advertiser. The main objectives of this study is analyzing the impact of television advertisement on consumer behaviour with reference to cosmetic product (Dabur Vatika shampoo) and also examine the preferences on television advertisement along with the effectiveness of the cosmetic product.

The second chapter of this research is concerned with review of literature which includes reviewing of the past studies in concerned field. The thesis has been divided in two parts as conceptual, review and the review of related studies. In the conceptual review various concepts regarding, meaning, roles, types, evaluation and effectiveness of advertising have been mentioned from various books of prominent writers. A brief description about NTV and its programs have been included to make the study more useful in the review of related study some remarkable exclusive finding of previous researcher have also been included as possible.

So far as the research methodology chapter is concerned as per the nature of the study, survey type research design is followed with descriptive and analytical approach. To achieve the objectives of the study required data are collected from primary sources through questionnaires. In total 100 questions are covering the different age groups, gender and education background were distributed and the table discussions were carried out to gather information. Information thus acquired was tabulated as required by the study. As mention earlier the urban area of Chitwan district was consider as population for this study and out of that population only 100 respondents were taken sample for our propose. Secondary data were collected from NTV viewers survey (official reports), and also dissertation submitted to management institution.

The fourth chapter of the study is concerned with presentation and analysis of data.

Information thus acquired was tabulated as required by the study. The data and information by means of the questionnaires were presented, interpreted, and analyzed so as to attain the stated objectives of the study. Using various statistical and mathematical tools sufficient analysis has been done as required.

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 type 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 they are of same nature product but most of them purchase the product due to their necessity rather than the influence of advertisement. Similarly, the advertisement of cosmetic product like Dabur Vatika 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.

The following conclusions have been drawn from the opinion survey of 100 consumers.

1. In context to the consumers preferences to the advertised product and non advertised product majority of the respondents preferred

the frequently advertised product. From this analysis most of the consumers preferred on TV advertising of cosmetic product.

2. The present situation of advertising for cosmetic product on NTV according to the respondents (65 out of 100) is quite good but they suggested improving its presentation and it should try to create new and genuine advertisement to attraction the cosmetic product.
3. Regarding consumers reactions to the TV advertisement our finding shows that though there is no same opinion about the advertisement most of the respondent (44 out of 100) try to know about the advertisement of cosmetic product on NTV. It means that there is positive response or reaction.
4. So far as the impact of TV advertisement on behaviour of consumer of cosmetic product out of 100 respondents the majority of them attract consumer attention and minority of them don't attract consumer attention. It means that most of the advertisements were proved to be fruitful to lure the consumers.
5. The major factors influencing the purchasing of cosmetic products according to our findings are quality, price, scheme, and advertisement.

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 informations 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 makes 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 get a positive impact upon consumers regarding the product, as majority of the respondents prefer the quality of the product rather than other variables. So, Dabur Vaita 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 Dabur Vatika 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, Dabur Vatika Shampoo goes for extensive advertising in both rural and urban areas.
8. Dabur Vatika 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 Balkumari College. 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 of Cosmetic Product (With Reference to Dabur Vatika Shampoo).**" I would like to get your valuable opinion 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,
Dharma Raj Chalise

Respondent's Name:

Address:

Date:

1. Age category?
a. 15-25 b. 25-35 c. 36-45 d. 45-55
2. Education?
a. Below S.L.C. b. S.L.C. c. Graduate d. Post-graduate
3. Sex?
a. Male b. Female
4. Do you generally watch the 'Television Advertising'?
a. Yes b. No

5. What kind of advertisement do you prefer on Television generally?
 - a. Musical
 - b. Good wording
 - c. Simple
 - d. all types
6. What is your response when advertisement comes from the Television?
 - a. Change the channel
 - b. Try to know
 - c. Curious
 - d. Just watch
7. What factors have induced you to purchase cosmetic product?
 - a. Advertisement
 - b. Needs
 - c. Both of them
8. 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).
 - a. Newspapers
 - b. Magazines
 - c. Radio
 - d. Television
 - e. Posters and Pamphlets
9. What is the impact of repeated advertisement to your attention?
 - a. Attract the attention
 - b. Does not attract the attention
10. How would you categorize most of the 'Television Advertisements' as?
 - a. Excellent
 - b. Quite good
 - c. Attractive
 - d. Boring
 - e. Few are good and few are boring
11. Is there remarkable role of advertisement to make the purchase decision?
 - a. Indifferent
 - b. Purchase
 - c. Do not purchase
12. Are you seeking additional information to be added in the advertisement?
 - a. Seek for additional information
 - b. Adequate information
13. What factors influence you to buy that product?
 - a. Quality
 - b. Price
 - c. Scheme
 - d. Advertisement
14. Which shampoo do you use mostly?
 - a. Dabur Vatika
 - b. Sunsilk
 - c. Clinic Plus
 - d. Dove
 - e. Head and Shoulders

15. What is your main purpose of purchasing Dabur Vatika Shampoo?
a. For Personal Use b. For gift purpose
c. For pride d. For remove dandruff
16. Which aspect influenced you much after watching the advertisement of Dabur Vatika Shampoo?
a. Music b. Model c. Visual d. The whole advertisement
17. What message did you get from the advertisement of Dabur Vatika Shampoo?
a. It helps to remove dandruff
b. It strengthens the hair from the root
c. It makes hair silky and shinning
d. All of the above
18. If there are same kinds of products in the market in terms of quality and the price, which one would you buy?
a. Advertised b. Not advertised
19. Have you seen advertisement of cosmetic product?
a. Seen b. Not seen
20. Does advertisement generate curiosity about the product?
a. Generates b. Doesn't generate
21. Does advertisement help to recall brands name while buying?
a. Yes b. No c. I can't say
22. Do you think that the price of advertised goods will be higher than the price of unadvertised goods?
a. Yes b. No c. I don't know
23. Have the advertisements of cosmetics products positively impacted on you?
a. Positive impact b. No impact
24. How can you evaluate the present scenario of NTV advertising in Nepal?

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Thank You

Appendix – II

