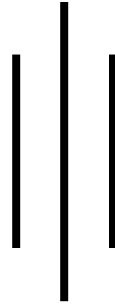


**A STUDY ON  
ADVERTISEMENT THROUGH ELECTRONIC MEDIA & NON  
ELECTRONIC MEDIA AND ITS IMPACT ON CONSUMER BUYING  
BEHAVIOUR IN DHANGADHI MUNICIPALITY**



**A Thesis Submitted**

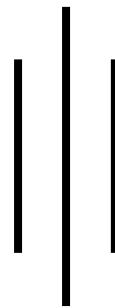
**To**

**Office of the Dean**

**The Faculty of Management**

**Tribhuvan University**

**In The Partial Fulfillment of the Requirements for  
Degree of Master's in Business Studies (MBS)**



**By**

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## DECLARATION

I hereby declare that the work reported in this thesis in entitled "**Advertising through Electronic Media and Non-electronic Media and Its Impact on Consumer Buying Behaviour in Dhangadhi Municipality**" submitted to Kailali Multiple Campus, Faculty of Management, is my original work done in the form of partial fulfillment of the requirement for the Masters in Business Studies under the supervision of Mr. Padam Kant Joshi, Reader, Kailali Multiple Campus.

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Date: May, 2014

Deepa Shrestha  
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## **LIST OF ABBREVIATION**

A.D.	Anno Domini
Ads.	Advertisement
B.S.	Bikram Sambat
CB	Consumer Behavior
NL Ltd.	Nepal Lever Limited
VDC	Village Development Committee
US	United State
TV	Television
E-mail	Electronic Mail

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

Advertising is one of the ways of promoting products, services and ideas among various ways. Advertising influences consumer attitude and purchase behavior in a variety of consolidated manner. It has multiple objective and roles in persuading the consumers. Advertising is essential to manufacturers, whole- Seller and even to the retailer and it assist to excel the sale of products and services. Many specific communication and sales objectives can be assigned to advertising. The degree of effectiveness of advertising is determined by the satisfaction of consumer. The objective of advertising can be classified with respect to its aim as informing, persuading and reminding.

Advertising is made according to the product life cycle, if the product is in introduction phase, optimal advertising is to inform and if the product is in maturity phase than persuading advertising is optimal. Likewise if the product is in decline phase than optimal advertisement is to constantly remind the buyers about product and services.

Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor (Kotler and Armstrong, 1998,450P)

Advertising is non- personal communication of information usually paid for and usually persuasive in nature about products, services and ideas by identified sponsor through the various media. So advertising influences to the consumer buying behavior, it is the study of how individuals make decision to spend their available resources (Time, Money and Effort) on consumption related items.

"The term consumer behaviour refers to the behaviour of that consumer who displays in searching, using, evaluating and disposing of products and services that he/she expect will satisfy his/her needs".(Shiffman and Kanuk, 2000,6P)

The history of advertising in Nepal is recent one but even in the short span of time, it has remarkably grown up. Where the first newspaper of the country was started on 1958 B.S. Jyestha prior to this only the medium of advertising was of the month. Now different daily, weekly, monthly and other so many periodically have given significant contribution to its brightness to coming marketing process. So advertising can be divided into two parts as electronic and non electronic advertising. Many organization use electronic as well as non electronic depending upon the prospective consumers and the nature of market segment. Electronic advertising as Radio, TV, E-mail and Internet and non-electronic advertising as paper advertising, pamphletting, wall painting, hoarding board can be taken for sending message.

Media has its own advantage and disadvantage and cost structure. This study tries to know which advertising media is effective among the electronic and non- electronic media to launch the products, services and ideas in the target market. Basically this study relates with electronic and non electronic media and its affect on consumer buying behaviours. Among the electronic media this research focuses on the advertising of Closeup toothpaste through Nepal television and among non-electric media this research focuses on advertising of closeup toothpaste through Kantipur daily Newspaper (Paper advertising).

In the context of Nepal, Nepal television (NTC) is perhaps one of the youngest television in Asia, it started as a project in January 1985 under sixth development plan (1980-1985) in which a provision was made "To undertake feasibility study of the establishment of television in the country and to bring TV transmission service at selected places if found from economic and technical standpoint". Despite doubts felt by many it began its experimental transmission for Kathmandu valley in a very modest manner with VHF equipment and in the VHF band, in those day there were only about 400 TV sets the majority of which also used for receiving Doordarshan signals when NTV went on air with its thirty minutes transmission, the number of TV sets increased dramatically. A 100 watt transmitter when set up to cover Kathmandu valley during its experimental transmission, the regular transmission of two hours was commenced by the end of 1985. In February of 1986

it became a full fled corporation under the communication Act of Nepal Government (Internet). Currently it covers around 75 percent of the country's geographic area and 85 percent of the population. NTV is offering diversified programmers from entertainment to information news to current affairs catering all strata of the society. NTV has also started transmission from its second channel "NTV plus." No it is gearing up for coverage expansion and is expected to cover 100 percent of the land area within two years (NTV Introduction Card, 2010/2011).

Similarly, Kantipur daily newspaper is one of most popular newspaper among various group as student, teacher, officials, farmer and even to housewife. This newspaper has been published by Kantipur publication (P.) Ltd. After the restoration of democracy in Nepal, in year 2047 B.S. Kantipur publication (P.) Ltd. Came into existence as the only private daily broadsheet At that time , small size newspaper inclined towards political parties and few independent small size newspaper were also in the market. Kantipur daily newspaper was published in B.S. 2049 Falgun 7 by Goyanka publications in paper with picture in the first page along with the coverage of different international and national events. Now, Kantipur daily newspaper has minimum twentyfour pages with multi color pages and printed in Kathmandu, Biratnager and Narayangharch, Nepaljung simultaneously ,

To conduct this research Dhangadhi Municipality, Kailali has been taken as a market segment with respect to Closeup toothpaste. Market segment is the process of dividing potential market into distinct subjects of consumers with common needs or characteristics and selecting one of more segments to target with a distinct marketing mix. If all consumers have same needs wants, desires and the same background, education and experience mass marketing would be a logical strategy because it would save cost of advertising and other marketing strategies. However, it is not possible to have all the customers with same needs, wants, desires and same background, which then force to segment the market.

Closeup toothpaste is the product of this research. It is also one of the reputed products in case of toothpaste in Nepal produced by Nepal lever limited. Nepal lever limited has been focusing on domestic business and consumer relevant innovations. NL ltd is

conducting so many programs to advertise the product or launch and re-launch the product in the market as *Closeup Hits FM music Award*. The products size and price has been managed by Nepal lever limited in accordance with consumer needs and wants. Nepal lever limited focuses not only its product and services to excel the sales but also concerns with the society. It has been contributing resources to the society by the society welfare program as sewing and tailoring training program for woman, distributing relief to flood victims.

## **1.2 Statement of the Problem**

Nowadays, the significance of the advertising media is multiplying day by day. The company should analyze/know which kinds of advertising media are useful influences the consumers buying behaviour in the target market because only understanding of the consumers views, attitude, test towards the products and services do not assist to increase the sales. Many investors invest huge amount of total budget without knowing the effectiveness of media. Even though business man always watch cost benefit analysis so it is essential to measure the effectiveness of advertising. But there is the problem not only for small business house but also to the large business house to select appropriate media to send the message about product and service in order to reach the target consumer group. Thus advertising can be made only effective at that time when advertiser knows the actual practical problem of the consumers. If the advertising does not access to the product coverage market and does not solve the consumers problem it will be ineffective.

Basically some researchers have been conducted by various people relating to the advertising with respect to consumer views attitude test but there is not any research performed in the topic of media research with respect to electronic and non-electronic media. Therefore it is a major issue which media of advertising is effectiveness among electronic and electronic media to influence consumers buying habits and how they perceive to the advertising media. Advertiser has to select two or more than two media to convey message about product and services in order to get merits of both electronic and non-electronic media.

### **1.3 Objective of the Study**

The main objective of this study is to identify effective median among electronic and non-electronic, depending on consumer's preference and media habit. However, broader objectives such as under.

- To evaluate the impact of electronic and non-electronic median on consumer buying behavior.
- To find out the appropriate media preferred by consumer among electronic and non-electronic media.
- To know the impact of advertising on sales.
- To analysis the advertising of Closeup through Nepal Television and Kantipur daily newspaper.

### **1.4 Research Hypotheses:**

This research has set the following null and assumed hypotheses.

- H<sub>01</sub>: There is no significant difference between the views expressed by the respondents relating to the sources used for information.
- H<sub>A1</sub> : There is significant difference between the views expressed by the respondents relating to the sources used for information.
- H<sub>02</sub>: There is no significant difference between the views expressed by the consumersto use different electronic media.
- H<sub>A2</sub>: There is significant difference between the views expressed by the consumers to use different electronic media.
- H<sub>03</sub>: There is no significant difference between the views expressed by the consumers to use different non electronic media.
- H<sub>A3</sub>: There is significant difference between the views expressed by the consumers to use different non electronic media.
- H<sub>04</sub>: There is no significant difference between the views expressed by the consumers toward electronic media regarding the source of information.
- H<sub>A4</sub>: There is significant difference between the views expressed by the consumers toward electronic media regarding the source of information.

- H<sub>05</sub>: There is no significant difference between the views expressed by the consumers toward non electronic media regarding the source of information.
- H<sub>A5</sub>: There is significant difference between the views expressed by the consumers toward non electronic media regarding the source of information.
- H<sub>06</sub>: There is no significant difference between consumer' behavior when advertisement of Closeup appears on NTV.
- H<sub>A6</sub>: There is significant difference between consumer' behavior when advertisement of Closeup appears on NTV.
- H<sub>07</sub>: There is no significant difference between consumers behavior when advertisement of Closeup appears on Kantipur Daily Newspaper.
- H<sub>A7</sub>: There is significant difference between consumers behavior when advertisement of Closeup appears on Kantipur Daily Newspaper.
- H<sub>08</sub>: There is no significant relationship between advertising cost and sales revenue.
- H<sub>A8</sub>: There is significant relationship between advertising cost and sales revenue.

## **1.5 Significance of the Study**

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

It is hard to make sale of products and service without advertising. Advertising is essential to inform, persuade and remind to the consumers. Various media are used by the company but now among the various media are used by the company but now among the various media television and daily newspapers are the popular media. So this study is valuable to the marketing manager to improve their advertising policy. As advertising



involves cost and every cost should be for the good return. Every year many manufacturing and trading organizations have been investing millions rupees only for advertising of their products. Unfortunately a proper research regarding advertising media has not been properly analyzed and evaluated. So the present research focuses on media selection among electronic and non-electronic media. Similarly, this thesis is also important for the researcher because it is the requirement of Department of Management to complete M.B.S. and it may prove a literature to the further researchers to conduct the researches relating to this aspect.

### **1.6 Limitation of the Study**

Although pious efforts have been made to reach the objectives of the study. The following limitations can't be ignored.

- Primary data have been collected only from Dhangadhi Municipality, Kailali and Secondary data from Nepal Lever Limited.
- Twenty percent of annual sales revenue has been assumed as an advertising cost of closeup toothpaste.
- As this study is based only on the information collected from Nepal Lever Limited and field survey, its findings may not be generalized.
- Some responses did not appear while getting the questionnaire filled and so these questions have been avoided.

### **1.7 Organization of the Study**

Basically, this study has been divided into five chapters. The first chapter is introductory in nature and it includes background of the study, statement of the problems, objective of the study, significance of the study, limitation of the study and organization of the study.

The second chapter is the review of literature which includes conceptual review and review of previous studies. Meaning of advertising, purpose of advertising. Advertising media and method of measuring advertising effectiveness have been included in conceptual review.

The third chapter is the research methodology which includes research design, population and sampling source of data, data collection procedure analytical tool and data processing.

The fourth chapter of this presentation, analysis and interpretation of data which includes consumers opinion about Closeup toothpaste, consumers watching/listening/reading habit of advertisement consumers behaviour when advertisement of Closeup appears on NTV, consumer behaviour when advertisement of Closeup see in the Kantipur daily newspaper , media used by NL Ltd. And cost structure of advertising to advertise Closeup toothpaste, total sales of Closeup for recent six years electronic and non electronic media ranked by NL Ltd. And television's channel and newspaper used by Nepal Lever Limited.

The last chapter consist of summary, finding and recommendation. Beside these chapters, bibliography and appendices have also been affixed at the end.

## **CHAPTER-II**

### **REVIEW OF LITERATURE**

#### **Background**

Review of literature is an essential part of any study. It is a way to discover what other researchers have conducted in the area selected by the present researcher. It is also a way to avoid investigating problems that have already been definitely answered. The review of literature accomplishes the following functions.

- i. It establishes a point of departure for future research.
- ii. It avoids needless duplication of costly research effort.
- iii. It reveals area of needed research.

Scientific research must be based on past knowledge. The previous studies cannot be ignored because they provide the foundation to the present study. In other words, there has to be continuity in research. This continuity in research is ensured by linking the present study with the past research studies.

The primary purpose of literature review is to learn, not to accumulate. It enables the researcher to know:

1. What research has been done in the subject?
2. What others have written about the topic?
3. What theories have written about the topic?
4. What approach has been taken by other researcher?
5. What are the areas of agreement or disagreement?
6. Whether there are gaps that have been filed through the proposed research.

The purpose of literature review is thus to find out what research studies have been conducted in one's chosen field of study, and what remains to be done. It provides framework from which hypothesis can be developed for testing. (Wolf and pant/2003)

For the study purpose, the review of the literature has been categorized into two groups.

- **Conceptual Review**
- **Review of Previous Related Studies.**

## **2.1 Conceptual Review**

Conceptual review assists to know the theories of the study area. Therefore, the researcher has reviewed the following conceptual aspects.

- Meaning of advertising
- Purpose of advertising
- Advertising media
- Methods of measuring advertising effectiveness

### **2.1.1 Meaning of Advertising**

The word advertising is derived from the two Latin words 'ad' means towards and 'vertio' means I turn. So the meaning of advertising is to turn people's attention towards the specific things, earliest form of advertising is to draw the people's attention toward the specific things. In other words advertising is to draw people's attention to the certain goods.

Before knowing the definition of advertising we should address the difference between advertising and advertisement. Advertising, "Consists of activities involved in presenting to a group a non-personal, oral or visual. Openly sponsored message called as advertisement, is discriminated through one or more media and is paid for by identified sponsor" (Stanton, 1997,537P)

This definition clearly distinguished between advertising and advertisement. Advertising is simply a message, but advertising is a process. This process includes programming the series of activities which is necessary to plan and prepare the message and get it to intended market. Another point is that "advertising is used to help sell products and services. The buyer makes five decisions in the affirmative in marketing a purchase. If anyone is missing, he/she does not buy. Which he/she has said 'yes' to all five, a purchasing

result. These five decisions relates to need, product, source, price and time". (Little field and Kirkpatrick, 1971,165P)

The buying operation can not start until there is an awareness and admission of need, the need to protect or enhance his/her self concept consumes do not buy services nor physical product as such; they but the satisfaction only where the consumer began to see in the services or products the answer is to need, does he begin to be a prospective purchase. Reputation, prestige, location and polices of the seller are an important considering factor.

People normally argued that why do company spend so much money on advertising. This option occurs because some people regard expenses made in advertising is waste of money but other think it as a buying guide. Both consume and seller, advertising is an informative device. Hence, advertising consists of those activities by which visual or oral message are addressed to selected public for the purpose of informing and influencing them to buy the product.

Some definitions of advertising have been given below so as to make clear meaning of advertising,

The American marketing association defines advertising as "any paid form of non personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor" (Koirala, 1997,2059-260PP)

A writer has described the differences between advertising and sales promotion in his book "Sales promotion in Nepal" as sales promotion and advertising differ in terms of objective as well as the frequency, duration and purpose of users. Advertising informs, persuade and remind the target market. Whereas sales promotion goes to encourage purchase by the brand loyal consumers and attracts news and competitors' brand users. For effective sales promotion are required creative talent, time and money. It became expensive with frequent operation. While excess sales promotion with respect to a branded product may hurt that products brand image. Advertising creates awareness in the market place and may be repeated several times to acquaint and remind the target market. Thus advertising is designed to create an image of, or to carry a sales message about a product or service to the

consumer, while sales promotion is an activity and used to generate and immediate sales of the product or service"(Koirala,1991,28-29PP).

"It is micro managerial function of any organization to send the information to the members of the society" (Sontakki, 1999,1P).

"Advertising is a form of communication intended to promote the sale of a product or service, to influence a particular cause to gain political support ,to advance a particular cause or to elicit some other response desire by the advertiser" (New Encyclopedia, Britannica, Mancropedia,1979,103P).

"Advertising that includes a change in sales or the product is a milestone for brand "(Kathmandu Post , 20012,1P).

So this study concludes that advertising should have such power as attention, communication, readability, memorability and selling.

### **2.1.2. Purpose of Advertising**

There are so many objectives of advertising, which depends upon the policy of the company. Generally, in the past, the purpose of advertising was to inform to the prospective consumer about goods and services produced by the company. Now a day's advertising not only concern with the information flow but also motivate, persuade to the target consumer in the specific market.

Every stage of product life cycle need advertising but volume of it may be low and high depending upon the nature and stages. Advertintg creates demand for the goods and makes it possible for the introduction of mass production, installation of up to date machinery and consequent reduction of cost of the consumer.

Mass production need mass selling, it makes possible by improvement and installation of latest plants as well as advertising through effective media but difficult to say that effective media vehicle. Purpose of advertising can be listed below as,

- It helps retailers in multiplying sales.
- It assists to increase the demand of the product.
- It conveys message to the prospective consumers.
- It makes the public conscious.

Advertising is important to retailer, for the retailer it quickens the turnover, as well as reduces degree of remaining dead stock and result in proportionate reduction of overhead expenses. It informs the fluctuated price of the product so the retailer can avoid the losses by the price change.

Similarly, it provides benefits to the buyers. The manufacturers are compelled to maintain the quality of the goods advertised. Money spend on advertising that is a kind of investment and manufacturer wants to return from the consumer so that he has to fix the quality of the product advertised on the media and then the consumer gets the qualitative goods and services.

Likewise, by the advertising ,public know about the various goods and services previously unknown to them so it educates the public and enable them to select the most suitable goods and services by comparing goods and services launched by the various manufacturers. It creates curiosity and interest of people. After interest is around advertising also makes people acquire after ,and seek further information about goods and services advertised .So we can say that advertising is such thing which makes networks among various parties as consumers , public , manufactures , retailer and so on.

In other hand, consumer behavior is a function of a complex process so it is difficult to say that advertising is only one variable that influences the behavior of the consumer .Advertising objectives can also be classified as per their objectives in terms of informing, persuading, or reminding. Example of information type objective includes making prospective consumer aware of a new product, announcing a new price, and explaining how a product works .Persuading objectives include attempting to build brand preference and loyalty and changing a consumer's attitude about particular brand characteristics. Objective

having to do with reminding includes communications telling consumers where and when to buy the product (Boyd, Westfall and Stasch, 2002,731P).

### **2.1.3 Adverting media**

It has been said that the development of media of mass communication dates back to the initial years of Rana period. Prior to this pamphlets were used and people used to speak at loud voices to advertise in the temporary market.

Advertising research primarily relates to three critical decisions that have to be made to develop advertising program:

- Setting objectives
- Selecting the message
- Choosing appropriate media vehicles.

This study will concerns with the third objective of advertising research "Selecting advertising media is itself a decisions process because it is an act of finding out the most cost effective media to deliver desired number of exposure to the target audience .The effect of exposure on audience awareness mainly depends on the exposures each frequency and impact of lead time. However ,using or choosing any medium is determining by analyzing different factors ,such as, target audience ,media habits ,natural of product ,message to be given to buyer ,costs to be incurred on advertising etc"(Sharma ,2001,235P).

Now various media are available in the Nepalese market .The individual advertising situation largely determines the complexity of media selection. A retailer in a small town where there is only a weekly newspaper does not have much of a problem. However, a retailer in a major metropolitan area has the problem of choosing media from among newspaper, radio, television, outdoor, transit, and direct mail. The problem of media selections even more complex in case of the national advertiser who sells to a broad national market .What type of media should be used - magazines, newspaper, television, radio outdoor? If magazines, what classes-general interest magazine, woman magazines, romance



magazine? If women magazine, which specific ones -ladies, Home journal, Mc Call's good housekeeping? If newspaper, in

which cities? If television, a nationwide network or stations which local coverage in individual markets? What network? What situation?

There are no rules of thumb or set formulas for solving these selection problems. Each advertising situation presents its own unique set of circumstances. Each types of medium have its own characteristics and each specific medium, in turns, differs from the next. There is no single "best" medium for all advertising situation. Each media decisions must be made to light of particular requirements of a particular situation. Even competitors selling the same products to nearly the same markets use different media strategies (Sandage, Vernon and Rotzoli, 1996,437P).

The coverage or reach of the media is the size of potential audience readers ,listeners, and viewers, covered by the media .Circulation refers to the number of copies of the newspapers and magazines distributed number of radio and television sets receiving the signal .Each medium of communication has different cost structures depending upon size and position of advertising impact of the different media also differs .Media research is targeted to find and evaluate these important aspects for appropriate media selection.

There are various media options available to the advertiser .Media selection is concerned with selection of the most efficient and cost effective advertising media. Media research helps the advertisers to identify the various media available in a target market, their coverage, circulation, cost and impact. The advertising media can be grouped into two broad categories according to its nature of information flow.

#### **A. Electronic Advertising Media**

- Television
- Radio
- Film

- E-mail and internet

## **B. Non -Electronic Advertising Media**

- Newspaper
- Posters
- Hoarding
- Travelling display
- Exhibition and trade fairs

### ➤ **Electronic Advertising Media**

Television is the one of the leading advertising media as well as popular for developed and developing countries .Most of the advertiser uses it as an advertising medium because it combines the merits of both radio and cinema .Consumer can see and hear the advertisement message in their homes. It gives information to a large number of people through sound and visual pictures.

The private enterprises system governing U.S. television and burgeoning of alternative channels, first on pay T.V., then on cable television, and now satellite television, has led to fierce competition. Each station seeks larger audience so as to sell more commercials and charge higher prices for commercial time, this means showing the programs that attract the largest audience. Over a time U.S. firms have become very adept in producing such mass audience pleasing such mass audience pleasing programs .This is a comparative advantage in world market.

"In sharp contrast to the united state , European television was at one time largely government controlled .Basically ,Government ownership of stations means non-commercial television except for rare and restricted instances .In west Germany ,for example television advertising was restricted to 40 min a day ,in Switzerland 20 min a day.

Deregulation of European television has changes in competitive environment .The use of new technologies (satellite broadcasting cable and pay TV) has increased the number of channels available from 7 to 17 or 18.

Now there are more TV station in Europe and Japan and more air time to fill ,there will be greater demand for TV programming .Also is a more advertising by firms seeking a European market Werbstra and Sarathy (1990,605-606PP).

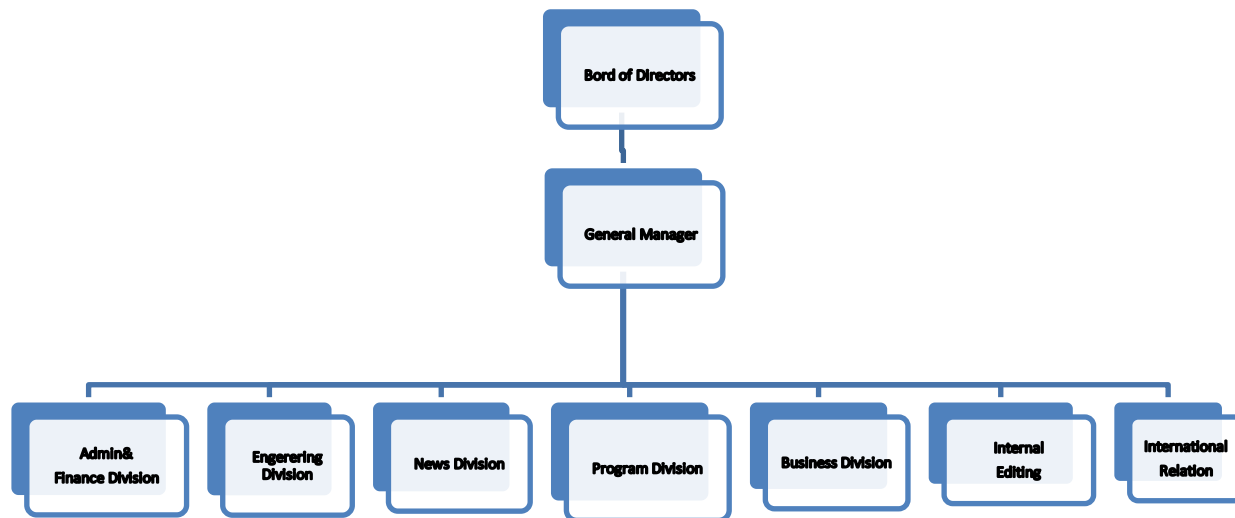
So we know the importance of television advertising in U.S.A., Japan and Europe due to the fast growing of TV Station and habit of consumer watching TV.

### **History of Nepal Television**

Nepal television is popular advertising medium now days. Nepal television (NTV) is perhaps one of the youngest television in Asia it started as a project in January 1985 under the sixth Development plan (1980-1985) in which a provision was made "To undertake feasibility study of the establishment of television in the country and to begin TV transmission service at selected places if found feasible from economic and technical standpoints." Despite doubts felt by many, it begin its experimental transmission for Kathmandu valley in a very modest manner with VHF equipment and in the VHF band ,in those days there were only about 400 TV sets ,the majority of which were used basically for video purpose .Some of these receivers were also used for receiving Doordarshan Signals .The thirst of TV programs was growing .When Nepal TV went on air with its thirty minutes transmission ,the number of TV sets increased dramatically. A 100 watt transmitter was then set up to cover Kathmandu valley during this experimental transmission ,regular transmission of two hours commenced by the end of 1985 .In February Act of Nepal Government (Internet).

NTV is supervised by abroad of directors who are appointed by this ministry of information and communication. The broad ,headed by the chairmen ,consists of six members including the general manager .One membership is exclusively set aside to represent the staff .Now ,Nepal television has following organizational structure.

## Organization Chart



### Terms and condition

- Advertisements are accepted in Nepali and English languages only.
- Full payments must be made in advance for any advertisement order.
- All materials for commercial time must conform to the requirements of the censor policy of NG.
- The decision of NTV for approval of material will be final and shall not be contested by the agency or advertiser. NTV reserve one right to refuse to transmit any advertisement and material programme without assigning any reason. In such cases NTV will refund the money paid for the orders.
- NTV reserves the rights to change the rates and conditions without any prior notice. However, NTV will allow advertisers 10 days from the date of announcement of changes in rates and conditions to cancel or amend their orders.
- Advertisement order in written form should reach NTV's business division one day before transmission date .Twenty five percent extra will be charged for orders for same day transmission.
- Thirteen percent VAT will be charged on the advertisements.
- Agency commission will be as per NTV's rules.

- Apart from above conditions, NTV's business guidelines will govern all the business dealings (NTV Rate card, 2070).

### **Present Status and Future Plan of NTV**

Nepal television is state - owned television broadcasts station operating as terrestrial broad caster. It has maintained a steady growth and development in transmission network coverage expansion and capacity development during its operation. Currently it covers around 75% of the country's geographical area and 85% of the population. NTV is offering diversified programmes from entertainment to information news to current affairs catering all strata of the society. NTV has also started transmission from its second channel "NTV Plus". It is not gearing up for coverage expansion and is accepted to cover 100% of the land area within two years (NTV Rate Card, 2011/2012).

NTV has two types of management .The first tier is the Board of Directors, whose members are appointed by the ministry of information and communication. The Board is led by the chairmen and consists of four members including the general manager and the representatives of the staff. The Board is responsible for formulating long term policies and strategies .The second tier is the executive body headed by the general manager, who is assisted by three deputy general managers and seven directors of various divisions. The division is news division, program division, operation division, engineering division, financial administration and administration division. Five units of different offices directly function under general manager. There are various sections under each division. Total numbers of such sections are 22. NTV has a total of 800 employees, and a significance portion of those is well qualified and experienced professional. A majority of the technical people has a background of advanced training in their respective fields from abroad.

NTV encourage a culture of excellence within the organization where all members strive to find out ways for bettering one's own performance. This corporate culture will transform NTV into a powerful force in electronic media despite the proliferation of national and international television channels (NTV Introduction Card, 2011/2012).

## **Programming**

Since the time of its inception, Nepal TV has been offering various programmes to its viewers from news information, education to entertainment. The objective of Nepal television is to educate and inform the general mass in helping to uplift the country's socio-economic condition. Further, it also aims to promote and preserve the country's culture.

Twenty Four years ago when Nepal television began its first transmission there was hardly one minute of advertising in a two-hour transmission. Today, Nepal television has an average of 240 min advertising per day transmission but this time will be fluctuated according to its season. Because of total advertising time 120 min has been allocated for news programme (NTV Official Record). A survey conducted by CEDA reveals that out of total audience watch news programme. 73.3% audience watch Comedy Serial (Meri bassai, Tito Satya, Jira Khurasani), and 64.3% audience watch Tele Sena, (NTV Survey Report, 2012).

NTV programming caters to the needs of all strata of people by producing and broadcasting a wide variety of programmes.

## **Radio Nepal**

Radio Nepal was established on 1 April 1951. Initially, the transmission covered duration of 4 hours 30 min through a 250 watt transmitter. Over the years, Radio Nepal has strengthened its institutional capacity considerably and diversified itself in terms of program form technical efficiency and coverage. Radio Nepal airs programs on short wave, medium wave and FM frequencies. Regular broadcasts cover duration of 24 hours every day. Which includes 4 hours of regional broadcasts. FM Kathmandu, the first fm channel covering Kathmandu valley and adjoining areas was started in 1995 from its premises at Singh Durbar, Kathmandu.

Radio Nepal is the cheapest and quickest means of mass communication in Nepal. In a mountainous country like Nepal, radio broadcasting has provided to be a very effective medium for disseminating information, educating people and entertaining the masses. Radio Nepal recognizes that its primary obligation is to serve its listeners. It has been providing various programs aimed at creating mass awareness in its attempts to reflect the views of all

sections of the society .The people in the hilly areas and many of the remote villages have little or no access neither to motor able roads nor to any communication and entertainment facilities. Illiteracy being a common feature among the people, little use is made of the newspapers which has very limited and delayed circulation .Therefore, radio has been the most suitable means of disseminating information and providing entertainment.

A fter the changes in its structure in 1984A.D. as self sustaining broad Radio Nepal has been more aware in marketing .It has been sustaining broad Radio Nepal has been more aware in marketing .It has been adopting the policy of selling commercial air time to interested parties .Promotional advertisements in the form of jingles and other formats as well as sponsored programs are limited.

Radio Nepal started its program distribution through V-SAT Network from 26 August 1999. Earlier it was distributing its program to the different broadcast station through the telephone line of Nepal Telecommunication Corporation. In the system introduced recently, the main hub station is at Singhadurbar, Kathmandu, and program can be received in all the receiving stations. With the in production of new system on an high quality monaural program channel now available is through the V-SAT .The system has the facility of upgrading to providing multi-channel capacity for further use .Radio Nepal faces the challenges of new innovations in broadcasts technology although with the good wishes of all its listeners Radio Nepal aims to offer quality and distinctive in addition to its responsibility to inform, educate, and entertain (Internet).

### **Terms and Condition**

- Advertising tending to have an adverse impact on the society or those that contain obscene word or those tending to perpetuates superstitions will not be broadcasted.
- Advertisements which give false and confusing prices on guarantee advertisements of goods whose name and formats are capital from other products will not be broadcasted.
- Advertisement of medicine which claims to definitely cure certain diseases will not be accepted.

- Commercials of goods carrying foreign trade marks and brand names but manufactured in Nepal must be subject to quality test before acceptance.
- For foreign products an additional 25% will be charged. But there will be no extra additional charge on entertainment programs.
- Commercial tending to praise one's own product while running down the products of competitors or commercial with such an intention will not be accepted for broadcast.
- Advertisements of goods whose name and format is copied from other products will not broadcast.
- Radio Nepal reserves the right to discontinue, postpone or cancel any programmed, without prior notice to Agency/Advertiser .In such cases, Radio Nepal will allow Agency/Advertiser to either cancel the contract or accept other alternatives.
- The conditions of tape:
  - The margin from the start of the tape to the beginning of the recorded materials should be at least fifteen seconds.
  - Spacing in between two advertisements should be 10 to 15 seconds .Tape not conforming to the above specification will be rejected (Radio Nepal, Rate Card, 2012).

## **Film**

Film is a kind medium in which advertising message can be included .Short and interesting story films are exhibited to emphasize the advertising message .Film is perhaps the most revolutionary creation in the visual artistic expression .Since its birth little more than twenty seven and twenty eight years ago this ever expanding medium had a profound influence in our societies, particularly in the field of communication. Within decades of its appearance ,it reaches a maturity ,which has no parallel in the history of other art forms .Today particularly for developing countries ,this potential medium of mass communication has become a basic necessity without which an effective communication is impossible to put through .

This medium is considered as a best medium "because looking after the 54% of literacy rate" films represent an effective advertising medium in reaching the message.



Presentation of cinema starts in 2006-7 B.S. prior to this English and India movie were presented in Singh Durbar at the premiership of Juddha Samsher. Within the four decades of time, advertising through cinema slides is more popular among the advertisers.

## **E-mail and internet**

E-mail and internet is the modern technology which has become popular among the urban consumers .Here, e-mail means electronic mail service that is sent from one computer user to another and displayed on screen .Similarly, internet means an international computer network with information accessible to the public via modern links. Usually, the e-mail programme stores the message on the network until user to read them. There are many kinds of email system, but they have same basic services for sending and retrieving message. Usually, can print email messages for the reference, or simply read messages and delete them.

Internet is an extension of the network system. It is an electronic highway that connects various networks around the world. These networks belong to government agencies universities hotel and big business houses. Having been connected to the internet user can send electronic mail (message), share files and search a data. Database is a collection of related information .In order to be connecting internet, A user needs to be linked to local service provider and open an account with him/her self.

Now the world has become a small village due to the use of technology. Near to two corner people use internet so that it made easy life and helped to the consumer to know about new as well as existing product more. Though the helps of internet consumers can see and read the information about products and services produced from any corner of the world and order may place to get the product in the home. It is the worldwide advertising so consumer does not need to meet the place where the needed products are available. Now a days, product flow the information about products and services through the help of internet, so the prospective consumers can see it .Now internet accessibility has been very near to

consumer due to the competition of Nepal telecommunication and other private company, they are launching new scheme of mobile phone that helps to use internet without phone internet is impossible. So the internet advertising is better in coming future.

## ➤ **Non-Electronic Advertising Media**

### **Newspaper**

The newspaper has become an integral part of almost every community .It is really hard to imagine life without newspapers in this situation. It is really hard to imagine life without newspaper in this situation. It has covered the places on offices,

schools, campus, bank and departmental store. Nowadays, newspapers have become an essential as a good cup of tea in the morning or even more important than tea to start the day. The newspaper is a mass medium that is read by almost everybody and everywhere .Newspaper is a major community serving medium today for both news and advertising.

The newspapers are classified in terms the bases of coverage frequency and language. Here coverage means geographical and subject coverage .On the basis of area -a newspaper can be national, regional and local. In Nepal Nationality and daily newspaper are:

#### **Daily newspaper:**

- The Gorkhapatra
- The Nagarika
- The Rising Nepal
- The Kantipur
- The Kathmandu post

#### **Weekly newspaper:**

- Samakalin
- Astha
- Desantar

- Budhabar etc.

The first newspaper in the modern sense, is said to have around the Netherlands in the year 1529 A.D. Archer's weekly news first published in May 23, 1622 is however, regarded as the earliest genius newspaper. Nepal was late by 279 yrs in entering the field of newspaper publishing. Nepalese news paper is undoubtedly a recent phenomenon. Like in United States, magazines entered the field of journalism prior to the beginning of newspaper in Nepal. The prior of Nepalese journalism was Motiram Bhatt, a Nepali poet, who edited and published the first Nepal weekly "Gorkha - Bharat - Jeevani" printed at Banaras in the year of 1852 Motiram Bhatta who collaborated with Krishna Dev Pandey in Pashupati press, the first print in Kathmandu. A monthly Sudha Sagar was printed and the first print in Kathmandu. A monthly Sudha Sudha Sagar was printed and published in that press in 1898.

In 1662 A.D the Gorkhapatra was set up to run on a commercial basis with public participation. Gorkhapatra organization expanded its field by publishing Rising Nepal daily and the Nepalese perspective in English. Unfortunately, Nepalese perspective is out of news. This days Gorkhapatra printed daily and reaches to mass of districts in the kingdom. There are mainly local papers, daily weekly, monthly and so many magazines in Nepal, which publishes the advertisements in black and white and colour attractive forms.

Basically this study concerns with the Kantipur daily newspaper focusing to the advertisements of close-up toothpaste so some information with Kantipur daily newspaper and its terms and condition in publish the advertisement has been explained below:

## **Historical Background of Kantipur Publication**

Kantipur daily newspaper is popular newspaper among national and non - national readers. This news paper has been published by Kantipur publications (P) Ltd. After the restoration of democracy in Nepal, in the year 2047 B.S. Kantipur Publication Pvt. Ltd. came into existence as the only private daily broadsheet. At that time, small size newspapers were also in the market. There was a need of daily broadsheet that could provide a true picture of the news and also give analytical views to the general public. In

this regard, the arrival of kantipur daily and the kathmandu post contributed to a significant change in the history of newspapers in Nepal (Kantipur Publication, 2068 B.S.)

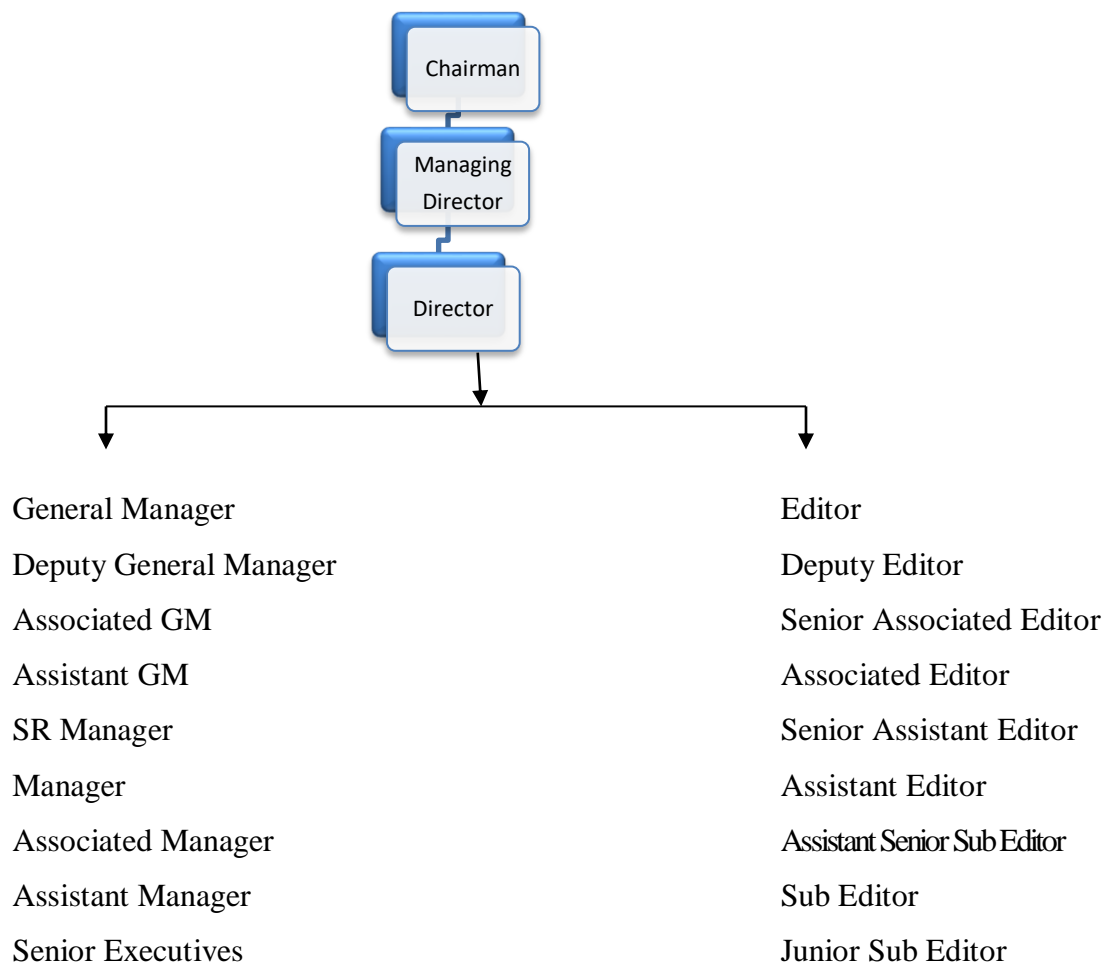
In B.S. 2049 ,Falgun 7, published by Goyanka publications in Shreya printer's press ,the Kantipur daily newspaper and the kathmandu post had Shyam Goyanka as the managing editor, Yogesh Upadhaya as editor, S.P. singh as a marketing manager and development vice president ,and Dhan pradhan as advisor for marketing management in the first ever issue of the publications. The first office was at Thapathali in Aakashdeep Building and Shreya printing press was in the same building building under a tin shade .There were eight pages in the paper with pictures in the first and last page along with the coverage of different international and national events .The cartoons by Rajeshg K.C. titled Gajab Chha Baa was placed in a corner of the first page .Since it was issue there was a special editorial section entitled Bhawishya Ko Swagatmaa(Roughly translated "the welcome of future ").

The second page consisted of news of the valley, the third and fourth pages consisted of opinions, fifth page covered international events, sixth page covered market news and seventh page consisted of sporting events .The classification of the pages in the Kathmandu post was also the same as above except for the fact that the fifth page was called " World and sixth page was called "Region

To give financial strength to the publication, house management team. Half of the share of Goyanka Publication was given to the private and Sirohiya family. Then after, starting from 2049 B.S. for print line of kantipur and the kathmandu post .Hem Raj Gyawali was kept as a publisher, and the title managing editor was published 'editor'/ From 2050 B.S. the name kantipur publications was Published both the papers instead of the Goyanka publications .After the understanding and co-operation, the remaining 50% Share of the publications was given to Gyawali and Sirohiya family. Publications shifted its office to a new building in Baneshwor from the Aakasdeep building .After the Sirohiya and Gyawali took the responsibilities, the publications became independent. The publications installed its own press in Manahara at Koteshwor.

Kantipur publications had established links with the news agencies like AP, AFP, PTI and XINHUA for correspondence. It collect the national news it had its corresponds and stringers of the nation. For making the publication well organized, branch office were established at Biratnagar, Pokhara and Nepalgunj. The process of distribution and advertisement collection was maintained through the offices .For its effort in the field of publications, a kantipur publication was given the Gorkha dakshin babu by his majesty the king. Many publications awarded the publications with honors and merits .According to the suvey done by various agencies, publications occupy the leading position .The success of publication is due to team spirit of the owner and the confidence in investment and taking the publication new height. The management team has been appreciated by everybody. It is a estimated that publications reaches to more than 500,000 people which includes Nepalese as well as non-Nepalese (kantipur publications, Milestone, 2068 B.S., 23).

**The organizational chat of kantipur publication has been presented bellow**



Assistant Senior Executives

Retainer

Executive

Junior Executive

Senior Assistant

Assistant

Junior Assistant

Junior Dispatcher

Cycle Boy

Peon

Kantipur publications have the following media to reach the people of Nepal as well as abroad.

- Kantipur FM(24 hrs)
- Nepal
- Kathmandu Post (Daily)
- Nari (Nepali Monthly)
- Kantipur Daily News Paper
- Ekantipur (web site)
- Kantipur Saptahik (Friday Weekly)

## **Kantipur Daily News Paper**

### **General Background**

Kantipur daily newspaper is the daily newspaper published by Kantipur Publications (P) Ltd. in order to exhibit the actual picture of various news relating to national and international events as well as analytical views to the general people.

Kantipur daily newspaper was published in B.S. 2049, Falgun 7 by Goyanka Publications in Shreya Printer's Press. There were eight pages in the paper with pictures in the first and last page along with the coverage of different international and national events. The cartoons by Rajesh K.C. titled Gajab Chha Baa was placed in a corner of the first page. Since it was the first issue. There was a special editorial section entitled Bhawishya Ko Swagatmaa (roughly translated "the welcome of future"). The second page consisted of

news of the valley, the third and fourth pages consisted of opinions, fifth page covered international events, sixth page covered marker news and seventh page consisted of sporting events.

Now, Kantipur daily newspaper has minimum twenty four pages with multi colour pages and is printed in Kathmandu, Biratnager and Narayangadh and Nepal Jung simultaneously. It has a children supplement - an eight - page tabloid every Friday and the weekend of correspondents besides cartoon, illustration, design, computer and proof stations in their full strength. An authentic and detailed coverage of national and international events including trade and commerce as well as wide and enhance coverage of sports are Kantipur's strength.

A committed team of professionals consisting of nearly fifty editorial staff in Kathmandu, around thirty supporting staff in computer and proof reading section and sixty correspondents and stringers based in districts produce the country's most popular daily (Kantipur Publication, Millstone, 2058,1-2PP)

## **Administration**

Administration department has a dedicated team of fifty one staff who are responsible for keeping up to-date records of six hundred and twenty employees of the company. Besides, keeping the records, it also collects applications for the vacancies announced within the company for further approval from the top management. It makes appointment letters, distribute identity cards to the employees and renews the publications registration every year.

The department has deputed two Sr. Assistant in the Kantipur daily and The Kathmandu Post as secretaries to the editors of the respective departments. In addition, it has further deputed its' manpower at district bureau, Kantipur feature section to smoothen the working system in an organization. Administration department manages the store, and suppliers all the required items to all the departments. Library section is also under this department wherein two employees are allocated for managing it properly.

The department has insured about 275 employees including press staff and administrative staff under group accidental insurance. The responsibility of correspondence with government offices and private organizations also falls under this department. The administrative team is constantly trying in finding ways to make further improvements in the department as and when needed (Kantipur Publication, Millstone, 2058,28P).

## **Marketing**

A successful organization is run with a balanced co-ordination between its different departments and branches. One of such is the marketing department. Marketing department is directly associated with the market. It is a department whereby it learns from the past, operates in the present and predicts the future. It can be said that the success of the organization depends significantly upon the dedication, honesty and resolution of the employees which will ultimately determine the fate of an organization.

Marketing department can be considered to be a very sensitive department as it is associated with the core requirement of the company which is "Revenue government." It is a department where constant market monitoring, analysis, and solution are required. In a competitive world as of today, the biggest challenge that faces us is in our ability to give the clients best service possible.

A good marketing quality of the organization is characterized by its ability to handle the challenges that come to the organization. The marketing division of organization can be taken as an example of successful marketing division. Marketing department has three core functions namely customer relationship establishment, customer maintenance and customer retention. The field officers are responsible for the day to day field visits to their potential clients, keeping themselves updated about their client's business, converting client's feedback as an opportunity to ultimately lead to the enhancement of the business.

The marketing department has other sub-sections which act as a backbone to the day to day operations of the department. It starts with the booking counter where all the



incoming advertisements are booked. In the scheduling section the layout planning of the advertisement is done. (Kantipur Publication, Millstone, 2058,22-23PP).

## **Tariff in Nepal Currency Exclusive of VAT 13% Kantipur (Nepali National Daily)**

Cost structure for advertising has been developed on various categories such as black and white with frequency discounts, colour with frequency discounts, special position rate, etc.

### **Poster**

Here, poster means information about products and service painted in the different kinds of paper and posted in the wall so that prospective consumer can see/watch such message. Poster media is a kind of another way of advertising of products and services. Poster advertising assists to producer to manufacturers to inform or remind about goods and services in the limited area corporately other types of media. According to nature and life cycle of products producers use the available media to reach the prospective consumers. Especially poster advertising is used for introduction phase of products and services, it is highly used by generally small scale organization. It is basically adopted to excel the sales of products and services immediately.

Posters are strategically placed in the retail outlets to catch buyer's attention and it is very effective in building consumer awareness of the product. But major problem association with it is retailer's limitation to provide space our displays from manufactures and they can exhibit a few in the limited space.

### **Hoarding**

Basically, hoarding is a large board used for displaying advertisement. Small as well as large company uses such type of advertisement to attract the attention of prospective consumers by hanging hoarding in the public way. So that consumer can see easily and

quick Generally, this type of advertisement is used to convey the message in consumer goods such as noodles, shampoo, soap, horlicks, paste television, motor bike, car and so on.

Now, hoarding board has become popular in Nepal. Especially large company like Surya Tobacco, Bottlers Nepal, Nepal Lever, Hero Motors and Chaudhary Group have been using hoarding to advertise the products and services. However, hoarding assists to excess sales of products and services.

Besides its own significance the pressure from society has been raising to avoid unnecessary hoarding in the town. Nevertheless, this is extensively used during the introduction of a new product in the markets.

### **Travelling Display**

Travelling display is also a kind of advertisement which is used to make the attention to the consumer towards products and services. Travelling display means it is a travel with the advertisement of product and services which is displayed by banner, large poster and so on. Similarly various programs are also organized to make the product popular among the people in such a way that consumer can understand about products and services easily.

In the context of Nepalese market, some small as well as large company use this type of advertisement for consumer products, however this type of advertisement is not so popular in our country although sometime travelling display can be seen in the market.

### **Trade Fair and Exhibition**

Trade fair participation provides a very wide exposure to the product among potential users. Trade fairs and expositions are organized at national and international levels. Manufactures participate in the trade fairs in order to expose their new products to a very large number of visitors. Buyers are more positive and ready to purchase new products in trade fairs than in the normal market. Installations and accessory equipment are mostly introduced through special exhibitions. Most of the new models of aircraft and cars are exposed in special exhibitions.

In the context of Nepalese market some higher level trade fair and exhibitions are conducted on Birendra International Conference Hall, New Baneshwor. Similarly, other fair and exhibitions programme are performed on Rastriya Sabha Griha, Bhrikuti Mandop, exhibitions road and others place. Originally, this type of market has been developed from the batter system hatbazar in the past.

#### **2.1.4 Method of Measuring Advertising Effectiveness**

Advertising objective should be made before measuring its effectiveness. Because effectiveness can be measured by comparing sales of the company before and after the advertisement lunched in the target market within a specific period of time. Without advertising objective the firm is likely to spend huge amount of money in the development and lunching of advertisement campaigns, fail to realize good results. However, advertising ultimately leads to increase the sales of the products and services. Advertisement can be developed and lunched to meet any following objectives.

#### **Brand Recognition and Acceptance**

Most the advertisements are targeted at achieving reorganization acceptance of the brand name by the buyers. This is the basic function of advertising. All marketing firms would like the potential buyers to recognize its products available in the market. This objective advertising does not call for consumer action resulting in sales.

#### **Trial Purchase**

Many advertising campaigns during the introduction stage of the product life cycle are targeted at achieving the trial purchase of the products. Such advertising induce the general buyers to try the product at least price.

#### **Influence at Signs of Buying Decision**

Some advertising is strategically placed in the retail to influence the buyers to buy the firm's brand if he/she has brand purchase decision.

## **Value Addition**

Some firms seek to add value to its product through a market enhancement exercise launched through special advertising campaigns is targeted to achieve higher price level for its products.

## **Aid in Personal Selling and Sales Promotion**

Some advertisements are built to make the job the salesperson convenient by informing the potential buyers about the salesperson. Many advertisements are lunched to inform the prices about the sales promotion campaigns.

## **Remind**

Some advertisements are built just to remind the buyers about the firm and its products (Koirala, 2002,77-78PP).

## **Evaluating Advertising Effectiveness**

Evaluating advertising effectiveness is not easy task for the company. According to Jerome McCarthy if 'Sales Vs communication' is the objective of advertising and sales is the main objective, measurement of advertising results has to pinpoint the increase in sales that has accursed on account of advertising. Exact measurements become difficult because 'sales' is the result of So many other factors in addition to advertising. Even when communication is the goal, measurement of effectiveness becomes difficult; it can be measured around an audience's ability to recognize and recall the message.

In spite of the above limitations, firms resort to evaluation of advertising results. They try to assess how far the sales task and the communication task have been accomplished by advertising.

## **Evaluating How far the Communication Tasks has been Accomplished**

The methods used for this evaluation are the same as those employed in 'copy testing'. In this test the effectiveness of advertising is evaluated in three phases, the first

phase is known as pre-test, the second phase as tracking study and the third phase as and test or after tests.

**i. Pre-Test or Before Test**

Advertisers often prepare several copies and test their effectiveness in order to select and launch the most effective copy through the campaign. The copy test is executed by using consumer Jury, Rating scales, portfolio test, psychological test, physiological test, simulated test and day after day test methods.

**ii. Test during the Campaign**

Effectiveness test during the campaign is conducted usually two weeks after the launch. Some firms often launch two medium advertisements on the same product and like to find out which is much effective. The most effective and is continued for the rest of the long period while ineffective ones are withdrawn.

Advertisement effectiveness is also conducted during the campaign period. They are known as tracking studies. Advertisements packing are conducted through inquiry and sales test method.

**iii. Post or After Tests**

Post tests are conducted to measure the total effectiveness of the advertisement after the campaigns over. Post test are organized to measure the recall and recognition value of the advertisement. Two types of recall test and recognition test are performed to measure the advertising effectiveness.

## **Evaluating How far the Sales Task has been Accomplished**

In this method, sales task is too correlated past sales to past advertising expenditures with the help of statistical techniques. This methods has limitations especially in highly, fluctuating market conditions. When the 'past sale' is the result of several factors other than advertising.

Besides this past sales or historical data based method. Markets are also used to get an idea of the sales effect of a campaign. I such case, before launching a campaign, certain

feretories are kept as test market are exposed to different level of exposure to the campaign. The result such test markets are computed to get an idea of the impact of the campaign on the sales in these markets (Rameswmy, 1990,391-392PP).

## **2.2 Review of Previous Studies**

The related literatures which are similar to advertising have been reviewed. One study was on "The Communication Effect of Advertising and Brand Preference of Instant Noodles" the main objectives were as follows (Giri, 2001).

- i. To analyze the popular media of advertising, its strength and weakness.
- ii. To analyze the advertising appeal and relation between brand preference and advertising qualities of instant noodles.

### **The major findings of the study were:**

- i. Of all media available in Nepal, the radio has proved itself a leading one to create awareness in customers about the advertised product, especially edible goods kike instant noodles. After that the film cine slide comes orderly.
- ii. Most of the educated people of Kathmandu are aware of brand (The Rara and the Maggi) of instant noodles because of their advertisements.
- iii. Most or the uneducated people of Kathmandu could not say anything about the advertisement.
- iv. Advertising qualities of instant noodles have made no change in brand preference.
- v. In case of the newspaper advertisement, the Rara has attached many of customers because of its style of photo presentation while the Maggi has attracted to its customers with the help of layout headlines.

An another study on "The role of advertising in brand loyalty' specially reference to soft drink) had the following objectives (Thakur, 1981)

- i. To analyze the effectiveness of advertising on brand loyalty consumers product.
- ii. Tow evaluates the role of advertising for brand loyalty in Nepalese market.
- iii. To determine consumers' importance to advertising and promotional tools while making selection decision.

**The major findings of the study were:**

- i. Advertising is the main source of information about particular brand as well as sensitive subject in the country in the course of promotion.
- ii. Most of the consumers like entertaining advertisement than other types of advertisement.
- iii. It is found that advertisement has a great contribution for purchase of soft drink.
- iv. Consumers' second reason of brand switching is advertising.
- v. The effective advertising in time is regarded as the best tool for brand loyalty.
- vi. Most of the consumers have given first preference to the test of the product while the quality of the product is considered second important factor in case of soft drink.

The next study was conducted on "The Role of Advertising in brand choice and Product Positioning with soft drink" which had the following objectives (Shrestha, 1997).

- i. To analyze the effectiveness of advertising on brand of consumer product.
- ii. To evaluate the role of advertising in product positioning from the consumer prospective and,
- iii. To find out consumers' importance to advertisement and other promotional tolls while making selection decision.

**Major findings of the study were.**

- i. Advertising has been established as important promotional tools both in high involvement and low involvement goods. Advertising importance to consumer goods is comparatively more weightily than industrial goods.
- ii. Consumers get knowledge about products through different media of advertising. Advertising is considered as the primary source of information.
- iii. Television is the mostly favorite medium for advertisement and radio stands in second position. At the same time, F.M. Board casting is also becoming popular in the Kathmandu valley among young generation.
- iv. The advertisement which presents the product as better quality and advertisement which is entertaining in style is liked.
- v. The major reasons of brand switching are the test of the product.

In another related study performed on "Radio advertising and its impact on purchasing act in consumer goods", the following objectives were set (Upadhyaya, 1981).

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

**Major finding of this study were:**

- i. Both consumers and advertisers recognize the need of advertising (especially radio media) in the present context of Kathmandu Market.
- ii. For promotion product advertising is only a main method used by the producer.
- iii. Of all the advertising Medias available in Nepal, radio advertising ranked to in the list.
- iv. Most of the advertiser's fixed advertising budget on the basis of last years budget. They have not considered about percentage of total sales volume.
- v. All respondents (advertisers) are in a joint view that effect of advertising in that recognized.
- vi. Effectiveness of advertising can only be seen in between two weeks to four weeks and advertising media available in Nepal cinema advertising in the cheapest.
- vii. When analyzing the response of consumer effective forms of media are Radio, TV and cinema periodically ranked first, second and third respectively.

The next research had been conducted on the topic "An examination on female role portrayal in print advertising" and had the following objectives (Aryal, 2000).

- i. To identify the noticing behaviour of individuals on product categories being advertised portraying female models in print advertisement.
- ii. To evaluate the individuals' reasons of noticing female featured print advertisements and likes/dislikes of overall expression of female models in print advertisements.
- iii. To examine the attention of individuals over the roles and activities played by female models in print.



- iv. To evaluate the perception of individual towards the female models and self, family response of female models of print on their portrayed roles, interested roles, their profession, inspiration to fall into the profession, the degree of satisfaction and family response of their profession.

By analysing the response of respondents Mr. Bishow Raj Aryal had reached on the following findings.

- i. The female featured print advertisements regarding the product of food/snacks; soft drink/water,; personal and beauty care, household appliances/furnishing and alcoholic beverage were noticed by all levels of individuals of the society. The print advertisements of the products of household cleaning/washing/kitchen supplies, household cleaning/washing/kitchen supplies and institution/educational materials/public service were also noticed by female individuals of society.
- ii. The female artists and ramp models under the age of twenty five or bellow as female models being portrayed in print advertisement were like d by the individuals of the society .
- iii. Couple role and traditional activities/career oriented activities played by female models in print advertisements were attentive for all levels of individuals in society. Single rate of female models was also being attentive to the young female individuals (below 25). Sex appeal activity was found to be attractive to the male individuals.
- iv. Majority of male and female and individual having age above 25 believed female portrayed print advertisements in nominal terms, but in case of individuals having age below 25, nothing can be stated because of their mixed reactions. There was low degree of impression of female portrayed print advertisements over the purchasing decision of male and female and the individuals having age below 25 or the individuals having age above 25. Majority of the individuals having age below 25 was not affected from the advertisements and most of individuals having age above 25 did not recall the advertisements.
- v. Most of the female models were unmarried and having age below 25. Most of the female models fulfill only under 50 percent of their economic need by the

remuneration from modeling. Majority of the female models could not support their family financially and few of the female models supported their family financially with only less than 50 percent of the remuneration of modeling.

- vi. Majority of the female models suffered by delay in payment of remuneration by advertisers whereas minority of the models was suffered from the negative comments from society.

Similarly, another study which was conducted on "Advertising through television; impact of consumer's behaviour" had the following objectives (Gimire, 2000).

- i. To identify the present situation of TV advertising of NTV.
- ii. To know what kind of advertising they prefer and
- iii. To know how the different groups of people perceive the advertisement from television and their reactions about advertising.

**Major finding of this study were:**

- i. Mostly children, young and old age people prefer musical advertisements where as others prefer good wording advertising.
- ii. Considering sex, female consumer prefers musical advertisement rather than advertisements with good wording and vice-versa, while considering the education factor people below SLC and uneducated people prefer musical advertisement.
- iii. Most of people gave first preference to advertisements from TV followed by newspaper, radio, magazine, cinema respectively and many people watch NTV advertisement.
- iv. Repetition of advertisement attracts peoples' attention and people prefer to choose advertised product, if the price and quality of both products are same.
- v. Advertisement help to recall the brand or product name while buying.

In the next study which was done on the topic "A Comparative Study on the Effectiveness of Promotional Tools on Sales" had the following objectives (Mool, 2003).

- i. To find out what promotional tools is more acceptable by the Nepalese customers.

- ii. To find out what mode is more wisely used by the marketers as sales promotional tools.
- iii. To find out which promotional tools are best to attract the customers.
- iii. To find out whether the sales promotion does impact on the sales of bowling game.

**Major find from the study were:**

- i. The person gets information or knows about bowling game from advertisement more than from their friends.
- ii. People are aware of advertising as a promotional tool rather than other promotional tool and the people watch/listen/read advertisement to get information and entertainment.
- iii. Price discount and cash price are two major sales promotions that attract the customer towards products or services.
- iv. Sales promotion such as price discount, cash price. Sorts of promotion tool induce people to play bowling game most. Due to cash prize and price discount they are induce to play bowling game respectively.
- v. Advertising and sales promotion such as cash prize, price discount is most used by bowling centre and cash prized and price discount type of promotional tool is most appreciated by Nepalese customers.
- vi. Advertising helps to aware the customers and induces them to play bowling game where as sales promotion induces them to play bowling game repeatedly.

Likewise another study was on "The marketing of cold drink in Narayangadh" with the following objectives (Shrestha, 1998).

- i. To find out the popular media of advertising for the cold drinks which can easily attract the potential consumers on each company's branded cold drink.
- ii. To find out the relationship between the brand preference and advertising
- iii. To identify the best choice of consumers on cold drinks on the basis of selecting brands, advertising, habitual, testing and asking question and personal inspection.

**Finding from the study were:**

- i. NTV is the most popular media in the Narayanghat city, while the radio Nepal holds the second position and wall painting the third.
- ii. The advertisement of the coca-cola of the NTV is much more attractive than that of the pepsi-cola.
- iii. The advertisement about coca-cola is getting much more attractive with cinema house which are established an important parts of the Narayanghat city.

These are the major research works done by the different researchers relating to the advertising topic through central department of management T.U. in marketing subject.

Actually no research has been carried out so far in Nepal about "Advertising through electronic and non-electronic media and its impact on cons user buying behaviour" to find out media effectiveness and impact of media on consumer buying behaviour relating to the consumer goods i.e. close-up toothpaste. This study, therefore, has been conducted mainly to find out effective media and its impact on consumer buying behaviour especially the product of Nepal lever limited i.e. close-up toothpaste.

## **CHAPTER - III**

### **RESEARCH METHODOLOGY**

Research methodology is the combination of two words like research and methodology. Research means to search again to find out something new and more about a phenomenon. It is systematic and organized effort to inquire about a specific problem that needs an answer. This process of gathering, recording, analyzing and interpreting data with the purpose of finding solution to the problem is called research. Methodology is a systematic rules and procedure upon which research is based. It is the science of method or rules of the game.

Research and methodology are the two sides of the same coin. To search again various tools, technique and methods are used systemically that is called research methodology in simple way. Research methodology assists to formulate the way to get the predetermined objective so it is the strategic formula, which helps to study a problem smoothly and scientifically closer to truth. Research methodology is a format or a set of methods that has to be followed as guiding principles in a scientific study.

#### **In this study, the research methodology includes;**

- Research design
- Population and sampling
- Source of data
- Data collection procedure
- Analytical tools
- Data processing

Research methodology aims to bring uniformity in systematic process and regularize the tools and techniques into on inquiry of soft science. The purposes of research methodology are to:

- i. Facilitate to frame an outline of an undertaking (research work).
- ii. Guide the research work on the right track.
- iii. Help to manage the tasks.
- iv. Create basis for information gathering, analyzing and generalization

- v. Help to achieve the goal,

Thus the ultimate goal of research methodology is to design the framework of research, guide the research, develop tools and techniques (data collection and analysis) to achieve the stated objectives of the study (Sharma, 2003,36P).

### **3.1 Research Design**

Research design is the specification of methods and procedures for acquiring the information needed. It deals with what information is to be collected from which sources by what procedures. If research design is good, it ensures that the information obtained is relevant to the research questions and collected by objective and economical procedures. Research design is the plan, structure and strategy of investigation conceived so as to obtain answer to research questions and to control variance. The plan is the overall scheme or program of research and it includes an outline of what the investigator will do from writing the hypothesis and operational implications to the final analysis of the data. According to Pauline Y. Young, research design is "The logical and systematic planning and directing a piece of research" (Thapa and Basnet, 2002,61P).

The research design of this study is analytical as well as descriptive in nature. The study collects information relating to the media habits of the population and their attitude towards the different media. The questionnaire has been prepared in such a way that helps to find the role of media in public opinion, impact of media on human minds, advertising expenses spent by NL Ltd., media focused by NL Ltd. to promote close up toothpaste, effectiveness of advertising through electronic and non-electronic media, used of various media by the consumer and their preference to the particular media while buying consumer goods.

The questionnaire contained both the objective type and open ended questions. The data collection was first conducted from Dhangadhi Municipality.

### 3.2 Population and Sample Size

The term population refers to the number of consumers who lie in the specific area. Most of the consumers living in Tarai or hilly side of the Nepal use close-up paste and me also. It is difficult to collect information from the entire consumer so that sample has been taken by using random sampling method. However, this study has taken the consumers of 17-48 years of age as its population. The respondents are different in terms of age, sex, and occupation. The consumers who have been living in Dhangadhi Municipality permanently have been chosen as the respondents of this study.

The research work is based on primary data. The collection of data is done on the basis of different factors found common in most of the samples of the population. Total sample were classified on the basis of different characteristic of the consumers.

Sample classified on the basis of gender (male and female). There were altogether 50 males and 50 females in a sample. The sample was further classified age-wise into four different groups; (17-24) age group, (25-32) age group, (33-40) age group, (41-48) age group. The total population was further classified on the basis of occupation. There were altogether four categories considered for our study purpose:

Occupation	Age Group								Total
	17-24		25-32		33-40		41-48		
	Male	Female	Male	Female	Male	Female	Male	Female	
Student	25	25	-	-	-	-	-	-	50
Teacher	-	-	25	25	-	-	-	-	50
Farmer	-	-	-	-	50	-	-	-	50
Housewife	-	-	-	-	-	-	-	50	50
Total	25	25	25	25	50	-	-	-	200

### 3.3. Source of Data

Data may be obtained either from the primary source or secondary source. Statistical data are classified as primary and secondary data. Primary data is first hand and original in character. Generally, they are generated by field surveys. Primary data are collected directly from the respondent through the methods of observation, interviewing and questionnaire survey and those primary data are collected by some individual, research bodies and government. Data which are not originally collected rather obtained from published or unpublished sources are called secondary data. Sometime secondary data should use due to

time and resource limitation so normally, individual research work is based on both primary and secondary and secondary data but it depends on the research problem.

The study based on primary data that are collected by field survey from Dhangadhi, Municipality and there is no hard and fast rule to use data so as per the need of research work, NTV rate card, NTV Introduction Card. Kantipur introduction and rate card. Few dissertation submitted to the institution of management, information from NLL and others released information have been collected.

### **3.4 Data Collection Procedure**

In order to obtain the required data for the study, two sets of questionnaire were prepared - one for the consumers and the next for the sampled company. The former questionnaire contained seven questions whereas the latter only ten questions.

Before distributing the questionnaires, prior approach was made to the respondents and their approval was got by convincing the purpose of the research. In the second attempt, the questionnaires were distributed and difficulties felt by the respondents relating to some queries were overcome by clarifying the sense of the questions.

In the third round, the researcher got the questionnaires filled. Excess these data, some other data were collected by visiting the representatives of Radio Nepal, Kantipur Publication, Nepal Television, etc. and convincing the authorize about the purpose of research. These sources' data were secondary in nature.

### **3.5 Analytical Tools:**

There are so many tools used to get the result of the research work. Normally, average, percentage, ratio, correlation, regression analysis and chi-square test are used for the analysis of data collected from the field.

Among these analytical tools, this research work uses correlation, percentage, and chi-square test.



## Correlation

Correlation means relation between two variables or more than two variables. Relation between or among the variables may be positive and negative, linear and non linear, and simple, multiple and partial.

Two variables are said to have "Correlation", when they are so related that change in the value of one variable is accompanied by the change in the value of other. For example, increase in advertisement expenditure is accompanied by increase in sales. Correlation analysis only helps in determining the extent to which the two variables are correlated but does not tell about cause and effect relationship. The following methods can be used to study the correlation between two variables.

- Multiple Bar diagram
  - Karl Pearson's correlation coefficient
  - Spearman's rank correlation
- Multiple bar diagram is graphical method of studying correlation. The simplest method of ascertaining the correlation between two variables is the multiple bar diagram.
- One of the widely used mathematical methods of calculating the correlation coefficient. It is also known as Pearson's correlation coefficient and it is denoted by  $r_{xy}$  or simply  $r$  is denoted by:

$$r = \frac{Cov(X,Y)}{\sqrt{X-X} \sqrt{Y-Y}} \dots\dots\dots (i)$$

Where,

$$Cor(X,Y) = \frac{1}{n} \sum (X - \bar{X})(Y - \bar{Y})$$

$\bar{X}, \bar{Y}$  being the arithmetic average of  $x$  and  $y$  series respectively. The formula can be put in the following forms.

$$r = \frac{\sum XY}{\sqrt{\sum x^2 \sum y^2}} \dots\dots\dots (ii)$$

where,  $\bar{X} = \frac{\sum X}{n}$ ,  $\bar{Y} = \frac{\sum Y}{n}$

### Properties of Correlation Coefficient

- i. Correlation Coefficient lies between -1 and +1.
- ii. The formula for correlation coefficient is symmetrical i.e.  $r_{xy} = r_{yx}$ .
- iii. Correlation coefficient is the geometric mean between two regression coefficients.
- iv. The correlation coefficient is independent of change of origin and scale i.e.  $r_{xy} = r_{uv}$  where,  $U = \frac{x-a}{h}$ ,  $V = \frac{y-b}{k}$  a, b are assumed means and h, K common factors for X series and Y series respectively. (Bajracharya, 2053, 250-251PP).

### Chi-Square ( $\chi^2$ ) Test

The  $\chi^2$  test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric tests in statistical work. The symbol  $\chi^2$  is the Greek letter chi. The chi-square ( $\chi^2$ ) test was first used by Karl Pearson in the year 1900. The quantity  $\chi^2$  describes the magnitude of the discrepancy between theory and observation. It is defined as:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where, O refers to the observation and E refers to the expected frequencies (Gupta, 1997/A-4.2-4.3)

In this study,  $\chi^2$  test has been applied to find out the effectiveness of media.  $\chi^2$  Test has been used as a test of goodness of fit and test of independence.

### Steps for the computation of Chi-square ( $\chi^2$ ) test.

- i. Compute the expected frequencies  $E_1, E_2, \dots, E_n$  corresponding to the observed frequencies  $O_1, O_2, \dots, O_n$  on under the some theory of hypothesis.
- ii. Compute the deviations (O-E) for the each frequency and that square them to obtain  $(O-E)^2$ .
- iii. Divide the square of the deviation  $(O-E)^2$  by the corresponding expected frequency to obtain  $\frac{(O-E)^2}{E}$ .

- iv. Add the value obtained in step (iii) to compute  $X^2 = \sum \frac{(O-E)^2}{E}$
- v. Look at the tabulated value ..... of  $X^2$  for (n-1) d.f at certain level of significance usually the percent or 1 percent from the table of "significant value of ( $X^2$ " given in the table. If calculated value of  $X^2$  obtained is less than the corresponding tabulated value obtained on step (iv) than it is said to be non-significant at the required level of significance i.e. fluctuation of sampling . In the other hand data do not provide any evidence against the null hypothesis (given in step (v)) which may therefore be accepted the required level of significance and can be concluded that there is good correspondence (fit) between theory and experiment.
- vi. On the other hand if the calculated value of  $X^2$  is greater than the tabulated value it is said to be significant. In other words the discrepancy between the observed and expected frequencies be attributed to chance and are in the situation can reject the hypothesis. This can be concluded that the experiment dose support the theory (Gupta, 1992,184P).

### **3.6 Data Processing**

Both the primary and secondary data have been collected according to need of the research. The information collected from field survey and Nepal lever limited have been used to prepare tables, figures by sorting and grouping in accordance with their homogeneous nature. The statistical like chi-square test, correlation coefficient have been incorporate in the research to test the hypothesis set Besides these tools this thesis adjusted the use of the mathematical tool like percentage. Recommendation and suggestions have been added after the analysis and intemperance completed.

# CHAPTER – IV

## PRESENTATION, INTERPRETATION AND ANALYSIS OF DATA

This study is basically based on analytical and descriptive approach so this study has tried to give accurate picture of the advertising effectiveness relating to the product of Nepal level limited i.e. Closeup toothpaste.

### 4.1 Consumers' Opinion about Close up Toothpaste

Different age group respondents, expressed different opinions about the causes for what they use Closeup toothpaste such as breathing fresh, strengthening teeth, shining teeth white, etc. Their responses have been shown in Table 4.1

**Table 4.1**  
**Causes for using Close up (According to Age)**

Age Group	Causes								
	Sample	Fresh breath	%	Strong teeth	%	Shiny White	%	Combination of all	%
17-24	50	14	28	12	4	10	20	14	28
25-32	50	12	24	24	8	8	16	16	32
33-40	50	8	16	11	2	11	22	20	40
41-48	50	13	26	16	2	6	12	15	30
Total response	200	47	23.5	53	25.5	35	17.5	65	32.5

Table 4.1 indicates the age level of respondents and causes for using Close up. All the respondents have been categorized into four groups. Under 17-24 age group, 28 percent use Close up toothpaste for fresh breathing, 24 percent for strong teeth and 20 percent for shining teeth white respectively. But in totality 28 percent use it for all these purpose.

Among 25-32 age group. 24 percent use Close up for fresh breathing 28 percent for strong teeth. 16 percent for shining teeth white respective. But 32 percent use Close up for all these purposes.

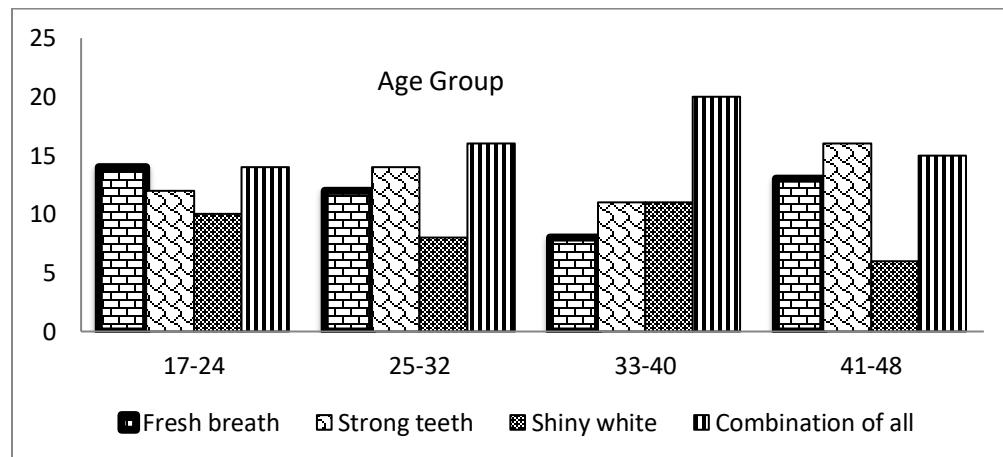
Under 33-40 age group. 16 percent use it for fresh breathing 22 percent for strong teeth, and 22 percent for shining teeth white respectively. And in an aggregate 40 percent use Close up toothpaste for all these purpose.

Similarly, among 41-48 age group, 26 percent use Close up for fresh breathing, 32 percent for strong teeth and 12 percent for shining white teeth respectively. But 30 percent use if for all these purposes.

Among the total responses (i.e. 200), 23.5 percent use Close up for fresh breathing, 26.5 percent for strong teeth and 17.5 percent for shining teeth white respectively. And 32.5 percent consumer use Close up due to its consolidated characteristics.

These above responses can also be presented in a bar-diagram so that reader can understand it easily.

Fig. 4.1  
Causes of Use of Close up (According to Age)



The respondents between age 33-40 are dominant so far as the utilization of Closeup is concerned because these consumers might be educated and aware relating to the effectiveness of the product.

When opinions were collected on the basis of gender, the response appeared slightly variant (See Table 4.2).

**Table 4.2**  
**Causes for Using Closeup (According to Gender)**

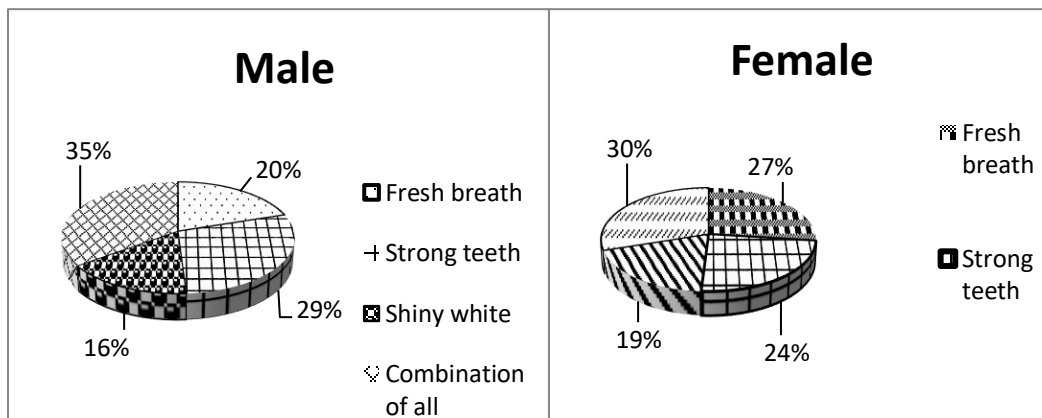
Gender	Causes								
	Sample	Fresh breath	%	Strong teeth	%	Shiny White	%	Combination of all	%
Male	100	20	20	29	29	16	16	35	36
Female	100	27	27	24	24	19	19	30	29
Total response	200	47		53		35		65	

The table shows that out of total male respondents, 20 percent use Close up for fresh breathing, 29 percent for strong teeth and 16 percent for shining teeth white respectively. But 36 percent use it for all these purposes.

Similarly, among total female respondents, 27 percent use Close up for fresh breathing, 24 percent for strong teeth and 19 percent for shining teeth white respectively. But 29 percent use it for all these purposes.

These responses have also been presented in a pie-chart so that one can know the fact of data quickly.

**Fig. 4.2**  
**Cause for Using Close up (According to Gender)**



Out of total respondents, male consumers are dominant in using Close up because they might be conscious about their health. This study shows that the female consumers are not more aware than male. It might be the causes of lack of education.

When opinions were collected on the basis of occupation, the responses appeared slightly different (Table 4.3).

**Table 4.3**  
**Cause for Using Close up (According to Occupation)**

Occupation groups	Causes								
	Sample	Fresh breath	%	Strong teeth	%	Shiny white	%	Combination of all	%
Student	50	15	30	13	26	8	16	14	28
Teacher	50	12	24	11	22	7	14	20	40
Farmer	50	8	16	16	32	10	20	16	32
Housewife	50	12	24	13	26	10	20	15	30
Total Response		47		53		35		65	

Table 4.3 shows that under student group, 30 percent use Close up for fresh breathing, 26 percent for strong teeth and 16 percent for shining teeth white respectively. But 28 percent use Close up toothpaste for all these purposes.

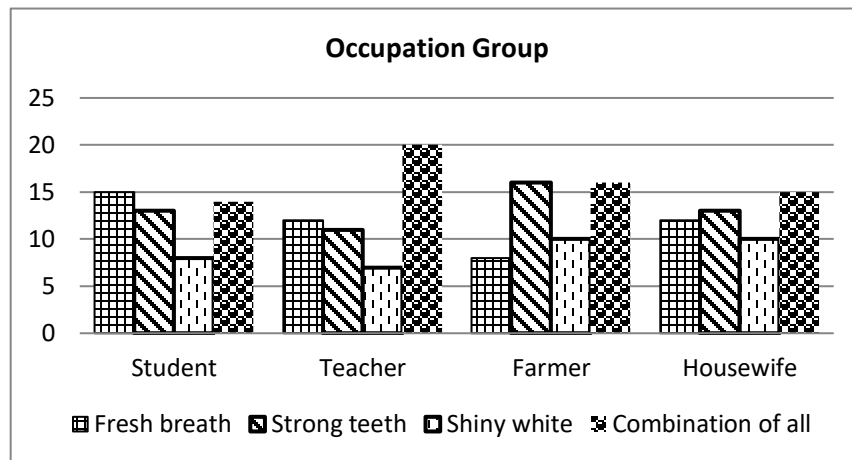
Among teacher group, 24 percent use Close up toothpaste for fresh breathing, 22 percent for strong teeth and 14 percent for shining teeth white respectively. But 40 percent use Close up for all these purposes.

Under farmer group, 16 percent use Close up for fresh breathing, 32 percent for strong teeth, 20 percent for shining teeth white and 32 percent use it for all these purposes.

Similarly, under the housewife group, 24 percent use Close up toothpaste for fresh breathing, 26 percent for strong teeth and 20 percent for shining teeth white respectively. But 30 percent use Close up for all these purpose.

These responses have also been shown in a bar-diagram which can help to the reader to know the responses quickly.

**Fig. 4.3**  
**Cause for Using Close up (According to Occupation)**



Out of total consumers' 40 percent of teacher respondents use Closeup due to its combination features such as fresh breath, strong teeth and shiny white etc. because they might be more aware than other group such as student, former and housewife.

To find out the sources used by consumers', (i.e. friends, family member, advertisement, salesmen) the researcher got quite different responses (Table 4.4)

**Table 4.4**  
**Sources used for Information (According to Age)**

Age	Responses								
	Sample	By Friends	%	By family member	%	By advertisement	%	By salesmen	%
17-24	50	12	24	3	6	32	64	3	6
25-32	50	10	20	8	16	23	46	9	18
33-40	50	7	14	13	26	25	50	5	10
41-48	50	5	10	15	30	17	34	13	26
Total Response	200	34	17	39	19.5	97	48.5	30	15

This table depicts that among 17-24 age groups, 24 percent got the information about Close up at the first time from their friends, 6 percent got the information from family member, 64 percent got the information from advertisement and 6 percent got the information about Close us at the first time from salesmen respectively.



Under 25-32 age group, 20 percent got the information about Close up at the first time from friends, 16 percent got the information from family member, 46 percent got the information from advertisement and 18 percent got the information at the first time about Close up from the salesmen.

Among 33-40 age group, 14 percent consumers got the information about Close up at the first time from friends, 16 percent got the information from family member, 46 percent got the information from advertisement and 18 percent got the information at the first time about Close up from the salesmen.

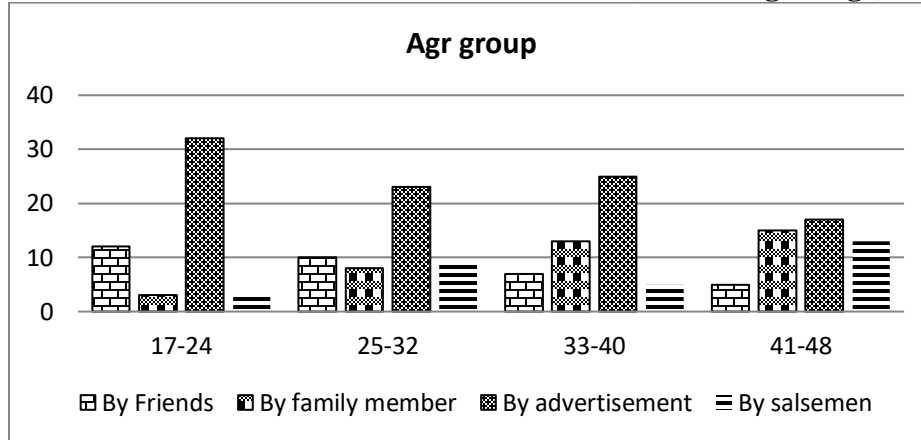
Among 33-40 age group, 14 percent consumers got the information at the first time about Close up from their friends, 26 percent got the information from family members, 50 percent got the information from advertisement and remaining 18 percent got the information about the Close up at the first time from their salesmen.

Similarly, under 41-48 age group, 10 percent consumers got the information from their friends, 30 percent got the information from family members, 34 percent got the information from advertisement and remaining 26 percent got the information about Close up toothpaste at the first time from the salesmen respectively.

Likewise, among the total response, 17 percent consumers got the information from their friends, 19.5 percent got the information from the family member and 15 percent got the information about Close up at the first time from their salesmen respectively. But 48.5 percent got the information about Closeup toothpaste at the first time from the advertisement.

These above responses have also been presented in a bar-diagram below to reflect the fact of data easily.

**Fig. 4.4**  
**Sources Used for Information (According to Age)**



What the research reveals is that among the various sources information advertisement has great role to flow the information above product. Under 17-24 age group 64 percent consumer expressed their views that they got information about products and services by advertisement. This age group dominant the others that might be the causes of new generation. When views were collected on the basis of gender, the responses appears differently (Table 4.5)

**Table 4.5**  
**Source used for Information (According to Gender)**

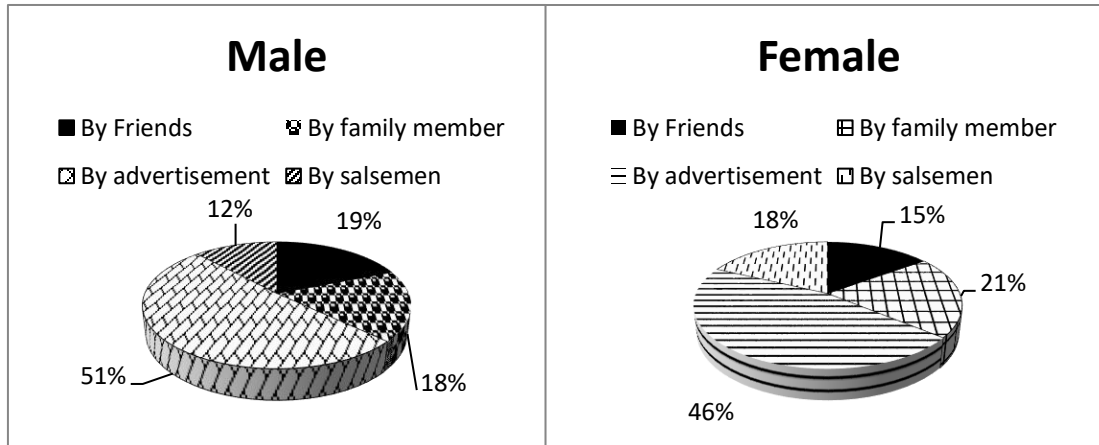
Gender	Sources								
	Sample	By Friends	%	By family member	%	By advertisement	%	By salesmen	%
Male	100	19	19	18	18	51	51	12	12
Female	100	15	15	21	21	46	46	18	18
Total Response	200	34		39		97		30	

The above table reflects that out of total male consumers, 19 percent got the information about Close up first time their friends, 18 percent got the information from the family member, 51 percent got the information from the advertisement and remaining 12 percent got the information at the first time about Close up toothpaste from the salesmen respectively.

Under female consumers, 15 percent got the information from their friends, 21 percent got the information from family member, 46 from advertisement and 18 percent got the information at the first time about Close up from the salesmen.

These above responses have been presented in a pie-chart below to reflect the fact of data easily and quickly.

**Fig. 4.5**  
**Sources used for Information (According to Gender)**



This above responses conclude that out of total male respondents 51 percent use advertisement as a source for getting the information about Close up while under female respondents. Only 46 percent use advertisement, it might be the cause of greater involvement of male on buying goods then female.

Consumers' opinions were collected on the basis of occupation and the given responses appeared differently (Table 4.6).

**Table 4.6**  
**Sources used for Information (According to Occupation)**

Occupation	Responses								
	Sample	By Friends	%	By family member	%	By advertisement	%	By salesmen	%
Student	50	11	22	7	14	28	56	4	8
Teacher	50	10	20	11	22	24	48	5	10
Farmer	50	6	12	12	24	19	38	13	26
Housewife	50	7	14	9	18	26	52	8	16
Total Response	200	34		39		97		30	

The given table indicates the occupation level of respondents and their behaviour to know the first time about Closeup toothpaste. Under the student group, 22 percent got the information from friends, 14 percent got the information from their family member, 56 percent got the information from the advertisement and remaining 8 percent got the information at the first time from the salesmen.

Among the teacher group, 20 percent got the information from friends, 22 percent got the information from family member and 10 percent got the information at the first time about Closeup from salesmen respectively. But 56 percent got the information at the first time about Closeup toothpaste from the advertisement.

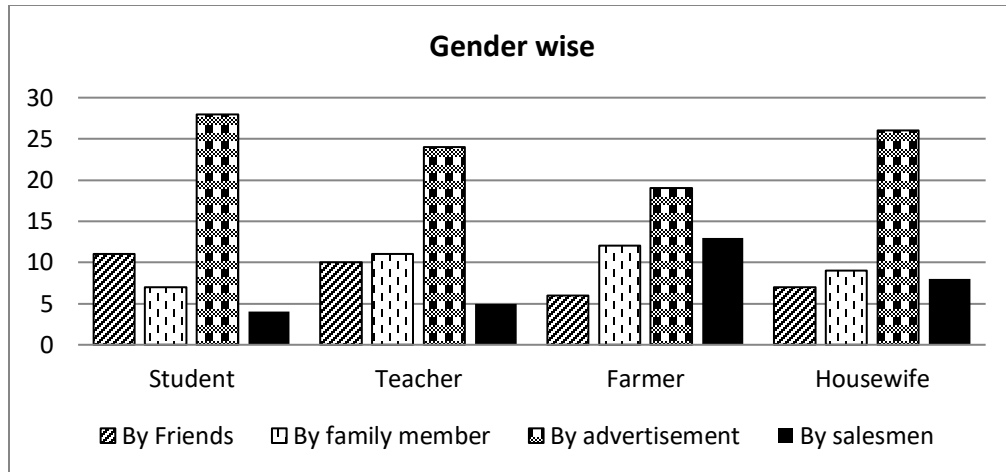
Under the farmer group, 12 percent got the information from their friends, 24 percent got the information from the family members and 26 percent got the information at the first time about Closeup toothpaste from salesmen respectively. But 38 percent got the information at the first time about Closeup toothpaste from the advertisement.

Similarly, among the housewife group, 14 percent got the information at the first time about Closeup from friends, 18 percent got the information from family member, and 16 percent got the information from salesmen respectively. But 52 percent got the information at the first time about Closeup from the advertisement.

These responses have also been given in a bar-diagram so that one can understand the fact of data easily.

**Fig. 4.6**

**Sources used for Information (According to Occupation)**



The above responses reflect that out of total respondents students have been influenced by the advertisement of Close up (i.e. 56 percent of total student). But the advertisement has not touch significantly to the farmer because only 38 percent of farmers are in favour of Close up advertisement this might be the lack of understanding of advertisement.

To test the hypotheses regarding to sources used by consumers, following hypotheses has been set by the researcher and tested.

### Hypothesis 1

H<sub>0</sub>: There is no significant difference between the views expressed by the respondents relating to the sources used for information.

H<sub>A</sub>: There is significant difference between the views expressed by the respondents relating to the sources used for information.

**Decision:** Since the calculated value of  $\chi^2$  (see Appendix – 1) is greater than tabulated value (i.e.  $59.72 > 7.81$ ). So null hypothesis (H<sub>0</sub>) is rejected and it concludes that the views of consumers towards the information source are different.

## 4.2 Consumers' Habit and Media Choice with Respect to Advertisement

To find out consumers' habit of watching, reading and listening advertisement, and to ascertain the media among electronic and non-electronic, along with the causes of such choices, the researcher obtained quite different responses (Table 4.7).

**Table 4.7**

### Watching/Listening/Reading Habit of Advertisement

Particular	Number	Percent
Yes	200	86.95
No	30	13.05
Total	230	100.00

As on Table 4.7, out of total respondents, 86.95 percent consumers' watch/read/listen advertisement and remaining 13.05 consumers expressed their views that they do not. So, this study has avoided such respondents due to the response out of this research work.

Relating to choice that consumers made of media to watch, listen and read, dominant media remained TV and daily newspaper.

**Table 4.8**

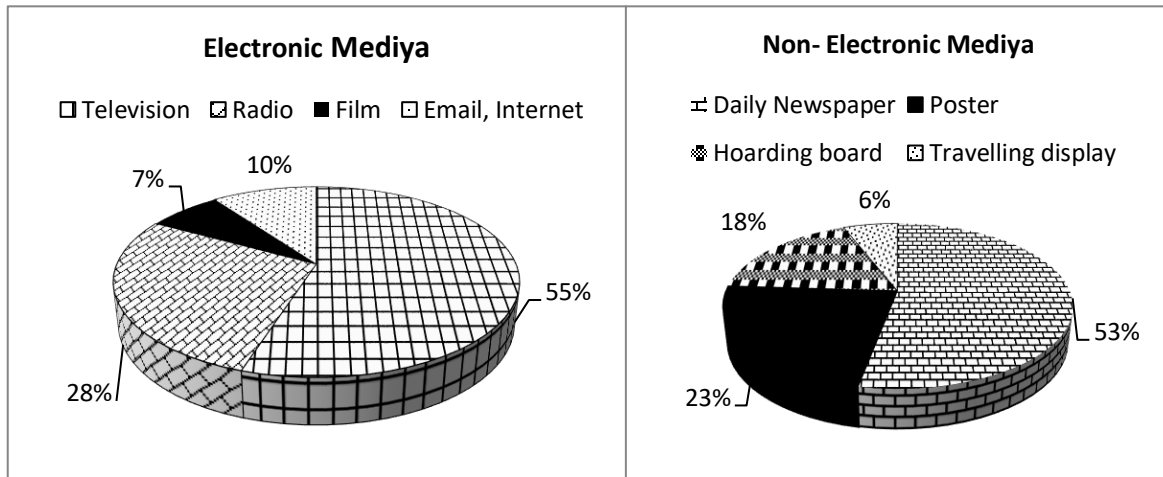
### Media Choice

Electronic media	No.	Percent	Non-Electronic media	No.	Percent
Television	110	55	Daily Newspaper	106	53
Radio	56	28	Poster	46	23
Film	14	7	Hoarding board	36	18
Email, Internet	20	10	Travelling display	12	6
Total Response	200	100	Total Response	200	100

The above table shows that out of total respondents, 55 percent, 28 percent, 10 percent and 7 percent consumers use television, radio, email & internet and film respectively to get the information about Closeup toothpaste. Similarly, among non-electronic media 53 percent use daily newspaper, 23 percent use poster, 18 percent use hoarding board and 6 percent use travelling display to get information about Close up toothpaste.

These responses can also be presented in a pie-chart so that reader can know it easily.

**Fig. 4.7**  
**Media Choice**



### **Electronic Media**

#### **Hypothesis 2**

H<sub>0</sub>: There is no significant difference between the views expressed by the consumers to use different electronic media.

H<sub>A</sub>: There is significant difference between the views expressed by the consumers to use different electronic media.

**Decision:** Since the calculated value of  $\chi^2$  (see Appendix – II) is greater than tabulated value (i.e.  $116.64 > 7.81$ ). So null hypothesis (H<sub>0</sub>) is rejected and it concludes that there is significant difference in the views of consumers to use different media that means Television, radio, film, email, and internet influence to the consumers differently.

### **Non-Electronic Media**

#### **Hypothesis 3**

H<sub>0</sub>: There is no significant difference between the views expressed by the consumers to use different non electronic media.

H<sub>A</sub>: There is significant difference between the views expressed by the consumers to use different non electronic media.

**Decision:** Here, the calculated value of  $\chi^2$  (see Appendix – III) test is greater than tabulated value of 5% level of significant (i.e.  $95.84 > 7.81$ ). So null hypothesis ( $H_0$ ) is rejected and it concludes that there is significant difference in the tendency of consumers for using non-electronic media.

When views regarding to the exact message given by the advertisement were collected, the following responses have been focused, (Table 4.9)

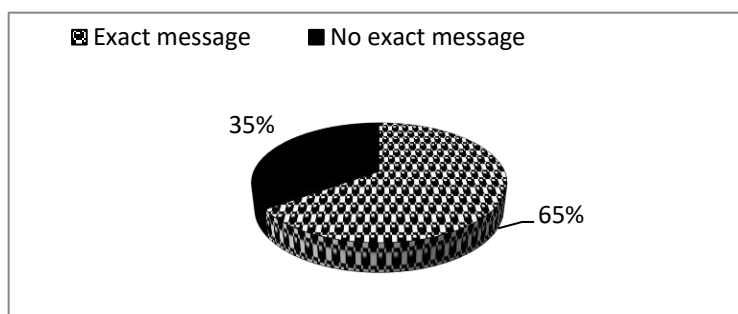
**Table 4.9**  
**Expectation of Message that Consumer Needed**

	No.	Percent
Exact message	130	65
No exact message	70	35
Total	200	100

To know the coverage of message that has been expected by consumers, it was found that out of total consumers, 65 percent got the exact message from the advertisement while 35 percent did not get the exact message.

These responses have also been shown in a pie-chart so that one can have quick reflection of the fact.

**Fig. 4.8**  
**Exact Message and Consumers Need**



**Table 4.10**  
**Media as the Information Source for Consumers**

Electronic media	No.	Percent	Non-Electronic media	No.	Percent
Television	92	46	Daily Newspaper	54	27
Radio	66	33	Poster	56	28
Film	24	12	Hoarding board	54	27
Email, Internet	18	9	Travelling display	36	18
Total	200	100	Total	200	100

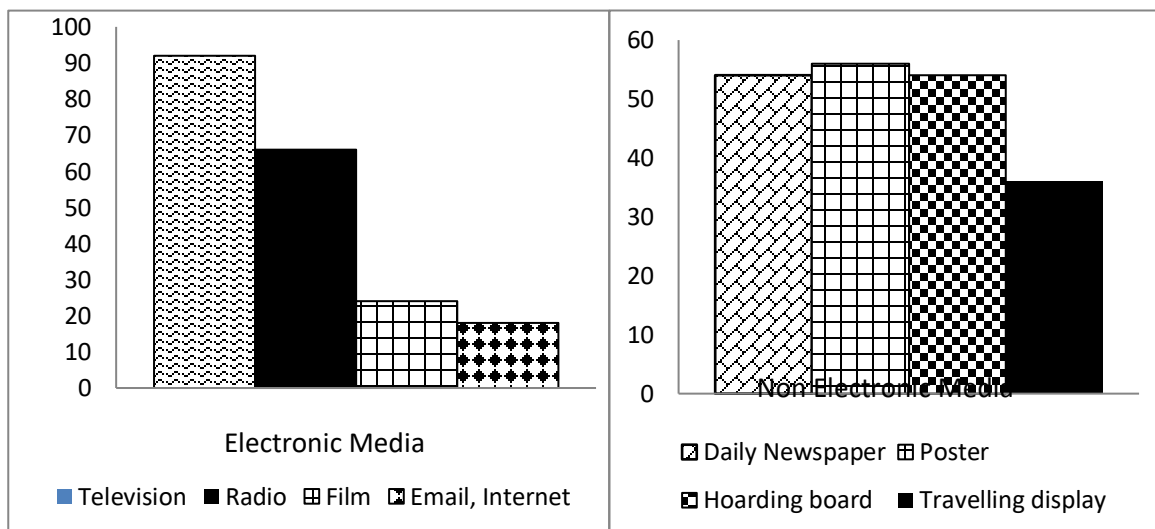


In case of electronic media, out of total respondents 46 percent got the full information of products and services from television, 33 percent from Radio and 12 percent from film respectively. But only 9 percent got the full information about products and services by the use of email & internet.

Similarly, among the non-electronic media, 27 percent got the full information of products and services from daily newspaper, 28 percent from poster, 27 percent from hoarding board and 18 percent travelling display respectively.

These above responses have also been shown in a bar-diagram so that one can understand the fact of responses easily.

**Fig. 4.9**  
**Media as the Information Sources for Consumers**



This study reveals that out of electronic media television and radio has vital role to communicate exact message of products and services while daily newspaper, poster and hoarding board have wide coverage to communicate exact message about products and services among non-electronic media.

### **Electronic Media**

To find out major sources of information about product the researcher has set the following hypothesis and tested.

### **Hypothesis 4**

H<sub>0</sub>: There is no significant difference between the views expressed by the consumers toward electronic media regarding the source of information.

H<sub>A</sub>: There is significant difference between the views expressed by the consumers toward electronic media regarding the source of information.

**Decision:** Since, the calculated value of  $\chi^2$  (see Appendix – IV) test is greater than tabulated value So null hypothesis (H<sub>0</sub>) is rejected and it concludes that consumers use different media, out of electronic media, to know information about product. In other words, media has hierarchical order of importance to flow the information of products and services.

### **Non- Electronic Media**

#### **Hypothesis 5**

H<sub>0</sub>: There is no significant difference between the views expressed by the consumers toward non electronic media regarding the source of information.

H<sub>A</sub>: There is significant difference between the views expressed by the consumers toward non electronic media regarding the source of information.

**Decision:** Since, the calculated value of  $\chi^2$  (see Appendix – V) test is greater than tabulated value so null hypothesis (H<sub>0</sub>) is accepted and it concludes that there is no significance difference between non-electronic media to flow the information required by consumer or it means all media are equally importance to flow the information.

### **4.3 Consumers' behaviour when Advertisement of Closeup Appears on Nepal Television**

In order to find out consumer behaviour when they watch TV advertisement, the researcher got various responses (Table 4.11).

**Table 4.11**  
**Consumers' Behaviour when Advertisement about Close up Appears**  
**NTV (According to Age)**

Age Group	Responses								
	Sample	Switch off the TV	%	Try to know what it wants to say	%	curious about advertisement	%	Just watch to advertisement	%
17-24	50	7	14	10	20	18	36	15	
25-32	50	6	12	15	30	16	32	13	
33-40	50	8	16	14	28	16	32	12	
41-48	50	10	20	19	38	12	24	9	
Total	200	31		58		62		49	

The above table indicates the Consumers' behaviour over advertisement about Closeup appears on NTV. Out of total (17-24) age respondents 36 percent were curious about advertisement, 30 percent watched to advertisement, 20 percent tried to know what the advertisement wants to say, and remaining 14 percent switched off the television.

Under (25-32) age group, 32 percent were curious about advertisement, 30 percent tried to know what the advertisement wants to say, 26 percent just watched the advertisement, and only 12 percent switched off the television.

Similarly, among the (33-40) age respondents, 32 percent was curious about advertisement, 28 percent tried to know what were the advertisement wants to say, 24 percent just watched to advertisement and remaining 16 percent did not like the advertisement and switched off the television when advertisement of Closeup appears on NTV.

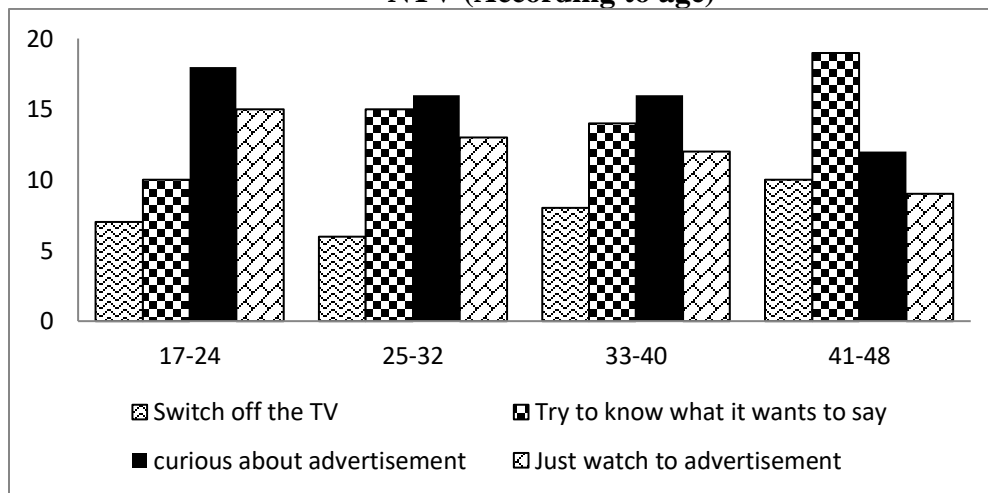
Finally, under (41-48) age respondents, 38 percent tried to know what the advertisement wants to say, 24 percent were curious about advertisement, 20 percent switched off the television and 18 percent just watched to advertisement when the advertisement of Closeup appears on NTV.

Similarly, among total responses, 15.5 percent consumers switched off the television, 29 percent tried to know what the advertisement wants to say and 31 percent

consumers were curious when the advertisement of Closeup appears on NTV. But 24.5 percent consumers just watched the advertisement of Closeup on NTV.

These above responses have also been present by bar-diagram so as to understand it easily.

**Fig. 4.10**  
**Consumers' behaviour when Advertisement about Closeup Appears on NTV (According to age)**



This above table reveals that the advertisement of Closeup on NTV is effective because most of the consumers were curious about advertisement and among the various age group, 17-24 age groups has been influenced by the advertisement. This might be happened due to attractive preparation of advertisement on NTV.

In order to find out the responses of Consumers' when they want advertisement, the researcher got the responses slightly different on the basis of gender (Table 4.12).

**Table 4.12**  
**Consumers' Behaviour when Advertisement about Closeup Appears**  
**Nepal Television (According to Gender)**

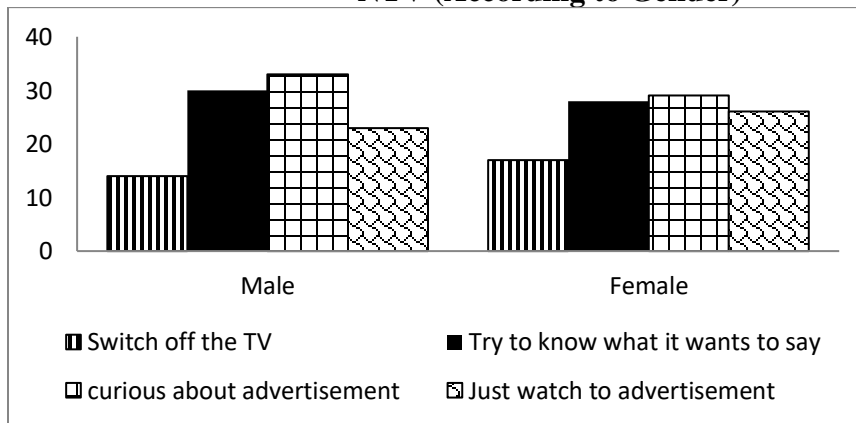
Gender	Responses								
	Sample	Switch off the TV	%	Try to know what it wants to say	%	curious about advertisement	%	Just watch to advertisement	%
Male	100	14	14	30	30	33	33	23	23
Female	100	17	17	28	28	29	29	26	26
Total	200	31		58		62		49	

The above table reflects the level of respondents and their behaviour when advertisement about Closeup appears on NTV. Out of total consumers, 33 percent were curious about advertisement, 30 percent want know what the advertisement wants to say, 23 percent just watch for advertisement and remaining 14 percent switched off the television was advertisement about Closeup appears on Nepal television.

Similarly, among female consumers 29 percent were to curious upon advertisement, 28 percent tried to know what the advertisement want to say, 26 percent just watched to advertisement but only 17 percent switch off the television when advertisement of Closeup appears on NTV.

These above responses can also be present by bar-diagram so that understand it easily.

**Fig. 4.11**  
**Consumers' Behaviour when Advertisement about Closeup Appears on**  
**NTV (According to Gender)**



What the above responses indicate is that out of male and female consumers, male are more curious than female to watch the advertisement of Closeup on NTV because it might be the causes of using female actress on an advertisement of Closeup.

The researcher collected responses from the sample consumers according to occupation to know the consumers' behaviour with respect to Closeup advertisement, which have been in presented in Table 4.13.

**Table 4.13**  
**Consumers' Behaviour When Advertisement about Closeup Appears on NTV**  
**(According to Occupation)**

Occupation	Responses								
	Sample	Switch off the TV	%	Try to know what it wants to say	%	curious about advertisement	%	Just watch to advertisement	%
Student	50	7	14	8	16	24	48	12	24
Teacher	50	6	12	13	26	17	34	15	30
Farmer	50	9	18	17	34	11	22	11	22
Housewife	50	9	18	20	40	10	20	11	22
Total	200	31		58		62		49	

The above table indicates the behaviour of different occupation consumers when advertisement about Closeup appears on NTV. Under student consumers 48 percent were curious about advertisement, 24 percent just watched advertisement, 16 percent tried to know what the advertisement wants to say and 14 percent switched off the television when advertisement about Closeup appears on NTV.

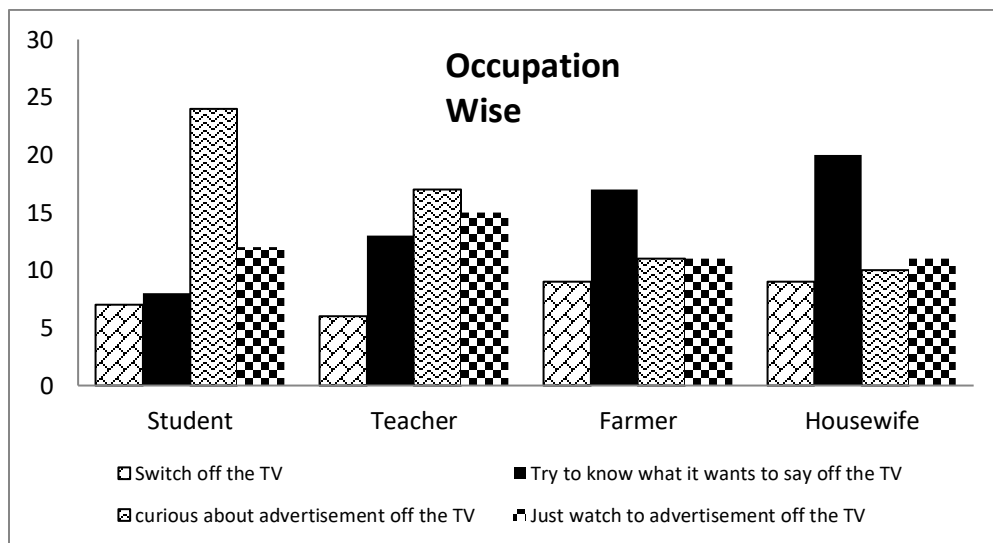
Similarly, another group was teacher, out of them, 34 percent were curious about advertisement, 30 percent just watched advertisement it percent tried to know what it wants to say but remaining 12 percent switch off television when advertisement about Closeup appears on NTV.

Likewise, out of total farmer consumers, 34 percent tried to know that the advertisement wants to say, 22 percent were curious about advertisement 22 percent just watched advertisement but 18 percent switched off the television when advertisement about Closeup appears on NTV.

Finally, among housewife consumers, 40 percent gave tried to know what the advertisement wants to say, 22 percent just watched advertisement 20 percent were curious about advertisement but 18 percent switched off the television when advertisement of Closeup appears on NTV.

The following multiple bar-diagram has been presented below to understand the above information easily and quickly.

**Fig. No. 12**  
**Consumers' Behaviour when Advertisement about Closeup Appears on NTV (According to Occupation)**



This study gives an idea that out of four occupational group students are more curious than others (i.e. 48% of total student respondents).

The researcher collected information according to age regarding to the consumer responses when advertisement of closeup appears on NTV .(Table 4.14)

**Hypothesis 6**

H<sub>06</sub>: There is no significant difference between consumer' behavior when advertisement of Closeup appears on NTV.

H<sub>A6</sub>: There is significant difference between consumer' behavior when advertisement of Closeup appears on NTV.

**Decision:** Since the calculated value of  $x^2$  is greater than tabulated value (i.e.116.4>7.81). So null hypothesis (H<sub>0</sub>) is rejected and it concludes that there is significant difference between the consumer behaviour when advertisement appears on NTV (According to Appendix-VI).

The researcher collected information according to age regarding to the consumer's responses when advertisement of Closeup appears on NTV. (Table 4.14)

**Table 4.14**  
**Opinions of Consumers About Advertisement that Appeared on NTV**  
**(According to Age)**

Age Group	Responses								
	Sample	Quite Good	%	Attractive	%	So So	%	Boring	%
17-24	50	18		36	10	18	30	7	14
25-32	50	16		32	15	13	26	6	12
33-40	50	16		32	14	12	24	8	16
41-48	50	12		24	19	9	18	10	20
Total	200	62		58		49		31	

The above table shows the consumers response when advertisement of Closeup appears on NTV. Out of total (17-24) age group, 36 percent consumers expressed their views that the advertisement of Closeup in quite good on NTV. 20 percent expressed attractive, and 30 percent expressed So So respectively. But 14 percent expressed their views that the advertisement of Closeup on NTV is boring.

Under25-32 age group, 32 percent consumer expressed their views that the advertisement of Closeup is quite good on NTV, 30 percent expressed attractive and 26



percent expressed So So respectively. But 12 percent expressed their views that the advertisement of Closeup on NTV is boring.

Among 33-40 age group , 32 percent expressed their views that the advertisement of Closeup is quite good on NTV, 28 percent expressed attractive and 24 percent expressed So So respectively . But 16 percent consumers expressed thrie views that the advertisement of Closeup on NTV is boring .

Under 41-48 age group, 24 percent expressed their views that the advertisement of Closeup on NTV is quite good 38 percent expressed and attractive and 18 percent expressed So So respectively. But 20 percent expressed their views that the advertisement of Closeup on NTV is boring.

These above responses have also been presented by bar - diagram so as to reflect the fact of data easily.

**Fig. 4.13**  
**Opinions of Consumer about Advertisement that Appeared on NTV**  
**(According to age)**



What the above response show is that out of total response most of the consumer are in farmer of Clseup advertisement because it might because of unique features of Closeup advertisement than other advertisement.

The researcher obtained the response relating to the consumer behaviours towards the advertisement of Closeup on NTV according to gens in Table 4.15.

**Table 4.15**  
**Opinions of Consumers About Advertistement that Appeared on NTV**  
**(According to Gender )**

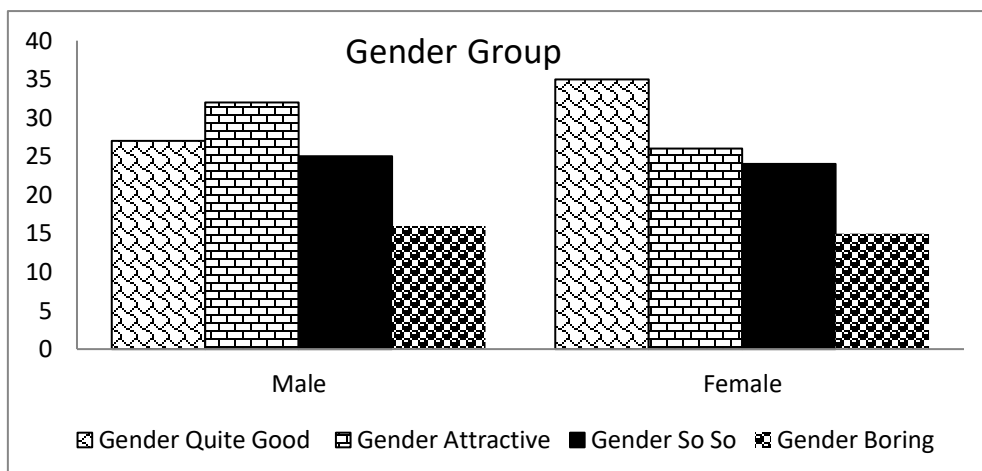
Gender	Responses								
	Sample	Quite Good	%	Attractive	%	So So	%	Boring	%
Male	100	27	27	32	32	25	25	16	
Female	100	35	35	26	26	24	24	15	
Total	200	62		58		49		31	

As per Table 4.15 total respondents have been divided into Gender group i.e. male and female. Out of total male consumers 27 percent expressed their views that the advertisement of Closeup on NTV is quite good, 32 percent expressed attractive and 25 percent expressed neither attractive nor boring (i.e. So So) and remaining 16 percent consumer expressed the views that the advertisement of Closeup on NTV is boring.

Similarly, out of total female respondents, 35 percent expressed their views that the advertisement of Closeup on NTV is quite good 26 percent expressed attractive 24 percent expressed neither attractive nor boring respectively . But only 15 percent expressed their view that the advertisement of closeup on NTV is boring .

The above responses have been presented on the following bar-diagram to know the fact of given information easily.

**Fig 4.14**  
**Opinions of Consumer About Advertistement that Appeared on NTV**  
**(According to gender)**



This study concludes that out of total male and female respondents there is not significant different behavior towards the Closeup advertisement on NTV.

When views were obtained on the basis of occupation the responses appeared slightly variant (Table 4.16)

**Table 4.16**  
**Opinions of Consumer About Advertisement that Appeared on NTV**  
**(According to Occupation)**

Occupation	Responses								
	Sample	Quite Good	%	Attractive	%	So So	%	Boring	%
Student	50	24	48	8	16	12	24	7	14
Teacher	50	17	34	13	26	15	30	6	12
Farmer	50	11	22	17	34	11	22	9	18
Housewife	50	10	20	20	40	11	22	9	18
Total	200	62		58		49		31	

As on Table 16, out of total student respondent 48 percent expressed their views that the advertisement of Closeup on NTV is quite good 24 percent expressed So So, 16 percent expressed attractive respectively 14 percent expressed their views that the advertisement of Closeup only is boring.

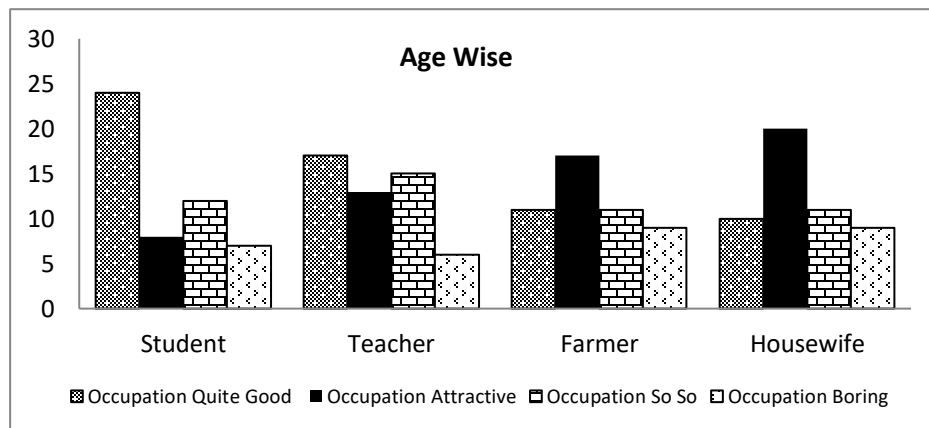
Out of teacher respondents 34 percent expressed their views that the advertisement of Closeup on NTV is quite good, 30 percent expressed So So 26, percent expressed attractive and remaining 12 percent expressed boring respectively.

Similarly out of farmer respondents 34 percent expressed their views that the advertisement of Closeup is attractive 22 percent expressed quite good 22 percent expressed So So respectively. But remaining 18 percent expressed their views that the advertisement is boring.

Among housewife group 40 percent expressed their views that the advertisement of Closeup on NTV is attractive 22 percent expressed So So 20 percent expressed quite good and remaining 18 percent expressed boring when advertisement of Closeup appears on NTV.

These responses have also been presented in a bar- diagram so as reader can understand in easily.

**Fig. 4.15**  
**Opinions of Consumer About Advertisement that Appeared on NTV**  
**(According to age)**



This research depicts that student and teacher group of respondents are in favour of Closeup advertisement but the farmers and housewives are not in favour of the Closeup advertisement because it might be the lack of the awareness of health.

#### **4.4 Consumer's Behavior Resulted from Advertisement in the Kantipur Daily Newspaper**

To know the consumer's behavior when advertisement about closeup in the kantipur daily newspaper. Research collected information from the respondents and consumer's such views has been presented below according to age, occupation and gender.

To know the consumer behavior regarding the advertisement of closeup , research collected the responses from the consumer according age that have been shown in Table 4.17.

**Table 4.16**  
**Consumer Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to age)**

Age Group	Responses								
	Sam ple	Ignore to Advertisem ent	%	Turn of the page	%	Try to know wants to say	%	serious to advertise ment	%
17-24	50	10	20	13	26	15	30	7	11
25-32	50	11	22	14	28	12	24	6	20
33-40	50	13	26	16	32	11	22	8	11
41-48	50	13	26	21	42	9	18	10	
Total	200	47	47	23.5	64	32	47	23.5	42

Total above table indicates the age level of consumer are behavior when they see advertisement of Closeup in Kantipur . Among 17-25 age group 20 percent expressed their views that they advertisement, 26 percent turn off the page and 30 percent try to know it wants to say respectively when they see advertisement of Closeup Kantipur Daily . But 24 percent were curious about advertisement of Closeup.

Under 25-32 age group 22 percent consumers expressed they that the ignored advertisement 28 percent turn off the page and 24 percent try to know what the advertisement wants to say respectively when that the advertisement of Closeup in Kantipur Daily. But 26 percent were curious about the advertisement of Closeup .

Among 33-40 age group 26, percent consumers expressed their that they ignore advertisement 32 percent consumer turn off the page 11 percent try to know about

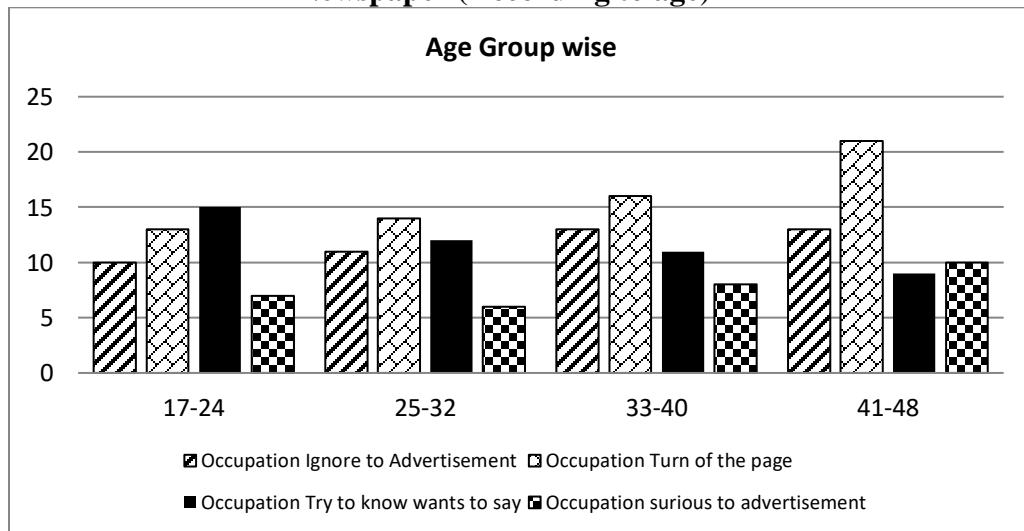
advertisement of Closeup respectively when are see it in Kantipur Daily. But 20 percent were curious about the advertisement of Closeup .

Under 41-48 age group 26 percent consumer expressed their that they ignore advertisement 42 percent turn off the page and only 9 percent try to know about advertisement respectively when they see advertisement of Closeup in Kantipur Daily. But 14 percent consumers expressed their views that they are curious when they see advertisement of Closeup in kantipur Daily.

Similarly out of total responses taken from consumers 33.5 percent expressed their views that they ignore advertisement 32 percent turn off the page 23.5 percent try to know about advertisement and remaining 21 percent were curious when they see the advertisement of Closeup in Kantipur Daily.

These above responses have also been presented by bar-diagram so as to reflect the fact of data easily.

**Fig. 4.16**  
**Consumer Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to age)**



This research reveals that out of various age groups 42 percent of 41-48 age group consumers do not care the advertisement. But only 30 percent of 17-24 age groups 26 percent of 25-32 age groups respondents are a little bit aware about the advertisement.

When opinions were collected on the basis of gender the responses appeared slightly different (Table 4.18)

**Table 4.17**  
**Consumer Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to Sex)**

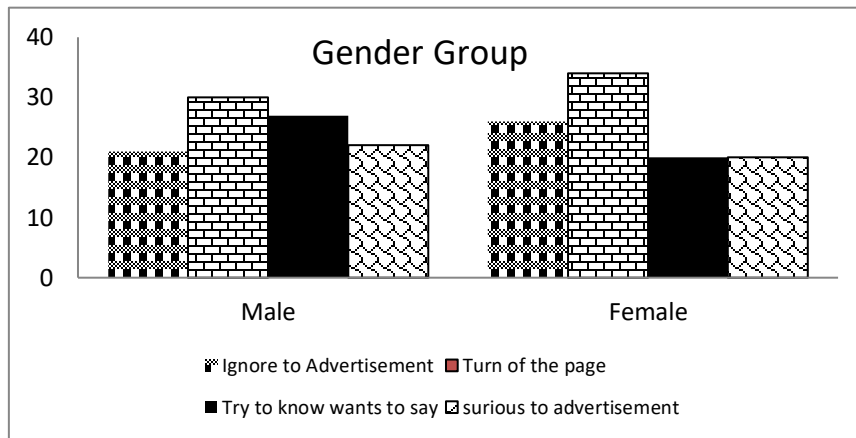
Gender	Responses								
	Sam ple	Ignore to Advertise ment	%	Turn of the page	%	Try to know wants to say	%	curious to advertise ment	%
Male	100	21	21	30	30	27	27	22	22
Female	100	26	26	34	34	20	20	20	20
Total	200	47		64		47		42	

The given table shows consumer behavior according to sex when they see the advertisement of Closeup in the Kantipur daily newspaper . Among male consumers 21 percent expressed their views that they ignore the advertisement 30 percent turn of the page and 27 percent try to know what the advertisement wants to say respectively when they see the advertisement of Closeup in Kantipur daily newspaper . But 22 percent expressed their views that they are curious about the advertisement of Closeup when they see it in kantipur daily.

Similarly out of tota female consumer 26 percent expressed their views that they ignore the advertisement 34 percent turn off the page and 20 percent try to know what advertisement wants to say respectively when they see the advertisement of Closeup . But only 20 percent expressed their views that they are curious when they see advertisement of Closeup in kantipur daily.

To understand above table easily and quickly following multiple bar diagram has been presented .

**Fig 4.17**  
**Consumer Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to Gender)**



This study concludes out of male and female respondent female does not like the advertisement of Closeup on Kantipur daily than male respondent because of the lack of educated female.

Researcher collected views of respondent on the basis of occupation of respondent to find out the behavior of consumer resulted from advertisement in the kantipur daily newspaper. (Table 4.19)

**Table 4.19**  
**Consumer Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to Occupation)**

Occupation	Responses								
	Sample	Ignore to Advertisement	%	Turn of the page	%	Try to know wants to say	%	serious to advertisement	%
Student	50	10	20	13	26	16	30	11	22
Teacher	50	9	18	15	30	12	24	14	28
Farmer	50	13	26	17	34	10	20	10	20
Housewife	50	15	30	19	38	9	18	7	14
Total	200	47		64		47		42	

The given table shows occupation level of respondents and their behaviour when they seen advertisement of Closeup in Kantipur daily newspaper. Amongst Student group, 20 percent expressed their views that they ignore advertisement. 26 percent turn off the page and 30 percent try to know about advertisement of Closeup respectively when they see it in



kantipur daily. But 22 percent consumers expressed their views that they are curious when they see advertisement of Closeup in Kantipur Daily.

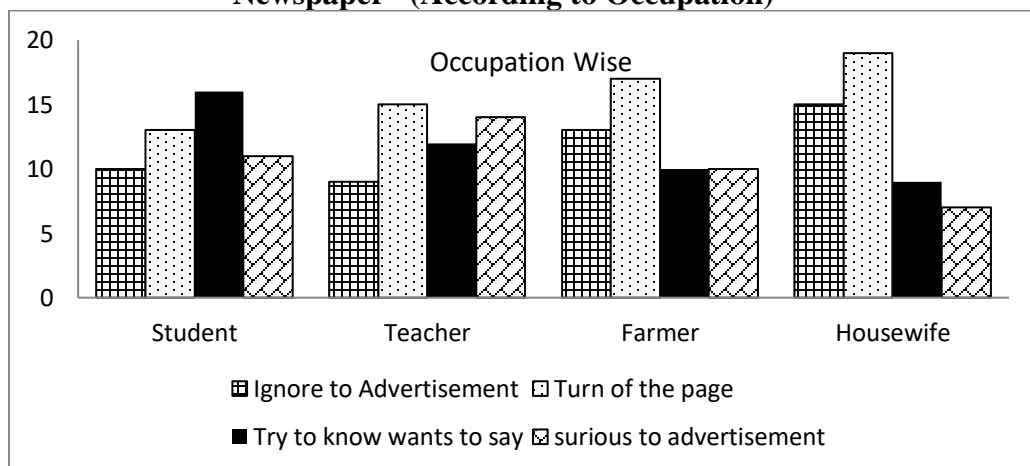
Under teacher group 18 percent expressed their views that they ignore advertisement 30 percent turn off the page and 24 percent try to know about advertisement respectively when they see it in kantipur daily newspaper. But 28 percent expressed their views that they are curious about the advertisement of Closeup.

Among farmer group 26 percent expressed their views that they ignore advertisement of Closeup 34 percent turn off the page and 20 percent try to know about advertisement respectively when they see it in kantipur daily . But 20 percent were curious about the advertisement of Closeup .

Similarly among housewife group 30 percent expressed their views that they ignore advertisement of Closeup 38 percent turn off the page and 18 percent try to know about advertisement respectively when they see it in Kantipur daily newspaper. But only 14 percent expressed their views that they are curious about the advertisement of Closeup .

These responses have also been presented in multiple bar diagram that one can have the reflection of fact of information.

**Fig. 4.18**  
**Consumer Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to Occupation)**



This study concludes that students and teacher consumers try to know about Closeup Advertisement while farmer and housewife consumers do not like the advertisement turn off the page when they see the advertisement Closeup in Kantipur daily newspaper.

### Hypothesis 7

H<sub>0</sub>: There is no significant difference between consumers behavior when advertisement of Closeup appears on Kantipur Daily Newspaper.

H<sub>A</sub>: There is significant difference between consumers behavior when advertisement of Closeup appears on Kantipur Daily Newspaper.

**Decision:** Here the calculated value of  $X^2$  (See Appendix-VII) is less than tabulated Value so null hypothesis (H<sub>0</sub>) is accepted this concludes that there is similar behavior of consumer when advertisements seen in the Kantipur daily newspaper.

The researcher collected the views to find out consumer behavior on the basis of gender resulted from advertising in Kantipur daily newspaper. (Table 4.20)

**Table. 4.20**  
**Consumer Behavior Resulted from Advertisement in the Kantipur Daily Newspaper**  
**(According to Age)**

Age Group	Responses								
	Sample	Quite Good	%	Attractive	%	So So	%	Boring	%
17-24	50	12	24	15	30	11	22	12	24
25-32	50	13	26	12	24	14	28	11	22
33-40	50	10	20	11	22	14	28	15	31
41-48	50	7	14	9	18	18	36	16	32
Total	200	42	21	47	23.5	57	28.5	54	23.5

Under 17-24 age group 24 percent consumer expressed their views that the advertising of Closeup in Kantipur daily is quite good 30 percent expressed their views that the advertisement is attractive 22 percent expressed their views that the advertisement is neither good nor boring while 24 percent expressed their views that the advertisement of Closeup published on Kantipur daily is boring .

Among 25-32 age group 26 percent consumers expressed their views that the advertisement of Closeup in Kantipur daily 24 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the advertisement is

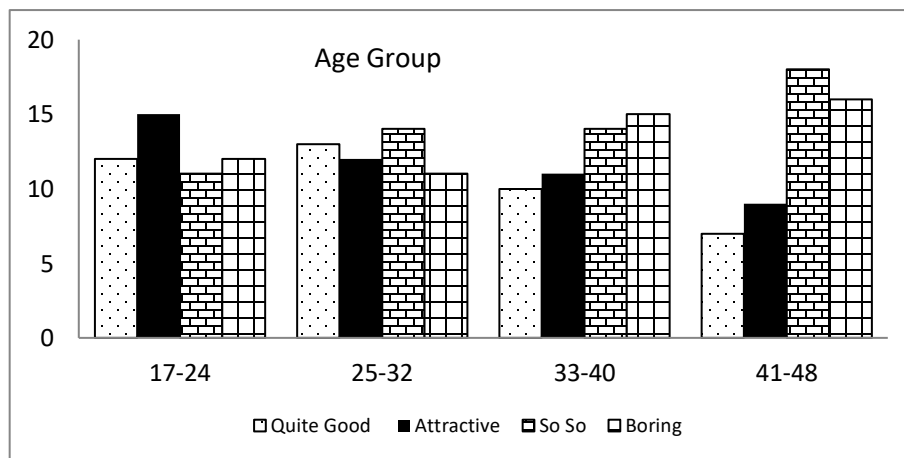
neither good nor boar . But 22 percent consumers expressed their views that the advertisement of Closeup published in Kantipur Daily is boring .

Among 41-48 age group 14 percent consumers expressed their views that the advertisement of Closeup in Kantipur daily is quite good 18 percent expressed their views that the advertisement is attractive and 36 percent expressed their views that the advertisement is neither good nor boar . But 32 percent consumers expressed their views that the advertisement of Closeup published in Kantipur Daily is boring .

Similarly out of tota responses 26 percent expressed their views that the advertisement of Closeup in Kantipur daily newspaper is quite good 23.5 percent expressed their views that the advertisement is attractive and 28.5 percent expressed their views that the advertisement closeup published in Kantipur daily is boring .

To understand the responses easily and quickly a Multiple bar diagram has been presented .

**Fig. 4.19**  
**Consumer Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to Age)**



The researcher found that the advertisement of Closeup in Kantipur daily newspaper is not supported by the respondent under the age above 33 while only 26 percent of 25-33

age group respondents expressed the views that the advertisement is quite good because it might be the causes of not making attractive advertisement of Closeup in KDN.

The researcher collected opinions from the respondent according to gender basis to find out the responses resulted from the advertisement of Closeup in KDN. (Table 4.21)

**Table. 4.21**  
**Consumer Behavior Resulted from Advertisement in the Kantipur Daily Newspaper**  
**(According to Sex wise)**

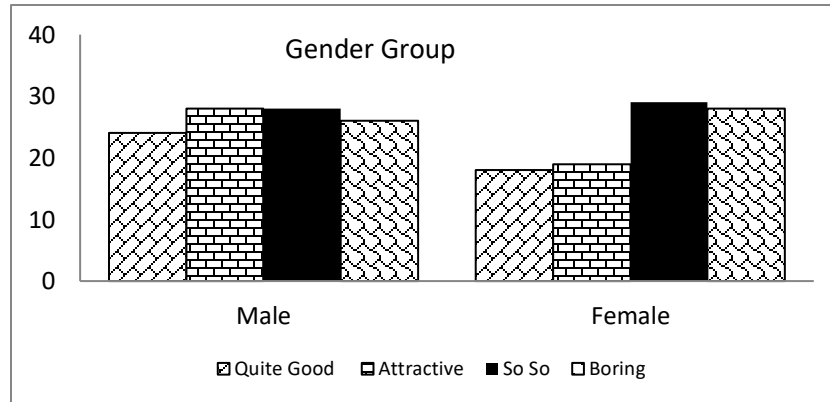
Age Group	Responses								
	Sam ple	Quite Good	%	Attra ctive	%	So So	%	Boring	%
Male	100	24	24	28	28	28	28	26	26
Female	100	18	18	19	19	29	29	28	28
Total	200	42		47		57		54	

The above table show male and female consumers and their views regarding the advertisement of Closeup which is published in Kantipur Daily newspaper. Among male consumer 24 percent consumers expressed their views that the advertisement of Closeup which is published in Kantipur daily is quite good 28 percent expressed their views that the advertisement is neither attractive and 28 percent expressed their views that the advertisement is neither attractive nor boring (i.e. So So) respectively . But 26 percent expressed their views that the advertisement of Closeup published in Kantipur daily in boring.

Similarly , under female consumers 18 percent expressed their views that the advertisement of Closeup published in Kantipur daily is quite good 19 percent expressed their views that the advertisement is attractive and 29 percent expressed their views that the advertisement within attractive nor boring (i.e. So So) respectively . But 28 percent expressed their views that the advertisement is boring.

These responses have been presented in the multiple bar-diagram has been presented so that the reader can understand it easily.

**Fig. 4.20**  
**Consumer Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (According to Gender)**



This study reveals that out of male and female respondent 24 percent of male respondent expressed their views that the advertisement of Closeup in KDN is quite good. But only 18 percent expressed their views that the advertisement of Closeup is quite good this means male are in support of Closeup advertisement than female .

When opinions were gathered on the basis of occupation the responses appeared slightly variants . (Table 4.22)

**Table No.4. 22**  
**Consumer Behavior Resulted from Advertising in the Kantipur Daily Newspaper (Occupation Wise)**

Occupation	Responses								
	Sample	Quite Good	%	Attractive	%	So So	%	Boring	%
Student	50	11	22	16	32	10	20	13	26
Teacher	50	14	28	12	24	14	28	10	20
Farmer	50	10	20	10	20	16	32	14	28
Housewife	50	7	14	9	18	17	34	17	34
Total	200	42		47		57		54	

Out of total students 22 percent expressed their views that the advertisement of Closeup which is published in Kantipur daily is quite good 32 percent expressed their views that the advertisement is attractive and 20 percent expressed their views that the advertisement is neither attractive nor boring (i.e.So So) respectively . But 26 percent

expressed their views that the advertisement of Closeup which is published in Kantipur daily is boring

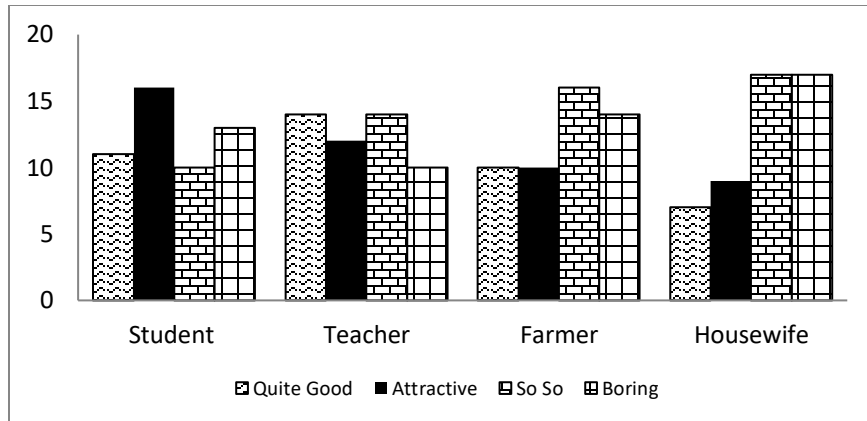
Among the teacher 28 percent expressed their views that the advertisement of Closeup which is published in Kantipur daily is quite good 24 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the advertisement is neither attractive nor boring (i.e. So So) respectively . But 20 percent expressed their views that the advertisement of Closeup which is published in kantipur daily is boring.

Among the farmer 20 percent expressed their views that the advertisement of Closeup which is published in Kantipur daily is quite good 20 percent expressed their views that the advertisement is attractive and 32 percent expressed their views that the advertisement is neither attractive nor boring (i.e. So So) respectively . But 28 percent expressed their views that the advertisement of Closeup which is published in kantipur daily is boring .

Under housewife group 14percent expressed their views that the advertisement of Closeup which is published in Kantipur daily is quite good 18 percent expressed their views that the advertisement is attractive and 34 percent expressed their views that the advertisement is neither attractive nor boring (i.e. So So) respectively . But 17 percent expressed their views that the advertisement of Closeup which is published in kantipur daily is boring .

To understand the above table easuly and quickly multiple bar diagram has been presented.

**Fig.4. 21**  
**Consumer Behavior Resulted from Advertising in the Kantipur Daily**  
**Newspaper**  
**(Occupation Wise)**



This study concludes that out of total student consumer 32 percent forwarded their views that the advertisement is attractive, 28 percent out of teacher forwarded their opinions that advertisement is quite good. but most of the farmer and housewife did not like the closeup advertisement in kantipur daily newspaper. in the second stage of this study, the information collected from Nepal Lever Limited has been presented and and analyzed in such a way that can assists to reach predetermined objectives of this study.

#### 4.5 Media used by Neal Limited

To know the media availability for NLL to advertise Closeup toothpaste the researcher took an opinions survey. The obtained information have been shown in (Table 4.23)

**Table No 4.23**  
**Median used by Neal Limited**

Newspaper	Radio
Television	Cinema

Source official Record of NLL.

Among the various media vehicle available the Neal Lever Limited has preferred only some of them to advertise Closeup toothpaste such as Newspaper Radio, Television, and Cinema etc.

#### 4.6 Cost Structure of Advertisement to Advertise Closeup Toothpaste

The researcher collected information relating the cost of Closeup of Advertisement within six years, which have been presented in Table 4.24

**Table 4.24**  
**Advertising cost born by Nepal lever Limited for Recent six year**

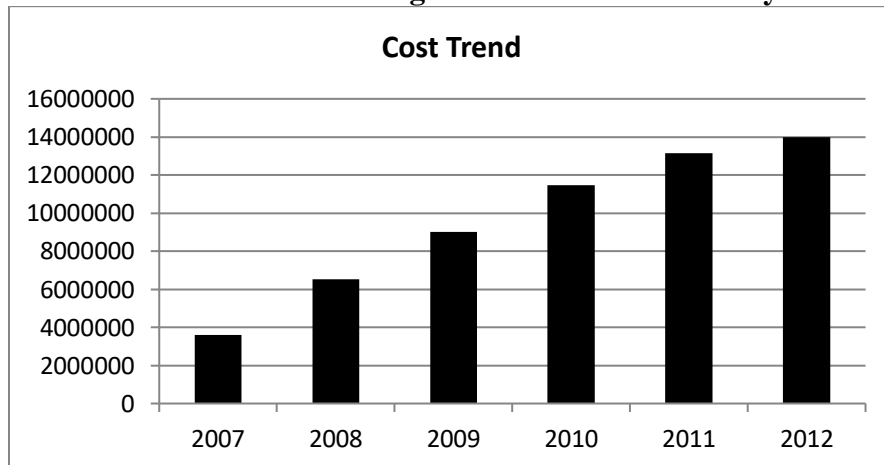
<b>Years</b>	<b>Cost(Rs)</b>	<b>Diff (Rs)</b>
2007	3615000	
2008	6525000	290000
2009	9015000	2490000
2010	11475000	2460000
2011	13155000	1680000
2012	1399500	840000

*Source: Sales Supervisor of Nepal Lever Limited*

Table 24 depicts the advertising cost and its differences within six year .In 2007 the advertising cost was Rs. 3615000 and in2012 it came to be Rs.13995000,which indicates the increasing trend is slower .

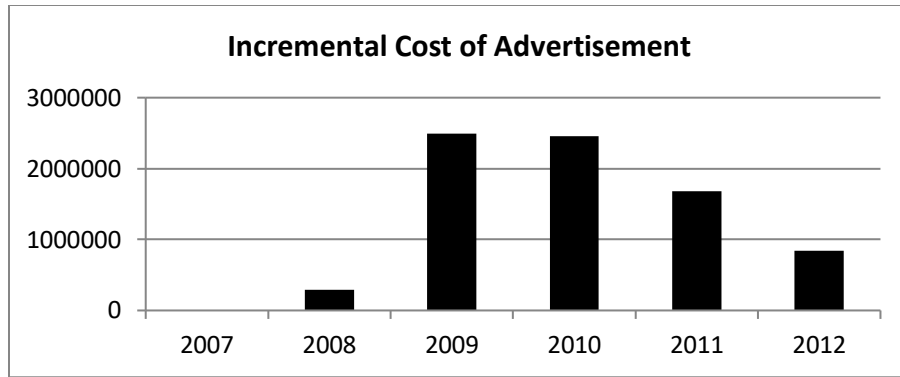
A bove response has also been shown on the following figure so that one can know the fact of data easily.

**Fig. 4.22**  
**Advertising Cost Trend for recent 6 years**



**Fig. 4.23**  
**Incremental cost of advertisement for recent 6 years**





#### 4.7 Total Sales of closeup for recent 6 year

Seles and advertising are related with each other so to annilige the inmacro of advertising on sale , data has been presented for recent 6 year

**Table 4.25**  
**Total sales of NLL for Recent Six Years**

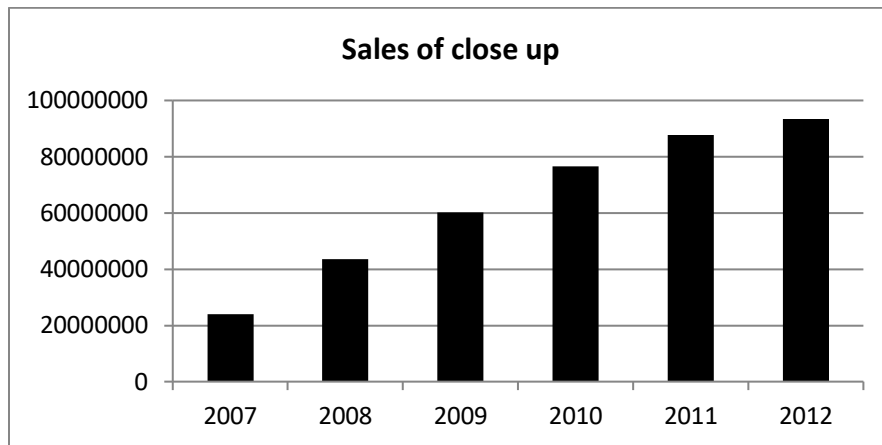
Year	Sales (RS)	Difference (RS)	Percent
2007	24100000	-	-
2008	43500000	19400000	80.5
2009	60100000	16600000	38.16
2010	76500000	16400000	27.29
2011	87700000	11200000	15.64
2012	93300000	5600000	6.39

*Source: Nepal Lever Limited ,Annual Report (Niranjana Basnet, staff of NLL)*

The above table indicates the sales and the incremental sales of closeup for recent six years .in 2007,the sales was Rs.24100000 and it came to Rs93300000 in 2012,which is in increasing trends but the trend is slower. According to table 4.25 the sales of closeup is favorable for years (i.e.until 2010) but the sales of closeup in 2011 and 2012 decrease suddenly.

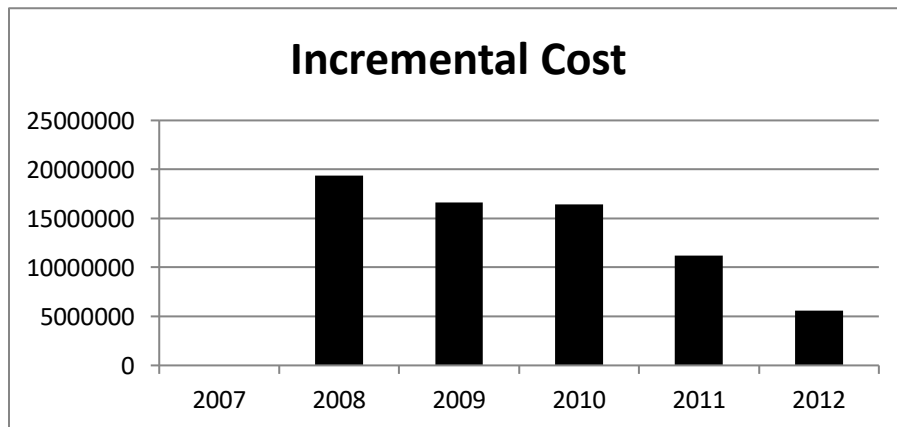
These information can be presented on the following figure so reader can identify the fact of information easily.

**Fig: 4.24**  
**Total sales of closeup for recent 6 years**



The incremental sales have been shown by figure so that one can understand of incremental sales easily.

**Fig: 4.25**  
**Incerimental cost on Advertisement for recent 6 years**



To identify the relationship between sale and cost of advertisement of Closeup, The researcher set the following hypotheses and tested.

**Hypothesis 8**

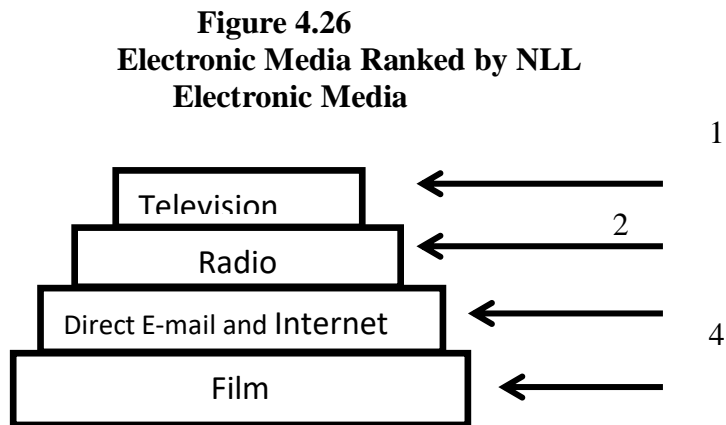
H<sub>0</sub>: There is no significant relationship between advertising cost and sales revenue.

H<sub>A</sub>: There is significant relationship between advertising cost and sales revenue.

**Decision:** Here, the correlation equation has proved that the sales of Closeup have been fluctuated as compared to advertising cost so the null hypothesis is rejected. It concludes that there is the positive relationship between the sales and advertising cost. (According to Appendix- VIII and XII)

#### 4.8 Media preference by Nepal Lever Limited

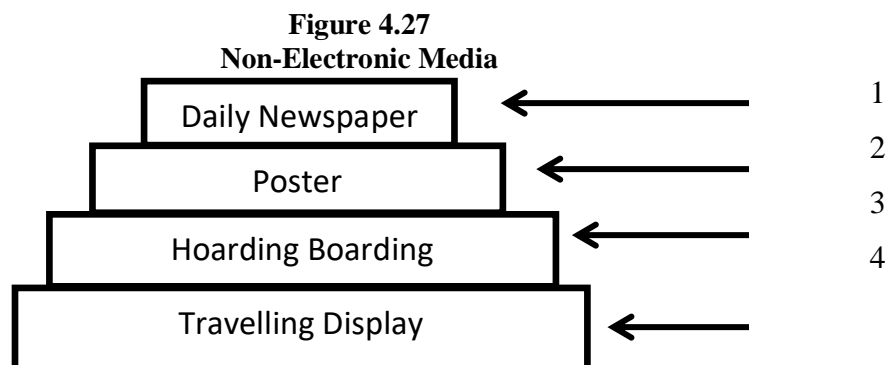
The researcher collected information relating to the electronic Media from Nepal lever limited to know the preference of media given by NLL to advertise Close-up toothpaste the researcher conducted opinion survey and collected information have been shown in figure 4.26.



According to figure 4.26, television got first preference to Adver the cioseup tooth past. Radio, direct email &internet, and film got second, third, fourth preference respectively to advertise the closeup toothpaste.

The above figure concludes that NLL mostly use television and radio media to advertise closeup toothpaste.

To find out the priority given by NL Ltd. to advertise close toothpaste out of non-electronic media, the following hierarchical diagram has been given.



Nepal lever limited gave first priority to daily newspaper advertise closeup toothpaste. Similarly, poster, boring board traveling display got second third and fourth priority

This study concludes that daily newspaper and poster has vital role to advertise closeup toothpaste in case of non electronic media

#### 4.9 Television channel used by Nepal Lever Limited

Under non -electronic media, there are various media vehicle and under Non-electronic media there are also various media for the producer to advertise products and services. with respect to television and daily newspaper some questions were asked to know the media used by NLL such , which television channel do you mostly use and why? And what weight -ago do you give to the following daily newspaper for advertising Purpose? Please ranks according to your preference.

In case of television channel, NLL selected Nepal television and channel Nepal to advertise closeup tooth paste the reason of choosing NTV was its wide coverage of audience TV watching habit of consumers similarly, in case of channel Nepal, NLL selected it targeting to urban consumers assuming that urban consumers had the habit of watching cable channel.

#### 4.10 Newspapers used by Nepal Liver Limited

Out of various daily newspapers, NLL has ranked for four alternative daily newspapers according to preference of advertising Closeup toothpaste.

Fig. No. 4.28

Daily Newspapers ranked by NLL



According to Figure 4.28, Kantipur daily newspaper had been ranked at top level of hierarchy by NLL to advertise Closeup toothpaste. Similarly, Samacharpatra daily newspaper, Gorkhapatra newspaper and Rising Nepal daily newspaper had been ranked at second, third and fourth level of hierarchy .

Kantipur daily newspaper and the samacharpatra have played vital role to persuade buyers of Closeup toothpaste. But the Rising Nepal and the Gorkhapatra daily newspapers do not have considerable role.

# **CHAPTER V**

## **SUMMARY, FINDING AND RECOMMENDATIONS**

### **5.1 Summary**

Advertising is one of the ways of promoting products, services and ideas among various ways. Advertising has got popularity due to drat change in communication sector. Advertising is used to inform, persona and remind about products and services and it influences consumers attitude and purchase behaviors. Advertising is essential to manufactures, whose seller's retailers and even to general people

In case of advertising of products and services following critic's decision has to be made.

- setting objective
- selecting the message
- choosing appropriate media vehicles

Basically, this research aims to study about advertising thought electronic and non electronic media. This study has been divided into two parts –conceptual review of advertising and review of advertising and review of previous relation studies. Television, radio, film and email and internet have been taken as the electronic media while daily newspaper, posters, hoarding, boards and traveling displays have been taken as non-electronic media. This study focuses and advertising of close-up toothpaste through Nepal television and katipo daily newspaper to find out appropriate media. Moreover, this study has tried to know effective media among electronic and non-electronic media in term of consumer's preference.

Various tools, technique and methods have been used systematically to achieve the objective of research. Percentage has been used. Dhangadhai, Municipality , Kailali has been chosen as a market segment of this study and to get the opinion of consumers , 115 respondents have been selected a sample of this research but only 100 respondent have given the responses required for this research and 100 respondent have been made two

hundreds by multiplying by 2. All the responded have been divided into three groups age group, gender group and occupation groups. Structures questionnaire method has been used to get the responses of consumer. Secondary data have been collected from Nepal lever limited, katipo publication Pvt. ltd., Nepal television. The collected data have been analyzed and interpreted by preparing tables, figures and drawing trend lines.

However , in this research , use of closeup toothpaste , sources of information used by consumers , watching listening and reading habits of consumer, electronic and non-electronic media and its coverage of required information ranked by consumer , popular media in consumers mind . Consumers behaviors when advertisement about media in consumers mind, consumers behaviors when advertisement about close up appears on not, consumers behaviors when advertisement of close-up in the katipo daily newspaper etc. have been studied and analyzed during the research works. Each and every aspect was dealt carefully and solution for each has been reached as much as possible. on the other hand , different media used by null, advertising cost ratio , sales of the company, ranking for electronic and non-electronic media , preference given for NTV and katipo daily newspaper to advertise close-up toothpaste etc. have also been studied and analyzed chronologically.

However, advertising is a component of promotion mix and it is widely used for brand recognition and acceptance, trial porches, influence at the sight of buying decision, value addition, and aid in personal selling and sales promotion, and reminding the buyers about firm and its products. Besides these things, products quality, consumerism have also been taken into consideration that is required for the survival of the company in the competitive market.

## 5.2 Finding

From the analysis and interpretation of the responses given by prospective consumers and Nepal lever limited, the following conclusion have been derived.

1. Most of the respondents use closeup for its feature of strengthening teeth along with all features i.e. for fresh breath, strong teeth and shiny white. Among the most than males. similarly, among the occupational ground, the extensive use of closeup is by teachers [table 4.1, 4.2 and 4.3]
2. Out of 200 respondent, 48.5 percent (97) respondent use advertisement as a source of the information while 19.5 percent (39) respondents get information by the family member. Similarly, friends have vital role to flow the information (i.e. 34 out of 200) (table 4.4, 4.5, and 4.6).
3. Out our 230 respondent, only 86.95 percent are in the habit of watching /listening/reading/advertisement (table 4.6).
4. Among the different electronic media like television ,radio, film, e-mail and internet, the most popular medium for promoting sales is television favored by55percent medium is radio with 28percent .The third popular medium is e-mail and intern ate with 10 percent. similarly among the non-electronic media like daily news paper, poster, hoarding boards and traveling display the most popular medium for promoting sales is daily news paper favored by 23 percent and the third popular medium is hoarding boards with 18 percent(table4.8)
5. Out of 200 respondents, only 65 percept (130) respondents agreed to get exact message about products and services by the advertisement. Television and radio have vital role to communicate exact message required by the consumer among the electronic media while daily newspaper, poster and hording board have wide coverage to communicate exact message about products and services among non-electronic media(table 4.9, 4.10).
6. This study reveals that the advertisement of closeup on NTV is effective than other media because out of 200,31 percent(62) were found curious about advertisement (table 4,11).



7. Male are more curious about advertisement than females (i.e. 33 percent out of male respondent) and out of occupational group, students are more curious about ads than other occupational group (i. e 48percent) (table 4.12, 4.13).
8. Out of total respondents,31 percent (62) used to watch advertisement and 29 percent (58) respondents watched it due to the attractive advertisement and remaining respondents do not like the advertisement (table (4,14).
9. Among200 respondents interviewed,32percent (64) used to turn off the pageant 23.5 percent (47)respondents tired to know about sales promotion, and reminding the buyers about firm and its besides these things, products quality, consumerism have also been taken into consideration that is required for the survival of in the competitive market. Advertisement when they saw the advertisement of closeup in the kantipur daily newspaper. similarly only 42 respondents were curious and 23.5 percent (47) respondents ignored who were under the age of32 are a little bit aware about the advisement while others do not care about it (table 4.17,4.18,4.19).
10. The advertisement of closeup is not so attractive and appealing in the kantipur daily newspaper because out of 200 respondents only 23.5 percent(47) respondents expressed it as attractive and 42 respondents only quite good.
11. Nepal Lever Limited has preferred newspaper, radio, television and cinema media to advertise products and services. Similarly according to table 24, advertising cost of in increasing trend but in diminishing way. Sales of closeup has been in fluctuating trend as compared to advertising cost (table 4.23,4.24,4.25)
12. NL Ltd. has given more preference to television and radio among electronic advertising media. out of non electronic advertising media daily newspaper and posters are in the top level if hierarchy. In case of television advertising, NTV and aV news Television channel has been preferred to advertise closeup toothpaste. Similarly, with respect to non electronic media (i.e. daily newspaper) Kantipur and Samacharpatra has got more preference to advertise Closeup toothpaste ( fig. no. 4.26 and 4.27)
13. Some commercials are more appreciated indicates that all media are not effective to boost up sales of the product advertised.
14. Finally, this study concludes that out of non electronic media Nepal Television and Radio Nepal have been popular among consumers. Similarly, out of non electronic

media Kantipur daily newspaper and Samacharpatra daily newspaper are popular among consumers to get the information about products and services.

### **5.3 Recommendations**

Although a lot of efforts have been made by Nepal Liver Limited to boost up its sales and constitute its image by surviving in the competitive market, it seems lagging behind some attentions. Therefore, the following recommendations have been made.

1. It is difficult process to select only one media to advertise products and services because of the various target groups of customers having different attitude towards advertising media. Advertising media should be selected according to the target customers group.
2. Advertising as such for advertising is not enough to persuade consumers, rather, it should be well organized with consumers' preferences, tastes, altitudes, price and quality of products.
3. Nepal television and radio Nepal are popular among the people due to its area coverage and easy availability. So Nepal Lever Limited has to give continuity to advertise Closeup through these to media. Basically, Nepal Television, especially in the village aria, has become popular nowadays o more emphasis should be given to NTV.
4. Consumers get the information first from advertisement and second from family member so NL Ltd. should place the advertisement in such a way that give more importance to head of family members.
5. Consumers similarly, most of the consumers also prefer poster advertising. So NL Ltd. Has to publish advertising of Closeup on daily newspaper and poster. It means more emphasize should be given both on daily newspaper and poster advertising.
6. As all consumers do not understand the exact information in the advertisement about products, advertisement should be made understand able, easy and quick.

7. Basically, advertisement of Closeup through Nepal television is satisfactory. So company should maintain it for long time and it should be made in accordance and with consumer preference. But the advertisement of Closeup through Kantipur daily newspaper is not satisfactory so the company should consider for making good advertisement in Kantipur daily newspaper because Kantipur daily newspaper is also popular among the people. Now, it has become as a good cup of tea.
8. Sales of the company (NL Ltd) are fluctuating as compared to advertisement cost. Nevertheless, the company should consider other factors such as product price, quality and other marketing strategies to excel the sales winning the competitive business game.

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## APPENDICES

### APPENDIX-I

#### $\chi^2$ Test for Sources under for Information

$H_0$  : There is no significant difference between the views expressed by the respondents relating to the source used for information.

$H_1$  : There is significant different between the views expressed by the respondents relating to the source used for information.

Sources of Information	O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Friends	34	50	-16	256	5.12
Family Member	39	50	-11	121	2.42
Advertisement	97	50	47	2209	44.18
Salesman	30	50	-20	400	8.00
Total	200				$=\sum(O-E)^2/E=59.72$

Where,

O Means Observed frequencies

E Mean expected frequencies

$\chi^2 = \sum(O-E)^2/E=59.72$

Here,

Degree of freedom (d)  $(n-1)=(4-1)=3$

Generally level of significance is 5%

The tabulated value of  $\chi^2$  for 3 d.f. at 5% level of significance is 7.81.

#### $\chi^2$ Test for Sources under for Information

$H_0$  : There is no significant difference between the views expressed by Consumers to used different electronic media.

$H_1$  : There is significant different between the views expressed by Consumers to used different

## APPENDIX-II

### $X^2$ Test for Electronic Media Choice

Sources of Information	O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Television	110	50	60	3600	72.00
Radio	56	50	6	36	0.72
Film	14	50	-36	1296	25.96
E-mail/Internet	20	50	-30	900	18.00
Total	200				$=\sum(O-E)^2/E=116.64$

$$X^2 = \sum(O-E)^2/E = 116.64$$

Here,

Degree of freedom (d.f.)  $(n-1) = (4-1) = 3$

The tabulated value of  $X^2$  for 3 d.f. at 5% level of significance is 7.81.



### APPENDIX-III

#### $\chi^2$ Test for Non-Electronic Media Choice

$H_0$  : There is no significant difference between the views expressed by Consumers to used different non-electronic media.

$H_1$  : There is significant different between the views expressed by Consumers to used different non electronic media.

Sources of Information	O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Daily Newspaper	106	50	56	3136	62.72
Poster	46	50	-4	16	0.32
Hoarding Board	36	50	-14	196	3.92
Travelling display	12	50	-38	144	28.88
Total	200				$=\sum(O-E)^2/E=95.84$

$$\chi^2 = \sum(O-E)^2/E = 95.84$$

Here,

Degree of freedom (d.f.)  $(n-1) = (4-1) = 3$

The tabulated value of  $\chi^2$  for 3 d.f. at 5% level of significance is 7.81.

## APPENDIX-IV

### $\chi^2$ Test for Electronic Media as the Information Source for Consumer

$H_0$  : There is no significant difference between the views expressed towards Electronic Media as the Information Source for Consumer.

$H_1$  : There is significant different between the views expressed towards Electronic Media as the Information Source for Consumer.

Sources of Information	O	E	$(O-E)^2$	$(O-E)^2/E$
Television	92	50	1764	35.28
Radio	66	50	256	5.12
Film	24	50	676	13.52
E-mail/Internet	18	50	1024	20.48
Total	200			$=\sum(O-E)^2/E=74.4$

$$\chi^2 = \sum(O-E)^2/E=74.4$$

Here,

Degree of freedom (d.f.)  $(n-1)=(4-1)=3$

The tabulated value of  $\chi^2$  for 3 d.f. at 5% level of significance is 7.81.

## APPENDIX-V

### $\chi^2$ Test for Non-Electronic Media as the Information Source for Consumer

$H_0$  : There is no significant difference between the views expressed towards Non-Electronic Media regarding the source of information.

$H_1$  : There is significant different between the views expressed towards Non-Electronic Media regarding the source of information.

Sources of Information	O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Daily Newspaper	54	50	16	0.32
Poster	56	50	36	0.72
Hoarding Board	54	50	16	0.34
Travelling display	36	50	196	3.92
Total	200			$=\sum[(O-E)^2/E]=5.28$

$$\chi^2 = \sum[(O-E)^2/E]=5.28$$

Here,

Degree of freedom (d.f.)  $(n-1)=(4-1)=3$

The tabulated value of  $\chi^2$  for 3 d.f. at 5% level of significance is 7.81.

## APPENDIX-VI

### **X<sup>2</sup> Test for Consumer Behaviour When Advertisement About Closeup Appears on NTV**

H<sub>0</sub> : There is no significant difference between Consumer Behaviour When Advertisement About Closeup Appears on NTV.

H<sub>1</sub> : There is significant different between Consumer Behaviour When Advertisement About Closeup Appears on NTV.

Sources of Information	O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Switch of the TV try to know what it wants to say	31	50	361	7.22
Curious about ads.	56	50	64	1.28
Just watch to advertisements	62	50	144	2.88
	49	50	1	0.2
<b>Total</b>	<b>200</b>			<b>=<math>\sum[(O-E)^2/E]=11.4</math></b>

$$X^2 = \sum[(O-E)^2/E] = 11.4$$

Here,

Degree of freedom (d.f.) (n-1)=(4-1)=3

The tabulated value of X<sup>2</sup> for 3 d.f. at 5% level of significance is 7.81.

## APPENDIX-VII

### **X<sup>2</sup> Test for Consumer Behaviour When Advertisement of Closeup of See Kantipur Dail Newspaper**

H<sub>0</sub> : There is no significant difference between the Consumer Behaviour When Advertisement of Closeup of See Kantipur Dail Newspaper .

H<sub>1</sub> : There is significant different between the Consumer Behaviour When Advertisement of Closeup of See Kantipur Dail Newspaper .

Sources of Information	O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Ignare to advertisement	47	50	9	0.18
Turn off the page	64	50	196	3.92
Try to know what it wants to say	47	50	9	0.18
Curious about advertisement	42	50	64	1.28
Total	200			= $\sum[(O-E)^2/E]=5.56$

$$X^2 = \sum[(O-E)^2/E]=5.56$$

Here,

Degree of freedom (d.f.) (n-1)=(4-1)=3

The tabulated value of X<sup>2</sup> for 3 d.f. at 5% level of significance is 7.81.

## APPENDIX-VIII

### $X^2$ Test for Relationship Between Advertisement Cost and Sales of the Company

$H_0$  : There is no significant difference between advertisement cost and sales revenue.

$H_1$  : There is significant relationship between advertising cost and sales revenue.

Let  $X$  = Sales Promotion Expenses

$Y$  = sales

#### Calculation of Regression Equation

(Rs. '00000)

X	Y	XY	$X^2$	$Y^2$
36	241	8676	1296	58081
65	435	28275	4225	189225
90	601	54090	5100	361201
115	765	87975	13225	585225
140	877	115764	17424	759129
	933	130620	19600	870489
$\sum x = 578$	$\sum y = 3852$	$\sum xy = 425400$	$\sum x^2 = 63870$	$\sum y^2 = 2833350$

Required equation is  $y - \bar{y} = byx (x - \bar{x})$

Calculating mean of y series

$$\bar{y} = \frac{\sum y}{N} = \frac{3852}{6} = 642$$

calculating mean of x series

$$\bar{x} = \frac{\sum x}{N} = \frac{578}{6} = 96.33$$

Calculating regression coefficient byx

$$byx = \frac{\sum xy}{\sum x^2} = \frac{425400}{63870} = 6.66$$

Now substituting the value in the equation:

$$y - \bar{y} = byx (x - \bar{x})$$

$$\text{or, } y - 642 = 6.66 (x - 96.33)$$

$$\text{or, } y - 642 = 6.66 \times -641.56$$

$$\text{or, } y - 6.66 \times -641.56 + 642$$

$$\therefore y - 6.66 \times -641.56 + 642$$

$$\text{Thus, when } x = 37$$

$$\begin{aligned} y &= 6.66(37) + 0.44 \\ &= 246.42 + 0.44 \\ &= 246.86 \end{aligned}$$

And when,

$$\begin{aligned} x &= 47 \\ y &= 66.6(47) + 0.44 \\ &= 313.02 + 0.44 \\ &= 313.46 \end{aligned}$$

Hence, the sales would increase when advertising cost will be increased in this calculation

$$\text{When advertising cost} = 37$$

$$\text{Sales} = 246.86$$

$$\text{When advertisement} = 47$$

$$\text{Then, sales} = 313.46$$

$$\text{(i.e. } 313.46 > 246.86)$$

## APPENDIX- IX

### Contracted Persons

<b>S.No.</b>	<b>Name</b>	<b>Organization</b>	<b>Post</b>
1.	Mohan Budhaair	Kantipur Publication	Reporter
2.	Nirajan Basnet	NL Ltd.	Regional Supervisor
3.	Jagat Saud	Radio Nepal	Reporter
4.	Bharat Shah	Nepal Television	Reporter
5.	Mr. Padam Kant Joshi	Kailali Multiple Campus	Marketing Lecturer
6.	Ms. Bima Shrestha	Kailali Multiple Campus	Liberian (KMC)



## APPENDIX – X

### Programme Schedules of NTV

- Religion/Culture
- NTV News: Credibility is the key
- Public awareness rising
- Current events/Issues/discussions/Talk shows
- Economic/Business Activity
- Musical/ Entrainment
- Spots
- Film/ Tele-Film/Tele-serial
- Fashion/Beauty Segment
- Children Program/ Cartoon

#### NTV's Rate Category Programs

1	Special Program	In between Comedy Serial & Hindi Nepali feature film
2	Super Prime Time	In between 8:00 PM Nepali News.
3.	Prime Time	Before 8:00PM News, before comedy serial, before other program as specified, In between live programs.
4.	Fixed Time	In between 6:00 PM, 10:00 PM News, Saturday 2:00 PM News, before live tele casre, before programs during 7.30-10:00PM except specified other way.
5.	Ordinary Time	In between 7:00 AM, 9:00AM, 11:00 AM, 10:00 PM News, before Saturday 2:00PM News and before programs during 5:00-7:00PM.
6.	Day Time	Before 7:00 AM, 9:AM, 2:PM News and before programs during 9:00 AM to 5:00 PM except Saturday.

\*Greeting on the occasion of Democracy day, Republic day, New year and NTV Anniversary for two slots. NRs . 2400

\*Other Greeting two slots NRs. 3600

**Advertisement tariffs for domestic products hundred percent additional will be charged for foreign products.**

Special Programme		Super Prime Time	
Spot (sect.)	Rate (NRs)	Spot (sect.)	Rate (NRs)
10	7350.00	10	6210.00
15	8990.00	15	7590.00
20	10620.00	20	8970.00
25	12530.00	25	10580.00
30	14440.00	30	12190.00
35	16350.00	35	13800.00
40	18530.00	40	15640.00
45	20710.00	45	17480.00
50	23160.00	50	19550.00
55	25600.00	55	21620.00
60	27250.00	60	23000.00

Prime Time		Fixed Time	
Spot (sect.)	Rate (NRs)	Spot (sect.)	Rate (NRs)
10	4860.00	10	3240.00
15	5940.00	15	3960.00
20	7020.00	20	4680.00
25	8280.00	25	5520.00
30	9540.00	30	6360.00
35	10800.00	35	7200.00
40	12240.00	40	8160.00
45	13680.00	45	9120.00
50	15300.00	50	10200.00
55	16920.00	55	11280.00
60	18000.00	60	12000.00
Live Notice up to 20 wards 3800.00 Extra per word 198.00		Live Notice up to 20 wards 2600 Extra per word 113.00	

Ordinary Time		Day Time	
Spot (sect.)	Rate (NRs)	Spot (sect.)	Rate (NRs)
10	2160.00	10	1080.00
15	2640.00	15	1320.00
20	3120.00	20	1560.00
25	3680.00	25	1840.00
30	4240.00	30	2120.00
35	4800.00	35	2400.00
40	5440.00	40	2720.00
45	6080.00	45	3040.00
50	6800.00	50	3400.00
55	7520.00	55	3760.00

60	8000.00	60	4000.00
Live Notice up to 20 wards 1900.00 Extra per word 96.00		Live Notice up to 20 wards 900 Extra per word 43.00	

### Rate for Technical Services

#### 1. Live Transmission Rate for Domestic Clients

<b>Bio Ob Van</b>		
Time Slot	First Hour	Additional 30 min
10:00 AM to 4:00 PM	NRs. 60000.00	NRs. 15000.00
4:00 AM to 5:30 PM	NRs. 80000.00	NRs. 55000.00
5:30 AM to 7:30 PM	NRs. 110000.00	NRs. 30000.00
After 7:30 PM	NRs. 130000.00	NRs. 40000.00
<b>Small OB Van</b>		
Time Slot	First Hour	Additional 30 min
10:00 AM to 4:00 PM	NRs. 35000.00	NRs. 15000.00
4:00 AM to 5:30 PM	NRs. 45000.00	NRs. 25000.00
5:30 AM to 7:30 PM	NRs. 70000.00	NRs. 30000.00
After 7:30 PM	NRs. 80000.00	NRs. 40000.00
* Saturday 25% additional on above rates.		
* Fifty percent extra will be charged to foreign clients.		

#### 2. Rate for Recording (One Shift is four Hour)

	Rate Per Shift	Additional Hours
Small OB Van	NRs. 30000.00	NRs. 10000.00
Big OB Van	NRs. 60000.00	NRs. 15000.00

#### 3. Satellite Feed Service Charge

	Rate in US \$
For initial 10 minutes	300.00
For additional 10 minutes	200.00
For long feed (more than 30 min) Addition 10 minutes block	100.00

#### 4. Microwave Link

	Rate in US \$
For initial 10 minutes Block	200.00
For additional 10 minutes Block	100.00
(more than 30 min) Addition 10 minutes block	500.00

**5. Microwave Link**

<b>Time Slot</b>	<b>Rate/ Minute</b>	<b>Time Slot</b>
Prime Time	NRs. 1500.00	9:30-9:30 PM
Fixed Time	NRs. 1000.00	6:00 - 7:30 PM and 9:30-10:00PM
Ordinary Time	NRs. 700.00	5:00-6:00 PM and 10:15-11:00PM
Day Time	NRs. 500.00	9:00 AM- 5:00 PM

**6. Transfer Charge (Without Visual)**

One format to another format	NRs. 100.00
------------------------------	-------------

**7. Visual Transfer**

Visual Change	Per Minute NRs.
Ordinary /Non commercial	150.00
Ordinary/Commercial	2000.00
Special/Visual Commercial Use	5000.00
For Expatriate (Foreign Clients)	Per Minutes US\$
Ordinary Visual Commercial Use	100.00
Special Visual Commercial Use	200.00
News Visual	50.00

**8. Rate for Studio and other Service**

Beta Cam camera per shift (four hrs)	NRs. 6000.00
Per light per shift (four hrs)	NRs. 150000.00
Beta can editing per hour	NRs. 150000.00

**9. Studio (Programme) Rate for one Hour**

Simple Recording	NRs. 2000.00
------------------	--------------

Visual Mixing	NRs. 3000.00
Special Effects	NRs. 4000.00

10. Studio (Transmission) Rate for one Hour

Simple Recording	NRs. 3000.00
Special Effects	NRs. 6000.00

**APPENDIX-XI**

**Tariff in Nepal Currency Exclusive of Vat 13% Kantipur  
(Nepal National Daily)**

**Black and White**

1. All Classifications (Display, Public Notice tenders etc.)  
Rs. 250/-per col. Cm.
2. Classifieds (up to 30 wards) :  
On Mon/Wed/Thurs/Sat Rs. 7/- per word
3. Display Classification (Size 1 col X 5 cms) Rs. 725/-  
Ear panel per insertion (size : 2 cols X 5 cms) Rs. 5000/-

**Frequency Discounts:**

- i. For 5 insertions of the same adv. Within a month 10%
- ii. More than 5 insertions of the same adv. Within a month 5%

**Colour :**

1. Multi Colour Rs. 450/- per col.cm.
2. Spot colour Rs. 350/-per col.cm.  
Ear panel per insertion (size: 2 cols X 5 cms.) Rs.7000/-

**Frequency Discount :**

- I.For 2 insertions of the same adv. within a month 5%
- II.More than 2 to up 5 insertions of the same advertisement within month 10%
- III.More than 5 insertions of the same adv. within a month 15%

### **Special Position Rates**

Front page (3x20, 4x25, or (4x26)(8x5))	100% extra
Back page :	50% extra
Strip at botton of any page (8 col x 5 cms)	25% extra
For fixed position (certain position only)	25% extra
For fixed page	25% extra
For sponsored advertisement (subject to confirmation)	100% extra
* Extra premium for special position will be charge , as per black and white rate	
Cancellation charge : within 24 hour	25%
Urgent Charge : 24 hour of less	25%
Full page rebate	10%

### **Koseli (Saturday Supplement)**

All rate as per Kantipur black and white, colour and Spot colour rate

### **Kopila (Saturday Supplement)**

Advertisement is Kopela shall be in colour & spot colour only and rate will be as per Kantipur's special position rate for Kopila

Front page : (5 cols. x 4 cms.3col x 5 cms)	50% extra
Back page :	25% extra
Strip at botton of any page (5 cols x 5 cms_	25% extra
For fixed page :	25% extra
For fixed position (Certain position only)	25% extra
* For sponsored advertisement (subject to confirmation )	100% extra

### **Frequency Discount for Koseli and Kopila :**

- i. For 2 insertions of the same adv. within a month 5% extra
- ii. More than 2 up to 5 insertions of the same adv. within a month 10% extra
1. More than 5 insertions of the adv. within 2 month (Kantipur Publication , Rate Card, 2058) 15% extra

## APPENDIX-XII

### Calculation of Correlation between Sales and Advertising Cost of Closeup Toothpaste

		Sales (Rs) (in00000)	Advertisement Cost (Rs) ) (in00000)
Sales (Rs)	Pearson Correlation	1.00	.285
	Sig. (2-tailed)	.	.584
	N	6	6
Advertisement Cost (Rs)	Pearson Correlation	.258	1.000
	Sig. (2-tailed)	.584	.
	N	6	6





- |                           |                           |
|---------------------------|---------------------------|
| a) Television [ ]         | a) daily newspaper [ ]    |
| b) Radio [ ]              | b) Poster [ ]             |
| c) Film [ ]               | c) Hoarding boards [ ]    |
| d) Email and internet [ ] | d) Travelling display [ ] |
| e) Any other.....         | e) Any other.....         |

4. Do you think most of the advertisements you watch, listen and read communicate the exact message that you need?

- |            |           |
|------------|-----------|
| a) Yes [ ] | b) No [ ] |
|------------|-----------|

If yes of them cover maximum required information? Please rank the media according to your preference (1 for most preferred 2 for second and so on)

- | Electronic media                 | Non- electronic media     |
|----------------------------------|---------------------------|
| a) Television [ ]                | a) Daily newspaper [ ]    |
| b) Radio [ ]                     | b) poster [ ]             |
| c) Film [ ]                      | c) Hoarding boards [ ]    |
| d) Direct email and internet [ ] | d) Travelling display [ ] |
| e) Any other.....                | e) Any other.....         |

**5. If you watch NTV and advertisement appear about close-up, what do you do?**

- a) Switch off the television [ ]
- b) Try to know what it want to say [ ]
- c) Curious about advertisement [ ]
- d) Just watch to advertisement [ ]
- e) Any other.....

Please, mention your reasons of such behavior.

- |                   |                   |
|-------------------|-------------------|
| a)Quit good [ ]   | b) Attractive [ ] |
| c) So So [ ]      | c) Boring [ ]     |
| e) Any other..... |                   |



Dear sir/ Madam

I am a student of Kailali Multiple Campus, Dhangadhi. I am writing a thesis entitled, "Advertising through electronic media and non-electronic media, its impact on consumer buying behaviour." I have taken your company's product close-up as a sample so it is sure that my research work will not be completed without your kind co-operation. I would like to assure you that information obtained from your company will be used only for academic purpose in this thesis.

I, Therefore request you to answer the following question and tick ( ) where necessary.

1. What are the media used by the company to advertise close -up toothpaste?

.....  
.....  
.....

2. How do you allocate advertising cost?

- a) On the basis of sales ratio
- b) On the basis of yearly lumpsum amount
- c) On the basis of production ratio
- d) On the basis of percentage of profit
- e) Any other.....

3. Please specify price change of close-up that occurred during the last ten years.

<u>Base year(1992)</u>	<u>Weight</u>	<u>Price</u>
Price change year.....	.....	.....
Price change year.....	.....	.....
Price change year.....	.....	.....

4. Please mention the causes of such changes.

.....  
.....  
.....  
.....  
.....

5. Did you any reaction from consumer when price were changed?

- a) Yes b)No

If yes what are their reaction?

.....  
.....  
.....

6. Kindly, help with sales data for recent six years.

<u>Years</u>	<u>Amounts(in Rs)</u>	<u>Years</u>	<u>Amounts(in RS)</u>
1996	.....	1999	.....
1997	.....	2000	.....
1998	.....	2001	.....

7. Specially, which media do you choose top excel the sales of close-up toothpaset? Please rank(1 for most 2 for second and so on)

- | <u>Electronic media</u> |     | <u>Non- electronic media</u> |     |
|-------------------------|-----|------------------------------|-----|
| a) Television           | [ ] | a) Daily newspaper           | [ ] |
| b) Radio                | [ ] | b) poster                    | [ ] |
| c) Film                 | [ ] | c) Hoarding boards           | [ ] |

8. With respect to television, Which TV Channel do you mostly use and why?

<u>TV Channel</u>	<u>Reason</u>
.....	.....

.....

9. If you advertise closeup through Nepal TV how much amount do you spent within a year?

.....  
.....

10. What weightage do you give to the following daily newspaper for advertising purpose?

Please rank according to your preference (1 to most 2 for second and so on).

- a) Kantipur Daily Newspaper [ ]
- b) b) Gorkhapatra News Paper [ ]
- c) Rising Nepal Daily News Paper [ ]
- d) Samachar Patra Daily Newspaper [ ]
- e) Any Other.....

If you advertise closeup toothpaste by using Kantipur daily News paper, How much amount do you spend within a year?

.....  
.....  
.....

Thanks