

**EFFECTIVENESS OF ADVERTISING AND SALES
PROMOTION OF SAMSUNG TELEVISION IN NEPAL**

Submitted by:

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**In partial fulfillment of the Requirements for the Degree of
Master of Business Studies (MBS)**

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RECOMMENDATION

This is to certify that the thesis

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Entitled:

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OF SAMSUNG TELEVISION IN NEPAL**

has been prepared as approved by this Campus in the prescribed format of Faculty of Management. This thesis is forwarded for examination.

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We have conducted the viva-voce examination of the thesis presented by

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and found the thesis to be the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment for

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DECLARATION

I hereby, declare that the work reported in this thesis entitled **“EFFECTIVENESS OF ADVERTISING AND SALES PROMOTION OF SAMSUNG TELEVISION IN NEPAL”** submitted to Shankar Dev Campus, Bagbazar, Kathmandu is my original piece of work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business studies under the supervision and guidance of Dr. N.K. Pradhan, Shankar Dev Campus.

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TABLE OF CONTENT

Page No.

RECOMMENDATION LETTER

VIVA VOCE LETTER

DECLARATION

TABLE OF CONTENT

LIST OF TABLE

LIST OF FIGURE

ABBREVIATION

CHAPTER - I : INTRODUCTION 1-11

1.1 Introduction	1
1.2 Company Profiles	3
1.3 History of Television	5
1.4 Types of Television	6
1.5 Samsung Television	7
1.6 Focus of the study	8
1.7 Statement of the problem	8
1.8 Importance of the study	8
1.9 Objectives of study	9
1.10 Limitation of the study	10
1.11 Organization of the study	10

CHAPTER – II: CONCEPTUAL FRAMEWORK AND REVIEW OF LITERATURE 12-49

2.1 Concept of Marketing	12
2.2 Core Marketing Concept	15
2.3 Marketing Mix	17
2.3.1 Product	18
2.3.2 Price	19
2.3.3 Place	20
2.3.4 Promotion	20
2.4 Advertising and Positioning	21
2.5 Advantages and Limitations of Mediums of Advertising	23
2.6 The Nature of Promotional Tools	25
2.6.1 Advertising	25
2.6.2 Personal Selling	25
2.6.3 Sales Promotion	26

2.6.4 Public Relation	27
2.6.5 Direct Marketing	28
2.7 Relation of Product advertising to product life cycle	28
2.8 Ethics in marketing	28
2.9 Evaluating Advertising Effectiveness	30
2.10 Role of advertising in Modern Business World	31
2.11 Advertising in Nepal	33
2.12 Evolution of marketing	35
2.13 Sales promotion	38
2.14 Purpose of sales promotion	40
2.15 Reasons for growth of sales promotion	40
2.16 Objectives of sales promotion	42
2.17 Major sales promotional tools	42
2.17.1 Consumer promotion	43
2.17.2 Trade promotion	43
2.17.3 Business promotion	43
2.17.4 Sales promotional tools	44
2.18 Review of some previous related studies	45
CHAPTER - III: RESEARCH METHODOLOGY	50-51
3.1 Research Design	50
3.2 Population and Sampling	50
3.3 Data Gathering Process	50
3.4 Data Analysis Tools	51
CHAPTER - IV: PRESENTATION AND ANALYSIS OF DATA	52-80
4.1 Product Classification of Television	52
4.2 Product life cycle and customer's adaptation of Television	53
4.3 Marketing mix of Samsung Televisions	53
4.3.1 Product	53
4.3.2 Price	55
4.3.3 Promotion	56
4.4 After sales services	57
4.5 Description of Customer Survey	58
4.5.1 Market Shares of Television Brands	59
4.5.2 Market share of types of television	60

4.5.3 Market demand of Television in Nepal	61
4.5.4 Market Potential of Television Brand	63
4.5.5 Market Potential of Types of Television	64
4.5.6 Awareness of Samsung Television	65
4.5.7 Brand Loyalty on SAMSUNG	66
4.5.8 Level of quality consciousness	68
4.5.9 Effect of Scheme on Customer buying Decision	69
4.5.10 Effect of Advertising on Sales of television	70
4.5.11 Feasibility of Installment system in TV Market	71
4.5.12 Popular Means of Advertisement:	73
4.5.13 Impact of Warranty on Customers	74
4.5.14 Awareness of Customers about Sale Promotion Tools	75
4.5.15 Important of Sales Promotional Tools to Increase Sales	76
4.5.16 Attitude towards Consumer Sales Promotional Tools	78
4.6 Findings of the Study	79

CHAPTER - V: SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary	81
5.2 Conclusion	81
5.3 Recommendations	83

Bibliography

Appendix

LIST OF TABLES

	Page No.
4.5.1 Market share of television brand	59
4.5.2 Market share of types of television	60
4.5.3 Market demand of television in Nepal	61
4.5.4 Market potential of television brand	63
4.5.5 Market potential of types of television	64
4.5.6 Awareness of Samsung television	65
4.5.7 Brand loyalty on Samsung	66
4.5.8 Level of quality consciousness	68
4.5.9 Effect of scheme on summer buying decision	69
4.5.10 Effect of advertising on sales of television	70
4.5.11 Feasibility of installment system in TV market	71
4.5.12 Popular means of advertisement	73
4.5.13 Impact of warranty on customers	74
4.5.14 Awareness of customers about sales promotional tools	75
4.5.15 Importance of sales promotional tools to increase sales	76
4.5.16 Attitude towards consumer sales promotional tools	78

LIST OF FIGURES

	Page No.
4.5.1 Market share of television brand	59
4.5.2 Market share of types of television	60
4.5.3 Market demand of television in Nepal	62
4.5.4 Market potential of television brand	63
4.5.5 Market potential of types of television	65
4.5.6 Awareness of Samsung television	66
4.5.7 Brand loyalty on Samsung	67
4.5.8 Level of quality consciousness	68
4.5.9 Effect of scheme on summer buying decision	69
4.5.10 Effect of advertising on sales of television	70
4.5.11 Feasibility of installment system in TV market	72
4.5.12 Popular means of advertisement	73
4.5.13 Impact of warranty on customers	74
4.5.14 Awareness of customers about sales promotional tools	76
4.5.15 Importance of sales promotional tools to increase sales	77
4.5.16 Attitude towards consumer sales promotional tools	78

ABBREVIATION

TV	-	Television
LCD	-	Liquid Crystal Display
US	-	United State
LG	-	Life's Good
3D	-	Three Dimension
CSF	-	Critical Success Factors
PC	-	Personal Computer
CAN	-	Computer Association of Nepal
AC	-	Air Conditioner
CD	-	Compact Disc
FM	-	Frequency Modulation
NTV	-	Nepal Television
DVD	-	Digital Video Disk