

# CHAPTER – ONE

## INTRODUCTION

### 1.1 Background of the Study

Advertising is a form of communication used to help sell products and services. Typically it communicates a message including the name of the product or service and how that product or service could potentially benefit the consumer. However, advertising does typically attempt to persuade potential customers to purchase or to consume more of a particular brand of product or service.<sup>1</sup>

Advertisement plays vital role in the marketing activities of goods and service in the modern business world. It is one of the most important tools in the marketing. In a free-market economy effective advertising is essential to a company's survival, for unless consumers know about a company's product they are unlikely to buy it.

In simple word we can say that advertisement is a public announcement by a company in a newspaper, on television or radio, or over the internet or any other media, intended to attract buyers for a product or service. It is a one-way communication whose purpose is to inform potential customers about products and services and how to obtain them. Advertising usually attempts to create awareness of a product or service among the public or it tries to build loyalty to a product or service.

“Advertising is any paid form of non-personal presentation and promotion of ideas goods or services by an identified sponsor.”<sup>2</sup>

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<sup>1</sup> <http://en.wikipedia.org/wiki/Advertising>

<sup>2</sup> Philip Kotler, *Marketing Management*, Millennium Edition, Prentice Hall of India, New Delhi, 2000, P.578

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. There are many media used to deliver these messages, including media such as television, radio, magazines, newspapers, billboards and these days internet also.

Advertising is prominent and easy identified form of promotion in international as well as domestic marketing. It is also a most widely used promotional mix. Advertising is a powerful communication force highly visible and one of the most important tools of the marketing communication that helps to sell the products, services, ideas, images, etc. Thus we can identify advertising as a form of mass communication, a powerful marketing tool, a component of economic system, a means of financing the mass media, a social institution, an art form and an instrument of business management.

Most economists believe that advertising has a positive impact on the economy because it stimulates demand for products and services, strengthening the economy by promoting the sale of goods and services. Advertising the mass presentation of goods, service or ideas is both a universal and an indispensable marketing function. Advertising has become the part of life of any product. It is necessary not only for business organization, it is equally essential for the consumer also. Advertising reduces distribution cost, it contributes to economies of scale by creating mass markets, it encourages higher quality by making the public aware of the producer's identity and it provides product information.

### **Role of Advertisement in Modern business world**

Advertising is important in the present business world because the modern world is media-centered. The consumers are highly influenced by the advertisement of certain goods and service which are delivered through

the media. Advertisement makes the product or service familiar with the consumer through the way of mass media. Thus Advertising plays an important role in promoting products and adding value to products or service.

Advertising has become increasingly international. More than ever before, corporations are looking beyond their own country's borders for new customers. The growth of multinational corporations, rising personal income levels worldwide, and falling trade barriers have all encouraged commerce between countries. Because corporations are opening new markets and selling their products in many regions of the globe, they are also advertising their products in those regions.<sup>3</sup>

Manufacturers know that advertising can help sell a new product quickly, enabling them to recoup the costs of developing new products. By stimulating the development of new products, advertising helps increase competition. Many economists believe that increased competition leads to lower prices, thereby benefiting consumers and the economy as a whole. These economists also argue that by interesting consumers in purchasing goods, advertising enables manufacturers and others to sell their products in larger quantities. The increased volume of sales enables companies to produce individual units at lower costs and therefore, sell them at a lower price. Advertising thus benefits consumers by helping lower prices.

“Advertising is part of the bone marrow of corporate capitalism.”<sup>4</sup> So we can say that contemporary capitalism could not function and global production networks could not exist as they do without advertising.

Important function of advertising is to create an image that consumers associate with a product, known as the brand image. The brand image goes

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<sup>3</sup> Robbs, Brett. *Advertising.* Microsoft® Student 2008 [DVD]. Redmond, WA: Microsoft Corporation, 2007, Microsoft ® Encarta ® 2008.

<sup>4</sup> McChesney, Robert W. *The Political Economy of Media: Enduring Issues, Emerging Dilemmas*. Monthly Review Press, New York, (May 1, 2008), p. 265., adopted from <http://en.wikipedia.org/wiki/Advertising>

far beyond the functional characteristics of the product. Consumers frequently buy the product not only for its functional characteristics but also because they want to be identified with the image associated with the brand.

Advertisers hold current customers by forming closer relationships with them and by tailoring products, services, and advertising messages to meet their individual needs. So while advertising will continue to encourage people to consume, it will also help provide them with products and services more likely to satisfy their needs.

Marketing efforts once focused primarily on the selling of manufactured products. But today the service industries have grown more important to the economy than the manufacturing sector. Services, unlike products, are intangible and involve a deed, a performance, or an effort that cannot be physically possessed. Currently, more people are employed in the provision of services than in the manufacture of products, and this area shows every indication of expanding even further.

Services, like products, require marketing. Usually, service marketing parallels product marketing with the exception of physical handling. Services must be planned and developed carefully to meet consumer demand. Because services are more difficult to sell than physical products, promotional campaigns for services must be even more aggressive than those for physical commodities.<sup>5</sup>

Advertising has gone through five major stages of development: domestic, export, international, multi-national, and global. In the past, most advertising and promotional efforts were developed to acquire new customers. But today, more and more advertising and promotional efforts are designed to retain current customers and to increase the amount of money they spend with the company. Consumers see so much advertising that they have learned to ignore much of it. As a result, it has

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<sup>5</sup> Robbs, Brett., "*Advertising*" Op. Cit

become more difficult to attract new customers. Servicing existing customers, however, is easier and less expensive. In fact, it is estimated that acquiring a new customer costs five to eight times as much as keeping an existing one.<sup>6</sup>

No one can predict what new forms advertising may take in the future. But the rapidly increasing cost of acquiring new customers makes one thing certain. Advertisers will seek to hold onto current customers by forming closer relationships with them and by tailoring products, services, and advertising messages to meet their individual needs. So while advertising will continue to encourage people to consume, it will also help provide them with products and services more likely to satisfy their needs.

### **Advertising Media**

Advertisement is an announcement to the public of a product, service or ideas through a medium to which the public has access. To reach the consumer, advertisers employ a wide variety of media. In Nepal the most popular media are television, radio, newspapers and magazines.

Newspaper advertising is a very potential medium of promotion for the very fact that it is one of the most popular ways of reaching out to the masses. But, it is also one very brain tickling piece of work because newspaper advertising is done on print and has to be sufficiently attractive enough to compete against the electronic media where stills and voices are used.

Advertising through a newspaper can be really challenging and Impact provides just the right amount of wisdom in creating an efficient and attractive advertisement. The very fact that impact is a leading name in the field of business intelligence speaks volumes for its advantage over other keyplayers.<sup>7</sup>

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<sup>6</sup> ibid.

<sup>7</sup> [www.impactonnet.com](http://www.impactonnet.com)

The newspapers advertising are a kind of print media advertising. The history of print media in Nepal goes as far as one hundred years back, established in 1901, the oldest newspaper in the country, the Gorkhapatra is a the pioneer of this century old phenomenon of the society. In 1851, Jung Bahadur Rana, the first Rana prime minister imported the very first printing machine to the Himalayan Kingdom on his return from visit to Europe. And printed works in the vernacular Nepali script was already in public circulation as early as the beginning of 20<sup>th</sup> century. Until the end of 1940s, the Gorkhapatra (state controlled newspaper) remained the sole published media in the country, although there were publications of other nature.

The press can be found in different shapes and sizes, in black and white or color, on different types of papers. In essence, the press can be divided into two main groupings: newspapers on one hand and magazines on the other. However, this paper aims to concentrate in advertisement solely linked to printed media.<sup>8</sup>

Unlike newspapers which reach a broad audience, the specialized programming of radio stations enables advertisers to reach a narrow, highly specific audience such as urban teenagers who listen to the latest styles of popular music through FM station. Many people listen to radio but they listen to the radio while doing something else such working, radio commercials can be easily misunderstood. As a result, radio ads work best when the messages are relatively simple ones for familiar, easily understood products.

Although television commercials combine sight, sound, and motion, they are more dramatic than any other form of advertising and lend excitement and appeal to ordinary products.

## **1.2 Focus of the Study**

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The development of media has a significant impact on modern society. Media has provided lots of opportunities to the business world also. For advertising the product business organizations use different types of media to reach the target consumer. Among them newspapers are considered one of the medium for the effective advertising.

Nepal is a member of WTO now. As being a member of WTO, Nepalese products have to compete with international products globally, which are technologically more advanced and cheaper in cost as compared to Nepalese products. In this scenario Nepali products have to capture their own local market first in which advertisement plays a vital role and newspaper advertising is done on print and has to be sufficiently attractive enough to compete against the electronic media where stills and voices are used.

The newspapers have become an integral part of the life of almost every community. It is really hard to imagine life without newspapers in this modern age. It has covered the places like office, school, campus, bank and department store. Nowadays newspapers have become as essential as a good cup of tea in the morning or even more important than tea to start the day. The newspapers are a major community serving medium today for both news and advertising.

In the context of Nepal, almost all of the government offices are buying more than one newspaper thus government employees have access to newspapers. Most of the government employees read newspaper at early as well as leisure period of work. Although the choice of newspapers varies with the reader but the print of advertisement is found in almost all the newspapers. The government employees are also the consumers of different goods, the advertisements of which are read on newspapers. So we can say that the newspaper advertisement should have a certain impact on their buying habits.

The present study is focused on the effect of newspapers advertising on the buying behaviour of the government employees of Biratnagar sub metropolitan city. The focused government employees are the employees different government offices of Biratnagar sub metropolitan city who read newspapers. The focus of the study is how advertising through newspapers inform, persuade and remind the consumer about the advertised product.

### **1.3 Statement of the problem**

Advertising is one of the most important marketing activities in the modern world. The concept of globalization has increased its importance. Advertising has a direct relationship with the consumers. It is one of the most important tools that company use to persuade target buyers to buy their products and service. The consumers are guided to purchase a product or to be motivated towards the product by advertising itself. Advertising plays a vital role in the promotional effort by familiarizing, making people aware and influencing the buyer to buy the products or services or ideas and help those in the buying decision.

Business organization always tries to increase sales volume by applying different methods of promotion. It is common worldwide, and it is common in Nepal too. The increasing competition of growing market has compelled Nepali Business organizations to spend more and more on promotion, i.e. advertisement, publicity and other tools. The role of advertisement is to shift the product demand curve upward and for this the effectiveness of advertisement is the main thing the advertisers have to consider. Selecting the effective media is the crucial task the company needs to undertake for the success of any advertisement.

Nepalese market is becoming competitive day by day which has made advertising a compulsion to any business organization. In the context of Nepal, advertising is in developing stage and till now some people think that advertising means wasting of time and money. But this type of



misconception has been disappearing by the realization of need of advertisement and its increasing popularity.

In Nepal the national as well as locally newspapers publication are also growing in numbers rapidly day by day which makes the advertising easier to be reached to the ultimate users of the products. These days lots of Nepalese newspapers publication have been established such as Gorkhapatra National Daily, Kantipur National Daily, Nagarik Daily, The Himalayan Times, Nepal Samacharpatra, Rajdhani Daily, Annapurna Post, The Rising Nepal, Republica (Nepal), Karobar Economic Daily, Bhudhabar Weekly, Jana Aastha National Weekly, Kantipur Publications, Nepali Times, Naya patrika, Dristi Weekly, Chhalphal Weekly, Suryodaya Weekly, Sambhodhan, Sapthahik as well as so many national and local newspapers. Some of them are focused on news and others are entertaining, informative as well as advertisement is print on most of the pages.

The selection of the target market and the product nature plays a significant impact on choosing the media. The boundaries within which, the products are intended to be sold sets limitation on the choice of media. Different people shows different attitude towards the same message broadcasted or published through media. Thus the analysis of impact of any media on consumer behaviour is very important for any advertiser in any country and is most important in developing country like Nepal where advertising is just in the primary stage of development. Through this type of survey Nepalese business house can be more success in the field of marketing of goods and service.

Till now also the advertisers are advertising their products without considering the customer behaviour. They do not consider the effect of advertisement on buying attitude of consumers, this is the reason that the advertisement fails to increase the goodwill of the products among the customers.

In this context there are various aspects to study. Such as government employees response towards advertising through newspapers, impact of newspapers advertising on different class of government employees, effective way of advertising, impact of advertisement on buying behavior of the government employees etc. However, analysis of the **Advertising through newspapers: Impact on Consumer Goods on Government Employees in Biratnagar** is the significant issues to be researched.

Almost all mass media are advertising media but newspapers is the one of the effective media for government employees because every government office buy newspapers and government employees have access to newspapers in our country. Taking the above mentioned issues into an account following problem are identified for this study.

1. Does advertisement on newspapers affect the buying behavior of the government employees in Biratnagar?
2. Does different age, sex and class of employees react differently for an advertisement read on newspapers?
3. Does different age, sex and class of employees like different types of advertisement on newspapers?

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

The study focuses on the impact of advertising on behavior of the government employees. So the main objectives of the study have been outlined below:

1. To analyze the effectiveness of newspapers advertising and its impact on the buying habit of the government employees in Biratnagar.
2. To examine how the different age, sex and class of government employees in Biratnagar react about newspapers advertisement perceives.

3. To identify the types of newspapers advertisements preferred by government employees.

### **1.5 Research design**

This is a descriptive and analytical study based on field survey. The data collected in this study are primary in nature. The data are collected through questionnaire and interview method. The population for this study comprised the government employees of Biratnagar sub-metropolitan city who are below 30 years, in between 30-50 or above 50 years of age, class and who read newspapers.

For the purpose of data collection out of this population only 50 government employees are judgmentally taken for the research including both male and female from different government office of Biratnagar. The reader of government employees towards newspapers advertising are noted through questionnaire as well as interviews also. The collected raw data are edited, tabulated and analyzed to draw the conclusion.

### **1.6 Rationale of the study**

Advertising is the techniques and practices used to bring products, services, opinions to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. It is significant and famous mode of promotion of business goods or service in international as well as domestic marketing.

There are many media used to deliver the advertising messages, including traditional media such as television, radio, cinema, magazines, newspapers, the carrier bags, billboards, mail or post and now internet also. Advertising plays an important role in promoting products and adding value to brands that most companies spend considerable sums on their advertising.

For an advertisement to be effective its production and placement must be based on a knowledge of the public and a skilled use of the media. Advertisers' strategies of media use are based on research into consumer

behaviour and demographic analysis of the market area. A strategy will combine creativity in the production of the advertising messages with smart scheduling and placement, so that the messages are seen by, and will have an effect on, the people the advertiser most wants to address.

In Nepal advertising sector is growing rapidly. Today's business world can't be imagined without effective advertisement. Most of the business organizations are spreading their business with the help of the advertisement by allocating huge proportion of the amount in the advertisement.

The main purpose of advertisement is to sell the goods and services. Advertisement sells in a broadcast fashion to number 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 so the flexibility and versatile nature of the advertisement have to be used intelligently. This is lacking in Nepal. In this context this study will be helpful to the advertiser to improve their advertising policy.

This study carries the comprehensive information on the effective aspects of newspapers advertising. It also explores the role of newspapers advertising in creating the awareness among government employees and buying attitudes of employees brought by it. This study helps to generate the data to show to what extent newspapers advertisement help in buying decision of government employees.

### **1.7 Limitations of the Study**

The major limitations of the study are as follows:

1. This study is based only on the primary data collected from the respondents whom the questionnaire is administered so its finding may not be generalized.
2. The field survey is confined within government offices of Biratnagar city.
3. The resources like time and money are major constraint.

4. The sample size taken for the study is small according to the subject matter.

## **1.8 Organization of the study**

The research study has been organized into five chapters namely:

- ) Introduction
- ) Literature Review
- ) Research Methodology
- ) Presentation and Analysis of Data
- ) Summary, Conclusion and Recommendations

The first chapter provides general introduction and concepts of advertising. The chapter gives a brief picture of what is going to be studied, why the study is important and what are the limitations of the study.

The second chapter reviews the related literature. It explains with the basic information related to the study. It deals with the theoretical concept of advertising. The chapter gives concept, definition, and historical background of the advertising and other related aspects of the advertising.

The third chapter explains the research methodology used in the study. It deals with the types of data being collected and sources which are being used for the data collection. It also explains the population of the research, sample size and sampling method used in this study.

The fourth chapter is Presentation, Analysis and Interpretation of data which deals with the issues identified in the first chapter. This is the major part of the whole study in which collected data are analyzed and interpreted with the help of the statistical tools. The data are tabulated and findings are also discussed in this chapter.

The fifth chapter is concerned with the summary, conclusions and recommendations. This is suggestive to all the concerned authorities and the researchers also. Conclusion of the entire study is presented in this chapter.

## **CHAPTER - TWO**

### **REVIEW OF LITERATURE**

#### **2. 1 Concept of Advertising**

The word advertising is derived from the Latin word "Adverto" which means to turn the attention. So the meaning of advertising is to turn people's attention to the specific thing. In other words, advertising is to draw attention of people to certain good, service or an idea. The Oxford Advanced Learner's Dictionary of Current English explains advertising as 'make known to people.' Similarly Longman Dictionary of Contemporary English defines advertising as to tell people publicly about a product or service in order to persuade them to buy it.

Philip Kotler in his book 'Marketing Management' defines advertising as, "Advertising is any paid form of nonpersonal presentation and promotion of ideas goods or services by an identified sponsor." "Advertising is the means by which we make known what we have to sell or what we want to buy." Frank Jefkins has written in his book 'Advertising Made Simple.' He further elaborates the concept of advertising as "advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost."

Advertising is an organized method of mass communication by an identified sponsor to inform, persuade, remind and reinforce target customers about products and thereby promote the products. Products can be goods, services, ideas, experiences, events, persons, places, properties, and organization. Advertising is salesmanship in print, voice and visual.

Advertising is a major form of promotion in international as well as domestic marketing. People generally buy a product only after knowing about the product through the advertisement. That is why; advertising plays a vital role in marketing especially in persuading and providing information to

a large number of scattered mass in different region of the country.

Advertising is the most popular promotional tool that motivates the consumer to buy products, services, ideas and images. One may or may not like the advertisements but advertisements are everywhere. When we walk they are seen on the walls, hoarding boards and when we stay at home they are seen on TV, on internet. They also appear in the newspapers, magazines and are heard on radio too. Thus in our daily life we are surrounded by advertisements.

Advertising fundamentally encompasses communication paid space or time, presentation and promotion of products, persuasion and promotion of the consumer in a communication process. There is a message in advertising, which flows from the mouth of advertiser, i.e. Producers or sellers and reaches to the receiver. Advertising by its definition, is persuasive, communication and its objective is to turn the potential buyers into the actual one. The major purpose of advertising is to persuade the consumer to buy the product or service. The other purposes can be to inform the consumers about the product's availability, features, uses etc.

A product, service and idea can be presented and promoted in a number of ways and advertising is one of them. The exposure of the advertisement can create awareness about the brand, leading to a feeling familiarity with it. It gives the information about the brand's benefit.

"Advertising consists of all the activities involved in presenting to a group, a non-personal oral, and visual, openly sponsored message regarding a product service or idea. This message is called an advertisement is disseminated through one or more media and is paid for by the identified Spenser".<sup>9</sup>

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<sup>9</sup> William J. Stanton, *Fundamentals of Marketing 5/e*, Mc Graw-Hill, New York, 1985, P.448

"Advertising includes those activities by which visual or oral message are addressed to public for the purpose of informing them and influencing them either to buy merchandise or services or to act or be inclined favorable towards ideas, institutions and person featured".<sup>10</sup>

From the above mentioned definitions we can have an in-depth view of different aspects that have been considered in defining advertising. The definition has used certain words and phrases with high degree of importance. Such as: - Non-Personal Presentation and Promotion: - In the case of personal selling there is a face to face presentation and promotion of product or services by the salesperson. Advertising is totally non-personal offering no personal interaction, delivered through media and often viewed as intrusion. Of course, advertising may help the sales person in his/her selling efforts.

- a) An identified Sponsor: - These words clarify the difference between the advertising and the propaganda. Just like advertising propaganda attempts to present certain options and ideas which may influence the attitudes and actions of people. However, the source of propaganda is unknown whereas in case of advertising the sponsor of ideas or opinions is clearly known.
- b) Paid form of Promotion: - Advertising is a paid form of promotion of ideas, goods or services in which payment should be made by the sponsor to the medium which carries the message.
- c) Message: - The advertising has a message. It carries a verbal or visual message. Advertiser controls the content of advertising message, its time and direction. Advertisers say only what they want to say and by selecting the appropriate medium, direct the message to the audience whom they intend to receive. Advertisement simply is the message where as advertising is a process which includes programming the

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<sup>10</sup> B.N. Ahuhja and S.S. Chhabra, *Advertising*, 2/e Surget Publication, New Delhi 1995. P.1



series of activities which are necessary to plan and prepare the message and present it to the target consumers.

- d) Mass Communication Media: - The broad group of people (audience) can best be reached by mass media such as newspaper, magazines, television, radio and outdoor displays. This qualification separates advertise and personal selling. The multiple messages are delivered to millions of people simultaneously.
- e) Persuasion: - The major objective of the advertising inherent in the presentation and promotion of ideas, goods or services is to achieve predetermined objective through persuasive communication, precipitating the change or reinforcement of desired attitude or behavior.

Advertising is not neutral or unbiased. All the advertisement that appear are controlled by the advertiser and are intended to serve the advertisers interest in some or many ways.

Advertising has gained much attention because it is the best known and most widely discussed form of promotion and a very important promotional tool. There are several reasons for this. It can be a very cost effective method to reach a large audience. It can also be used to create images and build symbolic meanings for a company or brands.

Most of the advertising is designed to stimulate people to buy a particular branded product offered for sale by a particular seller despite. Some widely held misconceptions, advertising alone work no miracle. Since it is an important element in modern marketing process, it can generate consistent profitable result only when the entire structure is sound and coordinated. "Advertising alone almost never 'sells' products, services or ideas. It helps to sell through persuasion. For any reason, if a product is not available in the distribution outlet the "greatest advertisement" can't sell this product. If the consumer perceives that product is overpriced or does not

meet their requirements than advertising won't be able to sell such a product. No amount of advertising will persuade consumer to buy a bad product a second time. Advertising can't sell anything if that is not perceived by the audiences as needed, wanted or desired"<sup>11</sup>

Many experts believe that advertising has important economic and social benefits. However, advertising also has its critics who say that some advertising is deceptive or encourages an excessively materialistic culture or reinforces harmful stereotypes. The United States and many other countries regulate advertising to prevent deceptive ads or to limit the visibility of certain kinds of advertising.<sup>12</sup> Some economists believe that advertising is wasteful. They argue that the cost of advertising adds to the cost of goods and that most advertising simply encourages consumers to buy one brand rather than another. According to this view, advertising simply moves sales from one company to another, rather than increasing sales overall and thereby benefiting the economy as a whole.

The importance of advertising has been summed up in the pithy statement 'Advertising is telling and selling.' Now a Day advertising has become a major form of selling. Hence advertising is essential for manufacturer, wholesaler and retailer in order to influence their consumer's behavior to obtain the desired sales. In this sense we can conclude that no market in any part of the world is imagined without advertisement. Not only the advertisers, advertising benefits the customer too. Customers come to know about products, get the information about the product availability. Advertising makes mass distribution possible, expands the market and creates market for new products. Consumer gets post purchase satisfaction because there is advertising, consumer gets a wide choice. It makes competitive economy possible.

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<sup>11</sup> S.H.H. Kazmi and K.B Satish *Advertising and Sales Promotion*, 2/e Excel Books, New Delhi P. 12.

<sup>12</sup> Robbs, Brett., "Advertising" Op. Cit

## **2.2 Brief History of Advertising**

"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."<sup>13</sup>

In the ancient and medieval world such advertising as existed was conducted by word of mouth. The first step toward modern advertising came with the development of printing in the 15<sup>th</sup> and 16<sup>th</sup> centuries. In the 17<sup>th</sup> century weekly newspapers in London began to carry advertisements, and by the 18<sup>th</sup> century such advertising was flourishing. The great expansion of business in the 19<sup>th</sup> century was accompanied by the growth of an advertising industry; it was that century, primarily in the United States that saw the establishment of advertising agencies. The first agencies were, in essence, brokers for space in newspapers. But by the early 20<sup>th</sup> century agencies became involved in producing the advertising message itself, including copy and artwork, and by the 1920s agencies had come into being that could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media.<sup>14</sup>

### **Evolution of Advertising**

Modern advertising is largely a product of 20<sup>th</sup> century. The development of technology and research has led to increase sophistication in advertising in recent decades. During ancient and medieval times, advertising was crude if measured by present day standards. However the basic reason for using advertising was the same than as it is now.

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<sup>13</sup> C.N. Sontoki, *Advertising, 2/e*, New Delhi , Kalyani Publishers, 1994, P. 108

<sup>14</sup> "advertising." Encyclopedia Britannica. *Ultimate Reference Suite*. Chicago: Encyclopedia Britannica, 2009.

The recorded history of advertising comes a period of about 5000 years including the modern satellite and internet age. Our knowledge of advertising in ancient times is in fragments. Nevertheless it seems that the urge to advertise has been a part of human nature since ancient times.

It is not a new phenomenon; its evolution has been dynamic. It originated with the beginning of commerce. The economic prosperity and changing consumer needs in the market have greatly influenced its evolution.

**i. Early Stage of Advertising (up to 1440)**

In this stage there was a barter oriented economy. The technology was confined only in primitive hand tools labour based techniques were widely used. Advertising was done verbally, i.e. by word of mouth. Public criers and street hawkers transmitted product messages. Handwritten signs and symbols were used to advertise the products. Horns and bells were used to attract the attention of the consumers. Signs were printed on the walls, carved in clay, wood or stones were hung in front of the shops to attract the attention of the passer by. Most of the people could not read so the signs often symbolized the goods for sale. In this stage advertising was mostly in graphic form.

**ii. Printed Stage of Advertising (1441-1900)**

After the invention of printing press in 1441 by Johannes Gutenberg in Germany, it becomes the major achievement in civilization and there seems the important development in the history of advertising. Mass production of advertising became possible. Posters pamphlets and handbills became media of advertising. Newspaper appeared in early 1600s. They became an important media for advertising. Messages were simple and informative. From that vary date the newspaper advertising begins to develop. This was an important phase in the history of advertising. In early age, newspaper advertisements were in the form of announcement. In 1650 London

newspaper offered a reward for the return of 12 stolen horses via its newspaper. The first advertisement of coffee was published in 1652. Chocolates and Tea were also introduced through newspaper advertisements in 1657 and 1658 respectively.

Later in 1704 'Boston Newspaper' started a professional advertisement through its newspaper.

### **iii. Broadcast Stage of Advertising (1901-1970)**

This stage witnessed the invention of radio, television and motion pictures. Radio has become the most powerful audio media of advertising since 1922. It reaches the millions of illiterate people. Television became an important and popular audio-visual media of advertising since 1948. It provided the visual effects.

Gradually advertising agencies appeared, in this stage. J. Walter Thompson was the pioneer of the advertising agency. Research agencies related to advertising also appeared. Advertisements were used to promote the social and political issues.

During 19<sup>th</sup> century, it is marked by a new king of brand advertising, magazines; both weekly and monthly magazines started catching the imaginations of people by popularizing the brands. This is the period that welcomed window and counter display, exhibition and trade fair.

From this phase advertising enters into the professionalism. But in 1929, when stock market crashed and in 1930, when great depression was observed in the world, it caused the adverse impact on the growth of advertising.

During this decade, advertisers looked for various ways to make their advertising more effective. To overcome the depression, false and misleading advertising continue to thrive, which ultimately controlled by the government regulations.

#### **iv. Information Technology Stage of Advertising (1970 to present)**

A new kind of advertising strategy has been observed after 1970 where the competitor's strength becomes as important as the advertisers. The advertisements were made to attract the consumer mind and to make then product different from the product of competitors.

"From this time onwards however, advertising never looked back, not only in the united states and western Europe but in developing countries as well. It has sealed higher and higher peaks in terms of billing as well as its quality and its sophistication"<sup>15</sup>.

During the last decade, several significant new technologies have affected advertising considerably. One was the penetration of cable TV, network, computer technology and internet providers have added the significance of the advertising in this era.

Now, advertisement is getting result oriented in terms of profit performance, customer retention more than this the concept of niche marketing and mass customization are highly promoted by the advertising.

Advertising has come a long way from the simple sign on shop to a powerful device of promotion and persuasion. It has been very much of a presence along out way and it would seem destined to span out future as well.

### **2.3 History of Advertising in Nepal**

The history of Nepalese advertising is short in comparison to the history of Advertising in the world itself. In Nepal the concept of advertising has come up in the time of Rana Regime.

From the review of literature related to history of advertising in Nepal, it is found that the first advertisement appeared in 1919 B.S. on the cover of the book 'Mokshashiddhi'. It was about the fourth coming book of Krishna

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<sup>15</sup> S.A. Chunawalla and K.C. Sethia, *Foudation of Advertising: Theory and Practice*, 4/e Himalaya Publishing House, Mumbai, 1998, P.29

Giri. Later the advertisement of Gorkha Bharat Jeevan and Sudhasagar newspaper appeared respectively.

After the emergence of Gorkhapatra in 1958 B.S. it published the rate of advertisement on its first issue, which motivated the businessman, business houses, and Traders to advertise their goods. During that time, public announcement and notices were in the form of Advertisement.

In 1984, when the notice opening of petrol shop in Kathmandu was published in Gorkhapatra, it also motivated others to join the newspaper for advertising. This might be the first commercial; advertising of Nepal. From that particular day onwards the advertisements started publishing in Gorkhapatra.

After the newspaper advertisement, radio advertisement was heard in magh 2007, a Pre-democracy announcement on Prajatantra Nepal Radio (Democracy Nepal Radio) established at the surrounding of Biratnagar Jute Mills Biratnagar. After then in chaitra 2007 B.S. a broadcasting station was established in Singh Durbar Kathmandu under the name of Radio Nepal. Later a kind of agreement was made that the government should provide the advertisement to the newspaper and radio.

“The first advertising agency “Nepal Advertisers” was established in 2017 B.S. Then only the advertising business got the path of development. The advertisers were very far at that period. The advertisements were only about the official notices and information. Advertising was seldom done in private newspaper. Radio and newspaper did not feel the advertising agencies necessarily. The Nepal advertiser established in 2017 had only limited service area. It provides press cutting service instead of artistic and attractive advertising in newspaper and magazine.”<sup>16</sup>

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<sup>16</sup> Dahal Mitrasen, *Nepalma Bigyapan Byabasaya, Smarika* 2049 (AAAN) P.249., adopted from Arjun Rijal, *Advertisement impact on brand choice of convenience goods ,degree dissertation, submitted to Office of the Dean, Faculty of Management, Tribhuvan University, 2007, P.43*

In 2020 'Nepal Printing and Advertising' another Advertising Agency has been established. This agency started the advertising service to Nepal Bank Ltd, Janakpur cigarette factory, others government and non-government offices. This agency provides the both services of printing and advertising.

Television medium of advertising was developed much later in the 2041 B.S. After the establishment of Nepal Television, Nepal Bank Ltd, Sajha Yatayat, Nepal Brewery started the advertising by highlighting the image of the product. They felt that advertisements are to generate the brand image. With the development of different types of media, advertising also flourishes day by day. There are so many advertisements of products and services on the television, radio and popular press today, which were not there only a few years ago.

## **2.4 Objective of Advertising**

Many specific communication and sales objectives can be assigned to advertising. Advertising objectives can be classified according to whether their aim is to inform, persuade or remind. Informative advertising figures heavily in the pioneering stage of a product category, where the objective is to build primary demand. Persuasive advertising becomes important in the competitive stage, where a company's objective is to build selective demand for a particular brand. Reminder advertising is important with mature products.<sup>17</sup>

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<sup>17</sup> Kotler, Op. Cit, P. 579



Advertising's primary objective is to increase sales. Broadly speaking, it seeks to (a) modify behaviour in such a way as to stimulate sales; (b) increase acceptance of a product, a service, or an idea, (c) prompt action, or (D) create goodwill.<sup>18</sup>

The objective of advertising is to make the people aware about the product and to maximize the sales. The whole advertising campaign highlights the concept of sales promotion. An advertising campaign should have one or more objective. Objectives help the marketing firm to determine what is to be achieved through the advertisement campaign.

The objectives of advertising can be one or a combination of the following goals.

- a) To introduce new product or service.
- b) To maximize the sales.
- c) To expand the market to new buyers.
- d) To maintain sales.
- e) To educate the consumers.
- f) To counteract competition in the market.
- g) To attract the investors & distributors.
- h) To help other promotion tools.
- i) To make a positive business image.
- j) To maintain brand loyalty.
- k) To make a special offer.

## **2.5 Types of Advertising**

With reference to whom the advertising is aimed at, advertising can be broadly divided into two categories.

- i. Consumer advertising
- ii. Trade advertising

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<sup>18</sup> David J. Schwartz, *Marketing Today, a basic approach*, 2/e, Harcourt Brace Jovanovich, Inc., USA, 1977, P. 467

Different types of advertising try to reach different target audiences. The type of advertising varies according to the use. Consumer advertising is directed at the public where as trade advertising is directed at whole seller or distributors who sell the product to the public.

**i. Consumer Advertising**

Consumer 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. Most of the advertising in the mass media television, radio, newspaper and magazines are consumer advertisements. Consumer ads are aimed to educate the consumers for the product by the manufacture of the product or the dealer who sell the product.

**ii. Trade Advertising**

Trade advertising is used to promote products to resellers encouraging them to stock the huge amount of product. Unless the product is available with the retailers consumers will not be able to purchase it. Manufacturer emphasizes the profitability to retailers and the consumer demand that will ensure the high turnover of the product.

In case of the mass distributed product the manufacturer is interested in increasing the number of retail stores that stock the brand. The objective is to achieve maximum distribution. In this situation the advertising is aimed at creating brand awareness among re-sellers which is followed by sales people or by offering some trade incentives.

Besides these two types, scholars have proposed various approaches to classifying the vast variety of advertising. Depending upon the sponsor, the target audiences and the major objectives of the advertising, it can be categorized into government advertising, corporate or institutional advertising, commercial and non commercial advertising, action and awareness advertising, non product advertising, professional advertising, industrial advertising, personal/individual, advertising, social advertising etc.

## **2.6 Function of Advertising**

The main purpose of advertising is to draw an attention of people towards particular products, service or ideas. 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 products, service or ideas. The role of advertising depends on how much important is attributed to advertising relative to other promotion mix elements in the company's marketing program.

The basic function of advertising is to bring something deliberately to the notice of someone else. However, it's another function is to create a positive, psychological image about the products or services. Most advertisements help in producing psychological effect and can help in changing only mental state of audience and predispose them towards the purchase of advertised product or service.

In this competitive business world advertising is essentially a form of communication and its fundamental responsibility is to convey desired information to the targeted audience. In general these functions are described as marketing, communication, education, social and economic functions.

### **i. Marketing Function**

For a managerial definition, marketing has often been described as 'the art of selling products.' Any company manufactures and sells the products in the market for the purpose of generating profit. To increase their sales or profit companies develop their own marketing strategies which are determined by the particular way company combines and use various marketing elements. This marketing mix includes a variety of elements described as the 4ps and generally categorized under the heading of product, price, place, promotion.

Advertising falls in the promotion category and is part of the promotional mix. It is used to sell or win acceptance of company's products,

services and ideas by delivering the message through the mass media, to a large group of people, in a short span of time.

## **ii. Communication Function**

Communication of information is one of the basic functions of advertising. The advertisements published in newspaper, magazine, legal notice, notice broadcasted by the radio and television are playing the role of communication in advertising.

Advertising is itself to communicate some message to a group of people. The main objective of advertising is to communicate the basic message or knowledge to the consumer so that they can use their product.

## **iii. Education Function**

Educating people is another function of advertisements. By reading, hearing or watching advertisement people learn about the products, feature of products and the way how the products can be used / operated.

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, energy conservation and deforestation.

## **iv. Social Function**

Advertising justifies its existence when used in the public interest. Advertising is important to society. It helps to reform the society in long term perspective. It is one of the modern society's most visible aspects. It helps to improve the standards of living. It provides the opportunities to select the product that can best match the social needs. The advertisement relating to the social issues to reform the society has led to important social and legal changes.

## v. Economic Function

Advertising is necessary for economic growth. Advertising makes the consumers conscious about the products. It provides the complete information about the new equipment/technology/price and other various economic issues to the users. Advertising also reduces the cost of distribution and the boredom of personal selling. This results the lower cost and higher profit.

## 2.7 Advertising Media

Media supply the vehicle for the advertising messages, carrying them to the right viewers, readers, listeners or passer-by<sup>19</sup>. Media consists of channel for carrying the intended advertising message to a selected audience. Advertising messages travel through the various Media. The advertising media carries the advertising message of the company that manufactures a product & services to the customers who wish to buy it.

"Advertisement is an efficient tool to reach numerous buyers at low cost. It uses various media for delivering messages. They are–

- a) Print media: Newspapers, magazines, journals, newsletters, brochures.
- b) Visual media: Billboards, displays, point of purchase display.
- c) Audio media: Radio, tape recorder.
- d) Audio visual media: Television, videotapes, cinema.
- e) Internet: E–mail and websites."<sup>20</sup>

In Nepal, the media sector has progressed a lot after the restoration of democracy in 1990 A.D. After this many newspapers, magazines, F.M. stations and Television channels flourished in the country. They are playing

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<sup>19</sup> Frank Jefkins, *Advertising Made Simple*, Rupa & Co by arrangement with Heinemann : London, 1983, P. 195

<sup>20</sup> Dr. Govind Ram Agrawal., *Marketing management in Nepal*, M.K. Publishers & Distributors, Kathmandu, Nepal, 2007, P.363

an important role in the area of communication like wise with the development of media the advertising sector has also developed rapidly.

### **Newspapers Advertising:**

Newspaper as a means of communication has become a part of life. It is really hard to imagine life with out newspaper. "Newspapers is one that gives news, views, ideas, interpretation, opinions, comments and explanation regarding the social, economic, political, educational, moral, cultural, ecological, methodological developments and like."<sup>21</sup> We can find news and views of different types in the newspapers. There are social, economic, political, educational, moral, cultural, ecological etc news and comments in the newspapers.

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

### **Advantages:**

When TV and radio audiences are fragmented and direct mail costs are rising, nothing beats a daily newspaper for reach, affordability, flexibility and impact. The impact and effectiveness of newspaper advertising are as follow

- a. Newspapers are widely read by the people simply because they carry news.
- b. Newspaper advertising has proven its effectiveness over time thus advertising can choose a suitable newspaper to meet the expected reader.
- c. It is believed that the newspaper can be read with minimal wastage in advertising.
- d. It is mass media, which penetrates every segment of society.

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<sup>21</sup> Sontoki, op.cit, p.140

- e. Newspaper is local medium, covering a specific geographic area, which are both a market and a community of people having common concern and interest.
- f. Newspaper ads have the ability to communicate lengthy, complex or detailed information and descriptions.
- g. Combining text and visuals, well-designed newspaper advertising engages your customers on many levels emotional and intellectual.
- h. Readers rely on newspapers for shopping information more than other media.
- i. Newspaper ad design is versatile. You can use blockbuster spreads to command attention.

**Disadvantage:**

- a. The life of newspaper is very short.
- b. Display possibilities are limited because of rough paper.
- c. Their cost is often difficult to determine just because many small paper do not have one price system and their circulation statements are unreliable.
- d. Newspaper particularly like daily paper is read very hurriedly which reduces the possibility of the advertisement being seen.
- e. Lack of guidance selectivity, poor production quality, heavy advertising.

**Numbers of newspapers in Nepal.**

According to the Press Council Report, a total 1536 newspapers were registered with the District Administration Offices throughout the country by the end of the fiscal year 2000 as a daily, semi weekly, weekly and fortnightly newspaper. The registered newspapers are 219 (daily), 10 (semi-weekly), 1088 (weekly) and 219 (fortnightly) representing various political ideologies, languages, societies, communities, ethnicity, themes, cultures, identities and human interest. Among them, 18 daily, 94 weekly and 26 fortnightly were registered in the year 2000 only.

The report said most of the newspapers are published from Kathmandu and target the urban people. The Press Council report said there are a total of 242 newspapers as a daily, weekly, semi-weekly and fortnightly being published from the eastern region, 1065 as a daily, weekly, half-weekly and fortnightly from central region, 135 as a daily, weekly, semi-weekly and fortnightly from western region, 60 as a daily, weekly, semi-weekly and fortnightly from mid-western region and 22 as a daily, weekly and semi-weekly from far western region.<sup>22</sup>

## **2.8 Effective Advertising**

Effective Advertising refers to informing the public about the right product at the right time through the right medium. Delivering the right message through a wrong medium at wrong time would be a definite wastage of time, money and resources.

Effectiveness depends upon using the "best" medium and the "best" message, considering promotion objectives, the target markets and the funds available for advertising.<sup>23</sup> Media selection decision refers to the selection of specific medium of advertising such as newspaper, T.V., radio and outdoor media. According to the nature of the product or services the media selection is to be done for effective Advertising. The objective and strategy of the advertising is to be determined. The size and the characteristics of the audience is to be measured geographical coverage of the media is to be analyzed. The effectiveness of the particular media in the particular area is to be measured, similarly the cost benefit analysis to be calculated for the advertising effectiveness. Each medium has advantages and shortcomings that must be weighed in the selection of media for an advertising campaign.<sup>24</sup>

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<sup>22</sup> [www.nepaldemocracy.org/media/print\\_media.htm](http://www.nepaldemocracy.org/media/print_media.htm)

<sup>23</sup> E.Jerome McCarthy and William D. Perreault, Jr., *Basic Marketing– A Management Approach*, 9/e, Universal Book Stall, New Delhi, 1988, P. 442

<sup>24</sup> Leon G Schiffman and Leslie Lazar Kanuk, *Consumer Behaviour*, 8/e, Pearson Education (singapore) Pvt. Ltd. Indian Branch, Delhi, 2005, P.347



## **2.9 Advertising & Consumer Behaviour.**

"The aim of marketing is to meet and satisfy target customers' needs and wants. The field of consumer behaviour studies how individuals, groups and organization select, buy, use and dispose of goods, service, ideas or experience to satisfy their needs and desires."<sup>25</sup> Advertising is one of the marketing activities which have a direct relationship with the consumers. The consumers are guided to purchase a product or to be motivated towards the product by advertising itself.

In order to succeed in any business and especially in today's dynamic and rapidly evolving market place, marketers need to know everything they can about consumers, what they want, what they think etc.<sup>26</sup> Thus, for the successful planning and implementation of advertising, the study of consumer behaviour in every stage of advertising is essential.

In today's competitive world, consumers have so many choices to make. Business growth depends significantly on loyal consumers who purchase the product repeatedly. But first, companies have to bring consumers into the stores. They can do this by marketing as a combination of advertising and selling. Through its various forms advertisement disseminates the useful information, relative merits and special features of the products & services to the consumers which influence the psychology of the consumers and ultimately the behaviour of the consumers. The main concern of the advertiser is to bring about attitude changes on the part of the consumer, for this an advertiser has to necessarily know the intricacies of buyer behaviour. In general, we can say that the ultimate intension of any advertising is to influence the purchase behaviour of consumers, in a way favourable to the advertiser.

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<sup>25</sup> Kotler, Op.Cit. P. 160

<sup>26</sup> Schiffman and Kanuk, Op. Cit. P. 33

## 2. 10 Review of previous studies in Nepal

There are some similar studies which had been conducted previously about advertising research. The related literatures of previous research work are also reviewed. From the literature of previous studies conducted by different people, various ideas are gained and utilized in the betterment of the study.

Narendra Kumar K.C. in his research titled “Advertising through electronic and non-electronic media and impact on consumer behaviour”<sup>27</sup> had main objective to identify the effective media among electronic and non electronic media. More specifically the study had focused the following objectives.

- a) To evaluate the impact of electronic and non electronic media of advertisement on consumers buying behaviour.
- b) To find out appropriate media preferred by consumer among electronic and non electronic media of advertisement
- c) To know the impact of advertising on sales.

The study was based on primary data. The major findings of the study are:

- a) Advertising is the key tool to motivate and persuade the consumers.
- b) Some commercials are more appreciated and others lesser appreciated by the consumers that indicates that all media are not equally effective to boost up sales of the product advertised.
- c) Among the different electronic media like television, radio, film, email and internet, the most popular medium for promoting sales is the television.

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<sup>27</sup> K.C., Narendra Kumar, *Advertising through electronic and non-electronic media and impact on consumer behavior*. Degree dissertation, Submitted to Faculty of Management, T.U., 2008.

- d) Majority of respondents agreed that they get exact message about product and service by the advertisement which indicates that people have positive attitude towards the advertisement etc.

Similarly Anusha B.C. in the study "Effect of Television advertising: impact on consumer's behavior"<sup>28</sup> had the main objective to find out how TV advertising affect the behaviour of the consumers. The objectives of the research work are listed below.

- a) To examine popularity of television advertising in urban areas among different people.
- b) To analyze the effectiveness of television advertisements and its influence to the buying habits of the consumers.
- c) To identify the television advertisements consumer prefer.
- d) To evaluate the present situation of advertising and.
- e) To provide valuable suggestions and recommendation for an effective television campaign.

The research was based on primary data. The major findings of the study are presented below.

- a) Advertising strategy should be formed on the basis of target consumers. So marketers are suggested to implement effective advertising strategies which can captivate the attention, persuasion and motivation of the consumers.
- b) Consumers have high expectations towards advertising. They demand more attractive and genuine advertising than simple advertising.
- c) Most male and female population prefers musical advertisements.

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<sup>28</sup> B.C. Anusha, *Television Advertising: It's impact on consumers' behavior*. Submitted to Faculty of Management, T.U., 2003.

- d) Most people buy the product when they need them, so a successful advertisement is the one which can create need among the people and allure the people to the market to buy the product.
- e) Consumer prefers to buy advertised product than the non advertised products.
- f) The advertising budget should be used more effectively by the company and the effectiveness of this expenditure should also be measured etc.

The main extract of these previous studies is that advertising is a popular means to enhance sale of any product. The objective of above mentioned studies is to analyze the effectiveness of advertising on consumer behaviour. The present study "**Advertising through newspapers: Impact on consumer goods on government employees in Biratnagar.**" has tried to find out the impact of newspapers advertisement on the buying behaviour of government employees of Biratnagar.

## **CHAPTER - THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

Research methodology is a way to systematically solve research problem. It is the plan of action that is carried out in a systematic manner and refers to the various sequential steps to be adopted by researcher in the study with certain objectives. Therefore this chapter deals with the following aspects of methodology:

#### **3.2 Rationale of the Selection of the Study Area**

The study is focused on the behaviour of the government employees of Biratnagar city of Nepal. Biratnagar is one of the major market as well as residence of large number of government employees who are newspapers reader and ultimately consumers of the advertised goods also. The city also comprises newspaper readers belonging to different age group and class level. So from the study on the influence of newspapers advertisement on behaviour of government employees of Biratnagar, it can be easily understood the government employees behaviour of other areas of Nepal also.

#### **3.3 Research Design**

This study is based on field survey. The research design used is descriptive and analytical type. The study is basically based on primary data collected through questionnaire and interview. As demand of the study, opinions of respondents about newspapers advertising and their buying habits are noted.

#### **3.4 Sources of Data**

The data used in this study are primary in nature. The sources of data are government employees of Biratnagar who are also the reader of newspapers. Data has been collected from the respondents of various government offices of Biratnagar. Questionnaire method is followed to collect data and respondents are interviewed when necessary.

As required by the study some secondary data are also collected. Important information related to the study is gathered from relevant books, previous studies and other publications to get insight on the subject matters and for conceptual clearance for betterment of the study.

### **3.5 Data Gathering Instrument**

The primary data are gathered through the use of questionnaire. A set of structured questionnaire was designed for the purpose of collecting the required data. In addition to this for the collection of the data personal interview of respondents has also been conducted wherever needed. According to the objective of the research questionnaires are developed as the instrument of data collection. The questionnaires contain the closed end including yes / No type, multiple choice as well as ranking type questions which are designed to find out type of advertisement preferred by different target respondents, the opinion of respondents towards newspapers advertising and its influence on them.

### **3.6 Sampling Plan**

The data are collected using sampling method. In this section, the population of the study, sample size and sampling procedure are described;

#### **3.6.1. Population**

The population of the study comprised all the government employees of below 30, in between 30-50 or above 50 years of age who are different designation and sex of Biratnagar city and reader of newspapers also.

### **3.6.2 Sample size for the Study**

Since the population for this study is large it is difficult to study the entire population. Therefore out of this population only 50 respondents are judgmentally taken for the study including both male and female.

### **3.6.3 Sampling procedure**

The sampling technique used is judgmental sampling. The respondents of the sample were selected from the different government offices of Biratnagar.

### **3.7 Data Processing and Tabulation**

The collected data are edited for accuracy. Then for a number of questions on the questionnaire, information categories i.e. types of advertisement preferred and classes of respondents according to gender, age, class are established. The data are accordingly put in these categories.

Different sets of tables have been prepared for every important question. For tabulation of data simple listing method is used. The results are summarized to present the findings in easier understood format with the help of percentage method. The collected primary data are presented with the help of univariate and bivariate method of tabulation for convenient and informative presentation of data.

### **3.8 The Data Analysis Procedure:**

The study uses descriptive and analytical approaches in analyzing the data. The facts and figures collected and tabulated in different tables are analyzed by simple method of percentage. The difference between the percentages of each class is evaluated. Various statistical diagrams such as Pie chart, Column chart are used for further elaboration of the information shown on table.

### **3.9 Reliability and validity of data**

The questionnaires developed by the researcher in this study are consistent for all the respondents. All the respondents are asked the same questions and the data are collected by the researcher himself which made the research reliable and also the misunderstandings of questions are made clear by the researcher at the time of data collection. In addition to the filling of the questionnaire the respondents are also interviewed where necessary for reliability and validity of data.

**CHAPTER – FOUR**  
**PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA**

This chapter is incorporated with presentation, analysis and interpretation of data. The data and information related to impact of newspapers advertising on consumer goods on government employees in Biratnagar Sub-metropolitan and presented analyzed and interpreted in this chapter for attaining the stated objectives of the study. Analysis is done according to age, sex and designation background.

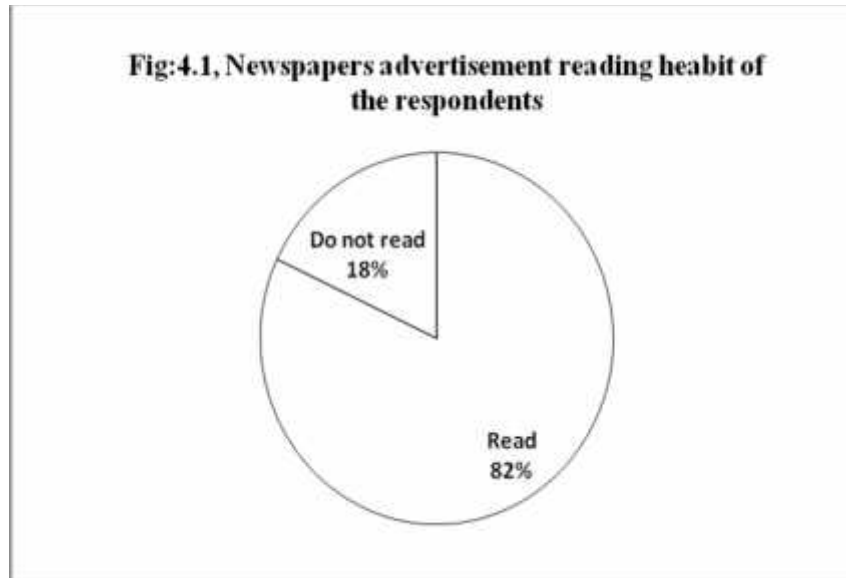
**Table 4.1**  
**Newspapers advertisement reading habit of the respondents**

| RESPONSE    | NO. OF RESPONDENTS | PERCENTAGE |
|-------------|--------------------|------------|
| Read        | 41                 | 82         |
| Do not read | 9                  | 18         |
| Total       | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table shows the newspapers advertisement reading habit of government employees of Biratnagar city. It is clear from the table that most of the newspapers readers read newspapers advertisement. Out of 50 respondents 41 respondents i.e. 82% respondents replied that they read newspapers advertisement. They responded yes towards the question do you generally read the newspapers advertisement. Most of them said that if any one read newspapers he or she obviously read the newspapers advertisement. Other 18% replied that they generally do not read advertisement on newspapers. The results are shown in the following pie chart also.





The table 4.1 results are show on above figure.

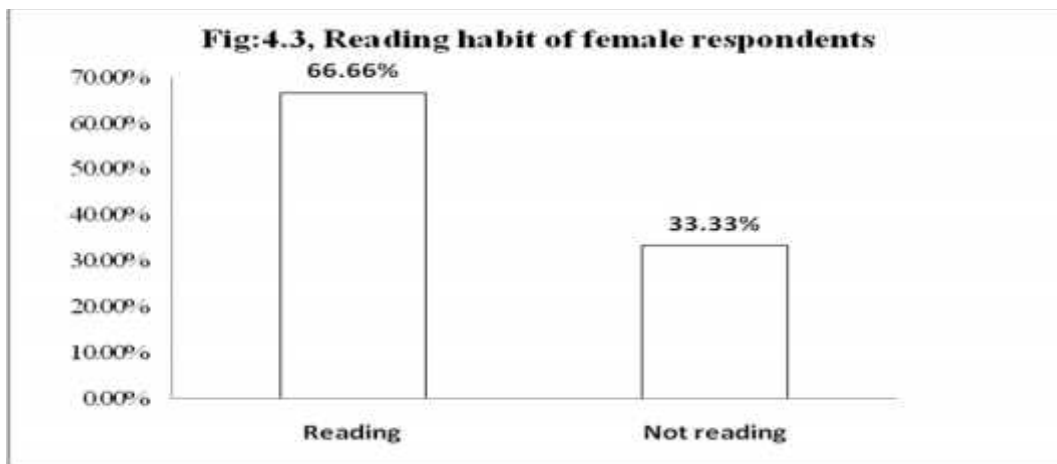
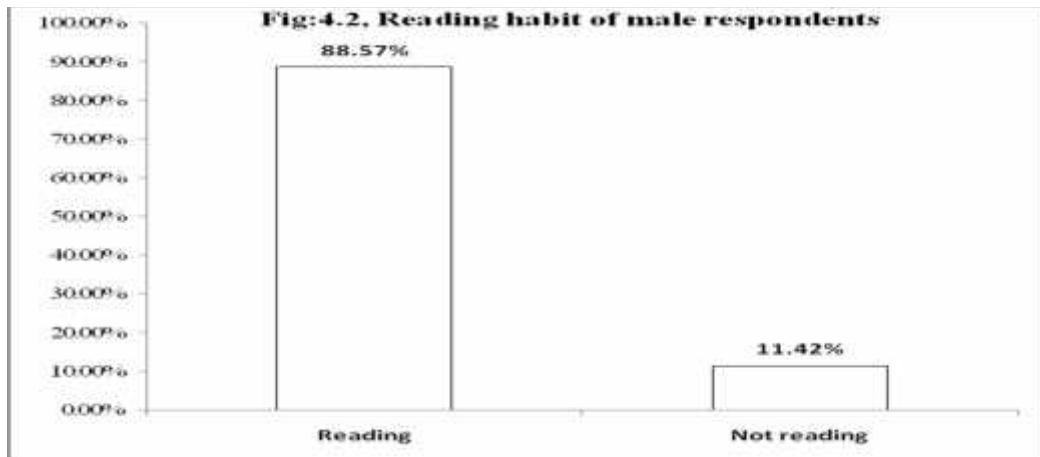
**Table 4.2**

**Gender wise viewing habit of respondents**

| HABIT       | MALE               |            | FEMALE             |            |
|-------------|--------------------|------------|--------------------|------------|
|             | No. of respondents | Percentage | No. of respondents | Percentage |
| Reading     | 31                 | 88.57      | 10                 | 66.66      |
| Not reading | 4                  | 11.42      | 5                  | 33.33      |
| Total       | 35                 | 100        | 15                 | 100        |

Source: Field Survey (by researcher)-2012

The table separates the reading habits of the respondents according to gender. It is found that among the 35 male respondents 4 respondents said that they do not read the advertisement which is 11.42% of the male respondents' number. Among all the 15 female respondents asked, except 5 i.e. 33.33% all other female accept that they read newspapers advertisement. Thus 88.57% male and 66.66 % female candidates are habitual of reading newspapers ads. The data are shown in the column diagram as below.



The table 4.2 results are show on above figure.

From the above data we can conclude that most of the employees read newspapers advertisement so for the advertisement of a product newspapers can be one of the suitable medium for target consumers.

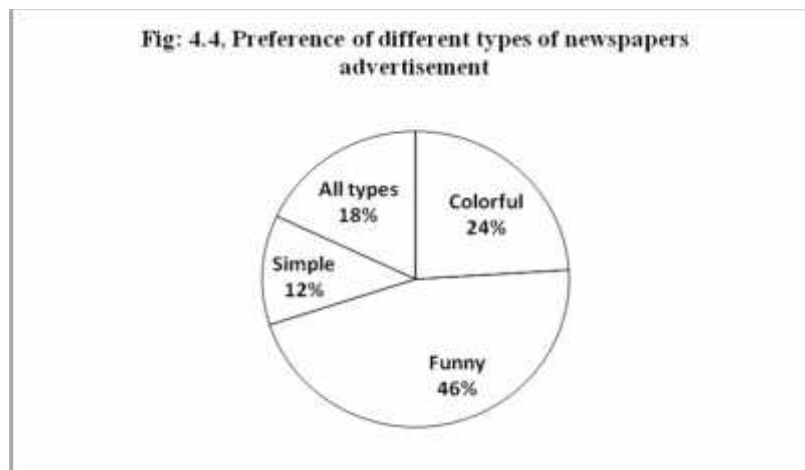
**Table 4.3**

**Preference of different types of newspaper advertisement**

| TYPES OF ADVERTISEMENT | NO OF RESPONDENTS | PERCENTAGE |
|------------------------|-------------------|------------|
| Colorful               | 12                | 24         |
| Funny                  | 23                | 46         |
| Simple                 | 6                 | 12         |
| All types              | 9                 | 18         |
| Total                  | 50                | 100        |

Source: Field Survey (by researcher)-2012

The table 4.3 shows the preference of different types of newspapers ads among the readers. To find out the type of ads employees prefer the respondents are asked what kind of advertisement you like on newspapers generally and most of them replied funny. Out of 50 respondent, 46% like funny ads. Similarly 24% respondents prefer colorful ads. Among the respondents 6 employees replied that they like simple types of ads which is 12% of the total. Similarly 18% do not have specific choice of ads, they like all types of ads read on newspapers. The data are also shown in the following pie chart.



The table 4.3 results are show on above figure.

**Table 4.4**

**Age wise preference of different types of newspapers ads**

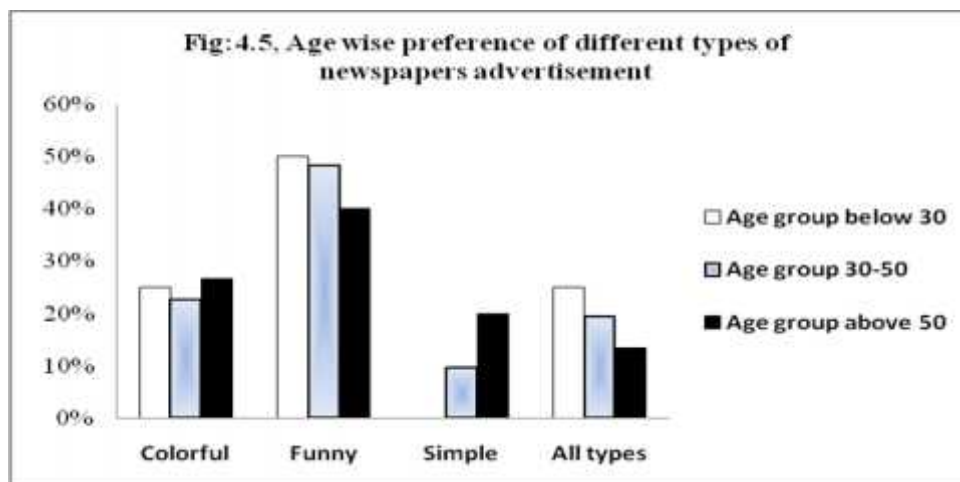
| TYPES OF ADS | BELOW 30   |     | 30-50      |       | ABOVE 50   |       |
|--------------|------------|-----|------------|-------|------------|-------|
|              | No of Res. | %   | No of Res. | %     | No of Res. | %     |
| Colorful     | 1          | 25  | 7          | 22.58 | 4          | 26.66 |
| Funny        | 2          | 50  | 15         | 48.38 | 6          | 40    |
| Simple       | 0          | 0   | 3          | 9.67  | 3          | 20    |
| All types    | 1          | 25  | 6          | 19.35 | 2          | 13.33 |
| Total        | 4          | 100 | 31         | 100   | 15         | 100   |

Source: Field Survey (by researcher)-2012

The above table represents the age wise preference of respondents towards various types of newspapers advertisement. The major objective of the study is to analyze the choice of different age groups towards the different types of newspapers ads. The age of respondents are divided into 3 groups as, below 30, 30-50 and above 50 years.

Most of the respondents of the first group i.e. below 30 years like funny advertisement. Among the 4 respondents of this group, 2 respondents replied that they prefer funny ads which are 50% of the total respondents of age below 30 years. Other one like colorful advertisement which is 25% and other 25% respondents from this age group like all types of ads no one replied that they like simple type of ads. Most of the respondents of the second group i.e. 30-50 like funny advertisement. Among the 31 respondents 48.38% people like funny ads, 22.58% respondents like colorful ads. Among respondents of this group 9.67% like simple type of ads and 19.35% of respondents prefer all types of newspapers ads. In the age group above 50 years among the 15 respondents 40% like funny ads similarly other 26.66% of respondents like colorful ads. Among in this group, 20% like simple and 13.33% like all types of newspapers ads.

Thus from above data we can say that respondents of all age groups prefer funny ads the most.



The table 4.4 results are show on above figure.

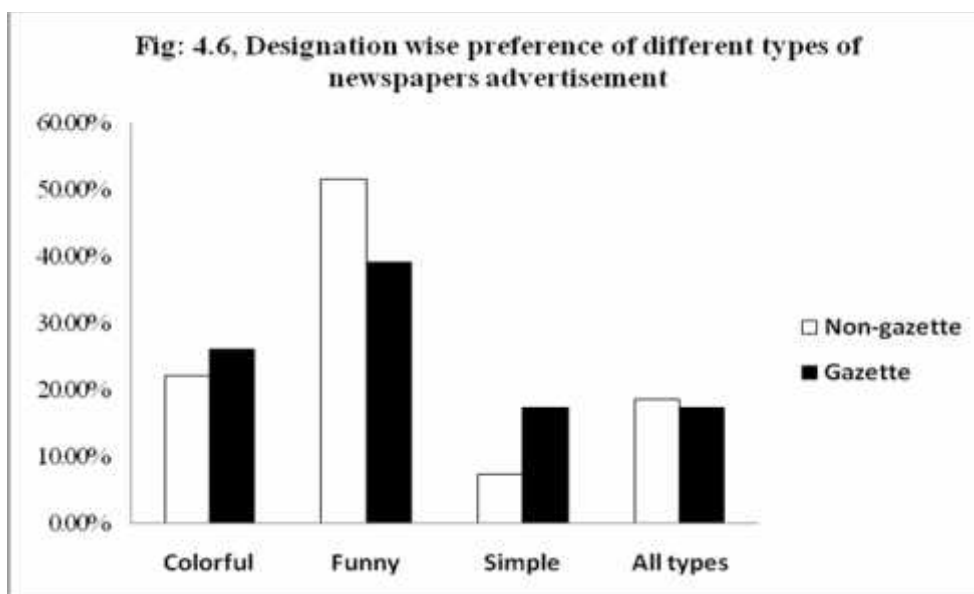
**Table 4.5**  
**Designation wise preference of different types of newspapers advertisement**

| TYPES OF ADS | NON-GAZETTE |       | GAZETTE   |       |
|--------------|-------------|-------|-----------|-------|
|              | No of Res   | %     | No of Res | %     |
| Colorful     | 6           | 22.22 | 6         | 26.08 |
| Funny        | 14          | 51.85 | 9         | 39.13 |
| Simple       | 2           | 7.4   | 4         | 17.39 |
| All types    | 5           | 18.51 | 4         | 17.39 |
| Total        | 27          | 100   | 23        | 100   |

Source: Field Survey (by researcher)-2012

The above table shows the preference of respondents belonging to different designation level towards different types of newspapers advertisement. The designation levels are categorized into two groups as; non-gazette and gazette employees.

Most of the non-gazette respondents prefer funny ads. Among the 27 respondents 51.85% employees like funny ads, similarly 22.22% like colorful ads. That is the second preferred type of ads in this group. Among the respondents of this designation level 18.51% like all type of ads and 7.4% like simple ads. Similarly another group is respondents with gazette employees, out of 23 respondents in this group 39.13% employees like funny ads and 26.08 % respondents like colorful ads. Among respondents of this group 17.39 % like simple type of ads and same percentage of respondents prefer all types of newspapers ads. The findings are shown in the following column diagram also.



The table 4.5 results are show on above figure.

**Table 4.6**

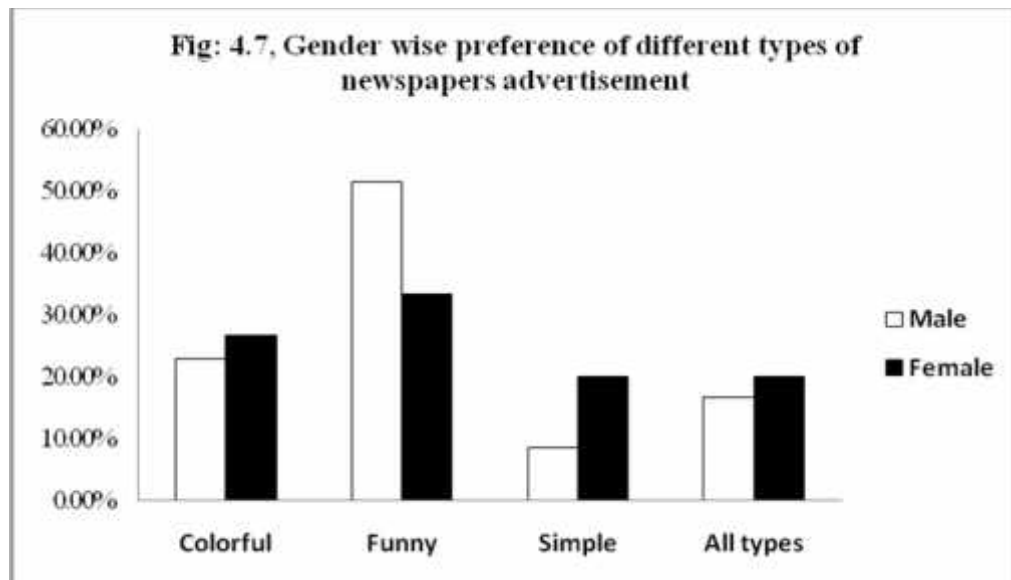
**Gender wise preference of different types of newspapers advertisement**

| TYPES OF ADVERTISEMENT | MALE       |       | FEMALE     |       |
|------------------------|------------|-------|------------|-------|
|                        | No of Res. | %     | No of Res. | %     |
| Colorful               | 8          | 22.85 | 4          | 26.66 |
| Funny                  | 18         | 51.42 | 5          | 33.33 |
| Simple                 | 3          | 8.57  | 3          | 20    |
| All types              | 6          | 16.66 | 3          | 20    |
| Total                  | 35         | 100   | 15         | 100   |

Source: Field Survey (by researcher)-2012

The preference of male and female respondents towards the different types of newspapers advertisement is shown in the above table. Among the 35 male respondents 18 respondents like funny advertisement which is 51.42% of the total male respondents. Among them the male 22.85% respondents like colorful ads and 16.66% like all types of ads. Similarly 8.57% prefer simple type of ads.

Among 15 female respondents 33.33% respondents replied that they prefer funny ads and 26.66% prefer colorful ads. Among them female respondents 20% like simple type of ads and same percentage of respondents prefer all types of newspapers ads. The data are shown in the column diagram as below.



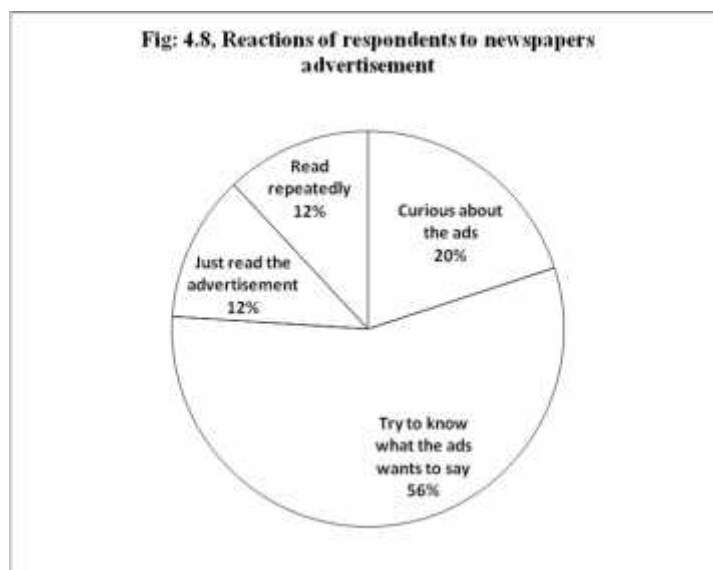
The table 4.6 results are show on above figure.

**Table 4.7**

**Reactions of respondents to newspaper advertisement**

| REACTIONS                             | NO. OF RES. | PERCENTAGE |
|---------------------------------------|-------------|------------|
| Curious about the ads                 | 10          | 20         |
| Try to know what the ads wants to say | 28          | 56         |
| Just read the advertisement           | 6           | 12         |
| Read repeatedly                       | 6           | 12         |
| Turn off the page                     | 0           | 0          |
| Total                                 | 50          | 100        |

Source: Field Survey (by researcher)-2012



The table 4.7 results are show on above figure.

The table shows the reactions of respondents to newspapers advertisement. To find out the reaction of employees towards different kind of ads respondents are asked what is your reaction when any new advertisement read on newspapers. Among the 50 respondents 56% replied that they try to know what the ads wants to say. Another 20% feel curious by reading the ads. Similarly another 12% said that they just read the ads without any interest. Rest 12% percent respondents replied that they read repeatedly but nobody answered that he or she turns off the page after the see the ads.

From the above data it is clear that majority of respondents try to know what the ads wants to say but only few employees feel curious towards the ads. Nobody turn off the page but some of them read repeatedly when ads show on newspapers and some just read the ads without any interest. Thus advertisers should be focused to make the ads more interesting and effective to attract readers' attention more.



**Table 4.8****Age wise reaction to newspapers advertisement**

| REACTIONS                             | BELOW 30   |     | 30-50      |       | ABOVE 50   |       |
|---------------------------------------|------------|-----|------------|-------|------------|-------|
|                                       | No. of Res | %   | No. of Res | %     | No. of Res | %     |
| Curious about the ads                 | 0          | 0   | 7          | 22.58 | 3          | 20    |
| Try to know what the ads wants to say | 2          | 50  | 17         | 54.83 | 9          | 60    |
| Just read the advertisement           | 1          | 25  | 4          | 12.9  | 1          | 6.66  |
| Read repeatedly                       | 1          | 25  | 3          | 9.67  | 2          | 13.33 |
| Turn off the page                     | 0          | 0   | 0          | 0     | 0          | 0     |
| Total                                 | 4          | 100 | 31         | 100   | 15         | 100   |

Source: Field Survey (by researcher)-2012

The above table gives the age wise reaction of the respondents towards newspapers advertisement. The table reveals the difference in the reactions about the newspapers advertisement among different age group.

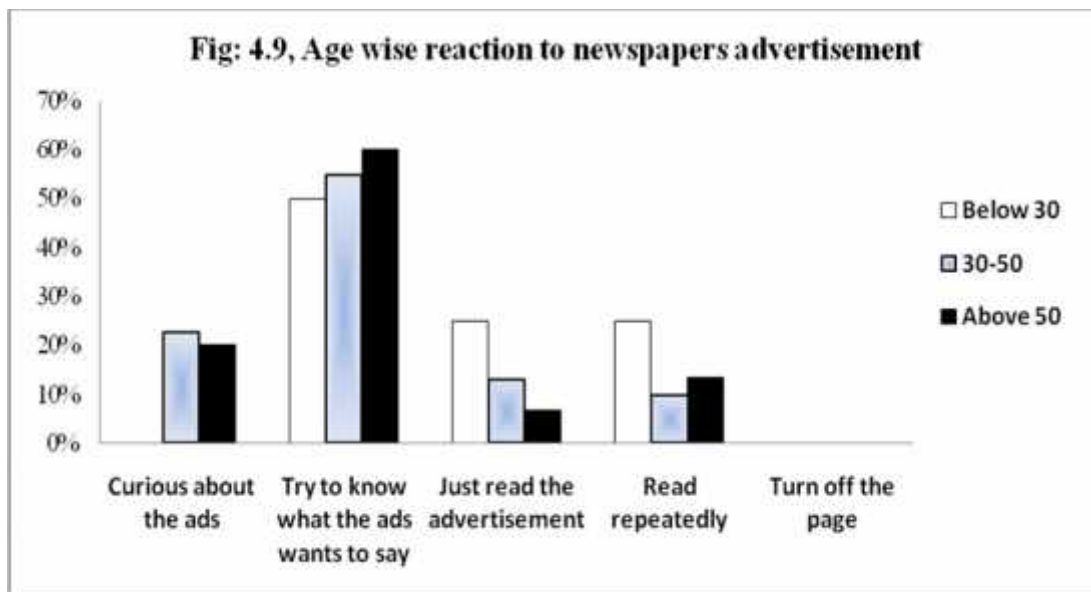
Among the 4 respondents of age group below 30 years 50% replied that they try to know what the ads want to say. Another 25% respondents said that they just read the advertisement and same percentage of respondents i.e. 25% said that they read repeatedly newspapers ads. In this group nobody feel curious when ads are read on newspapers.

Out of 31 respondents of age group 30-50 years 54.83% of the respondents replied that when any ads is read on newspapers they try to know what the ads wants to say. In this group 22.58% people feel curious when ads are read on newspapers. Another 12.9% respondents just read the

advertisement and remaining 9.67% respondents read repeatedly newspapers ads.

From the group above 50 years, out of 15 respondents 60% replied that they try to know what ads wants to say, 20% respondents said that they become curious by watching the ads. Another 13.33% respondents read repeatedly ads and remaining 6.66% respondents just read the newspapers advertisement.

From the above table it is seen that no one from any age group turn off the page when ads read on newspapers and most of the respondents try to know what the ads wants to say. The findings are presented in the following column diagram also.



The table 4.8 results are show on above figure.

**Table 4.9**

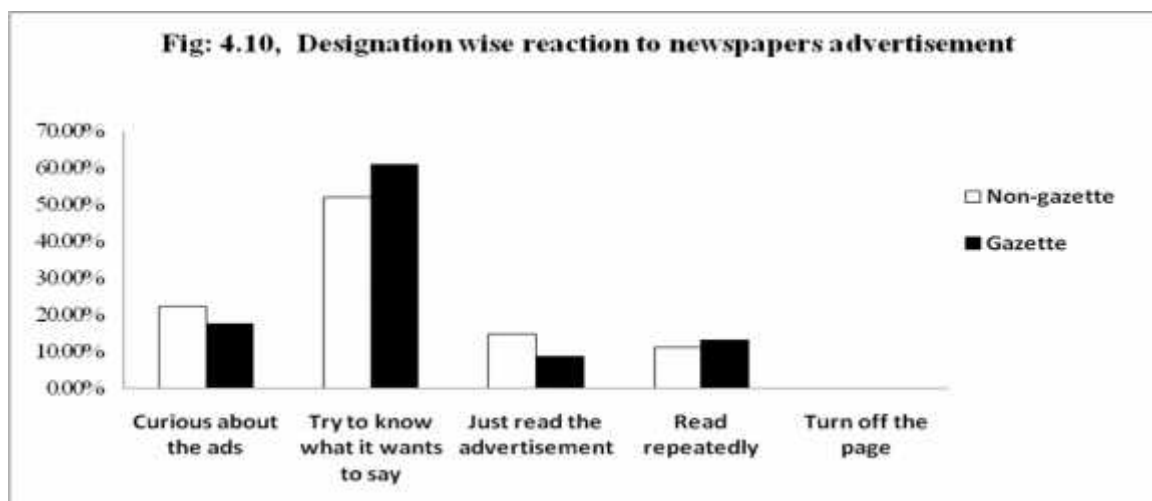
**Designation wise reaction to newspapers advertisement**

| REACTIONS                        | NON-GAZETTE |       | GAZETTE    |       |
|----------------------------------|-------------|-------|------------|-------|
|                                  | No. of Res  | %     | No. of Res | %     |
| Curious about the ads            | 6           | 22.22 | 4          | 17.39 |
| Try to know what it wants to say | 14          | 51.85 | 14         | 60.86 |
| Just read the advertisement      | 4           | 14.81 | 2          | 8.69  |
| Read repeatedly                  | 3           | 11.11 | 3          | 13.04 |
| Turn off the page                | 0           | 0     | 0          | 0     |
| Total                            | 27          | 100   | 23         | 100   |

Source: Field Survey (by researcher)-2012

The above table presents the reactions of readers belonging to different designation level towards different types of advertisement. When 27 respondents having non-gazette level are asked about the reaction towards newspapers ads 51.85% replied that they try to know what the ads wants to say and 22.22% curious by reading the ads. Remaining 14.81% become just read the ads and 11.11% generally read repeatedly the newspapers ads.

From the second group i.e. group having gazette employees 60.86% respondents try to know what the ads wants to say and 17.39% said that ads makes them curious. Another 13.04% respondents from this group replied that they read repeatedly newspapers ads. Remaining 8.69% become just read the ads. The findings are presented in the following column diagram also.



The table 4.9 results are show on above figure.

**Table 4.10**

**Gender wise reaction to newspapers advertisement**

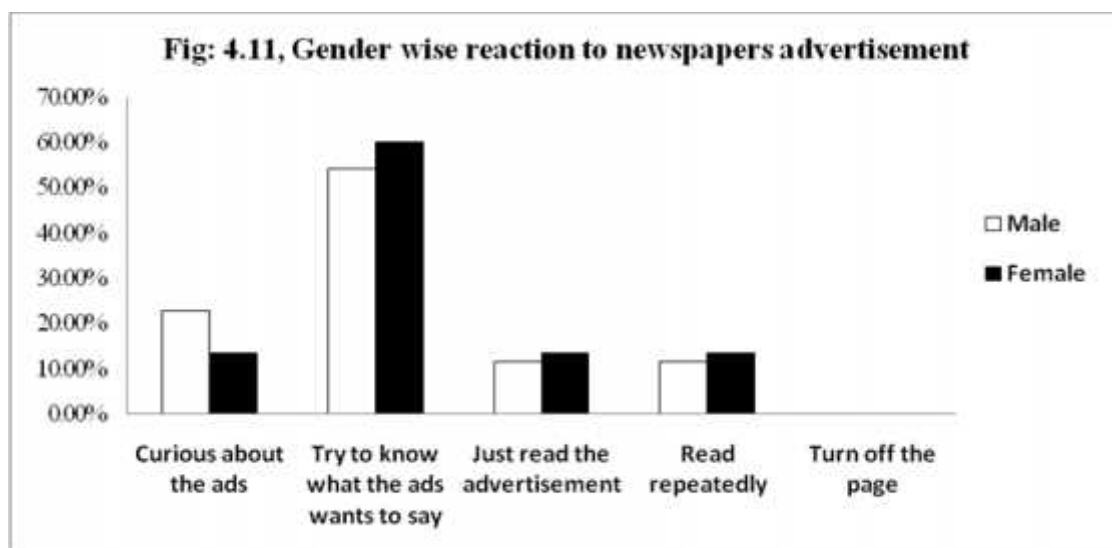
| REACTIONS                             | MALE       |       | FEMALE     |       |
|---------------------------------------|------------|-------|------------|-------|
|                                       | No. of Res | %     | No. of Res | %     |
| Curious about the ads                 | 8          | 22.85 | 2          | 13.33 |
| Try to know what the ads wants to say | 19         | 54.28 | 9          | 60    |
| Just read the advertisement           | 4          | 11.42 | 2          | 13.33 |
| Read repeatedly                       | 4          | 11.42 | 2          | 13.33 |
| Turn off the page                     | 0          | 0     | 0          | 0     |
| Total                                 | 35         | 100   | 15         | 100   |

Source: Field Survey (by researcher)-2012

The above table reveals the gender wise reaction to newspapers advertisement. Out of the 35 male respondents 54.28% replied that they try to know what the ads wants to say. Among the total male respondents 22.85% respondents said that advertisement generates curiosity in them and another 11.42% respondents said that they just read the advertisement

and same percentage of respondents i.e. 11.42% said that read repeatedly newspapers ads.

Similarly among the 15 female respondents 60% answered that when ads are read on newspapers, they try to understand what the ads. Among the female respondents 13.33% respondents said that they become curious by reading the ads and same percentage of respondents said that they just read the advertisement and read repeatedly newspapers ads i.e. 13.33%. From the above table it is seen that neither any male nor any female turn off the page, when ads read on newspapers. The data are presented in the following column diagram also.



The table 4.10 results are show on above figure.

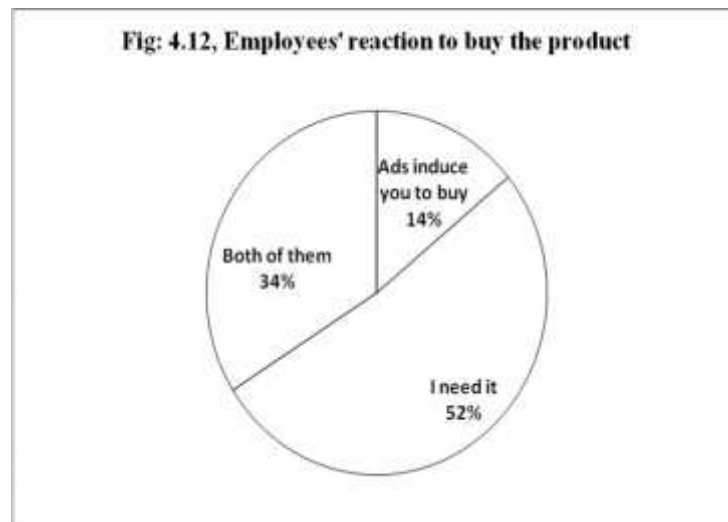
**Table 4.11**

**Employees' reason to buy the product**

| REASONS               | NO. OF RESPONDENTS | PERCENTAGE |
|-----------------------|--------------------|------------|
| Ads induce you to buy | 7                  | 14         |
| I need it.            | 26                 | 52         |
| Both of them          | 17                 | 34         |
| Total                 | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The table represents the data related to employees' reason to buy the product. Out of 50 respondents 14% said that they buy the product because the advertisement persuades them to buy. But most of the respondents i.e. 52% said that they buy the product because they need the product. Remaining 34% respondents accept that they buy the product because of both the reason i.e. they need the product and also the advertisement forced them to buy. So we can conclude that majority of employees buy the product because they need it but advertisement also play vital role in persuasion of consumer to buy the product. The responses of employees are also shown in the pie chart below.



The table 4.11 results are show on above figure.

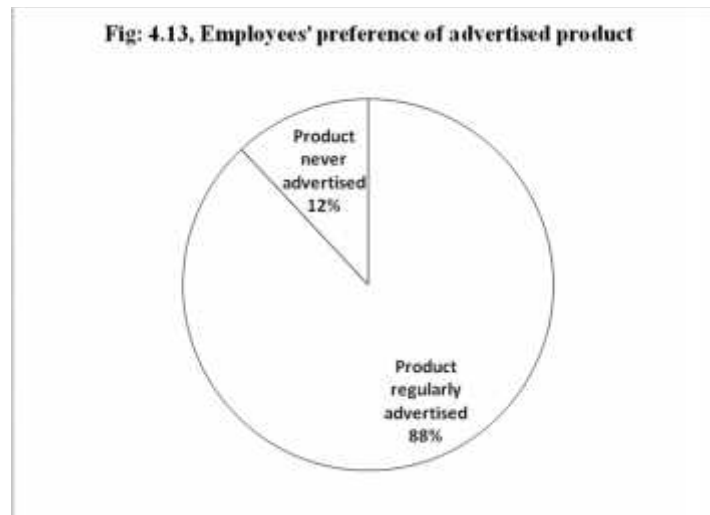
**Table 4.12**

**Employees' preference of advertised product**

| PREFERENCES                  | NO. OF RESPONDENTS | PERCENTAGE |
|------------------------------|--------------------|------------|
| Product regularly advertised | 44                 | 88         |
| Product never advertised     | 6                  | 12         |
| Total                        | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The table 4.12 shows the employees preference of advertised product. Out of 50 respondents 88% percent respondents prefer to buy the products which are regularly advertised. Among the respondents 12% employees said that they generally buy the products which are not advertised. Thus it is obvious from the table that most of the employees prefer and buy the products which are frequently advertised.



The table 4.12 results are show on above figure.

**Table 4.13**

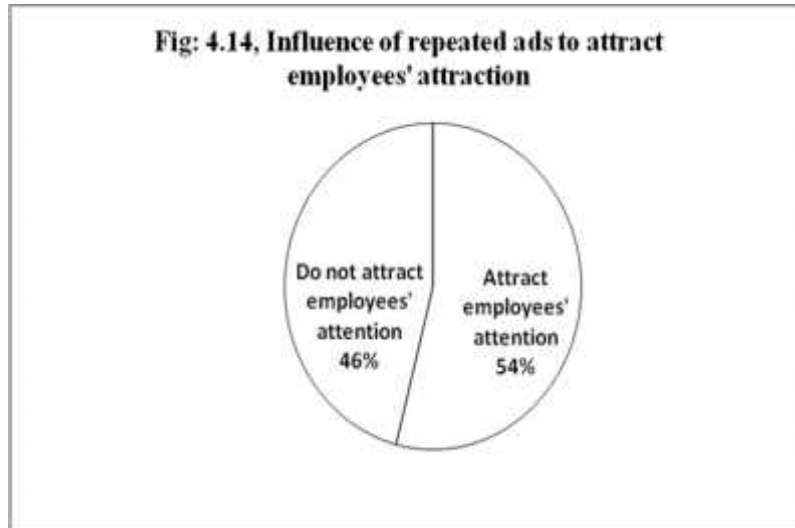
**Influence of repeated ads to attract employees' attraction**

| INFLUENCES                          | NO. OF RESPONDENTS | PERCENTAGE |
|-------------------------------------|--------------------|------------|
| Attract employees' attention        | 27                 | 54         |
| Do not attract employees' attention | 23                 | 46         |
| Total                               | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table shows the influence of repeated ads to attract employees' attention. In the study respondents are asked that repetition of newspapers advertisement attract their attention or not and majority of them

replied yes. From the table it is clear that out of 50 respondents 54% respondents are attracted by the repeated ads on newspapers. Other 46% employees replied that they do not get attracted by the repetition of ads. Hence we can say that most of the ads that are repeated through the newspapers are able to attract employees' attention towards the advertised product.



The table 4.13 results are show on above figure.

**Table 4.14**

**Employees' opinion about ad deceives or not**

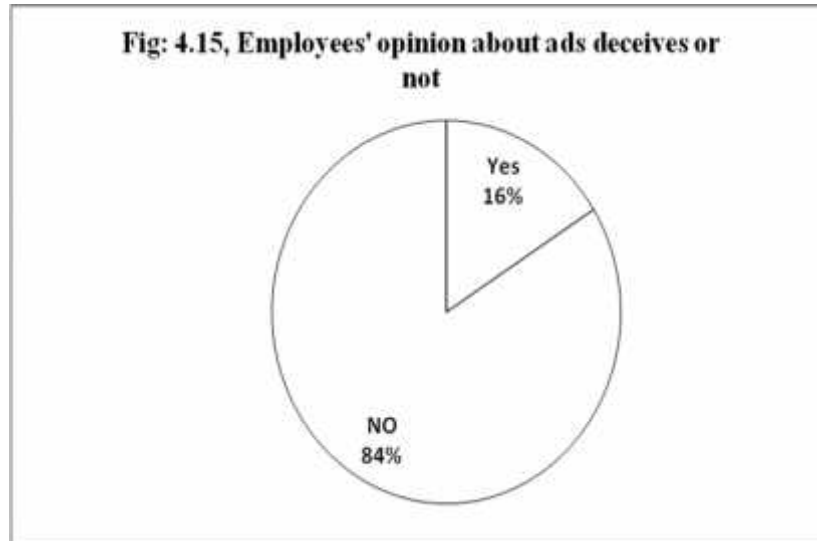
| OPINIONS | NO. OF RESPONDENTS | PERCENTAGE |
|----------|--------------------|------------|
| Yes      | 8                  | 16         |
| NO       | 42                 | 84         |
| Total    | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table presents the opinion of the employees whether they think that the ads deceive them or not. When the consumers are asked that an advertised has deceived you or not, most of them replied that they are not deceived by ads. Among 50 respondents 84% employees responded that they are not deceived by ads but 16% replied that they are deceived by the ads.



The group of respondents who accused that ads has deceived them said that many claims that are given by ads are not found to be true in reality and they added that many ads exaggerates about the products. The results are also shown in the pie chart below.



The table 4.14 results are show on above figure.

**Table 4.15**

**Employees' opinion about adequacy of newspapers ads**

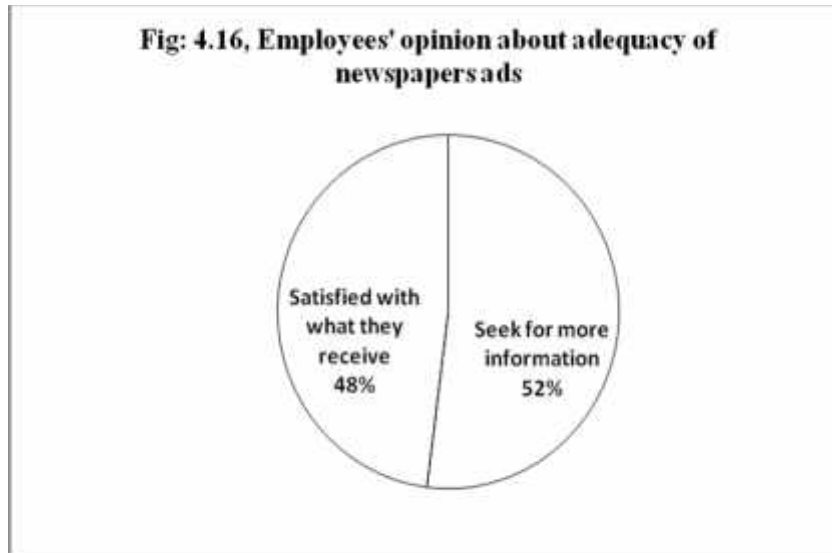
| OPINIONS                         | NO. OF RESPONDENTS | PERCENTAGE |
|----------------------------------|--------------------|------------|
| Seek for more information        | 26                 | 52         |
| Satisfied with what they receive | 24                 | 48         |
| Total                            | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table displays the employees' opinion about adequacy of newspapers ads. Among the respondents 52% said that they seek for more information when any ads attract their attention. They said that many ads do not give the information regarding price, use and much other information

they want. Other 48% employees said that they are satisfied with what they receive from ads i.e. they do not search additional information.

Thus we can say that the present ads are inadequate to provide all the information needed by the employees which can help them in buying decisions.



The table 4.15 results are show on above figure.

**Table 4.16**

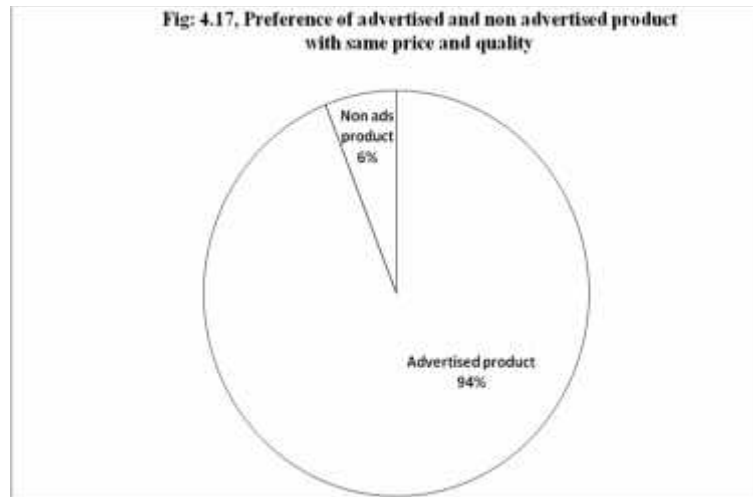
**Employees' preference of advertised and non advertised product with same price and quality**

| PREFERENCES            | NO. OF RESPONDENTS | PERCENTAGE |
|------------------------|--------------------|------------|
| Advertised product     | 47                 | 94         |
| Non advertised product | 3                  | 6          |
| Total                  | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table shows the employees preference of advertised and non advertised product when the price and quality of both the products are same. When the employees are asked that which product do you buy advertised or not advertised if both the product are same in terms of quality

and price, among the total respondents 94% said they prefer to buy the advertised product. Remaining 6% respondents replied that they do not buy the advertised products in the condition when the quality and price of the two products are same.



The table 4.16 results are show on above figure.

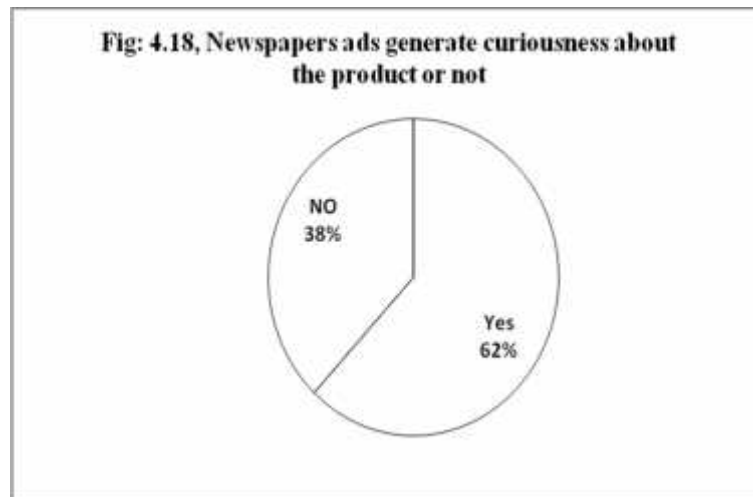
**Table 4.17**

**Newspapers ads generate curiosity about the product or not**

| RESPONSES | NO. OF RESPONDENTS | PERCENTAGE |
|-----------|--------------------|------------|
| Yes       | 31                 | 62         |
| NO        | 19                 | 38         |
| Total     | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table presents the data related to employees' curiosity towards the advertised product due to impact of newspapers ads. Respondents are asked that advertisement on newspapers generates curiosity about the product or not, among the 50 respondents 62% said that the ads shown on newspapers make them curious about the product. Remaining 38% answered that the ads does not make them curious about the product.



The table 4.17 results are show on above figure.

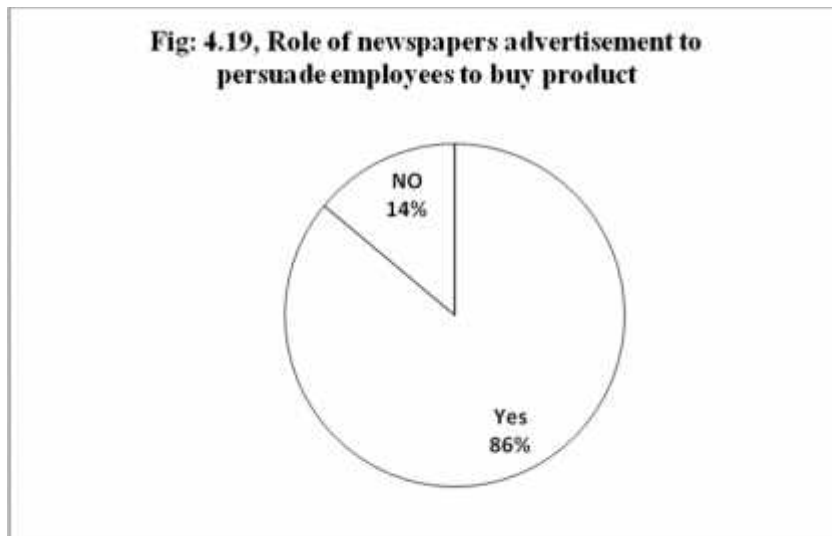
**Table 4.18**

**Role of newspapers advertisement to persuade employees to buy product**

| RESPONSES | NO. OF RESPONDENTS | PERCENTAGE |
|-----------|--------------------|------------|
| Yes       | 43                 | 86         |
| NO        | 7                  | 14         |
| Total     | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table represents the role of newspapers advertisement to persuade employees to buy the product. The respondents are asked that have you brought any product after getting information from advertisement, most of them replied yes. Out of 50 respondents 86% answered that they have bought the product after getting information from newspapers ads. Remaining 14% replied that they have not bought any product only due to impact of newspapers ads.



The table 4.18 results are show on above figure.

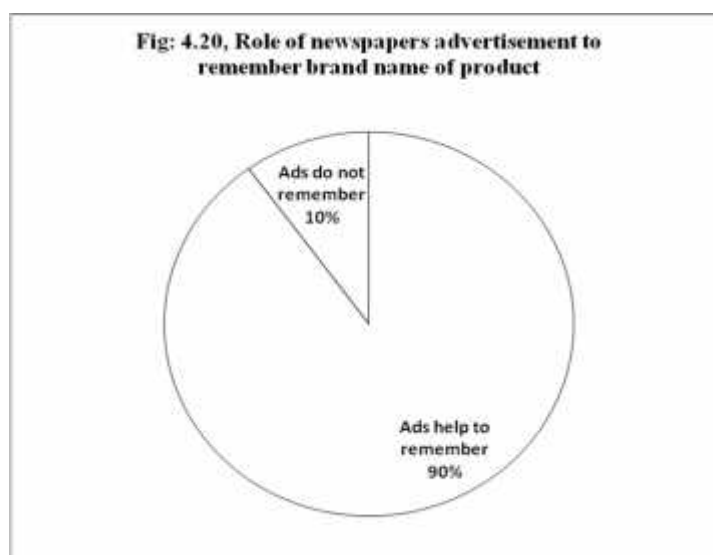
**Table 4.19**

**Role of newspapers advertisement to remember brand name of product**

| DESCRIPTIONS                | NO. OF RESPONDENTS | PERCENTAGE |
|-----------------------------|--------------------|------------|
| Ads help to remember        | 45                 | 90         |
| Ads do not help to remember | 5                  | 10         |
| Total                       | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table shows the data related to the role of newspapers advertisement to remember brand name of product. When the respondents are asked that newspapers advertisement help them to remember the brand name of advertised product most of the respondents i.e. 90% accept that advertisement helps them to remember the brand name of the product. Only 10% answered that advertisement does not help them to remember the brand name.



The table 4.19 results are show on above figure.

**Table 4.20**

**Increment of price of product due to advertisement**

| OPINIONS    | NO. OF RESPONDENTS | PERCENTAGE |
|-------------|--------------------|------------|
| Yes         | 6                  | 12         |
| No          | 39                 | 78         |
| Do not know | 5                  | 10         |
| Total       | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table reveals respondents opinion about the advertised product and increment of price due to advertisement. To find out the opinion of the respondents are asked that they think that the price of the advertised good will be higher than the price of non advertised product. Out of total respondents 78% respondents replied that the price of advertised goods is not more than that of the not advertised goods. Only 12% said that the price will be more in case of advertised goods as compared to not advertised product. Remaining 10% respondents said that they have no idea about the questions and they replied that they don't know whether the price will be increased or not.



The table 4.20 results are show on above figure.

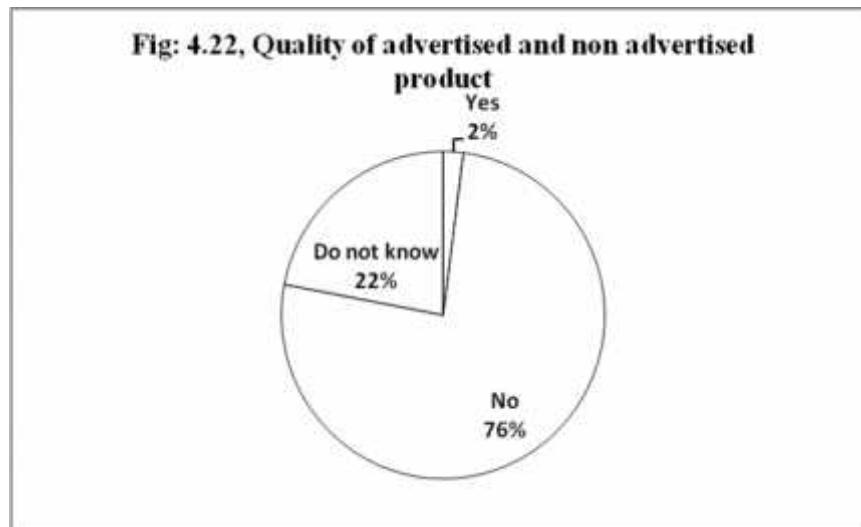
**Table 4.21**

**Quality of advertised and non advertised product**

| OPINIONS    | NO. OF RESPONDENTS | PERCENTAGE |
|-------------|--------------------|------------|
| Yes         | 1                  | 2          |
| No          | 38                 | 76         |
| Do not know | 11                 | 22         |
| Total       | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table shows the respondents' opinion about the quality of advertised and not advertised products. In the question do you believe that the quality of advertised product is not good as that of the not advertised one, most of the respondents replied no. Among the respondents 76% said they don't think that the quality of advertised product is worse than not advertised one. Another 2% answered yes and said that the quality of not advertised goods is better than advertised product. Remaining 22% said that they don't know about the difference in quality of advertised and not advertised goods.



The table 4.21 results are show on above figure.

**Table 4.22**

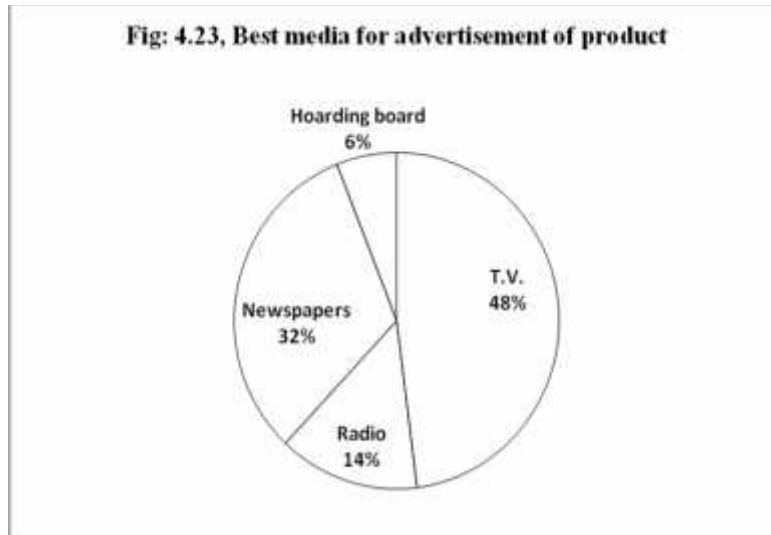
**Best media for advertisement of product**

| OPINIONS       | NO. OF RESPONDENTS | PERCENTAGE |
|----------------|--------------------|------------|
| T.V.           | 24                 | 48         |
| Radio          | 7                  | 14         |
| Newspapers     | 16                 | 32         |
| Hoarding board | 3                  | 6          |
| Total          | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table represents the opinion of the respondents about the best medium for the advertisement of product. Among the respondents 48% choose T.V. as the best medium for advertisement of a product. Remaining 32% said that a newspaper is the best and another 14% respondents select radio. Only 6% answered in favor of hoarding board. Thus it is obvious from the above data that television follow by newspapers is the preferred medium of government employees for advertisement.





The table 4.22 results are show on above figure.

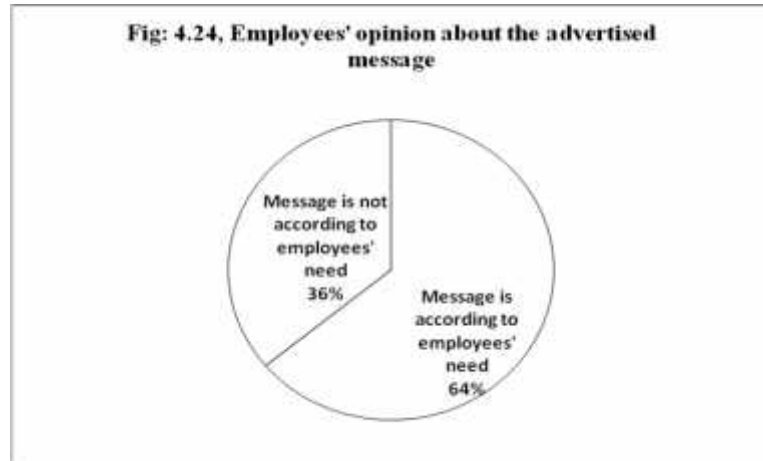
**Table 4.23**

**Employees' opinion about the advertised message**

| OPINIONS                                    | NO. OF RESPONDENTS | PERCENTAGE |
|---|--------------------|------------|
| Message is according to employees' need     | 32                 | 64         |
| Message is not according to employees' need | 18                 | 36         |
| Total                                       | 50                 | 100        |

Source: Field Survey (by researcher)-2012

The above table shows the opinion of respondents regarding the message conveyed through newspapers advertisement. When the respondents are asked that you think that most of the advertisements you read on newspapers communicate the exact message that you need. Out of 50 respondents 64% said that the message given on newspapers advertisement is according to employees' need. Rest 36% employees replied that the message given is not according to employees' need and they added that many advertised of these days are difficult to understand. The responses are also shown in the following pie chart.



The table 4.23 results are show on above figure.

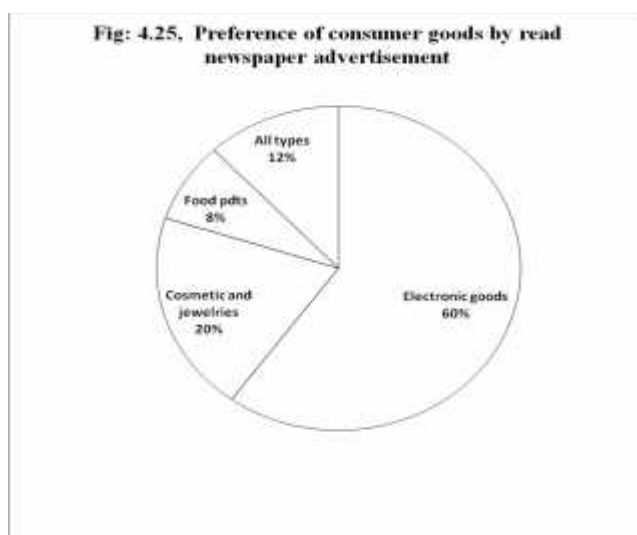
**Table 4.24**

**Preference of consumer goods by read newspaper advertisement**

| TYPES OF CONSUMER GOODS | NO OF RESPONDENTS | PERCENTAGE |
|-------------------------|-------------------|------------|
| Electronic goods        | 30                | 60         |
| Cosmetic and jewelries  | 10                | 20         |
| Food items              | 4                 | 8          |
| All types               | 6                 | 12         |
| Total                   | 50                | 100        |

Source: Field Survey(by researcher)-2012

The above table shows the preference of different types of consumer goods after read newspapers ads among the readers. To find out the type of consumer goods prefer the respondents are asked what kind of consumer goods you like after read ads on newspapers and most of them replied electronic goods. Out of 50 respondents, 60% like to read electronic goods ads on newspapers. Similarly 20% respondents prefer to read cosmetic and jewelries ads. Among the respondents 6 employees replied that they like to read all types of consumer goods ads which are 12% of the total. Similarly 8% of employees are choice to read ads of food items. The data are also shown in the following pie chart.



The table 4.24 results are show on above figure.

**Table 4.25**

**Preference of reading ads on daily newspapers of consumer goods**

| DAILY NEWSPAPERS                   | RANKINR |
|------------------------------------|---------|
| Kantipur national daily            | 1       |
| Gorkhapatra national daily         | 2       |
| Nagarik national daily             | 3       |
| Nepal samacharpatra national daily | 4       |
| Rajdhani national daily            | 5       |
| Others                             | 6       |

Source: Field Survey (by researcher)-2012

The above table shows the opinion of respondents regarding the preference of reading advertisement on daily newspapers of consumer goods. Among all daily newspaper, Kantipur national daily newspaper has been rank at top level by employees to advertise consumer goods. Similarly Gorkhapatra national daily, Nagarik national daily, Nepal samacharpatra national daily, Rajdhani national daily and others have been rank at second, third, fourth, fifth and six level. Thus Kantipur national daily newspapers advertisement has play vital role to persuade employees of consumer goods.

## **CHAPTER–FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATION**

This chapter aims to give an overview of the whole study in the best possible concise form. The chapter is organized into three sub-headings (I) Summary (II) Conclusions and (III) recommendations.

#### **5.1. Summary**

In modern marketing, promotion is a must. A good product, an attractive price and an accessible distribution must be supported by an effective promotion to satisfy consumers' needs. Advertising is the most widely used promotional tool for modern marketing.

Marketing depends heavily on an effective communication flow between the company and the consumer. Manufacturing a product and making it available on the market is only a part of the company job. It is equally important or perhaps more important to make it known to the consumer about the product. For the popularization of product advertising is necessary and for the advertising mass communication is essential. Among the mass communication media print media is one of the most influential medium for reader. It is also the most popular and preferred medium among all employees who job on government or non government office because they are access with newspapers that means all most all office buy newspapers and also employees have the habitual to read newspapers. So advertising through newspapers is effective that leads the consumers to the market to buy the advertised product also.

For effective promotion, ads must reach specific target customers. Unfortunately, not all potential customers read all newspapers, magazines, or other printed media or listen to all radio and watch all television programs so not all media are equally effective. But from this study it is found that most of the employees of Biratnagar areas prefer to read newspapers so we can

say that newspapers advertising can motivate the employees to purchase the advertised product.

Consumers are the focal point of all marketing effort. For the effective advertising, research about the consumer behaviour is also essential and the advertisement should be of interest to the consumers. Newspapers advertising can create the positive response in the mind of the readers and persuades them to buy the advertised brand but for this the advertisement should be able to influence the readers. Before printing the newspapers advertising, the advertiser must be aware about the product, the target market, target customer, interest of the readers regarding ads, message of the ads, channel to be used for the advertisement.

Various research works are done by many researchers, business organizations to find out how to make an effective advertisement but many of them are from the perspective of the advertisers. But this study "Advertising through newspapers: Impact on Consumer Goods on Government Employees in Biratnagar" has aimed to study the advertising from employees perspective. It tries to find out how they feel, interpret and react to the newspapers advertisement and how their buying behaviour is affected?. This study is able to reveals the choice of different age, sex and class of employees regarding the different types of newspapers ads so the study can be helpful to the advertiser or marketers for formulating the advertising campaign.

The world is rapidly shrinking with the development of faster communication, transportation and financial flow. Products developed in one country are finding enthusiastic acceptance in other countries. Advertising is an economic tool that helps to boost the economic growth of a country. In a developing country like Nepal, business is in a progressive phase. Nepalese market is maturing day by day and competition is high among the similar type of products including domestic and global. Without advertising no

market can be imagined in the present competitive world. In this situation the marketer must recognize the essence of advertising in developing country like Nepal too.

The summary of the study of different tables is presented number wise as follows:

- 1) Among the employees under the study 82% of respondents are habitual of reading newspapers ads remaining 18% respondents generally do not read newspapers advertisements. Among male respondents 88.57% employees read newspapers ads while in the female respondents 66.66% females are habitual of reading newspapers ads. (Table-4.1, 4.2,4.3)
- 2) Major percentage i.e. 46% of respondents prefer funny ads on newspapers, remaining 24%, 18 % and 12% respondents like colorful, all types and simple types of ads respectively. (Table-4.4)
- 3) The study shows that majority (50%) of respondents below 30 years of old like funny ads. Similarly most of the employees of 30-50 and above 50 years old prefer funny ads, the percentage of their preference are 48.38 and 40% respectively. (Table-4.4)
- 4) Majority of respondents of non-gazette employees prefer funny ads which is 51.58% and other 22.22% like colorful ads on newspapers. Similarly majority of the gazette employees read funny ads on newspapers also and the percentage of their preference are 39.13. (Table-4.5)
- 5) Majority of male respondents i.e. 51.42% prefer funny ads. Majority of female respondents also like funny ads followed by colorful ads, the percentage of their choices are 33.33% and 26.66% respectively.(Table-4.6)
- 6) The study shows that majority (56%) of employees under study try to know what the ads want to say when ads see on newspapers. Only 20%

feel curious by reading the ads and 12% employees are just read the ads without any interest or reaction. But same 12% respondents read repeatedly when ads appear on newspapers. The habit of turning off the page during reading newspapers ads are not found among any respondent.(Table-4.7)

- 7) The majority of employees under 30, 30-50 and above 50 years old try to know what the ads want to convey and their percentage are 50%, 54.83% and 60% respectively.(Table-4.8)
- 8) Majority of non-gazette and gazette employees try to know what the ads want to say, their percentage are 51.85% and 60.86% respectively. But 22.22% non-gazette and 17.39% gazette employees feel curious by reading the ads. (Table-4.9)
- 9) In the study 60% female and 54.28% male try to know what the ads wants to say. Other 13.33% female and 22.85% male feel curious about the ads. The habit of just read and read repeatedly the advertisement on newspapers are same percentage of 13.3% in female and 11.42% in male. (Table-4.10)
- 10) The majority of employees i.e. 52% buy the product only when they need where as 14% percent buy the product because ads induce them to buy. Remaining 34% people buy the product because of both the reason i.e. needs and impact of advertisement. (Table-4.11)
- 11) The study shows that 88% of employees under study buy the product which is regularly advertised remaining 12% prefer to buy the product which is not advertised. (Table-4.12).
- 12) 54% of respondents said that repetition of newspapers ads attract their attention towards the product while 46% said that repetition of ads doesn't draw their attention. (Table-4.13)
- 13) Majority (84%) of respondents believe that ads haven't deceived them where are 16% think that they are misinformed by the ads. (Table-4.14)

- 14) Majority (52%) of respondents seek for more information regarding the advertised product and feel that the information conveyed through the present newspapers ads is insufficient where as remaining 48% are satisfied with what they receive. (Table-4.15)
- 15) If the price and quality of both the advertised and not advertised product are same then most of the employees i.e. 94% buy the advertised product where as 6% buy the product which is not advertised. (Table-4.16)
- 16) Majority (62%) of employees said that the ads read on newspapers make them curious about the product. (Table-4.17)
- 17) Majority i.e. 86% of respondents are persuaded by newspapers ads to buy the advertised product. The remaining 14% said that they are not influenced by the advertisement to buy the product. (Table-4.18)
- 18) Majority (90%) of employees in the study accepted that advertised helps them to remember the brand name where as 10% said that ads doesn't help them to remember brand name of a product. (Table-4.19)
- 19) Most (78%) of the respondents do not think that advertised product will have higher price than not advertised one. Other 12% said that price will be higher in case of advertised product. Remaining 10% said that they have no idea about this. (Table-4.20)
- 20) Majority (76%) of employees do not find any difference in quality of advertised and not advertised product. But 2% employees said that the quality of non advertised product is good than not advertised one. Remaining 22% said they don't know whether quality of advertised and not advertised product have difference or not. (Table-4.21)
- 21) Majority of employees said that television follow by newspapers is the best medium for advertisement, the percentage of their choices are 48% and 32% respectively. Remaining 14% have chosen radio and 6% have



chosen hoarding board respectively as the best medium of advertisement. (Table-4.22)

- 22) 64% feels that the message of newspapers ads is according to employees' need, others 36% respondents think that they are not. (Table-4.23)
- 23) Majority of employees said that prefer to read electronic goods ads on newspapers, the percentage of their choices is 60%. Remaining 20%, 12% and 8% respondents like to read cosmetic and jewelries, all types of consumer goods and food items of ads respectively (Table-4.24)
- 24) Comparatively, employees prefer to read Kantipur national daily followed by Gorkhapatra national daily newspapers advertisements among the other newspapers. (Table-4.25)

## **5.2 Conclusions**

The major findings related to the main objectives of the study are presented as follows:

- 1) From the study majority of government employees preferred to read newspapers advertisements.
  - i) Among different types of newspapers advertisement, majority of employees prefer funny type of advertisement.
  - ii) Majority respondents below 30 years, 30-50 years and above 50 years old prefer to funny type of newspapers ads.
  - iii) Most of the both non-gazette and gazette employees funny type of ads read on newspapers.
  - iv) Among the types of advertisement majority of male and female prefer funny type ads.
- 2) It is found out from the research about how different age, sex and class of government employees in Biratnagar areas perceive and react about the newspapers advertisement.
  - i) Among the all age, sex and class level of respondents majority of

- employees try to know what the ads wants to say.
- ii) Majority of the respondents of age below 30 years age try to know what the advertisement wants to say, among this group second major percent of respondents are just read and read repeatedly the ads.
  - iii) Majority of the respondents of age group 30-50 and above 50 try to know what the advertisement wants to say, among this group second major percent of respondents are curious about the ads also.
  - iv) Majority of respondents belonging to designation level both non-gazette and gazette are try to know what the ads wants to say but in same group second major percent of respondents are curious about the ads. Similarly third major percent of respondents of same group non-gazette is just read the ads but gazette is read repeatedly.
  - v) Nobody turn off the page when ads see on newspapers.
- 3) From the study the effectiveness of newspapers advertising and its impact on the buying habit of the employees of Biratnagar areas are analyzed.
- i) Majority of employees read newspapers advertisement.
  - ii) Male have the habit of reading newspapers ads more than female.
  - iii) Majority of employees buy the product only when they need but few purchase it because ads tempts them to buy. There are also some employees who buy the product because of both the reason i.e. influence of advertisement as well as their requirement.
  - iv) Employees prefer to buy the product which is regularly advertised than the product which is not advertised.
  - v) Response towards advertising believability is satisfactory. Majority of employees believe that newspapers advertisement doesn't deceive but still there are some employees have doubt about the misguidance of the advertisement.
  - vi) Repetition of advertisement attracts majority of employees' attention towards the product. Employees are more likely to remember the

advertised product if the advertisement is repeated more often i.e. product is frequently advertised.

- vii) The information conveyed through the present newspapers advertisements is insufficient because majority of employees seek for more information regarding the advertised product.
- viii) Newspapers ads are capable to induce curiosity among the employees towards the product.
- ix) Newspapers ads have positive influence on the buying habits of employees and persuade them to buy the advertised product.
- x) It is found that advertised helps the employees to remember the brand name of consumer goods.
- xi) Majority of employees do not think that advertised product will have higher price than not advertised one.
- xii) Similarly majority of employees do not find any difference in quality of advertised and not advertised product.
- xiii) Television is the best medium for the advertisement of a product follow by newspapers.
- xiv) Majority of employees prefer to read electronic goods ads on newspapers.
- xv) Majority of employees said that prefer to read Kantipur national daily fallow by Gorkhapatra national daily newspapers advertisements.

In conclusion, newspapers are also one of the potential print medium of advertising the consumer goods for readers in the urban area of Nepal. Government employees have positive attitude towards the newspapers advertising. In the present study it is found that most of the employees prefer to read newspapers ads and also the ads is able to drag the employees up to the market to buy the advertised commodity.

We can say that consumers buying behaviour is highly influenced by the advertising. All commercials economic activity is directed towards the

satisfaction of consumers wants and needs, an understanding of consumer, their habits, their preference, their background the force that motivate them should be kept in the primary importance by the marketers and advertisers.

### **5.3 Recommendation**

Today's customers are harder to please. They are smarter, more price conscious, more demanding and less forgiving and approached by more competitors with equal better offer. In order to please and persuade today's customers advertising should be of interest to the readers, viewers and audience.

It is found that different age, sex and designation of government employees have different choice and interpretation regarding the printing of newspapers ads so the advertiser have to consider about the interest, feelings of the consumers for effective advertising.

On the basis of the finding of the study following recommendation are made.

- 1) The study shows that majority of the respondents of different age, sex and designation background prefers funny advertisement on newspapers so to attract employees attention advertisers should made funny types of ads.
- 2) Most of respondents of different age, sex and designation level try to know what the ads want to said. Government employees are intellectual group thus the study find that majority of respondents of the different age, sex and designation level try to know what is behind the ads of different consumer goods.
- 3) The study shows that high percentage of employees prefers regularly advertised product than non advertised one. It is also true that without advertising, there is no business at all in the present global age of marketing so advertising should be widely used by the business organization in order to increase their sales.

- 4) It is found from this research that most of the employees buy the product only when they need. Only few percentages of respondents said that they buy the product because ads induce them to buy. Advertiser should try to create the necessity of the product and in order to persuade more consumers the ads should be of interest to them.
- 5) Most of respondents said that ads have not deceived them but still there are some employees who believe that ads deceive them. Deceiving and misleading ads has negative impact on consumers so to win consumers believe the advertiser should be conscious on quality of product and the ads should reveal the true aspect of the product only without deceiving the consumer to retain them for the future also.
- 6) It is shown from the research that respondents are willing to get additional information concerning the various aspects of the products. So producer and advertiser should deliver sufficient information so as to make the product more familiar and acceptable to the consumer.
- 7) Advertising strategy should be made on the basis of target consumers.
- 8) It is essential to gather consumers' opinion on the ads content to implement particular advertising strategies so advertisers are recommended to conduct research from time to time to have proper understanding of consumers' view regarding advertising.
- 9) Television follow by newspapers is the most popular mass medium for government employees in the urban areas of Nepal. Thus advertising through the newspapers also the potential media for newspapers reader.
- 10) Majority of employees said that prefer to see and read electronic goods ads on newspapers.
- 11) Majority of employees said that prefer to read Kantipur national daily follow by Gorkhapatra national daily newspapers advertisements.

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## QUESTIONNAIRE

Advertising through Newspapers:  
Impact on Consumer Goods on Government Employees in Biratnagar

1. Do you generally read the newspapers advertisement?
  - I) Yes [ ]
  - II) No [ ]
2. What kind of advertisement do you generally like on newspapers?
  - I) Colorful [ ]
  - II) Funny [ ]
  - III) Simple [ ]
  - IV) All of the above [ ]
3. What is your reaction when any new advertisement read on newspapers?
  - I) Become curious about the advertisement [ ]
  - II) Try to know what it wants to say [ ]
  - III) Just read the advertisement [ ]
  - IV) Read repeatedly [ ]
  - V) Turn off the page [ ]
4. You buy a product because
  - I) Advertisements induce you to buy. [ ]
  - II) You need it [ ]
  - III) Both of them [ ]
5. Which product do you prefer to buy?
  - I) Regularly advertised [ ]
  - II) Not advertised [ ]
6. Does repetition of advertisement attract your attention towards the product?
  - I) Yes [ ]
  - II) No [ ]
7. Has an advertisement ever deceived you?
  - I) Yes [ ]
  - II) No [ ]



8. If any advertisement interests you what do you do?

I) You look for further information what is advertised [     ]

II) What you received is enough [     ]

9. If there is same type of consumer goods in market in terms of quality and price which one do you buy?

I) Advertised one [     ]

II) Non advertised [     ]

10. Does advertisement on newspapers generate curiousness about the product?

I) Yes [     ]

II) No [     ]

11. Have you brought any product after getting information from advertisement?

I) Yes [     ]

II) No [     ]

12. Does advertisement help you to remember brand name of product?

I) Yes [     ]

II) No [     ]

13. Do you think that the price of the advertised good will be higher than the price of non advertised product?

I) Yes [     ]

II) No [     ]

III) Don't know [     ]

14. Do you believe that the quality of advertised product is not good as that of the non advertised one?

I) Yes [     ]

II) No [     ]

III) Don't know [     ]

15. If employees have access to all of the following media, in your opinion which is best media for advertisement of a product?

I) Television [     ]

II) Radio [     ]

III) Newspapers/Print media [     ]

IV) Hoarding board [     ]

16. Do you think that most of the advertisements you read on newspapers communicate the exact message that you need?

I) Yes [     ]

II) No [     ]

17. Which types of consumer goods do you prefer after read newspapers advertisements?

I) Electronic goods [     ] II) Cosmetic and jewelries [     ]

III) Food items [     ] IV) All types [     ]

18. What weighted do you give to the following daily newspapers for advertising purposes? Please rank according to your preference. (1 for most and 2 for second so on)

I) Kantipur national daily [     ]

II) [Nagarik](#) national daily [     ]

III) [Nepal Samacharpatra](#) national daily [     ]

IV) [Rajdhani Daily](#) national daily [     ]

V) [Gorkhapatra](#) national daily [     ]

VI) Others [     ]

***Profile of the respondent***

- a) Name of respondent: .....
- b) Which of these categories best describes your age?
- i) Below 30 years of age [      ]
  - ii) 30-50 years of age [      ]
  - iii) 50 or above [      ]
- c) Which of these categories best describes your designation background?
- i) Non-gazette employees. [      ]
  - ii) Gazette employees. [      ]
- d) Which of these categories best describes your gender?
- i) Male employees. [      ]
  - ii) Female employees. [      ]