

CHAPTER-I INTRODUCTION

1.1 Background of the study

Advertising is one of the most prominent marketing programmed that helps to promote the product services and ideas among the customer in an efficient and effective manner. Nowadays most of the organizations are use this promotional tool for satisfying and informing their customer, thus this promotional tool is upgrading day by day in the contemporary business world. The different people have defined advertising in many ways. "Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by and identified sponsor."(Kotler, 2000:42) "Advertising is the means by which we make known what we have to sell or what we want to buy." (Jerkins', 1985:65).

Obviously, to service and sustain the business organization in the long run each and every company should use the effective advertisement programme. Because it helps to informing, reminding and persuading the each and every customer about the product and services.

Under this advertisement programme, basically we consider here the TV advertising which has played the very effective role to build the strong brand image in the customer mind set. Therefore, at present, varieties of the products are sold through the help of TV advertisement that helps to provide the practical knowledge and idea towards the mass consumer.

In effect, TV advertising is now become very essential and important tools for promoting the each and every marketing information, idea, views towards the targeted customers. Basically it is the tools of providing the information with the audio and visual form among the large no of consumer. Therefore it has the wide coverage capacity to inform the mass about the

product and services that leads to construct the strong brand image in the customer mind set.

In the context, of Nepal the history of TV advertising is not so long. When the NTV was established at first in 2042 B.S. and the TV advertising programmed are gradually flourished in the marketing field. But at present, it becomes most popular and enagnant device in the era of 21st century's marketing world. At coming days, so many TV service organizations are in operation. Such as, NTV, NTV2 Kantipur, Sagarmatha and image TV etc. therefore, for influencing the each and every customer behavior, this tool (TV advertising) is business company thus, should use this advertising tool for their better performance.

Beside this, a lot of advertising researches are also conducted through the help of this tool. In this way its impact on consumer behavior in Kathmandu valley that brings the energetic development of superior and efficient marketing strategy.

1.2 Significance of the study

In the era, of cut throat competition each and every organization should follow the effective advertising media specially TV advertisement that may increase the no. of the loyal customer and ultimately enhance the brand equity by creating positive consumer behavior the major significance of the study will be as follow.

The study is help to provide the major guideline to the marketer for building effective marketing strategy.

- ❖ The study is help to identify the consumer behavior towards thecosmetics products
- ❖ The study is benefited to marketer to know the investment on TV advertisement programme.
- ❖ This study is providing the better understanding the marketing programme to increase the no. of loyal consumer.
- ❖ This study is advantages to other researcher by providing the valuable references and insights.
- ❖ This study helps to identify the level of competition.
- ❖ This study helps to society and consumer by providing the effective and valuable information about the various product or brand available in the market.

1.3 Statement of the problem

Obviously, the TV advertising media nowadays strongly capture the marketing field. Without it , no any organization can survive in the market therefore it becomes the hot bloods of an organization to run in the long term thus, marketing executive should build the efficient advertising program me otherwise the consumer may not attract towards the products and services. Mainly the study will examine the following questions.

- ❖ Whether the TV advertisement will change the consumer behavior for the purpose of buying decision?
- ❖ Will the Nepalese organizations follow the TV advertising media to enhance the customer satisfaction?
- ❖ Will the consumer purchase only advertised products and brands?
- ❖ Will the consumer believe on the TV advertising than other media

1.4 Objective of the study

In order to compete in the market for achieving the high market share any of the organization should use the TV advertisement effectively otherwise customer may not get the proper information about the product rather they may obtain the wrong information that's why marketing executive should follow advertising media effectively. (i.e. TV advertisement) to grow and sustain the organization in the long run. Thus, the objective of the study can be outlined as below.

- ❖ To explore the consumer behavior towards the TV advertisement.
- ❖ To identify the consumer believability towards the TV advertisement.
- ❖ To examine the major factors that influence to buy the cosmetic products.

1.5 Limitation of the study

This study is simply the partial fulfillment of MBS degree and this covers only the small working area and people. Therefore the study has some limitation which can be listed below.

- ❖ The study is totally based on the views and response received from consumer of the Kathmandu valley only.
- ❖ The finding of the study may not be applicable for other organization and outside the valley. Sample size of this study is all together 80 respondents selected for participation randomly.
- ❖ The study is based on the primary as well as secondary data.
- ❖ The study is based on the judgmental sampling.
- ❖ The study covers only the television advertisement for the most advertised products like cosmetics.

CHAPTER-II REVIEW OF LITERATURE

2.1 Introduction

For all types of studies, review of literature is essential, which helps to find out what research studies have been conducted in one's chosen field of study and what remains to do. In fact, review of literature begins with a search for a suitable topic and continues throughout the duration of the research work. It is a path to find out what other research in this area has uncovered. It is the process of locating, obtaining, reading and evaluating the research literature in the area of the student's interest. It is also a means to avoid investing problems that are already been positively answered. The main reason for a full review of research in past is to know the outcomes of those investigations in areas where similar concepts and methodologies had used successfully. This chapter is basically divided in two part, one is conceptual review and the other is review of relate studies.

Review of literature means reviewing research studies or other, relevant propositions in the related area of the study so that all the past studies, their conclusions and deficiencies may be know and further research can be conducted. The most important reason of literature review is to learn not to collect. It helps to know many things to researcher such as, what research has been done in the subject? What theories have been developed? Methods, approaches used by other researchers, area of agreement or disagreement etc.

2.2 Theoretical Review

2.2.1 History of Advertising

Archeologists have found evidence of advertising dating back to the 3000s BC; among the Babylonians. The outdoor display, usually an eye-catching sign

painted on the wall of a building was one of the first known methods of advertising. Many such signs were uncovered by archeologists, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town.

"Advertising by 'word' of mouth is probably the earliest form of advertising, because oral skills were developed before reading and writing. Advertising was given the commercial status the day man entered into the process of exchange"(Agrawal; 2000:35).

Word of mouth praise of products was the way of advertising used in medieval times. This gives rise to a simple but effective form of advertising, the use of so-called town criers. The criers were citizens who read public notices aloud. Merchants also employed these town criers to shout the praises of their wares. Even in Nepal, during Rana Regime, town criers walked through the streets announcing the opening and closure of gambling periods during the Laxmi Puja and other occasions. This form of advertising was called 'JhyaliPitne' in Nepali. 'Jhyali means a certain type of an instrument that produces music and "pitne" means 'to beat'. This is so called because the town crier beat the "Jhyali" while making announcement or informing the public. The town criers were forerunners of the modern announcer who delivers radio and television commercials.

Although graphic forms of advertising appeared early in history, printed advertising made little headway until the invention of the movable type printing press by German printer Johannes Guttenberg about 1450. This invention made this mass distribution of posters and circulars possible. The first advertisement in English appeared in 1472 in the form of a handbill announcing a prayer book for sale. Two hundred years later, the first

newspaper ad was published offering a reward for the return of 12 stolen horses.

Another major technological breakthrough in the field of advertising was the invention of photography in the late 1880s. Prior to this invention, advertisements were illustrated only by drawings. Photography adds credibility to advertisements as it shows products as an artist visualizes them. "During the 16th century, newspapers were the largest among the prints, and these newspapers were in the form of newsletters. The first newsletter was started in 1622 in England. Latter half of the 16th century witnessed newspapers in the form of news books and by the middle of the 17th century; there were special advertising periodicals. By 1675, newspaper published excellent news books. By the end of 17th century, newspapers were well established in England undertaking advertising on a regular basis" (Karl; 1999:42).Advertising agencies initially focused on print. Then, a new powerful advertising medium, radio started on Nov 2, 1920 in Pittsburgh, Pennsylvania. The introduction of this broadcasting medium created new opportunities and by the end of the 1920s, advertising had established itself in radio to such an extent that advertisers were producing many of their own programmers. The early 1930s produced dozens of radio dramatic series in America that were known. As sponsored by soap companies.

Though television had been introduced in 1940, it was not immediately embraced because of the high cost of TV sets and the lack of programming. In the 1950s, the American economy soared which lead to the rise in the sale of TV sets and the advertising that paid for the popular new shows. Soon TV becomes the largest advertising medium that surpassed radio as an advertising medium.

The tone of the advertising is also changing. No longer does advertising simply present the product benefit. Instead it creates a product image.

The changes in advertising correspond with social, economic and political changes of the country. There are so many advertisements of products and services on television and in the popular press today which were not there only a few years ago. We can see many advertisements of domestic airlines - like Necon air, Buddha air etc on Nepal Television. There are many advertisements of cosmetic products, noodles etc. in mass communication media like newspapers, radio etc. Before, people were not bombarded with as many advertisements as seen today. Never before more have been so many excellent advertisements about offering prizes by noodles like Wai-Wai, Mayos etc.

The face of Nepal has changed and people are more sensitive about the particular types of products and services, which best satisfy their needs. Life styles are changing. Advertisements help people in their buying decision. Since people are faced with many products that satisfy their particular need, decision making process has-become complicated. In this regard, advertisements come to their rescue. People have started to take decision on the basis of advertisements they preferred. For instance, some teenagers choose the cosmetic that is well advertised from among other cosmetics which are not much advertised. The importance of advertising is growing day by day and so does the field of advertising. No one can predict what new forms of advertising may take in future. The most recent advanced form is advertising through internet i.e. by creating different websites in the internet etc.

2.2.2 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 a particular product or service. However some advertisements are designed to promote

an idea or influence behavior 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.

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

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

According to American marketing Association "Advertising is any paid form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor."The above definitions include many features of advertising. Firstly, advertising is a non-personal. There is not any kind of face to face interaction in advertising. Physical presence of the sender is not required in advertising. The message is transmitted through one or more than various types of mass communication media such as television, radio or newspaper. Because of its impersonality, the audience does not feel obliged to pay attention or respond. As such advertising cannot be as

compelling as company sales representative. However, advertising enjoys the advantage of mass communication. In this regard, advertising is the most cost efficient method of communication. It is an efficient way of reaching a large number of geographically dispersed buyers at a low cost per exposure.

Secondly, advertising is sponsored by an identified sponsor. The sponsors may be individuals, group or an organization. The sponsor who controlled the advertising is identified. In other words, public knows the sponsor behind the advertising as they are openly identified in the advertisements.

Thirdly, advertising is a paid form of promotion of ideas, goods or services. Payment should be made by the sponsor to the media which carry the message. The spenders not only include business firms but also museums, social organizations, professionals etc. "Advertising is one of the most widely used promotion tools. It is used by business, non-government organizations, charities and service institutions." Last but not the least, advertising has a message. It carries a verbal or visual message. The message, thus carried, is encoded by the sender and decoded by the receiver. In the above mentioned definition of W.J. Stanton, there is a clear distinction between advertising and advertisement. Advertisement simply is the message whereas advertising is a process which includes programming the series of activities which are necessary to plan and prepare the message and present it to the target market.

Many experts believe that advertising has important economic and social benefits. There are also some people who say that some advertising is deceptive or encourage an excessively materialistic culture or reinforces harmful stereotype. However, the majority of people believe it as an important buying guide.

Thus, advertising is a paid form of non-personal mass communication and promotion of ideas, goods or services by an identified sponsor to the target

market. And advertising uses mass communication media as mentioned in the above last definition.

2.2.3 Specific Reasons for Advertising

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

- ❖ To announce a new product or service
- ❖ 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
- ❖ To invite inquires
- ❖ To sell direct
- ❖ To test a medium
- ❖ To announce the location of stockiest
- ❖ 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 bold, dramatic, persuasive and convincing to promote something new. A long term campaign of advertising is required instead of a solitary big splash. The advertising should be persistent and insistent for the new product to create the market.

Manufacturers also use advertising to expand the market to new buyers. Since, the products already have 'some' market; the advertising is likely to have greater impact. People are frank jerkins, 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 product 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 revive the sale of a product because of competition.

Advertisement announcing a price change is more common form. 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.

2.2.4 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 is directed at the public whereas 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 aims 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, product 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, for profit earning business intuitions advertising support to promote the product and quality for their consumers.

2.2.5 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 then they must decide

(a) The desired frequency of the message exposure in order to effect the change in behavior 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 are different. For example, author Chhunawala 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 where as 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, postures, banners, transit media etc. However, the media can be classified as:

1) Print media

The print media also can be classified in to:

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

2) Electronic media

The electronic media includes:

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

3) Direct Advertising media

The direct advertising medial is also in four types

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

2.2.5.1 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" We can find news and views of different types in the newspaper. There are economical, social, educational, political, moral, cultural, ecological etc. news and comments in newspapers.

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

Newspapers are printed and circulated based on many aspects. They may be classified according to the coverage (area), frequency, language etc. The habit of reading newspaper among people is increasing day by day. As such the advertisement in the newspaper is receiving favorable response 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. The merits and demerits of newspaper are as follows:-

Merits of Newspaper Advertising:-

1) Wide Coverage

The newspaper medium enjoys the advantage of a wide coverage within and outside the country. With the addition of supplements on holidays, there is something of interest for everyone. It reaches to the readers of every age and income group. We can take an example of weekly newspaper "Saptahik" in Nepal which is read by every age and income group.

2) Quick response

Newspaper is usually read at leisure time. As the readers are fresh and in receptive mood, the advertisements published in newspaper have a better chance of creating a favorable response from the prospective buyers.

3) Regularity

Regular advertisements in the newspaper continuously remind the reader about the product, service or an idea. Moreover, seeing the same advertisement in the newspaper leaves a strong impact on the mind of the prospective buyers. There is also a high believability among the reader about the published advertisement.

4) Flexibility and timely announcement

There is a great flexibility as any changes or modifications can be made in the advertisement published in the newspaper. Besides, the announcement can be made on time, as the newspaper appears every morning or evening in the regular time.

5) Economical

The cost of advertising is low as compared to other media. This cost becomes even lower if there is an increment in the circulation because more the circulation, lower the cost per reader.

Demerits of Newspaper Advertising

1) Short Life

The life of advertisement in the newspaper is very short. A -reader may read the newspaper for 10-15 minutes so the life of advertisement published in the newspaper is even shorter than that. Besides, the newspaper becomes old as soon as the next edition comes into the circulation. So the life of newspaper is only one day.

2) Lack of quality reproduction

Mostly the paper used in the newspaper is of cheaper quality so the reproductions of the advertisement lack the finer details of the layout. If we compare the reproduction of the advertisement of newspaper to that of magazines, or other media, we can see that there is a vast difference between them. Both the color and B/W production of the advertisement are of poor quality in newspaper as compared to magazines or the other media. Due, to this, there is a greater possibility that the readers are not attracted to the advertisement published in newspaper.

3) Waste in circulation

The advertisement in the newspaper may be wasted as the circulation may not cover the desired group of customers. It may be due to illiteracy of people. In a developing country like Nepal, there is a great chance of waste in circulation of newspaper as the illiteracy rate is high here. If the target market is illiterate villagers, the use of newspaper as advertising medium is out of question. The newspaper is restricted to the certain literate group only.

4) Duplication

The repetition of advertisements in newspaper has two negative impacts. On the one hand, it increases the cost of advertisement and on the other hand, duplication of advertisement irritates the prospective buyers.

b) Magazines advertising

Magazines are the periodicals, which may be published weekly, fortnightly, monthly, quarterly or annually. Usually, magazines are printed in better quality papers with good articles. It is read at leisure time. It can be either special or general interest magazine. Special magazines are the type of magazines which are specialized in one particular field. Examples of such magazines are sports magazines, fashion magazines etc. whereas general magazines cover a lot of areas. They include variety articles on different subjects. One example of such magazine is "Reader's digest". "The chief advantages of magazine advertising are the manner in which magazines select their audiences/ simultaneous, uniform coverage of the entire nation; thoroughness with which the magazine is read; covered with its longer life and its multiple areas. Opportunities offered the advertiser to reproduce in life like fashion, full, sol or if lie chooses, his products in use and its consumer advantages; and completeness of presentation" There are some disadvantages of magazine as well.

Merits of magazine Advertising

1) Long life

Unlike the newspaper, magazines have long life the life of newspaper is one day whereasthe life of magazines is certainly more than one day. And the life of an advertisement will depend on the period of the time between one issue to another issue. For example, the annual magazine has one year duration. Most readers have a habit of collecting the good magazines for the longer period. As a result, the advertisement published in magazine has long life.

2) Visual display

Since the magazine usually use good quality papers, the advertisements published in magazines also look good with true to life color display. Such advertisements have excellent pictorial reproduction. Besides, the message can also be supported by detail figures, drawings and color combination which make it more clear and lasting.

3) Selectively

Magazines are printed to meet the needs of the people of different age, income, occupation, sex etc. For instance, sports magazines are mostly read by youngsters. Similarly, fashion magazines are mostly, read by teenagers as well as office going ladies. So an advertiser can select the appropriate magazine to allure their selected market segments. For example, advertisement of a football on a sport magazine. Advertisement of cloth store like Benetton-in fashion magazine etc.

4) Loyalty and prestige

Educated people usually purchase and read the well-known good magazines. They even relate their prestige to some magazines. It is a belief among them that reading magazines like Times, Reader's digest. Cosmopolitan bring prestige to them. This group of people is loyal to the magazines' and don't switch to other magazines. They believe in advertisements published in the magazines.

5) Geographical flexibility

Magazines usually have a national and international coverage. Many people in many countries read them. Magazines like Reader's Digest, Cosmopolitan, and Femina etc are read by the people in more than one country. The customers of many types of magazines are worldwide so the advertisements published have great reach.

Demerits of magazine advertising

1) Inflexibility regarding changes

Magazines are inflexible regarding the changes in advertisements. As magazines have a set date for issue, the advertisements have to be given to the magazines a long time before the issue date. The period becomes longer in case of colorful advertisements. So the advertisers have to get the advertisement layout before the issue date. Last minute changes, if any, cannot be made, as space in the magazines is already allotted.

2) Costly

Because of the high quality of papers and also the various technical aspects used in printing of advertisement, the cost of advertisement in magazine is definitely higher than that in newspaper. And also as the number of persons subscribing the magazines is also limited, the cost of advertisement per reader is high.

3) Some waste in circulation

If the particular product's target is local market, its advertisement in the national and international magazines is wasted and unfruitful. Because of the high cost involvement, small businessman doesn't prefer to advertise their product in magazines.

4) Restricted frequency

Frequent communication with reader is restricted as the magazines are printed on the periodical basis.

2.2.5.2 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

Whereas 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 20thChaitra, 2007 B.S. Some merits and demerits of radio advertising are as follows:-

Merits of radio advertising

1) Human touch

The radio advertising lays a human touch. The advertisements in the form of jingles, dialogues of the live broadcasters and opinions of well known personalities from their own mouth are more effective. The listeners can listen to their favorite anchor's voice. In some programs, the listeners can present their opinions and broadcast their voice on air as well, which appeals to the mass.

2) Selectivity

There are many local and national radio broadcasting systems that the listeners as well as advertisers can select among them. The listeners tune in to the most interesting and good station as per their choice. The advertisers can take into consideration the listening habit of their target customers and broadcast the advertisement according to them. They can select the programs or station and time of broadcasting suitable to their target customers.

3) Economical

Radio advertisement is comparatively cheaper than other media of advertising. As it covers to the mass in every hook and corner of the country, per listener cost is definitely cheap. In other words the advertisement cost, thus, is cheap for the advertiser. In a country like Nepal, where due to low literacy level, press is wastage and television cannot reach the remote places, the importance of radio is high. Radio sets are also available in relatively cheap price so the poor people can also offer them. As such radio advertising is also economical.

Demerits of Radio Advertising

1) Short life of message

The message broadcasted through radio has a short life. The advertisement through radio is wasted if the target listener is not listening to the advertisement. The life of message ends. Even if the listeners listen, he cannot refer back to the message because the life of advertisement ends with the completion of the announcement.

2) Lack of illustration

Visual display is not possible through radio. Other media have this advantage over radio medium. As such advertising through radio may not be effective. Radio advertising only tries to impress listeners through hearing only. It uses word, sound and music for the advertisements.

3) Time Limit

There is a certain time allotted to the advertisement in radio. As the allotted timings, the advertisement is also limited. The advertisement must not be lengthy as an advertiser cannot buy long announcement timings so there is always limited time in radio

4) Wastage

Radio advertisement covers the mass so specific coverage of special groups like youth, old age etc is not possible. Besides, listeners are more interested oh music, news so the advertisements are often not given attention. As such, there is wastage of advertisements.

2.2.5.3 Television advertising

Television is one of the most powerful media in today's world. It is the latest medium of mass communication and is now extensively used for advertisement.

The invention of television was a lengthy, collaborative process. An early milestone was the successful transmission of an image in 1884 by German inventor Paul Nipkow. His mechanical system, known as the rotating disk, was further developed by Scottish scientist John Logie Baird, who broadcast a televised image in 1926 to an audience at the Royal Academy of science in London. However, television becomes popular by 1950s in America and within a decade it was spread over to European countries, Canada, Australia and Japan. It gains popularity in Nepal much later. "Television broadcasting in Nepal started on regular basis on 2041 B.S. (1985). Television broadcasting services of Nepal Television (NTV) which started with limited resources, now broadcast its program for 114 hours a week basis through its 3 studios, regional program production and broadcast center in Kohalpur (Bankke) and Murtidanda (Ham), NanijedandaBhedetar (Dhankuta), Jaleshwar (Mahotarri), Hetauda (Makwanpur), Daunne (Nawalparasi),

Pulchowki(Lalitpur), Kakani (Nuwakot), Sarangkot (Kaski), Tansen (Palpa), Butwal (Rupandehi), Harre (Surkhet) and 11 broadcast centers in other locations in the kingdom. It is estimated that about 47% of the population living in 32% of area of Nepal can watch the programs of Nepal television (NTV). Programs to increase broadcasting capacity and extending reception area coverage are underway." (AAN news bulletin; 2004:35)

Television as a medium of communication uses a scientific synchronization of sound, light, motion, color etc. Because of these dominant characteristics of television, television advertising is gaining popularity day by day .Fifteen years ago when the Nepal Television (NTV) began its first transmission there was hardly one minute of advertising in a two hours transmission. Today, the Nepal Television (NTV) has an average of 16 minutes 30second of advertising per day of transmission.

The merits and demerits of television medium are as follows:-

Merits of television advertising

The main advantages of television advertisement are as follows:

1) Deep Impact

As television combines sight, sound and motion, advertisement through television is most impressive and effective. Television advertisements have the capability of affecting the eyes, ears and the feelings of the viewers. True to life presentation can be made through television. Availability, outlook, special features, utilities etc information of the products can be easily demonstrated through television advertising. It appeals to the senses of viewers and can draw their high attention.

2) Life like presentation

Advertisement through television has a dominant advantage of life like presentation which no other medium has. Advertisement with movement, color, sound, and sight is more appealing than that without these

characteristics. As such television advertising is the most advanced form of advertising.

3) Selective and flexibles

Television is a flexible medium as changes can be made at any time. The advertiser can change the content of advertisements at any time. They can edit and retake their advertisement if they are unsatisfied with the result though the process is costly. They can also select the suitable time; channel etc. to broadcast their advertisement more effectively. There are a wide variety of channels so the advertisers have more alternatives to choose. They can also choose on the basis of the interest of their target customers and the coverage of the television like local, national, international etc.

4) Mass communication

Television is one of the mass communication media. It has been observed that a person normally watches television for three hours- a day. As such people come across television advertisement more often than other form of advertisement. The effect of television advertisement is so much that the people can't help themselves singing the advertisement jingles or act like the actors in the advertisements. There are varieties of programs that every viewer has something of interest. While watching the programs, the viewers also come across the advertisements of the sponsor products. They are regularly reminded about such products. In this way, television advertising appeals to the mass.

5) Better distribution

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

Demerits of Television Advertising

There are some limitations of television advertisement which are as follows

1) Highcost

Television is very expensive medium of advertising. Therefore, the small business unit cannot afford television advertisement. In India, the cost of advertising through television for only ten seconds is Rs. 45,000 to Rs.70,000. This is about 800 times more than the cost of radio advertisement. In Nepal, the rate of advertising through television is different for Nepali product and foreign product. In ordinary time, television advertising for ten second cost Rs. 900 for Nepali product and Rs. 1800 for foreign product. This rate is doubled if advertisement is to be transmitted at prime time. (Statistics: 2045). Now, television advertising is much expensive and is increasing.

2) High clutter

"For a long time, television enjoyed the dominant position in media mix, other media were neglected. Then media researchers began to notice television's reduced effectiveness, which was due to increased commercial clutter (advertisers beamed shorter and more numerous commercials at the television audience, resulting in poorer audience attention and impact.), increased "zipping and zapping" of commercials, and lowered commercial TV viewing owing to the growth in cable TV and VCRS. Many advertisements are broadcasted one after another in Television. Seeing too many advertisements for different products, the prospective buyers often get confused irritated and hence, loose interest in advertisements and switch on to another channels for programs avoiding advertisements.

3) Short life

Advertisement in television comes at once and then gone. It is like a flash of communication which cannot be referred back as in newspapers and magazines. As such, the life of television advertisement is short. The

frequency of television advertisement will have to be more to have an impact on the prospective buyer and it is so expensive.

4) Low reach

In a country like Nepal, where there is vast difference in urban and rural life style, not all people afford to enjoy television. This is due to the fact that it is very expensive. Rural poor people cannot afford to buy it. Moreover, in many villages of Nepal still there is no electricity facility. So the advertisement which target audience also includes rural people, television medium is not effective as it cannot reach to them.

2.2.6 Advertising as a part of marketing activities

"Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others."

Marketing consists of activities that facilitate exchanges such as selling, buying, product planning, production, branding, pricing, packaging, advertising, sales promotion etc. For an exchange to happen, four conditions must be satisfied. Firstly, there must be two or more individuals, groups or organization. Secondly, each party must have something of value to exchange with other party.

Thirdly, there must be willingness on part of one party to give up its "something of value" in exchange for the "something of value" held by the other party. This something of value can be product, service or idea or it can be financial resources like money or credit. Lastly, there must be communication between the two or more parties.

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

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

2.2.7 Advertising and personal selling

"When a persuasive communication is directed toward a single individual, it is an act of salesmanship. When it is directed towards a large group of individual it is called advertising."

This definition distinguishes the advertising and personal selling on the basis of number of individuals to whom the communication is directed. However, there are some striking differences between personal selling and advertising. Some of these are as follows:-

1) Non-personal communication

Unlike personal selling, in advertising a company communicates with its target consumers through non-personal media. Personal selling involves an interactive relationship between two or more persons. As a result, customer's immediate reaction to the communication can be seen and the sales person can make immediate adjustment on the spot.

2) Paid but independent media

Personal selling and advertising both are paid form of communication. The difference is that the salesmen are a company's employ but advertising media are not. Media are engaged only on a task/assignment basis. As soon as the assigned task of communicating the message is over, the media get disengaged and work independently.

3) Objective

The objective of advertising is usually to create a favorable impression towards the advertised product or service so that the consumers are prepared to receive the message through personal selling and buy the product.

4) Audience

Unlike personal selling, in advertising the message is directed towards a broad spectrum of consumers. In personal selling, consumers are approached individually.

5) Intensity of communication

Personal selling is more intensive in the transactional phase, whereas advertising is relatively more intense in pre- and post- transactional phases. In the former, advertising develops consumer's favorable predisposition while in the latter it prevents or dilutes past-purchase dissonance." Personal selling also makes the buyer feel more obliged to listen to the sales talk. The buyer responds to the salesperson even if the response is simply "Thank you".

2.2.8 Advertising and salespromotion

Sales promotion involves marketing activities, other than advertising, publicity, or personal selling that increases sales and dealer effectiveness. The forms of sales promotion include trade shows, demonstrations, samples, contests, coupons, rebates etc.

According to American Marketing Association "Sales promotions are those marketing activities other than personal selling and publicity that stimulate consumer.

Purchasing and dealer effectiveness, -such as displays, show and expositions and various non-recurrent selling efforts not in the ordinary routine."

Sales promotion tools are generally short term measures which are designed to stimulate quicker and greater purchases of products or services by consumers or traders. Sales promotion is also called as aggressive selling".

The major differences between advertising and sales promotion are as follows:-

1) Management Perspective

In sales promotion, the management's perspective is relatively short term for example, arrest of declining sales or facilitating new product purchase where as in advertising, management's perspective may be both short term and long term. For example, the long term perspective may be to build up the company image with no immediate increase in sales.

2) Media

There is a vast difference between the media of communication in advertising and Sales promotion. Sales promotion tools includes coupons, contests, premiums, prizes, product samples and the like where as the advertising media include audio-visual, press, outdoor etc.

3) Timing

"Although advertising and sales promotion are used as communication media in all the three phases of transactions, advertising is more pronounced in pre- and post-transaction phase where as sales promotion is more pronounced in the transaction phase. Thus, sales promotion serves as an important adjunct to selling." Sales promotion invites the buyers to engage in the transaction

now. Sales promotion provide incentive to the consumers to buy the product which result in immediate sale.

4) Frequency

Sales promotion is less repetitive and frequent than advertising. Advertising is more repeated as its impact is long-term and cumulative where as sales promotion is conducted when certain objectives is to be achieve for example, by offering product samples to introduce new product.

2.2.9 Advertising and Publicity

Publicity is another medium of communication through which a company makes known its target consumers about its product, service or an idea. It has been defined by the American Marketing Association as "non-personal stimulation of demand for a product, service or business unit by planting commercial significant news about it in a public medium or obtaining favorable presentation of it on radio, television or stage that is not paid for by the sponsor."

As publicity is not paid for, its appearance is not always certain and its presentation is not programmed. The major advantage of advertising over publicity is that the advertiser can control their advertisement about the product or service or idea as he pays the media for the time' or space. Advertiser is also guaranteed about the transmission of the message. However, publicity has some advantages too. Publicity as a medium of communication is often used by companies because of its effectiveness in transmitting the desired message, generating sales and achieving other objectives. Many companies often feed to the press slanted stories and features of sponsors which lends credibility to the message. This arouses interest in consumers who are otherwise indifferent to advertisements.

2.3 Review of previous study

There are some similar studies which had been conducted previously about advertising research has very short history in Nepal. Professionalism and highly advanced marketing and advertising practices have not institutionalized here in Nepal. However, the Nepalese business environment is also influenced and the entrepreneurs have recognized the need of advertising (Sharma; 2002:95). For this, some research studies are conducted on Advertising and Sales promotion.

A study of Mr. Ram Updhaya (1980), entitled on *"Radio Advertising and Its impact on purchasing ads 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 purchasing decision. The objective of this 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 behaviors 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 behavior.

A study of Ms. Chandra Shrestha (1980), entitled *"An analysis on market position of shampoo"*. The objective of the study was to find out if the sales promotion does impact on sales of shampoo. To find out which mode of sales promotion is more wisely used by the manufacturers as sales promotion tools, to find out the most suitable media to advertise about the sales of beers in Nepal and to-predict the sales of coming year if every factor remains same.

This study specially deals with the most recent and widely used methods of sales promotion and its impact on product market.

A study of Mr. Ram Baral(1995), entitled "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 specifically dealt with communicative aspect of advertising.

A study of Mr. P.R Panday(1999), entitled "*The study on brand loyalty*" 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 overlook 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 loyalty For this research work some consumer products are taken such as detergent soap, instant noodles, shaving blade, toothpaste and soft drinks. Trough 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, and store loyalty, specific deal, and favorite brand of the other member, 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 R.K Neupane (2006), entitled "*Study of market situation of toothpaste in Kathmandu*" 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 Anita Adhikari (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 which 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 favourites 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 there is a necessity of such types of research in Nepal. Thus, researcher has attempted to prepare and present this report to fulfill the requirements of such reports.

A study of Mr Purusottam Khatiwada (2009), entitled "Advertising media effects on consumers buying behavior on close up tooth paste" has been conducted to examine the role of advertising media. Whether the sale of any particular product is depends upon the consumer behavior or not. It basically, shows the how involvement if customer in purchasing product. 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.

CHAPTER-III RESEARCH METHODOLOGY

Research methodology is concerned with various methods and technique, which is the process of research studies. It includes wide range of the methods including quantitative for data analysis and presentation by taking interview to different people and collecting the information from newspapers, magazines and journal.

3.1 Research design

A research design is a plan structure and strategy to obtain the objective of the study the research was mostly based on the primary data and information. Hence survey research design has been used. In this study media of advertising and impact of television advertising have been evaluated the opinion of people about television advertising have been gathered for these both thus questionnaire and published data are used.

3.2 Population and sample

Data used in this study are both primary and secondary in nature. 80 questionnaire were field by people of different age group, 80 questionnaire with different educated groups and 80 questionnaire were filled with the consumer selection 40 male and 40 female, which were the main sources of primary data and secondary data were collected from the NTV viewer surveys, Nepal television rate card, introduction card of NTV, dissertation submitted to the institute of management and manuals and papers.

3.3 Data collection sources

A primary data collection technique is questionnaire a set of questionnaire has been prepared and filled by the different level of people with the help of interview. This questionnaire is prepared to support all the objective of his research and researcher own self was presented to take interview with the people while secondary data were gathered from different sources some of

the major source are NTV library central bureau of statistics(CBS) and central library.

3.4 Tools and analysis

The main purpose of analyzing the data is to change it raw form an unprocessed form to understandable presentation, the analysis of data consists of organizing tabulating and performing and drawing inferences,

The data are presented in the following ways,

- a) Pictorial presentation
 - 1) Bar charts
 - 2) Pie-charts
 - 3) Graphs
- b) Tabulation

The result of analysis has been properly tabulated compared analyzed and interpreted.

3.5 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 table 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 back ground are presented in table below.

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

Table 3.1
Gender- wise sample collection

| Description | Sample size |
|-------------|-------------|
| Male | 40 |
| Female | 40 |

Table 3.2

Education -wise sample collection

| Description | Sample size |
|-----------------------|--------------------|
| Below SLC | 16 |
| SLC | 16 |
| Graduate | 16 |
| Above graduate | 16 |
| Uneducated | 16 |
| Total | 80 |

Likewise the situation of age wise simple collection from various age group are presented in table 3.3

Table- 3.3

Age – wise sample collection

| Description | Sample size |
|--------------------|--------------------|
| Below 15 | 16 |
| 16-25 | 16 |
| 26-35 | 16 |
| 36-45 | 16 |
| Above 45 | 16 |
| Total | 80 |

CHAPTER-IV PRESENTATION & ANALYSIS OF DATA

The advertising business in Nepal is flourishing day by day, which passes through an appropriate media like television, radio, press and magazine. Basically the television among other media is highly recognized media for creating and enhancing the brand awareness towards the customer therefore television advertising is an integral part of the modern marketing world. Without its help communication and information is unimaginable in these days. Television advertising delivers the message of different product in the easy touch of common people this analysis covers Kathmandu metropolitan city and glances upon the behavior of different consumers.

The sample populations of the study were 80 respondents of the valley belonging to different age groups, which comprises of 40 males and 40 females the major objective of this part is to analyze the view of different people regarding television advertisement.

4.1 Age-wise consumer's preference on TV advertisement

The table below shows the age level and their advertisement preference. The sample size of total people is 80 and it is divided into 5 groups of 16 respondents in each group the detail situation of response has been preferred in table 4.1 below.

Table 4.1**Age-wise preference on TV advertising**

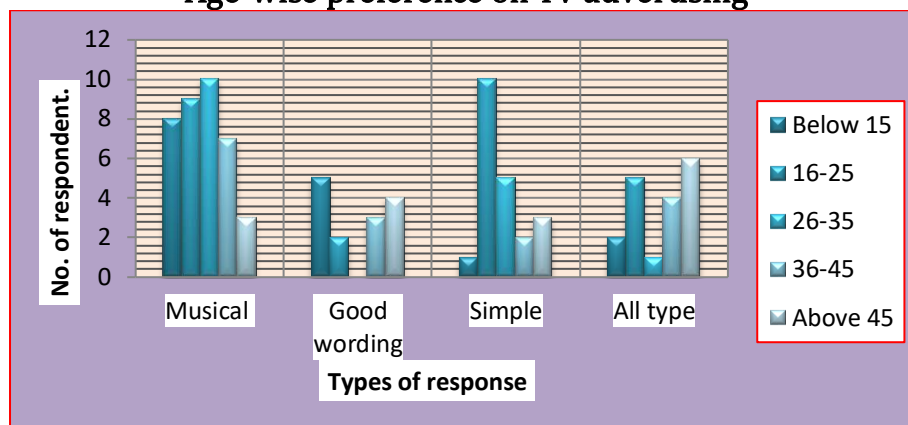
| Description | Sample Size | Musical | % | Good wording | % | Simple | % | All type | % |
|-------------|-------------|---------|-------|--------------|-------|--------|-------|----------|-------|
| Below 15 | 16 | 10 | 62.5 | 0 | 0 | 2 | 12.5 | 3 | 18.75 |
| 16-25 | 16 | 7 | 43 | 2 | 12.5 | 3 | 18.75 | 4 | 25 |
| 26-35 | 16 | 8 | 50 | 0 | 0 | 3 | 18.75 | 5 | 31.25 |
| 36-45 | 16 | 2 | 12.5 | 5 | 31.25 | 0 | 0 | 9 | 56.25 |
| Above 45 | 16 | 2 | 12.5 | 4 | 25 | 2 | 12.5 | 8 | 50 |
| Total | 80 | 29 | 36.25 | 11 | 13.75 | 10 | 12.5 | 29 | 36.25 |

Source: - field survey 2013

The table shows the age wise consumers preferences on TV advertisement out of 16 respondents of below 15years, 62.5% of people are preferred musical advertisement. 12.5% and 18.75% are preferred to simple and all types of advertisement respectively. Beside this, no one is liked to good wording advertisement. Under the age of (16-25) it is found that, 43% are preferred to musical. 12.5% are prefer to goods wording 18.75% are simple and 25% are liked to all type of advertisement. again, under the age group of (26-35) out of 16 respondent 50% of the them are liked musical, 18.75% are liked simple and 31.25% are liked all type of advertisement but no one is preferred to good wording advertisement.

In the same way, under the age group of (36-45) it is found that, 12.5% of people are liked musical 31.25% are liked good wording. 56.25% are liked to all type of advertisement. besides this, no one is liked simple advertisement. In the case of above 45 it is found that, most people are liked all type of advertisement. here, we conclude that child are more interest in musical advertisement than adult group on the other side (36-45) adults are more interested in all type of ads not in one types of advertisement. To easily understand the above information, we can use the multiple bar diagramme.

Figure 4.1
Age-wise preference on TV advertising



4.2 Gender- wise preference on TV advertisement

The situation of consumer's preference on television advertising according to the gender or sex is presented in tale below.

Table 4.2
Gender-wise preference on TV advertisement

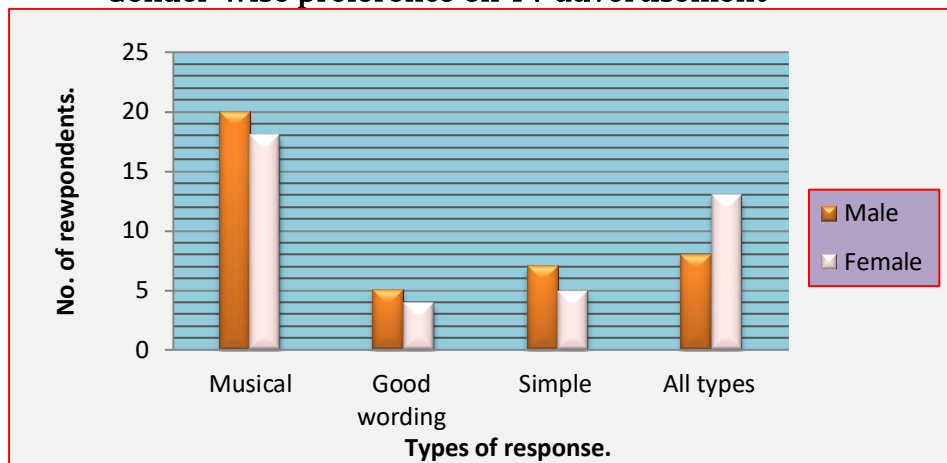
| Description | Sample Size | Musical | % | Good wording | % | Simple | % | All type | % |
|-------------|-------------|---------|------|--------------|-------|--------|------|----------|-------|
| Male | 40 | 20 | 50 | 5 | 12.5 | 7 | 17.5 | 8 | 20.00 |
| Female | 40 | 18 | 45 | 4 | 10 | 5 | 12.5 | 13 | 32.50 |
| Total | 80 | 38 | 47.5 | 9 | 11.25 | 12 | 15 | 21 | 26.25 |

Source: - field survey 2013

The above table shows that, under the gender wise preference on TV advertisement 50% of respondent (male) are preferred to musical advertisement and 12.5% are preferred to good wording and also 17.5% and 20% of are like to simple and all types of advertisement respectively. Similarly, in the female respondent it is found that, 45% are most prefer to the musical advertisement then other type of advertisement. 10% of female respondent liked to good wording and 12.5% and 32.50%of respondent are preferred to simple and all types of advertisement respectively.

After analyzing the above information it is concluded that, male are more interested than female respondent in musical ads. But, in all type of advertisement female are more interested than male however, majority of both of them are in musical advertisement rather than other types of advertisement. To easily understand the above information, it has been presented in the multiple bar diagramme.

Figure 4.2
Gender-wise preference on TV advertisement



4.3 Education - wise reaction on TV advertisement

The people of different age group react to the television advertisement differently like some of them tries to know what advertise meant, some of them may be curious about advertisement where as some of them just watches the advertisement and do other works. The situation of consumer's reaction according to the education level is presented in table 4.3

Table 4.3**Education-wise reaction on TV advertisement**

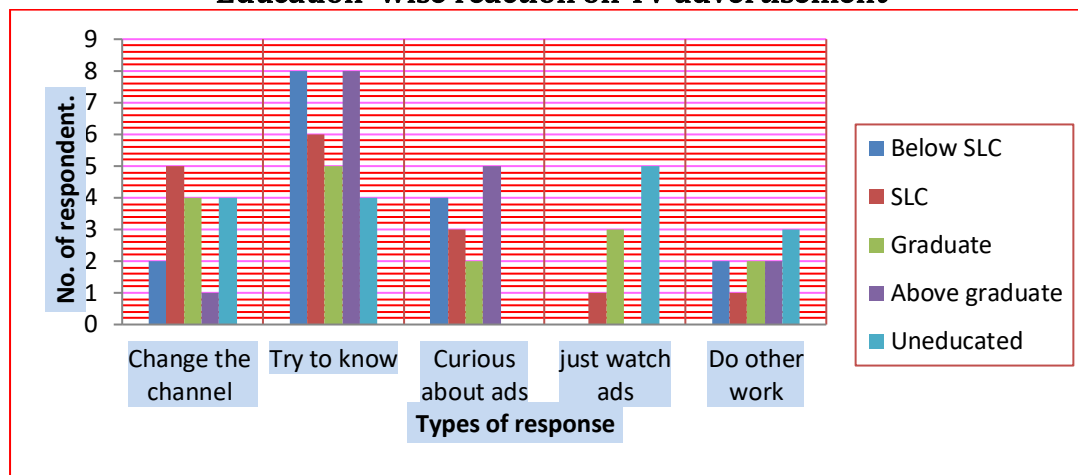
| Description | Sample Size | Change The channel | % | Try to know | % | Curious About TV ads | % | Just Watch Ads | % | Do other work | % |
|-----------------|-------------|--------------------|-------|-------------|-------|----------------------|-------|----------------|-------|---------------|-------|
| Below SLC | 16 | 2 | 12.5 | 8 | 50 | 4 | 25 | 0 | 0 | 2 | 12.5 |
| SLC | 16 | 5 | 31.25 | 6 | 37.5 | 3 | 18.75 | 1 | 6.25 | 1 | 6.25 |
| Graduates | 16 | 4 | 25 | 5 | 31.25 | 2 | 12.5 | 3 | 18.75 | 2 | 12.5 |
| Above graduates | 16 | 1 | 6.25 | 8 | 50 | 5 | 31.25 | 0 | 0 | 2 | 12.5 |
| Uneducated | 16 | 4 | 25 | 4 | 25 | 0 | 0 | 5 | 31.25 | 3 | 18.75 |
| Total | 80 | 16 | 20 | 31 | 38.75 | 14 | 17.5 | 9 | 11.25 | 10 | 62.5 |

Source: - field survey 2013

The above table shows the reaction of TV advertisement according to the education out of 16 Below SLC respondent, 50% are try to know the TV advertisement while watching TV ads . Similarly, 12.5% are preferred to change the channel and also 25% are preferred to curious about the ads. Whereas, 12.5% are preferred to do other works while watching TV programme. Besides this, no one is preferred to just watch the ads. On the other hand, in SLC level, 31.25% of people are ready to change the channel while watching TV ads 37.5% are trying to know about the advertisement 18.75% are curious about the ads and 6.25% of peoples are ready to do other works as well as just watch TV ad while watching television. Similarly, in the graduates level it is found that most of the people are try to know the TV ads while watching TV programme (i.e. 31.25%) and 25% are change channel, 18.75% are just watch the TV ads and 12.5% of people are equally participate in curious about the advertisement and do other works while watching TV programmed. Under the level of above graduates, 6.25% of respondent are change the channel 50% are try to know about the TV advertisement and 31.25% and 12.5% of people are curious about TV ads and do other works while watching TV programme. Besides this, no one is ready to just watch the TV ads while advertisement seen on TV programme. Again out of the uneducated people, most of the respondent are just watch the TV ads

(i.e.31.25%).While watching TV programme. After examine the above information, it is opined that below SLC and above graduate level people are more interested to know about advertisement or they interest to seek the meaning of advertisement than other. In uneducated level, majority of people are just watching the TV ads they aren't curious about the ads. However, majority of the people are seeking to know the meaning of TV ad rather than curious about the product, change the channel, just watch ads or do other works. To understand the above information easily it has been presented with the help of multiple bar diagram.

Figure 4.3
Education-wise reaction on TV advertisement



4.4 Gender - wise reaction on TV advertisement

The situation of Gender- wise reaction on television advertising is presented in tale below.

Table 4.4
Gender- wise reaction on TV advertisement

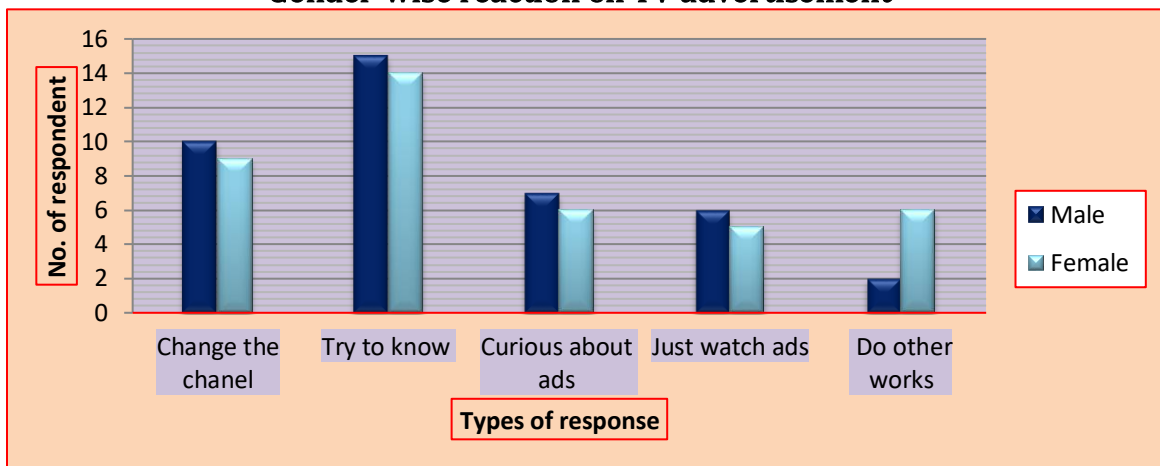
| Description | Sample Size | Change The channel | % | Try to know | % | Curious About TV ads | % | Just Watch Ads | % | Do other work | % |
|-------------|-------------|--------------------|-------|-------------|-------|----------------------|-------|----------------|-------|---------------|----|
| Male | 40 | 10 | 25 | 15 | 37.5 | 7 | 17.5 | 6 | 15 | 2 | 5 |
| Female | 40 | 9 | 22.5 | 14 | 35 | 6 | 15 | 5 | 12.5 | 6 | 15 |
| Total | 80 | 19 | 23.75 | 29 | 36.25 | 13 | 16.25 | 11 | 13.75 | 8 | 10 |

Source: - field survey 2013

In the table 4.4 it is found that, out of the 40 male respondents, 25% of people are like to change the channel 37.5% are like to know about the TV ads while watching TV programme. Moreover, 17.5% are curious about the TV ads and 15% and 5% of people are like to just watch TV ads and do other works while watching TV programme respectively.

Similarly, in the study of female respondent it is found that, 22.5% of female respondent are like to change the channel 35% are try to know about the ads and 12.5% of people are like to just watch TV ads while advertisement seen on TV programme. Besides this, 15% of them are curious about TV ads and do others works while watching TV program me as well. After studied the above data, it is concluded that females are more interested to change the channel than male they are not interested to seek the meaning of advertisement. However, male are more interest to seek the meaning of TV advertisement rather than do other works. To easily understand the above information we may present it in multiple bar diagramme.

Figure 4.4
Gender-wise reaction on TV advertisement



4.5 Gender - wise preference on advertising media

The situation of gender -wise preference on advertising media is presented in table below.

Table 4.5
Gender-wise preference on advertising media

| Description | Sample Size | Television | % | News paper | % | Radio | % | Magazine | % | Poster & hoarding board | % |
|-------------|-------------|------------|------|------------|------|-------|-------|----------|---|-------------------------|------|
| Male | 40 | 28 | 70 | 4 | 10 | 5 | 12.5 | 0 | 0 | 3 | 7.5 |
| Female | 40 | 35 | 87.5 | 1 | 2.5 | 4 | 10 | 0 | 0 | 0 | 0 |
| Total | 80 | 63 | 79 | 5 | 6.25 | 9 | 11.25 | 0 | 0 | 3 | 3.75 |

Source: - field survey 2013

The above table shows the preference on advertising media according to the gender. Out of the 40 male, 70% of people are preferred to the television. Whereas, 10% are preferred to the news paper. In the same way, 12.5% are preferred to the radio advertising 7.5% are preferred to poster and hoarding board. But in magazine advertisement no one is interested for their favorite advertisement. Moreover, in the study of female respondent out of 40 female, it is found that, 87.5% are preferred to TV advertisement 2.5% are preferred to news paper and 10% are preferred to radio advertisement. However, in magazine and poster and hoarding board advertisement no one is interested to see their favorable product advertisement.

Here, we concluded that females are more interested on television advertisement than male in comparison to other advertisement media. But male are more interested in newspaper radio and poster & hoarding board advertising media than female. However, majority of both of the respondent are interested in television advertising media than other advertising media. The above information can be presented in a Pie chart.

Figure 4.5
Gender- wise preference on advertising media (Male)

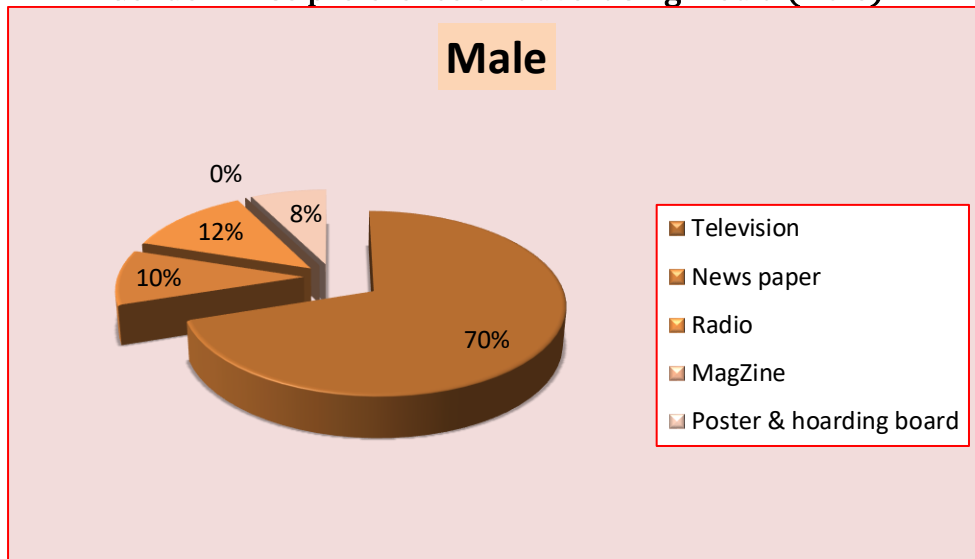
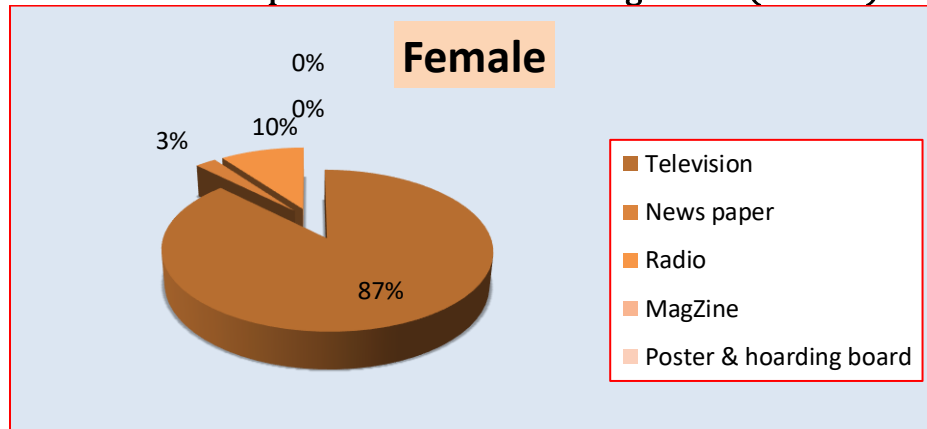


Figure 4.6
Gender- wise preference on advertising media (Female)



4.6 Consumer influencing factor to buy the cosmetic product in terms of gender

The consumer's goods buying decision is depends upon various factors like advertisement influence them to buy that product by introducing that

product or that product was needed for them etc. the result of consumers in this regard is presented in table below.

Table 4.6

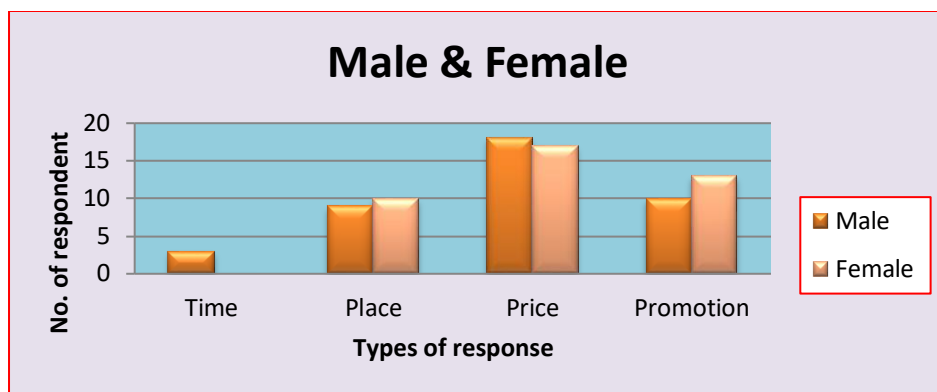
Consumer influencing factor to buy the cosmetic product in terms of gender

| Description | Sample Size | Time | % | Place | % | Price | % | Promotion | % |
|-------------|-------------|------|-----|-------|------|-------|------|-----------|------|
| Male | 40 | 3 | 7.5 | 9 | 22.5 | 18 | 45 | 10 | 25 |
| Female | 40 | 0 | 0 | 10 | 25 | 17 | 42.5 | 13 | 32.5 |
| Total | 80 | 3 | 3 | 19 | 24 | 35 | 44 | 23 | 29 |

Source: - field survey 2013

The above data shows the consumer influencing factor to buy the product according to the gender. where, out of 40 male 7.5% are influence by time factor for their purchasing behavior and 22.5% are influence by place 45% are influence by price whereas, only 2.5% are influence by the promotion, for their purchasing decision. Similarly, in the study of female respondent, 25% of them are influence by place to purchase the product, 42.5% are influence by price and 32.5% are influenced by promotion. Whereas, no one is influenced by the time factor for their purchasing decision. Therefore we conclude that, most of male or female are sensitive on price for their purchase behavior rather than other marketing mix. Now, we may also portrait this information in the multiple bar diagramme.

Figure 4.7
**Consumer influencing factor to buy the cosmetic product
(In term of gender)**



4.7 Consumer sensitive on the basis of education

Consumer can receive various use full information regarding the product. Such as, price, quality, appearance and product feature. That's why they are differ in all kinds of above product feature to their buying decision. The situation of consumer sensitiveness on the basis of education is presented in table below.

Table 4.7

Consumer sensitive on the basis of education

| Description | Sample Size | Price | % | Quality | % | Feature | % | Appearance | % |
|-----------------|-------------|-------|-------|---------|-------|---------|-------|------------|----|
| Below SLC | 16 | 5 | 31.25 | 5 | 31.25 | 2 | 12.50 | 4 | 25 |
| SLC | 16 | 6 | 37.50 | 8 | 50 | 2 | 12.50 | 0 | 0 |
| Graduates | 16 | 5 | 31.25 | 10 | 62.50 | 1 | 6.25 | 0 | 0 |
| Above graduates | 16 | 6 | 37.50 | 10 | 62.50 | 0 | 0 | 0 | 0 |
| Uneducated | 16 | 8 | 50.00 | 8 | 50 | 0 | 0 | 0 | 0 |
| Total | 80 | 30 | 37.50 | 41 | 51.25 | 5 | 6.25 | 4 | 5 |

Source: - field survey 2013

The above table presents consumers sensitive in accordance with the education. Out of 16 below SIC respondent, 31.25% of people are sensitive on price and quality for their purchasing decision. And 12.50% are more sensitive on product feature while buying. Similarly, 25% are considering on product appearance. Under the study of SIC level respondent, out of 16 respondent 37.50% are sensitive on price before buying the product 50% are sensitive on quality for their purchasing decision, and 12.50% are

sensitive on product appearance while buying. Again, in graduates' level study; it is found that, 62.50% of people are more sensitive about the product quality than other product attributes. Besides this, under this level 6.25% and 31.25% are sensitive on the product feature and price while purchasing the product and no one is consider about the product appearance in purchasing time.

Similarly, in above graduates level study we can found that 62.50% of people are consider about the product quality than other product feature and 37.50% are consider about the product price and no one is sensitive on product feature and appearance in the time of purchasing the product.

Under the uneducated level study, it is found that 50% of the people are equally considered about the product price and quality. But no one is considering about the product feature and appearance while purchasing the product. Actually under the measurement of education wise consumer sensitive graduate and above graduate people are more consider about the product quality (i.e.62.50%) then other product feature.

In order to easily understand the above information, it has been portrait in multiple bar diagramme.

Figure 4.8
Consumer sensitive on the basis of education



4.8 Age-wise time preference on purchase the product

The situation of consumer's age -wise time preference on purchase the product is presented in table below.

Table 4.8

Age-wise time preference on purchase the product

| Description | Sample Size | Morning | % | Day | % | Evening | % | Night | % | As per needed | % |
|-------------|-------------|---------|------|-----|------|---------|------|-------|------|---------------|-------|
| Below 15 | 16 | 0 | 0 | 4 | 25 | 2 | 12.5 | 0 | 0 | 10 | 62.5 |
| 16-25 | 16 | 2 | 12.5 | 3 | 18.7 | 3 | 18.7 | 1 | 6.25 | 7 | 43.7 |
| 26-35 | 16 | 0 | 0 | 4 | 25 | 10 | 62.5 | 0 | 0 | 2 | 12.5 |
| 36-45 | 16 | 3 | 18.7 | 0 | 0 | 4 | 25 | 0 | 0 | 9 | 56.25 |
| Above 45 | 16 | 0 | 0 | 0 | 0 | 6 | 37.5 | 0 | 0 | 10 | 62.5 |
| Total | 80 | 5 | 6.25 | 11 | 13.7 | 25 | 31.3 | 1 | 1.25 | 38 | 47.5 |

Source: - field survey 2013

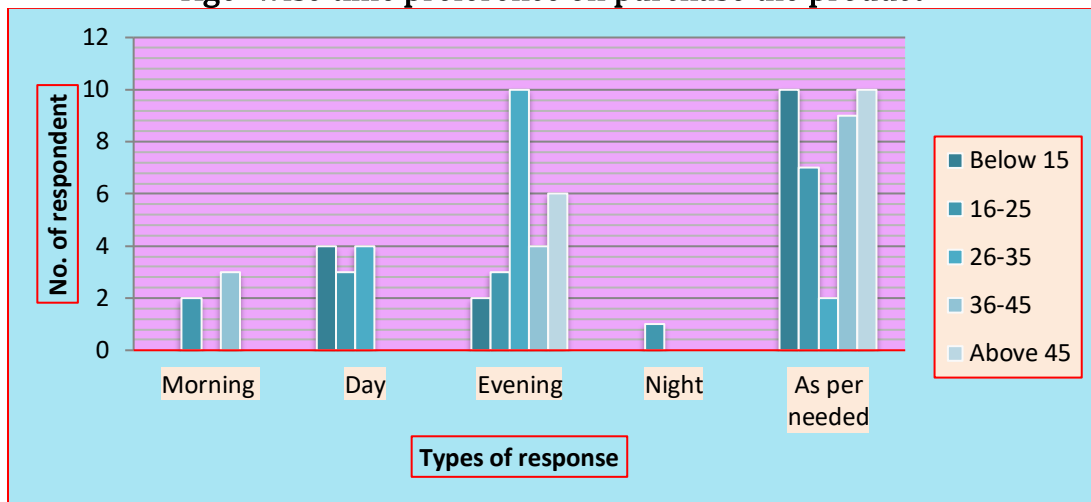
The table 4.8 presents the age wise time preference on purchasing the product. under below 15 years respondents, 25% of people are preferred to day time to purchase the product and 12.5% are liked to evening time but 62.5% are preferred to purchase the product as per needed. besides this, no one is like to purchase the product in morning and night time again, under the age group of (16-25) it is found that , 12.5% are like to marketing in morning time 18.7% are equally preferred to purchase the product in day and evening time .6.25% are liked to night time for their purchase and 43.7% are like to purchase the product as per needed. Similarly, in the study of (26-35) age group of respondent ,25% of people are liked to purchase the product in day time 62.5% are liked evening time 12.5% are liked to purchase the product as per needed . Except this, no one is liked to purchase the product in morning and night time.

In the same way, out of the 16 respondent of the (36-45) age group 18.7% of respondent are liked to purchase in morning time 25%

people are liked to evening and 56.25% are liked to purchase as per needed. But in the case of day & night time no one is liked to purchase the product. Moreover, under the age group of (above 45) 37.5% of people are liked to evening time and 62.5% are preferred to purchase as per needed. However, no one is liked to purchase the product in Morning, Day and Night time.

Basically, after studied the above information we conclude that most of the people of the different age group are like to purchase the product as per needed. To easily understand the above information, we can also use the multiple bar diagramme.

Figure 4.9
Age- wise time preference on purchase the product



4.9 Gender- wise consumer sensitive while purchasing the product

Consumer prefer different product by considering various factors advertisement is also one of the important factors. This affects the consumer's preferences of the particular product the result of the consumer's sensitive while buying the product on the basis of gender is presented below.

Table 4.9
Gender-wise consumer sensitive while purchasing the product

| Description | Sample Size | Price | % | Quality | % | Feature | % | Appearance | % |
|-------------|-------------|-------|------|---------|----|---------|------|------------|-----|
| Male | 40 | 10 | 25 | 24 | 60 | 3 | 7.5 | 3 | 7.5 |
| Female | 40 | 8 | 20 | 28 | 70 | 0 | 0 | 4 | 10 |
| Total | 80 | 18 | 22.5 | 52 | 65 | 3 | 3.75 | 7 | 8.8 |

Source: - field survey 2013

The above table reflects the consumer sensitive while buying the product according to the gender out of 40 male respondent, 25% of them are sensitive on the product price whereas 60% are sensitive on the product quality and 7.5% are equally sensitive on the product feature and appearance in the time of purchase. On the other hand, it is found that, out of 40 female, respondent 20% are sensitive on the product price. Whereas 70% of them are sensitive on the product quality. But in the case of feature. No one is considered the product feature while buying the product. Besides this, 10% of people are sensitive on the product appearance. After observing above information, we conclude that female are more consider the product quality then price compare to the male. The above data can be presented in pie chart also.

Figure 4.10

Gender-wise consumer sensitive while purchasing the product

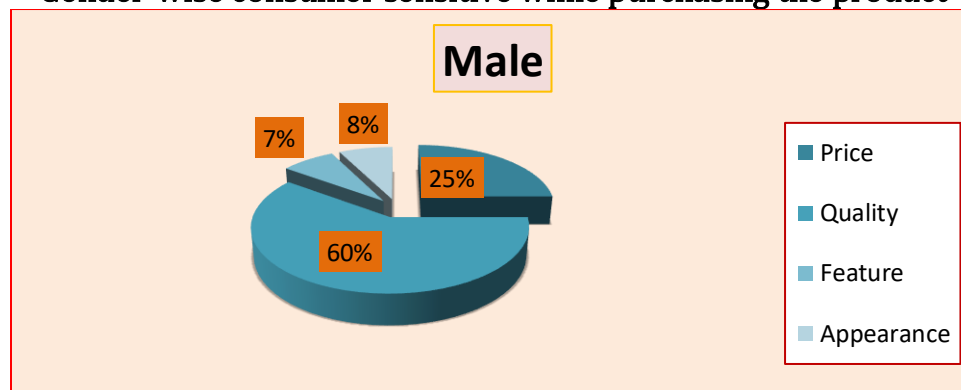
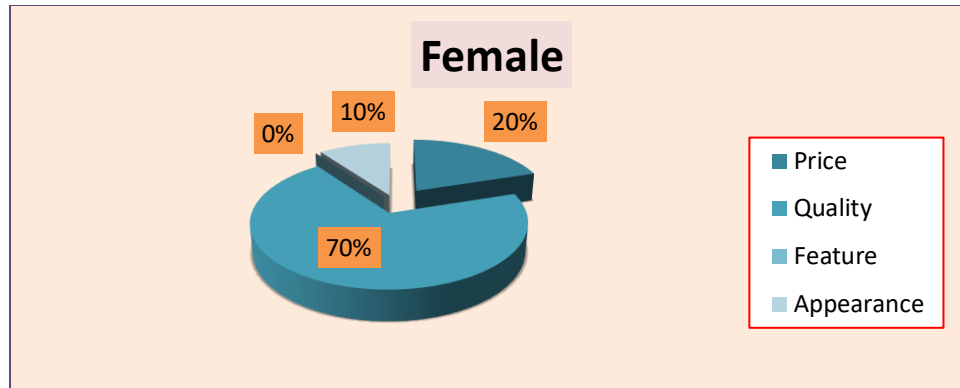


Figure 4.11

Gender-wise consumer sensitive while purchasing the product



4.10 Purchase intention over TV ads of cosmetic product in terms of gender

The situation of gender-wise purchase intention over TV ads of cosmetic product is presented below.

Table 4.10
Purchase intention over TV ads of cosmetic product
(In terms of gender)

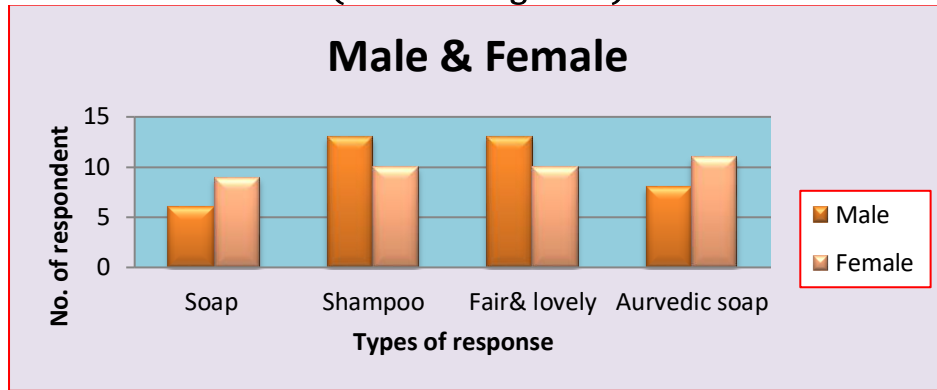
| Description | Sample Size | Soap | % | Shampoo | % | Fair & lovely | % | Ayurvedic soap | % |
|-------------|-------------|------|------|---------|------|---------------|------|----------------|------|
| Male | 40 | 9 | 22.5 | 10 | 25 | 10 | 25 | 11 | 27.5 |
| Female | 40 | 5 | 15 | 13 | 32.5 | 15 | 32.5 | 8 | 20 |
| Total | 80 | 14 | 17.5 | 23 | 28 | 25 | 31 | 18 | 22.5 |

Source: - field survey 2013

The above statistic shows the customer purchase intention over TV ads of cosmetic product according to the gender. Under the 40 male respondents it is found that, 22.5% are purchasing the soap and 25% are purchasing the shampoo and fair and lovely equally after looking TV ads. Again, 27.5% are intends to purchase the Ayurvedic soap after watching TV ads. Similarly, in the study of female respondent out of 40 female, 15% of them are intent to purchase the soap 32.5% are intent to purchase the shampoo and fair & lovely and 20% of them are intent to purchase the Ayurvedic soap after watching TV ads. Having the above information we conclude that, more female are intends to purchase the fair and lovely after

having TV ads. And more male are intends to purchase the Ayurvedic soap after looking TV ads. To analyze the above information, it has been shown in the multiple diagramme.

Figure 4.12
Purchase intention over TV ads of cosmetic product
(In terms of gender)



4.11 Gender- wise impact of TV ads on cosmetic product

Some advertisement creates positive impact among the consumers regarding the advertised product while some times it may fail for this. The results of survey on this regard are presented in tale below.

Table 4.11
Gender-wise impact of TV ads on cosmetic product

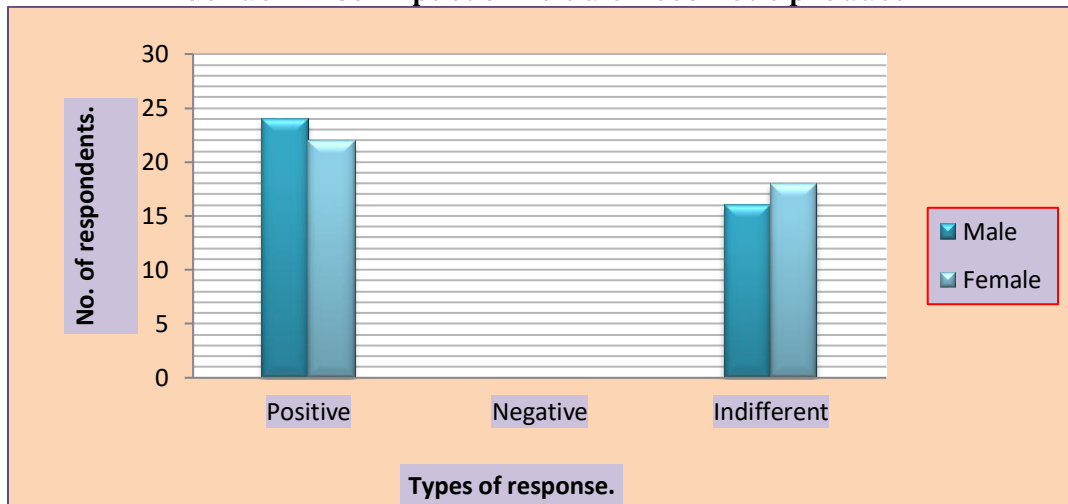
| Description | Sample size | Positive | % | Negative | % | Indifferent | % |
|-------------|-------------|----------|------|----------|---|-------------|------|
| Male | 40 | 24 | 60 | 0 | 0 | 16 | 40 |
| Female | 40 | 22 | 55 | 0 | 0 | 18 | 45 |
| Total | 80 | 46 | 57.5 | 0 | 0 | 34 | 42.5 |

Source: - field survey 2013

The above data or figure depicts the gender wise impact of TV ad on cosmetic product, under the 40 male respondents, 60% of the people are having a positive impact on TV ads and 40% of them are having a indifferent on TV ads. But no one is having a negative impact on TV ads. Similarly, in the case of female respondent, out of 40 female 55% of them are having a positive impact and 45% of them are showing a indifferent situation towards the TV ads. However, in the case of negative impact no one is involved.

To sum up, we conclude that male and female has a more positive impression towards the TV ads on cosmetic product. It has been shown in the multiple bar diagramme.

Figure 4.13
Gender-wise impact of TV ad on cosmetic product



4.12 Gender- wise effectiveness of TV ads on Sunsilk shampoo

The situation of gender wise effectiveness of TV ads on Sunsilk shampoo is presented in tale below.

Table 4.12
Gender- wise effectiveness of TV ads on Sunsilk shampoo

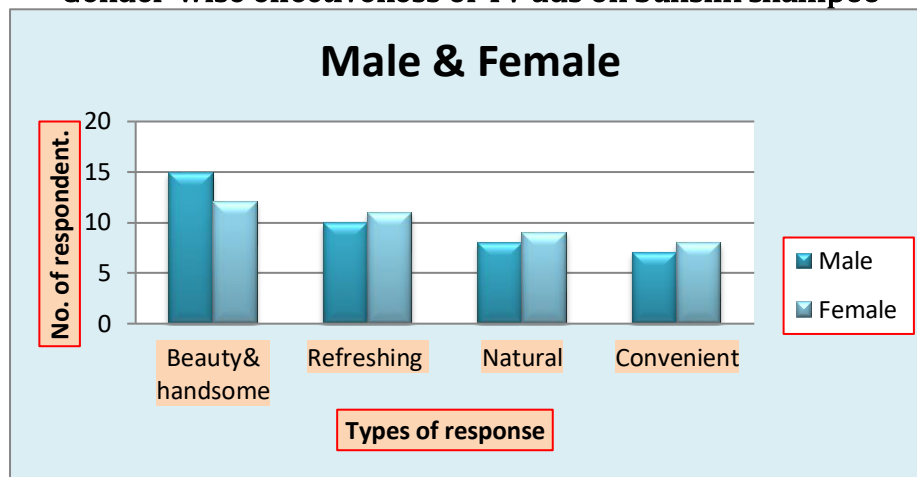
| Description | Sample size | Beauty & handsome | % | Refreshing | % | Natural | % | Convenient | % |
|-------------|-------------|-------------------|---|------------|---|---------|---|------------|---|
| | | | | | | | | | |

| | | | | | | | | | |
|--------|----|----|------|----|------|----|------|----|------|
| Male | 40 | 11 | 27.5 | 10 | 25 | 5 | 12.5 | 13 | 32.5 |
| Female | 40 | 12 | 30 | 8 | 20 | 9 | 22.5 | 11 | 27.5 |
| Total | 80 | 24 | 30 | 18 | 22.5 | 14 | 17.5 | 24 | 30 |

Source: - field survey 2013

The above table shows that, out of 40 male, 27.5% are preferred the Sunsilk shampoo for beauty and handsome. 25% are preferred for refreshing. 12.5% are preferred for their naturality and 32.5% are preferred to Sunsilk shampoo for convenient in use. on the other hand, out of 40 female, it is found that, 30% are preferred the Sunsilk shampoo for beauty and handsome. 20% are preferred for their refreshing. Whereas, 22.5% & 27.5% are preferred the Sunsilk shampoo for obtaining the naturality and using convenient respectively. The above information can be presented in the multiple bar diagramme.

Figure 4.14
Gender-wise effectiveness of TV ads on Sunsilk shampoo



4.13 Gender-wise effectiveness of TV ads on Head & shoulder shampoo
The situation of gender wise effectiveness of TV ads on Head & shoulder shampoo is presented in tale below.

Table 4.13

Gender wise effectiveness of TV ads on Head & shoulder shampoo

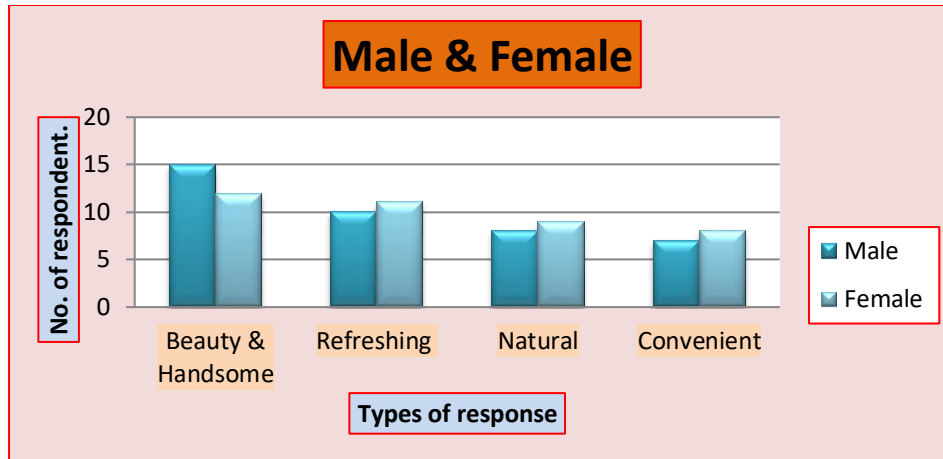
| Description | Sample size | Beauty & handsome | % | Refreshing | % | Natural | % | Convenient | % |
|-------------|-------------|-------------------|-------|------------|-------|---------|------|------------|-------|
| Male | 40 | 15 | 37.5 | 10 | 25 | 8 | 20 | 7 | 17.5 |
| Female | 40 | 12 | 30 | 11 | 27.5 | 9 | 22.5 | 8 | 20 |
| Total | 80 | 27 | 33.75 | 21 | 26.25 | 17 | 21.3 | 15 | 18.75 |

Source: - field survey 2013

The above data reflects the gender wise effectiveness of TV ad on head & shoulder shampoo. Out of the 40 male respondent 37.5% are preferred to use head&shoulder shampoo for their beauty and handsome.25% are preferred this shampoo for refreshing.And 20% are preferred for obtaining the naturality.Whereas, 17.5% are like to head and shoulder shampoo for their using convenient. again in the context of 40 female respondent, 30% are preferred the head and shoulder shampoo for beauty 27.5% are preferred for refreshing 22.5% are preferred for obtaining the naturality. Besides this, 20% of them are preferred to head and shoulder shampoo for their using convenient.

From above table, it is concluded that male & female both are more interested to use head and shoulder shampoo for their handsome and beauty. To easily understand about the above information, we can portrait in multiple bar diagramme.

Figure 4.15
Gender-wise effectiveness of TV ads on Head & shoulder shampoo



4.14 Major findings of the study

❖ **Age wise preference on TV advertisement.**

It could be interpreted that, majority of the peoples covering different age group are more interested in musical and simple types of advertisement than other types of advertisement.

❖ **Gender-wise preference on TV advertisement**

Majority of male & female are like the musical advertisement than therefore, it could be appropriate to the company to follow the musical advertisement to advertise their product.

❖ **Education wise reaction on TV advertisement.**

Majority of educated people mostly involved in to know the meaning of advertisement rather than just watch TV ads.

❖ **Gender- wise reaction on TV advertisement.**

It could be interpreted that, most of the male population is more interest to seek the meaning of advertisement rather than curious about the ads,& Do other work.

❖ **Gender wise preference on advertising media.**

It could be interpreted that, majority of the male and female population (70 and 87.5) % are most preferred the TV advertising media than other advertising media.

❖ **Customer influencing factor to buy the Cosmetic product in terms of gender.**

It could be interpreted that, most of the male or females population is more influenced by the product price (i.e.45%) rather than other marketing mix.

❖ **Age- wise time preference on purchase the product.**

Majority of different level of age group of people are more interested to buy the product as per needed they aren't consider any particular time. Thus, it had been better to the company to do not use the particular time advertisement for advertising their product.

❖ **Gender-wise consumer sensitiveness while purchasing the product.**

It could be interpreted that, majority of male or female populations are giving more priority to the product quality than other attributes.

❖ **Customer purchase intention over TV ads of cosmetic products in terms of gender.**

It could be interpreted that, majority of male population are preferred to buy the Ayurvedic soap among other product such as, soap, shampoo and fair& lovely and most of the female population are preferred to purchase the fair & lovely and shampoo after watching TV ads.

❖ **Gender wise impact of TV ads on cosmetic product.**

It could be interpreted that, most of the male and female has a positive response to wards the TV advertisement of cosmetic product like as (Sunsilk and Head & shoulder shampoo).

❖ **Gender wise effectiveness of TV ads on Sunsilk and Heads & shoulder shampoo.**

It could be interpreted that, majority of male population are use the Sunsilk shampoo for their buying convenient and the majority of female population are use the Sunsilk shampoo for their beauty and handsome. Therefore, the marketer or company should focus on the convenient feature of shampoo to advertise their shampoo product. In male targeted market, besides this, in female targeted market, company or marketer should focus on beauty and handsome feature of shampoo to advertise.

Similarly, in the context of head & shoulder shampoo. Majority of male or female use it for their beauty and handsome. In this way, it had been better to the company or marketer to advertise their shampoo focusing on the feature of beauty and handsome

CHAPTER-V SUMMARY, CONCLUSION & RECOMMENDATIONS

5.1 Summary

Advertising is the most popular promotion tool to create need and wants of consumers. Now it is widely used by social business government organization the growth of advertising in Nepal is phenomena considering the fact that a few decades back, only a few products reached out to consumers. Through limited media like the national daily newspaper Gorkhapatra or the state owned station. With the mushrooming of FM stations private print media and television channels and increasing access to media advertising is growing with the leaps and bounds. For making consumers well informed advertising is becoming more important to provide suggestion on various aspects of human

life. Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost. This is a professional definition, which emphasizes that advertising should be planned or created to achieve the most fruitful result for the least costs. The main objective of advertising is to sell. But unlike the salesman who sells in a face-to-face, or even voice to voice situation, advertising sells in a broadcast fashion to numbers of prospects whose identity may or may not be known, and who may be close at hand or at a distance. The message is reached to the large number of prospective buyers at a time. Advertising has this remarkable flexibility and range of operation. This versatile and flexibility of the advertisement does have to be used intelligently. Thus lacking in Nepal. In this regard the present study will be helpful. Before there is any expenditure on advertising, there is must necessary at first to be an assessment of the likely turn, and one method or medium should be judged against another on a cost benefit analysis. This thesis surveys the impact of television advertising on consumer behavior.

This study will be very important for the advertiser. It will help them to prove their advertising policy. In Nepal, advertising is growing at about 15 percent per annum. Advertising is widely used by business, government and social organization. Banks extensively use or issue notices for repayment of overdue loans. Now a days they also advertise their different products. The use of advertisement by private airlines is increasing every year. However the impact of advertisement to the various consumers is unknown. Thus the study to analysis the impact of Television advertisement on consumer's behavior is very necessary. The main objectives of the study is to analyze the impact of television advertisement on consumer behavior with reference to cosmetic product but the specific objectives is (a) To explore the consumer behavior towards the TV advertisement. (b) To identify the consumer

believability towards the TV advertisement. (c) To examine the major factors that influence to buy the cosmetic products. Advertisement is one of the most important components to influence consumers for influence them familiar about the product. The study regarding the impact of television advertisement in consumers' behavior is perhaps in first in Nepal. To achieve the objectives of the study required data are collected from primary sources through questionnaire. In total 80 questionnaires covering the differing age groups, gender, and educational background are collected and various statistical and mathematical tools are used to analyze the data to achieve the objectives of the study.

5.2 Conclusion

According to the findings of the analysis section, it can be concluded that majority of the people have television watching habits and out of them men are more curious in television then women which indicates that television advertisement is more popular advertisement than all other types of advertisement to provides the valuable information towards the customers. But most of them are try to know about the advertisement rather than just watching the television. In addition to this majority of the people of different age groups as well as different educational class gender prefers to the musical programs as compare to the other types of television, programs which indicate that musical programs are more popular among the people rather than other programs. Similarly, majority of the people prefers the product

which is frequently advertise rather than not advertise product though they are same nature's product but most of them purchase the product due to their necessity or as per needed not due to the influence of advertisement. Likewise, the advertisement of cosmetic product like shampoo and fair & lovely is very much effective to make customers familiar about the product, but mainly they are influenced from the quality of the product rather than from the advertisement. On the other side, Sunsilk shampoo is very much effective among the various shampoo users rather than head & shoulder shampoo. They buy Sunsilk shampoo for their buying, using convenient and for beauty and handsome after seeing TV ads. Whereas, head & shoulder shampoo is less popular among them. They thought that, it cost is so higher and it can't easily available in the market in comparison to the Sunsilk shampoo. To sum up, it can be concluded that, television advertisement seems to be the most popular means or media which plays crucial & effective role to enhance the market of the goods manufacturing.

5.3 Recommendations

In Nepal, most of the business organization are sale oriented they has no any participation in the field of the manufacturing .therefore they are using the advertising media to sale their products and services. Basically, in the context of Nepalese organization, we see that most of the business organizations are used push strategy rather than using pull strategy to sale their product.That's why TV advertising media is more popular among the other types of advertising media to provide the valuable information towards the possible customer. Besides this, most of the today's customer wants to become a fancy trendy and gorgeousthat can be possible only through the TV advertising. In this way, Nepalese organization should use the TV advertising media in order to enhance the better marketing performance. Here are some

recommendations for those business organization or company who has followed the TV advertisement to enhance the market share by providing effective information towards the customer.

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 either makes 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 men consumers. So, the advertiser and producer should give preference to the television advertisement by focusing more to the men advertisement.
3. The analysis shows that the information included in advertisement are not sufficient and majority of the respondents are willing to get the additional information from the advertisement regarding the various aspects of the product. Thus, advertise manufactures and producer should include sufficient information so that consumer can be satisfied regarding the matters.
4. The Study indicates that most of the consumers prefer advertise product rather than not advertise product and it also indicate that advertisement attract the consumer. Hence, all manufactures should advertise their product to expand the market share.
5. The study indicate that the advertisement of any product leaves the good impact with consumer behavior regarding the product but to some extent their purchase decision is depends upon the need of the consumers also so

while advertising the product all manufactures and advertiser should try to create the necessity of the product through effective presentation of product and product related information in advertisement.

6. The advertisement of cosmetic product is very much effective to leave a positive impact upon consumer regarding the product and majority of the respondents prefer the quality of the product rather than other variables. So All manufactures of cosmetic product should produce a product having good quality and advertise their product effectively which helps to increase their market share rapidly.
7. Majority of the people are used those types of shampoo. Which has least cost and easily available in the market or including more features. Therefore it can be recommendation to the cosmetic items (shampoo) producers or manufacturer to produce those types of cosmetic products which including least cost, more features and easily available to the possible customer by providing effective TV programme or advertisement.

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APPENDIX -1 QUESTIONNAIRE

Dear ladies and gentle man,

This is the preparation about the research thesis on "*A study on the impact of television advertisement on cosmetic product*" (a comparative study of sun silk and Head & shoulders shampoo.)

As a part of the requirement for master of business studies (MBS) students of Tribhuvan university. I request you to co-operate by filling the questionnaires. I shall be grateful for have your opinion in this regard.

Thanking, you

Age: -Below 15 [], 15-25[], 26-35 [], 36-45 [], Above 45 []
Gender: -Male [] Female []
Education: -Below SIC [], SIC [], Graduate []
Above graduate [] Uneducated []

The set of following question mentioned below is related to analyze the consumer's behaviors and their opinion regarding television advertisement.

Questionnaire for exploring the consumer's behavior towards the TV advertisement

1) What is your reaction when advertisement comes?

- a) Change the channel []
- b) Try to know what it wants to say []
- c) Curious about advertisement []
- d) Just watch the advertisement []
- e) Do others works []

2) What kind of TV advertising do you preferred generally?

- a) Musical [] b) Good wording []
- c) Simple [] d) All type []

3) Do you think repetition of an advertisement attract your attention?

- a) Yes [] b) No [] c) Indifferent. []

4) How would you categorize most of the TV ads?

- a) Very help full to full fill your need [] b) Help full to some extent. []
- c) Not help full at all [] d) No idea []

5) Do you think advertisement generate curiosity about the product?

- a) Yes [] b) To some extent [] c) No [] d) Don't have idea []

6) Have you bought any product after getting information from TV ads?

a) Yes all product b) No c) Can't say d) Some products

7) Do you think that advertisement make consumer buy a products?

a) Yes all product b) Someproduct c) No d) Can't say

9) Which media of advertisement do you think most effective according to your Preference?

- Television.
- News paper.
- Radio.
- Magazine.
- Poster and hording board.

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Questionnaire for examining the major factors that influence to buy the cosmetic product

1) Which factor do you consider while buying?

a) Time b) Price
c) Place d) Promotion

2) Do you feel advertising create product's image?

a) Yes b) To some extent
c) No d) Don't have idea

3) Which factors become sensitive while buying?

a) At price b) At quality
c) At Features d) At appearance

4) Do you think advertising will increase products cost?

a) Yes b) No c) Can't say

5) Which time do you prefer to buy the product?

a) Morning b) Day c) Evening
d) Night e) As per needed

6) Which shampoo do you most preferred?

Brands

Sun silk

Vatika

Clinic plus

Pentene

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Head & shoulder

7) How unique is Head & shoulder shampoo in terms of the following Characteristics?

Convenient

Refreshing

Natural

Beauty & handsome

8) How unique is the Sun silk shampoo in terms of the following Characteristics?

Convenient

Refreshing

Natural

Beauty & handsome.....

.....
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.....

Questionnaire for identifying the consumer's believability towards the TV advertisement.

1) Which of the following TV ads of cosmetics product do you remember?

- a) Soap [] b) Shampoo [] c) Fair & lovely [] d) Ayurvedic soap []

2) Do you think about the skin before buying the product?

- a) Yes [] b) No [] c) Can't say []

3) How frequently do you respond to the TV advertisement?

- a) Immediately buy the product. [] b) Visit the shopping mall. []
c) Suggest to the colleague. [] d) Never care TV ads []

4) Do you purchase the product on the basis of advertisement?

- a) Seen on TV ads. []
b) Not seen on TV ads. []
c) Saying by others. []
d) Not saying by others. []

5) While watching TV ads, what is first association that comes to your mind?

- a) Unique [] b) Believe [] c) Irritating []
d) Confident [] e) Not at all []

6) Which time do you preferred to see the TV advertisement?

- a) Morning time [] b) Any time []

c) Whenever free [] d) Don't have an idea []

7) What is the impact through TV advertisement?

a) Positive. [] b) Negative. [] c) Indifferent. []
