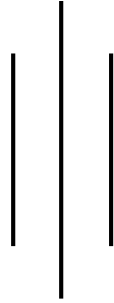


ADVERTISING'S ROLE ON SHAPING CONSUMER OPINION WITH  
REFERENCE TO TELEVISION & RADIO



A Thesis Submitted by:

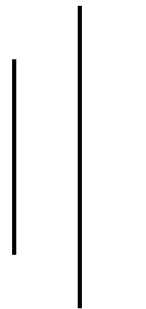
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Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

In the partial fulfillment of the requirement for the degree of

Master of Business Studies (M.B.S)

Birgunj, Nepal

June, 2009

RECOMMENDATION

This is to certify that the thesis

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ADVERTISING'S ROLE ON SHAPING CONSUMER OPINION WITH  
REFERENCE TO TELEVISION & RADIO

Has been prepared as approved by this Department in the prescribed  
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And found that thesis to be original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfilment of the requirement of Master's Degree in Business Studies (M.B.S.).

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## DECLARATION

I here by declare that the thesis entitled "Advertising's Role on Shaping Consumer's Opinion in Reference to Television and Radio" submitted to Research Department of Faculty of Management in Hari Khetan Multiple Campus, Birgunj, Tribhuvan University, is my original work done in the form of partial fulfilment of the requirement for the Master's Degree in Business Studies (M.B.S.) under the supervision of Dr. Alok Dutta of Hari Khetan Multiple Campus, Birgunj.

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Birgunj, Parsa

June 2009

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Constructive criticisms and suggestions for making improvement in the research are most welcome.

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.....  
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## LIST OF ABBREVIATION

NTV	=	Nepal Television
B.S.	=	Bikram Sambat
TV	=	Television
USA	=	United States of America
NAC	=	Nepal Airlines Corporation
AAAN	=	Advertising Agencies Association
BBC	=	British Board Casting
VAT	=	Value Added Tax
MHZ	=	Megahertz
FM	=	Frequency Modulation
SEC	=	Second
AD	=	Anon Domino
AIBD	=	Asia Pacific Institute for broad Cast Development
SCL	=	School Living Certificate
PM	=	Post Meridian
CBS	=	Central Bream of Statistics
D.F.	=	Degree of Freedom
$H_0$	=	Null Hypothesis
$H_1$	=	Alternative Hypothesis
TU	=	Tribhuvan University
IBACPA	=	Institute of Business administration Commerce and Public Administration

# *Chapter 1*

## *INTRODUCTION*

# Introduction

## 1.1 Background

In modern competitive business age, promotion has become as the backbone of the Business Organization. Promotion means Advertising of the products, ideas and services. In simple meaning Advertising means public announcement about the specific products of services of the business houses through a medium having public access. The medium of the announcement may be Print (like News papers, Banners, Hoarding boards, Booklets, Wall paintings, Posters, Sky writings, Traveling Displays, Sales letters and others), be Electronic access (like Television, Radio, Video, Film, F.M., Internet Websites, Window Display Mobiles ) or another medium like (Counter Displays, Salesmanship, Package Inserts) etc.

The advertisements are carried out in media at fixed rates or negotiated with the media. Since cost is involved in businesses organization uses it as one sided persuasive communication to convince the potential buyers to purchase the products. Advertising is the most visible marketing tools which seek to transmit an effective message from the marketer to a group of individuals. The marketer pays for sponsoring the advertising activity. Advertising aims at drawing attention to a product or service. It seeks to create awareness about the product or service. Advertisements pass information about the product or service in such a way that interest is created in the mind of the prospective customer about the product or services.

The American Marketing Association defines Advertising as "Any paid form of non-personal presentation of ideas of goods and services

by an identified sponsor.”<sup>1</sup> Just sending out an Advertising message does not mean communication with audience. The audience must see the Advertisement, pay some attention to it and try to understand and comprehend what it wants to say. Therefore the advertiser must know the intricacies of media. It can carry the message successfully & economically to the target audience.

Advertising, as we understand it today, was not used until about 200 years ago. The form of advertising for the transmission of information dates back to ancient Greece and Rome. Criers and signs were used to carry information for advertising goods and services well before the development of printing. Even during the middle ages, Advertising signs were very extensively used. These signs generally consisted of illustrations of symbols of the products advertised. The upsurge in advertising came after the development of printing. When printing techniques were perfected, and as this industry developed, the signs were replaced by written words or messages.

During the 17<sup>th</sup> century, when newspapers started appearing in various parts of the world, newspaper advertising began to develop. This was an imported phase in the history of advertising. During this century, newspapers appeared throughout Europe; and advertisements in them were very different from those by illustrations and signs at the locations of mercantile establishments. The invention of printing revolutionized the advertising; but newspapers gave not the necessary medium for its very rapid growth. The first newspapers had a large number of ads. At the end

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<sup>1</sup> Koirala, Kundan Dutta, Ed. 2057 (B.S.) Page no. Marketing Management, M.K. Publishers & Distributors, Kathmandu.



of the 17<sup>th</sup> century, a great number of commercial newspapers were published in England and elsewhere. Earlier ads in the newspapers were for books, marriages offers, new beverages and ads for travel. Soon, advertising became the main source of revenue for newspaper, and space-selling came into existence. Around 1840, several people were selling space in newspapers in New York. Philadelphia and other metropolitan centers were those cities where newspapers were brought out on a regular basis. Space-brokers, who later on developed into ad agencies, came into existence in all these centers.

However, most early newspaper advertisements were in the form of announcements. Those early advertisers were mostly importers of products that were new to England. For example, the first ad offering coffee was made in a newspaper in England in 1652. Chocolates and tea was first introduced through newspaper ads in 1657 and 1658, respectively in England. This advertising was primarily "pioneering advertising" in its nature. Competitive advertising came much later in the 18<sup>th</sup> century in England, when various ads attempted to convince the reader about the advertised product's superiority over other similar products. Printed advertising in newspapers and magazines was in general use towards the middle of the 18<sup>th</sup> century in England and America.

In 19<sup>th</sup> century advertising marked a great expansion. In 1892, the first advertising agency sprang up in London (Reynell and Sons). In 1841, in the USA the first advertising agency was started (Founded by Volney Palmer). In 1871, Bates set up the first advertising agency in the US which offered 'creative services'. More such agencies came in the USA. In 1875, the first modern advertising agency was set up in Philadelphia (N.W. Ayer & Son). In 1882, P&G in the US released first national advertisement for its ivory soap. They offered not only

space-selling but many other services to clients. Towards the end of the 19<sup>th</sup> century, creative advertisement developed. Painting came to be used in advertising (1887). In 1888, the first advertising journey Printer's Ink Was Launched in the US. In 1893, Coca Cola registered its trademark.

Advertising is the most important tool of informing, convincing, influencing and persuading to the targeted segment and plays significant role on brand choice of consumer products. People generally buy a product only after knowing about it. That is why advertising plays a vital role in marketing especially in purchasing and providing information to a large number of scattered masses in different regions of the country. Advertising as a tool of mass selling is an indispensable medium which can bring the message to millions of people at the same.

Due to effectiveness of the Advertising on changing the opinion of the people, today business organization as well as non business social organization, political organization and governmental organization are using the Advertising tool widely to promote there Product, Services or Ideas to the people.

In present business world the word Advertising is a very common term known to us. It figures in each of our lives everyday. We see it on Television, on Radio, in newspapers, in the sky, in the road, in magazines, on the vehicles, on the walls and others. Advertising has become a part of our daily life too. There fore every business houses are using Adverting to change the opinion of the public towards there products ore services. For these reasons the importance of advertising is increasing day by day for the

organizations to make people aware about their products and services.

In context of Nepal, the history of media advertising is not too long but advertising has been using as a tool of promotion from a long time. There is a saying in Nepali called "Bolneko pitho bikchha nabolneko chamal pani bikdain" reveals that advertising has been using in our society from a long period of time as a tool of business promotion and others. The proverb means that even a superior product can not be sold if the marketer fails to advertise about it. Certainly other forms of communications did advertising in those days. News spread by rumors government used public announcers to communicate information's and orders. Even in the late Rans's period, public announcers went through the streets announcing the opening and closure of gambling periods during the Laxmi Puja and other occasions. Such announcements were known's as "Jhali"and announcing "Jhali Pitne".

In our county Nepal the history of Television and Radio advertising is not too long. In Nepal Radio advertising was started with establishment of Radio Nepal in 2007 B.S. For the first time radio broadcast was made from the premises of the Raghupati Jute Mill, Biratnagar on 41 meter band on 2007, Chaitra 20 (B.S.). After that a broadcasting station was established in Singh Durbar School Ghar under the name of Nepal Radio. One and half hour daily programme of Hindi record songs, folk songs and advertisements was broadcasting from the foundation during afternoon transmit ion.

Another and most popular electronic advertisement media called "Television" was first commenced in 2041 in our country Nepal

after establishment of Nepal Television. "This currently covers about 65% population and 45% of land area."<sup>2</sup>

## 1.2 Objectives of the Study

The objective of the study is to analyze the role of Advertising through TV and Radio on consumer and to examine either the advertisement is able to change the opening of the customer's towards the product or services or not. The main objective of the study is listed below:

- A) To analyze the role of the advertisement through TV and Radio.
- B) To examine the change on behavior of consumer from the effect of Advertisement.
- C) To identify the present situation of electronic media like TV and Radio.
- D) Analyzing relationship between Advertisement and consumer.
- E) To know the preference of media by consumers.
- F) To examine how the different group of people perceive and react the Advertisement of Radio and TV.
- G) To make suitable suggestions & recommendations to the advertiser and the related persons.

## 1.3 Statement of the Problem

The problem of Advertisement in Nepal in relation to policies of industrial and business house of Nepal and the policy of the government is of prime importance. The market potential of Nepal is

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<sup>2</sup> Source: [www.explorenepal.com/ntv](http://www.explorenepal.com/ntv)

very poor due to the low per capita income, lack of infrastructure like transportation and an equal distribution of resources and income.

It is necessary to find out the effect of the advertisement on shaping consumer's opinion towards the specified goods or services. The effectiveness of the Advertisement directly effects on the Sales of the business houses, in other words the more effective the advertisement the more selling takes place. Furthermore the effect of advertisement differs from the types of consumer. The advertiser must take in mind the interest of the consumer towards the advertisement.. All thing should be taken in account to increase the interest of consumer towards Advertisement. As the TV and Radio is must effective type of media, TV should have good information about the effect of advertisement so that more interesting types of can be produced to attract its audiences.

In our country Nepal, advertisers are not aware about the effect of the Advertising on the customers. Advertiser are advertising there product without considering the consumer behavior. They do not consider about the consumer's deceive, regarding advertising and effect of advertising on buying behavior of the consumers. For that reasons advertisement fails to increase the goodwill of products among customers.

Advertising being quite a new venture in Nepal lacks any mechanism for establishing relationship between advertisement and market performance of the product. The present study focuses to analyses the present situation of TV and Radio advertisement in Nepal and it's role on changing consumers attitude towards the products as well as there comments and suggestion towards advertisement of TV and Radio media to enhance it's effectiveness in

future to advertising. As per above statements we can conclude the statements of the problems in the following points:

1. Government policy towards Television and Radio advertisements.
2. Advertisement policy of Industrial and Business houses of Nepal.
3. Performance advertisement in changing consumer's opinions with special reference to Television and Radio advertising.
4. Establishment of relationship between Television and Radio advertisement and market performance of the product or services.
5. Steps required improving the present state.

## 1.4 Research Hypothesis

The research hypothesis of this project shall be tested as:

### Null Hypothesis:

There is no significant impact of advertisement by TV and Radio on shaping consumer's opinion. ( $H_0$ )

### Alternative Hypothesis:

There is significant difference between impact of advertisement through Radio and TV on shaping consumer's opinion. ( $H_1$ )

### Presentation:

The test static shall be computed to various variables, calculation made and presented in tabular and graphic form and recommendation shall be drawn accordingly.

## 1.5 Significance of the Study

Advertising a medium through which the consumer gets all the information's about the specific goods or services. Present world it has really become a part of life. It help to collect information and knowledge needed to make pleasant for this different media like indoors, outdoors, direct and display. Advertisement is considered as the life blood of business.....it is a fact. However it will remain life blood only till it is observed and considered by the potential consumers. So it is necessary to locate advertisement in a manner that attracts consumer's attention towards the product or services. Among the different media available the marketing should have select on basis of merit of vision, sound, motion, selective and flexible.

Therefore this study will focus on these factors and analyze the role of advertisement through TV and Radios on changing consumer's behavior for the specified goods. This study will to the marketing manager to improve upon their advertising policy. As advertisement involves cost and every cost should bear ample return, in the interest of business enterprise to study the factors hindering its development and way to develop it. This study should also try to find out the change in consumer's behavior from the advertisement of TV and Radio and their opinion on the advertisement.

## 1.6 Limitations of the Study

It is a truth that no study is from its own limitations. Accordingly this study also has some of its limitations. The prime limitation of this research is that it is being conducted to partially

fulfill the requirement of M.B.S. course of Tribhuvan University. The main limitations of the study are presented below:

A. Scope of the Study

This is based on TV and Radio advertising in Nepal and basically of the Birgunj city as the study has been completed in the context of Birgunj city.

B. Time Period

The study covers the time period of two years from fiscal year 2063/2064 to 2064/2065.

C. Financial & time Constraints

The study is fully based on the student's financial resources and it is to be conducted and submitted with in a time constraint. Further, the study is not a final study on the subject.

D. Sample size

Due to time & resource constraints, Only around one hundred respondents are selected using sampling technique.

E. Limited Area

This study is based of the information of Birgunj Area because of lack of time and other aspects.

F. Data Collection Sources

This is study is based on Secondary data sources like Books, Journals, Newspapers, information's from related organizations, websites and thesis submitted by different students on related matters to the Faculty of Management in TU, as well as some primary data from the respondent of Birgunj city. Due to the time constraint the mainly the secondary data are focused in the study.



## 1.7. Organization of the Thesis

The thesis shall be organized in five chapters, which are mentioned below:

Chapter 1:	Introduction
Chapter 2:	Review of Literature
Chapter 3:	Research Methodology
Chapter 4:	Presentation and Analysis of Data
Chapter 5:	Summary, Findings and

The first chapter shall be introduction comprising of the Statement of the Problem, Objective of the Study, Need and Significance of the Study and Limitations of the Study. The second chapter shall highlight the Review of Literature while the third chapter shall consist of Research Methodology. In the fourth chapter the data shall be presented in the appropriate tables followed by analysis and chapter five will concentrate on summarizing the research and making findings along with recommendation to improve the state affairs. The last presentation shall be Bibliography bringing an end to the work.

# Chapter 2

## REVIEW OF LITERATURE

## REVIEW OF LITERATURE

This is the chapter of literature review which deals with the literature of previous studies of the use of Electronic Media in Advertising. It covers studies research work, published articles conducted with electronic media Advertising and Television. This chapter provides some conceptual approaches of advertising and review of related topics. This chapter provides different information about advertisements from various articles, books, dissertation, websites etc.

### 2.1 Need and Evolution of Advertising

Advertising is the communication link between the seller and the buyer or the consumer. It does not simply provide information about products and services but it an active attempt at influencing people to do a particular work by an overt appeal to reason or emotion. In this way, advertising is not solely related to impart information to the buyer but it influences and persuades people to do a work or to abide by a belief. But there is another view point as well that is the marketing for the purpose of promotion of business, the business enterprises use advertising to influence customers or buyers to buy a particular product, services or an idea. They use it because it facilitates the communication process.

Any business organization has it marketing objectives and marketing plan to achieve them. Any organization also identifies the segments of the market it intents to serve. In order to achieve the goal of marketing, the marketing department uses several marketing tools. In course of marketing process for variable are identified they are product, place, price and promotion.

The right product should be developed and offered through a distribution network suitable to the organization and the target market segments. The product should be offered with a suitable promotion strategy. Under promotion, the marketer provides face to face communication with individual or small group as well as mass communication with a large audience by way of advertising. In this, it can be said that the advertising is a part of the marketing mix under the major variable of promotion.

Different organizations handle advertising in different ways. In small companies, advertising is handle by someone in the sales or marketing department, who works with an advertising agency. A large company will often set up its own department, whose manager reports to the vice president of marketing. Most companies use an outside agency to help create advertising companies and to select purchase media. Global companies use a large number of advertising. Companies like IBM and Hewlett Parked use only a few agencies or even one that can supply global advertising public relation, sales promotion, and web consulting.

In the preface of the first edition of "Advertising-Theory and Practice", it has been remarked advertising has become a great influence on our society helping it choose from a wide impressive array of products and services which has flooded market."<sup>3</sup> There is a great need of advertising in present marketing perspectives. It is considered that there is no brand differentiation and complete knowledge in the

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<sup>3</sup> Chunnawalla, Kuma, Sethia, Subarmanian, Suchak, Advertising. Theory and practice- Himalaya Publishing House, Mumbai, 2000, Preface to the first Edition.

buyers. But it is evidently correct to say that no products are similar in quality, place, price, and package and in shape. They are offered to the consumers in the bulk or in small quantity either in cash or credit.

“In the idealized model of an efficiently acting market mechanism, consumers are supposed to be well informed. They recognize low quality and avoid it. They never buy drugs that turned out to be poisonous or ineffective. Most important of their desires are supposed to represent genuine wants, needs and tastes.” But in actual life, as Galbraith never tires of representing business firms spend much money on advertising to shape and some insist distort consumer demands.<sup>4</sup>

Advertising creates need, builds public relations and facilitates buying decision. In lack of proper knowledge of the product, very often, the consumers are confused. The advertising guides then in selecting a particular product or brand from among a host of brand or products. Advertising has a greater role when we are selling a tangible or intangible product.

Advertising is meant for a group of users of product called the target audience. After identifying the target audience, we must determine the response desired. The ultimate response desired is of course the buying of the product or service. The effectiveness of advertising depends upon to what extent the advertising message is received and accepted by the target audience. Research has identified that an advertisement to be effective has to attract attention, secure interest, build desire for product and finally obtain action.

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<sup>4</sup> Paul S. Samulson, Economic, McGraw Hill Tokyo, Edition, 1970.p.44

"All advertisements obviously do not succeed on these counts. This is one solitary reason behind the great divergence between the number of people exposed to the advertisement and those who ultimately take the purchase decision."<sup>5</sup>

In reality manufacturers have to be active to inform the consumer of the availability and wants satisfying quality of the product. The buyers then become aware of the products. Only the awareness of the consumer with regard to the existence of the product is not sufficient enough. There are so many brands available in the market before the consumer or buyer to satisfy one of his needs. As such it is pertinent on the part of the manufacturer or marketer to the personnel the customer to decide to buy a particular brand.

It is not sure that the buyer will buy his product only. As such, he must be persuaded persuasively. Though in the market there are a number of products and the competitors and all who are trying to persuade the customer to use their own products. In such cases, the customers must be conjugally reminded to their brand. The continuous patronage by the customer leads to the brand choice which should be the preview objective of business enterprises that is in the market to get a great gamut of share.

"A need arose to extend market geographically and the manufacturer had to find way of communicating the value of his product

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<sup>5</sup> Chunnawalla, Kuma, Sethia, Subarmanian, Suchak, Advertising. Theory and practice 4<sup>th</sup> Revised Edition, Reprint 2000 Himaliya Publishing House, Mumbai,p-11

to people who knew nothing of his reputation, as was the case when goods were made to order by local craft workers."<sup>6</sup>

There has always been desire of a man to get a thing of his interest and need. "Sing is as old as man. There is a semblance of advertising in the many activities of a human beings, especially those activities which influence others, either favorably or otherwise. A baby crying for its feed, a doting wife desirous of having new sari is all aspects of advertising. They want to communicate, to persuade, to influence and to lead to some action. All this has been a part of human life almost from the time it took shape. We shall go a step further and state that the persuasive from of communication that is advertising pre-existed human life. The dancing daffodils and sweet smelling roses which silently invites butterfly, to achieve the objective of pollination shows that there were fruits, flora and fauna all advertising then even before man existed. Yes, but advertising informally is interwoven with nature and the evolution of the world."<sup>7</sup>

Though advertising in its present form is the product of current century, as a business force, it is not a new to. It has a longest history taking us back to the history of mankind the human civilization. Though one fails to answer the question as to the exact age of advertising, it can be said that advertising began the movement, the man discover the art of communication, historical documents and archeological researches

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<sup>6</sup> John s. Write, Daniel S. Werner, Wills L. Winter J. Winter J. R. and Sherilynk, Advertising, Mc GrawHill Book Company, 4<sup>th</sup> Edition, 1971, p.p 15-16

<sup>7</sup> Chunnawalla, Kuma, Sethia, Subarmanian, Suchak, Advertising. Theory and practice 4<sup>th</sup> Revised Edition, Reprint 2000 Himaliya Publishing House, Mumbai, p-3

have confirmed the existence of advertising in the ancient times. Advertising by word of mouth is probably the earlier from the advertising because oral skills were developed before reading and writing. Advertising was given the commercial status, the day man extended into the process of exchange.<sup>8</sup>

The form of advertising for the transmission of information dates back to ancient Greece and Rome. Cries and signs were used to carry information for advertising goods and services well before the development of printing machine. Even during the middle age, advertising sign were very extensively used. These sign generally consisted of illustration of symbols of the products advertised. The upsurge in advertising came after the development of printing. When printing techniques were perfected, and as this industry developed, the signs were replaced by written words or message.<sup>9</sup>

After industrial revolution advertising has evolved as a tool of marketing communication. In the United States, it holds a more important position in comparison to other places. Great Britain can be placed at second rank where as non- English speaking nations are concerned, they are poor in the field of advertising. In old days, advertising was more passive and extremely limited as the knowledge of psychology and the art of printing were not developed. The earliest forms were sign board and writing on the wall of prominent buildings

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<sup>8</sup> C. N.Sontakki, advertising KalyaniPublisher, New Delhi, Ludhiyana, 1<sup>st</sup> Edition, 1989,p.106

<sup>9</sup> Chunnawalla, Kuma, Sethia, Subarmanian, Suchak, Advertising. Theory and practice 4<sup>th</sup> Revised Edition, Reprint 2000 Himaliya Publishing House, Mumbai,p-3



shouting loudly to be sold was the only method of attracting public attention. The field of the old type of advertising was not active and dynamic as it is now, with the publication of newspaper and development of the modern technique of printing a new era dawned for advertising which now become more colorful and attractive. The reading habit had made sufficient progress. The means of communication had to be developed before advertising over a wide area could become possible.

“Modern advertising is a product of the industrial revolution of the nineteenth century. Before transportation and communication were developed, means of public expression were limited. But the desire of yearly attempts to influence the action of his fellows goes back to the beginning of the recorded history”.<sup>10</sup> The innovative spirit that has made the concept of writing to change gradually from writing on cave walls stones to the present day to paper pen Waterman invented fountain pen in 1984.

Till then, hollow reeds were used by Egyptians (4000 BC), followed by stylus pens (1300 BC) and quill (1500 AD) for writing. L. B. Ladd devised the ballpoint pen in 1888. Inventions of printing and continuous innovation in this area have made advertising more wide, universal and effective.

In olden days, however, stone, soft clay, wood, leaf and bark formed the writing media. Pressed papyrus reeds were used in Egypt in 3500 BC. Thinned animal skins came to be used as writing media later (1300 BC). Paper making art known to Chinese, spread to Japan and

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<sup>10</sup> Collers Encyclopedia vol.1, 20<sup>th</sup> Edition Chicago, 1979 p29

Arabia. Paper was made from rags. It developed further with the invention of printing (15<sup>th</sup> and 16<sup>th</sup> century) and the emergence of newspapers. The credit of first paper making machine goes to a French man Nicholas-Louis Robert in 1798. A British improved the same in 1903. Paper from wood pulp was an art perfected by Germans in 1940.

It was the year 1275 in which the new advertising media and first forms of mass advertising like printed poster, hand bills and newspaper advertisements were developed. In London in about 1472, the first painted advertisement in English, tacked on Church doors, announced of prayer book for sale. The first newspaper advertisement which appeared on the back of the London newspaper in 1650, offered a reward for the returned of 12 stolen horses. On later date, advertisement appeared for coffee, chocolate, tea, real state and medicine as well as personal ads. At that time, advertising was directed to a limited number of customers.

Innovation in printing from later press, Gravure (printing and transferring ink from etched metal surfaces), Lithography to offset printing and DTP (desktop publishing) has added a chapter to the advertisement history. The innovation in photography in the late 1880 made advertisement fast, attractive and less costly. As previously, advertisement could be illustrated only by drawing photography.

“During the 16<sup>th</sup> century newspapers were the largest among the prints, and these newspapers were in the form of news letters. The first news letter was started in 1622 in England. Later half of the 16<sup>th</sup> century with witnessed newspapers in the form news books and by the middle of the 17<sup>th</sup> century there was a special advertising periodical. By 1675 newspapers published excellent news books. By the end of 17<sup>th</sup>

century, newspapers were well established in England under taking advertising on a regular basis.<sup>11</sup>

Though "Ekta Deurna" is considered to be the first magazine published in Italy a one page magazine with the purpose of advertising, but it can not be the first. "During the 19<sup>th</sup> century, it was marked by new fried of brand advertising magazine both weekly and monthly started catching the imagination of the public by popularizing the brands. This is the period that welcomed windows and counter display, exhibition and trade fairs." <sup>12</sup>

Advertising is potent tolls of marketing and a component of a overall promotion activities. The marketing operation of any business is guided by its marketing plans which have the best possible mix of four variables, namely the nature of the product, the price of the product, the channels of distribution which take the product to the consumers from the producers and the promotional activities. These variables are also called the 4 p's. McCarthy developed the concept of 4p's. Advertising is sub component of the overall promotion component one of the 4p's.

Previously, it was not so realized. But when advertising entered in the 20<sup>th</sup> century, there were so many miracles happened then before on Oct 29, 1929. The stock market crashed, the great depression began and advertising expenditure were drastically reduced. However, perhaps due to depression falls and misleading advertising continue to thrive. At the same time several best selling books exposed advertising as a UN scrupulosity of consumers giving roles of the consumer's movement and

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<sup>11</sup> C.N. Sontakki, Advertising 1<sup>st</sup> Edition op.cit. 1989

<sup>12</sup> AIBD, pp.29.30

resulting in further government regulation. Advertising as a part of the total marketing mix influences the sale of the product.

During the depression and the budget cutting attitude of management, it was necessary to research to regain its credibility and effectiveness. The role of advertising has been unrivalled.

Radio started on November 2, 1920 in Pittsburgh, Pennsylvania, national advertiser used radio extensively as they could reach large captive audiences. At the time of broadcasting, advertising added another significant milestone in the field of advertising. It has become the primary means of mass communication. Through Radio programs it was possible to make customers aware of the product significance.

Advent of television has diversified the area of advertising in 1955, color television was introduced and today television has become the largest advertising medium in terms of total money spend by advertisers. The use of graphics and CAD has further facilitated advertising. Computers have not only helpful in displaying advertisement through internet but have also been useful in making advertisement colorful, attractive and simple.

A new kind of advertising strategy formulated in the year 1970's facilitating positioning of the product considering competitors strength. It was considered important to rank a product in the consumer mind against the strategy of the competitors.

"Positioning is a popular term in marketing, first coined by two advertising executives Al Ries and Jack Trout in 1972. They started writing about positioning in the late 60's. They authored a series of articles captioned "The Positioning Era" in advertising age. Later, they wrote a book titled "Positioning: The Battle for Your Mind "McGraw Hill,

1980". According to them positioning is a creative exercise which starts with a product. But positioning is not what you do a product. Positioning is what you do to the mind of the prospect."<sup>13</sup>

The advertising industry started with, "Barkers" and has reached to a very powerful mass media of communication. It is an industry of multi million rupees, employing millions, making the entire world of business to dance with tune.

James Walter Thompson started in early thirties. Alyque Padamsee has cut his advertising teeth as a copywriter at JWT. Gerson da Cunha spent a year at JWT and then went to build up Lintas. Now it has turned to Hindustan Thompson Associates, Mumbai. It is ranked today as the largest ad agency with dealing of Rs. 292 Crores in 1993-94. HTA was established in 1929 as the Bombay Office of J Walter Thompson Co. USA started on September 25, 1929 a top Taj Mahal hotel in Bombay. Another ad agency named Ogilvy and Mather, Bombay established in 1928, its campaign for Asian Paints, Cadbury.

The brief history hitherto shows that advertising reflects the world we have in just as advance in technology are changing our lives so will the action and attitudes of special interested groups from big business to big labor with a great strides, the advertising has come to this stage. It has not been essential for marketing a product, positioning in the mind of the consumer. But a major source of income for the agencies

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<sup>13</sup> Chunnawalla, Kuma, Sethia, Subarmanian, Suchak, Advertising. Theory and practice Himaliya Publishing House, Mumbai, 4<sup>th</sup> Edition, Reprint 2000,P.185.

engaged in the business. Unless it was invented, marketing would be crippled.

## 2.2 Significance of Advertising

Advertising is a process by which a marketer or manufacture of a product tries to evoke a positive response amongst the target group and creates good will. The advertising also tries to establish a competitive advantage while advertising their brands by making use of both emotional and rational appeals. Thus, advertising is an important component of the marketing mix. Marketing executives decide about the marketing mix elements to be used, and the proportion in which they are to be blended into their marketing programmers.

The right choice makes the marketing executives successful. "Together with other elements of the promotion mix such as personal selling and sales promotion activities, the point of purchase displays, coupons, premium offers, demonstration and trade shows- advertising ensures that these important functions lead to successful marketing program of selling mass produced, mass marketed consumer goods."<sup>14</sup> Advertising is a part of the marketing mix under the major variable of promotion.

The word advertising is derived from two Latin word "Ad" means "towards" and "Verbo" means "turns". So the meaning of advertising is to turn people's attention to the specific thing. In other word, advertising is to draw attention of the people to certain goods, service

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<sup>14</sup> Chunnawalla, Kuma, Sethia, Subarmanian, Suchak, Advertising. Theory and practice Himaliya Publishing House, Mumbai, 4<sup>th</sup> Edition, Reprint 2000,P.34

or ideas. Most advertising is to stimulate people to buy a particular branded product offered for sale by a particular seller.

It is an important element in modern marketing process, but it can produce consistently profitable only when the entire structure is sound and coordinated. In comparison to other promotional tools, advertising is controllable to large extent and reaches a diverse group of audiences at a same time. For mass marketing advertising is most suited device.

Advertising aims at drawing attention to a product. It seeks to create awareness about the existence of advertised product. It passes information about the product in such a way that interest is created in the mind of the prospective consumer about the product. Then there is the growing desire to possess the product. Then there is the growing desire to possess the product. All this leads us to a buying decision.

John E. Kennedy who was a Canadian ex-Mountie formerly and was a copywriter at Lord and Thompson Advertising Agency described advertising as "Salesmanship in print" (1905). Sidney Bemstein (1990) reinforces Kennedy's definition by describing 'advertising as a substitute for the human salesman'. Bob Isherwood, creative director, Saatchi & Saatchi, Australia, says that a good advertisement is born out of selling an idea that has been seen somewhere.

The advertising process includes programming series of activities, which are necessary to plan, prepare the message and get it to the intended market. It is known to the public that who is behind the advertising because the sponsor is evidently identified. The sponsor pays for the media which carry message. Advertising is helpful in selling product and service.

An advertisement is an announcement to the public of a product, service or an idea through a medium to which the public has access. The medium may be print (such as newspapers, posters, banners and hoardings), electronic (radio, television, video, cable, phone) or any other. An advertisement usually paid for by an advertiser at rate fixed or negotiated with the media.

"Advertising is one of the most widely used promotion tools. It is used by business, non government organizations, charities and service institutions." <sup>15</sup>

"Advertising is a form of persuasive communication with the public." <sup>16</sup>

The communication is usually one sided, in one direction from the advertiser and the public. Through communication of message, presentation and promotion of products and persuasion are possible.

The American Marketing Association, Chicago, defines advertising as "any paid form of non-personal presentation of ideas, goods and services by an identified sponsor."

The definition contains following elements:

Any form- Presentation may be in any form. It may be as sign, a symbol, an illustration, an advertisement message in a magazine or newspaper, a commercial on the radio or television, a circular

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<sup>15</sup> Agrawal Govind ram, Marketing Management in Nepal, M.K. Publisher & Distributers, Edition 2000(2057), p. 393.

<sup>16</sup> Chunnawalla, Kuma, Sethia, Subarmanian, Suchak, Advertising. Theory and practice Himaliya Publishing House, Mumbai, 4<sup>th</sup> Edition, Reprint 2000,P.2



dispatched through the mail or a pamphlet handed out at a street corner, a sketch or a message on a billboard or a poster etc.

Non- personal- Person to person selling is excluded in the advertising.

Goods, Services, ideas for Action- Advertisements are employed to communicate information about products and services and even promotion of ideas. During Diwali, it is often displayed on to teach children simple rules of safety to preserve life.

Openly paid for by an identified Sponsor- In comparison to publicity, advertising is openly and directly paid for. The sponsor has control over the form, content and scheduling of the ad. The sponsor is identified by his company's name or brand or both.

"Advertising is one of the most important reinforcing elements of the promotional mix for the objective of successful sale of a product."<sup>17</sup> Really, advertising is useful in building an image of the product in the minds of the customers to whom goods are exposed. Through advertising, it is easier to achieve the objective of the organization.

Advertising is a form of mass communication where "The source is in direct contact with the receiver and receiver is always a group or more precisely an aggregation rather than another individual." <sup>18</sup>

Advertising present's products and services to the buyers but simple presentation will not serve the marketers purpose through the

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<sup>17</sup> Philip R. Cateora, International Marketing , McGraw Hill International Edition ( Singapore) 9<sup>th</sup> Edition, 1997, p.479

<sup>18</sup> New Encyclopedia Britania, Macropedia, 15<sup>th</sup> ed, vol. 1, Chicago, 1979 p. 375.

customer Advertising is used for promotion of the sales and salability of the products Advertising seeks to persuade the consumers to try his product through advertising and on such it is regarded as persuasive communication advertising is also said to be mass selling but by it self advertising never sells, rather it helps to sell by sell by creating desire, to buy awareness to the product attributes.

Advertising is different from publicity in case of publicity no payment is made. But advertising on the other hand is published or broadcast when the advertiser purchases time or space to tell his saying. All advertising is not paid for by the advertiser. Some advertisements may be made without paying any charge. The advertising agency creates ads as social service. Direct mail and specialty ads do not appear in the space or time.

"Advertising consists of all the activities involves in presenting to a group a non- personal oral or visual, openly sponsored message regarding a product, service or idea. This message called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor." <sup>19</sup>

Advertising planning ultimately boils down to creative strategy and its execution. The advertising message is a response by an agency to advertising goals. The ultimate success of the message is measured in terms of its reception by the target audiences. It depends on the

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<sup>19</sup> Stanton, William, J., Fundametal of marketion, McGraw Hill, New York, 5<sup>th</sup> Edition, 1985, p.448.

product offering and its relevance to the prospect's requirements and mental disposition.

"An advertising includes the following forms of message, the message carried in newspapers and magazines, or outdoor boards, or street cars, buses and trains, cards or posters, in radio and television broadcasts, in circulation of all kinds, whether distributed by mail, by person, through tradesmen or by inserts in packages; dealer help material windows display and country materials and efforts, stone signs, house organs when directed to dealer and consumers, motion pictures used for advertising message or signature of the advertiser." <sup>20</sup>

Considering all views noted above, in conclusion, advertising can be said process through which the advertiser communicates the prospect to make aware and persuade him for a product, service or idea so that buying decision can be made. This non-personal communication is made orally or visually by an identified sponsor on basis of payment.

### 2.3 Historical Development of Advertising in Nepal.

History of advertisement of Nepal is not very old. Previously, government used public announcers to communicate information and orders. Even in the late Rana period, public announcers went through streets announcing the opening and closure of gambling periods during the Laxmipuja and on the other occasions. There used to be such announcement when somebody was to be sentenced to the capital punishment. Probably, the announcers used an instrument and beat

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<sup>20</sup> Borden, Neil M. and Marshall, Martin V., Advertising Management, Richarged D. Erwin, 7<sup>th</sup> Edition, 1989.

that instrument at the time of making announcement. There is not exact date in the history when such work was started.

In later period, written government orders, information and decrease were used for communication purpose. Such orders or information were pasted at the thing has changed; Nepal Newspapers, Magazines, Radio Nepal broadcasts, Nepal television services, and development of advertising agencies are the causes of development of advertising in Nepal.

"The first advertising agency was established in 2017 B. S the advertising Business got the path of development. The advertiser's were very few at that time. The advertising was only about the official notice and information. Advertising was seldom done in private newspapers. The advertisement from the Radio Nepal was not in practice. The organized advertising agencies were not felt necessarily by the radio and newspapers. The Nepal Advertisers established in 2017 B.S had to limit its services only in the press cutting services indeed of artistic and attractive advertising news, magazines. For the press cutting it used to take Rs. 76 per year."<sup>21</sup>

In order, Nepal printing and Advertising was the second, which was established in 2020 B. S the advertising agency, started advertising service to the Nepal Bank Ltd, RNAC and Janakpur cigarette factory and some official and semi-governmental offices . It also started printing service as well as sponsoring advertising which was a difficult task at that. There was scarcity of quality manpower servicing facilities for starting advertisement.

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<sup>21</sup> Mitrasen Dahal, Nepalma Bigyapan Vyavasaya, smarika, 2049 (AAAN)p.239

The advertising agencies were developed according to the number of industries and tradition increased, once there agencies increased heavily, 50 agencies in 2043 B.S whereas 52 were registered in the end of Jyestha 2052, 1035 agencies were registered the end of Jyestha 2057 B.S

At present, approximately 250 advertising agencies are running out of registered advertising agencies. "The reason behind the increasing number of agencies is because of the open policy of this Majesty's Government. For only Nepali who applies for the Advertising Agency with a Nepal citizenship and a scheme paper the government could give a formal permission. Such permission is provided by the development of industry as well as the Domestic and Industry Department,"<sup>22</sup>

Though, the government had to give such large permission for advertising agencies but they were not fully approved by the communication media of the government it self. Out of 1035, Advertising Agencies permitted by the government 45 from the NTV. <sup>23</sup> 50 from the Radio Nepal<sup>24</sup> and 57 from the Gorkhapatra Sansthan<sup>25</sup> got the approval for advertising. It is found that not more than 65 agencies had been approved by the Advertising Agencies Association of Nepal (AAAN) <sup>26</sup>

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<sup>22</sup> Mitrasen Dahal, Nepalma Bigyapan Vyavasaya, smarika, 2049, p.240

<sup>23</sup> The NTV Commercialsection

<sup>24</sup> The radio Nepal Marketion section.

<sup>25</sup> The Gorkhapatra Santhan, Marketing Section.

<sup>26</sup> The AAAN Central Office (Annual Reprint) 2057.

## 2.4 The Advertising Electronic Media Available in Nepal.

Now, the need of advertising is felt everywhere or in any country whether that is development or underdeveloped. The message is communicated verbally or in written form or with pictures or both. Nepal is not exception to it. All advertising media are available in Nepal. The present status of various media in Nepal is analyzed here.

### 2.4.1 The Radio Nepal

The Radio Nepal was established on 20<sup>th</sup> Chaitra 2007 B.S (1 April 1951) at the outset, the transmission coverage was 4.5 hours through a 250-watt transmitter. Over the years, the Radio Nepal has strengthened its institutional capacity and diversified itself in terms of programme format technical efficiency and nationwide coverage. The shortwave broadcasting of the Radio Nepal covers almost the whole country and even some part of India as well. The medium wave transmission covers about 80% of population. The areas where medium wave transmission fails to cover, in cooperation with local participation, services are gradually extended through Frequency Modulation (F.M)

"The medium wave transmission centers operation in all five development regions broadcast news, news, songs and music in various national languages in addition to news broadcast in Nepal. Ever private sector agencies have been issued licenses to operate radio Broadcasting centers through FM transmission with a view to broadcast information and entertainment oriented programmes. The Radio Nepal provides programmes for a duration of 15 hrs daily with 5hrs in the morning and 10hrs including afternoon and evening. However on public holidays

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there are additional 2 hrs extending the total duration to 17hrs despite 2 hrs regional broadcasting."<sup>27</sup>

The services of the radio Nepal is effective and efficient in disseminating information, education to people and entertaining then as it easily covers difficult and inaccessible areas. It is also the cheapest and quickest means of communication. It has been providing various programme for creating mass awareness since the literacy rate of Nepalese People is low and there are several remote areas, where newspaper cannot reach in time, "The radio has been the most suitable means of disseminating information and providing entertainment to the people in Nepal.

The Radio has greater reach in both urban and rural areas. Radio has become secondary medium for TV owners but its potential reach is higher especially among poorer families in urban areas. Advertisers like to use radio as a reminder medium. According to Ketki Gupta radio is always used in addition to not instead of another medium. "The radio Nepal's programmes on information and education constitute 40% of the total programming and entertainment programme cover, the remaining 60% including commercials."<sup>28</sup>

There are five medium wave transmission stations located in.

The Eastern Development Region in Dharan

The central Development Region in Kathmandu

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<sup>27</sup> Introduction card of Radio Nepal, 17 July 1995 80 ibid.

<sup>28</sup> AIBD

The Western Development Region in Pokhara

The Mid- Western Development Region in Surkhet and

The Far- Western Development Region in Dipayal

" The radio Nepal uses a wide range of formats including feature, documentaries dramas talk shows, interviews, music shows, live commentaries etc.

Recognizing the citizens" right to be informed under a multiparty democracy the Radio Nepal attempts to provide informative, educational as well as entertainment programmes."<sup>29</sup>

With regard to advertising, all materials and script for commercial time must conform to the requirements of the sensor. The agency and Advertising will be responsible for all materials transmitted under contract and agree to indemnify Radio Nepal against all action, claims, and demand brought and made against Radio Nepal by reason of the said transmission.

Commercials tending to have an adverse impact on the society or those that contain obscene words or those that tending to perpetuate superstition will not be broadcast.

As radio offers local coverage on its medium wave channels, hence local markets can be tapped by local products and retails stores, through broad casting authorities impose certain restrictions on the extent and time of airing of advertisements and sponsorships, and as it

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<sup>29</sup> AIBD



is only an audio medium, the impact of radio advertising is not as much as the other media.

a. The FM Programme

The concept of FM is still new to many people FM has been thrown open private producers. The marketing potential of the channel will depend as its ability to attract the listeners and the advertisers.

"In consonance with the policy of forgoing ahead in tune with the changing broad casting scenario the Radio Nepal launched the transmission of the first FM channel in Nepal on the 30<sup>th</sup> of Kartik 2052B.S(16<sup>th</sup> November 1995)

The FM channel airs programme on MHz on the FM band through a 1kw transmitter installed at Kathmandu. A state of the art studio with stereo facilities has been established at Singh Durbar with sufficient facilities to broadcast programme on live."<sup>30</sup>

It plays music and passes on information on public utility services like traffic airlines. The phone-in programmes have become very popular.

"The FM transmission began initially with one hour 45 minutes breakfast show on an experimental basic for a one half month and went on six hours regular programming from the 15<sup>th</sup> Paush 2052 with the objective of further expansion. The programmes on the FM channel are directed to the Kathmandu valley segment and cater to grow entertainment information needs of a younger and glamorous generation."<sup>31</sup>

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<sup>30</sup> AIBD

<sup>31</sup> Introduction card of Radio Nepal 17 July 1995

"With the aim of enabling private sector to broadcast recreational and information programmes 11 private sector agencies have been licensed to operate radio centers through FM system, out of which 7 agencies have already stated their operations."<sup>32</sup>

"Currently, the FM channel has been serving Nepali, Indian and western music, talk shows on the various relevant themes, live telephone interviews etc. the Radio Nepal, FM Kathmandu, has adopted a policy to sell airtime to interested parties from the private sector in order to facilitate a wider programming of interesting programmes for the discerning urban audiences."<sup>33</sup>

The audio re-kindles the visual association of a previously viewed advertisement FM is the ideal medium for niche marketing which required tailor made advertising for specific demographic segments.

In local areas FM is catering services and is a better medium of advertisement.

#### b. The Marketing Division

The Radio Nepal has adopted a policy of selling commercial airtime to interested parties. "Promotional advertisements in the forms of jingles and other format as well as sponsored programme are aired."<sup>34</sup>

Radio has become an integral part of our daily lives. We rely on clock radios to wake-up early in the morning. "In fact Radio has become the daily companion of millions of people for its unique character Radio is

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<sup>32</sup> ABID

<sup>33</sup> Economic Survey, Fiscal Year (1999-2000)

<sup>34</sup> ABID

not obsolete in urban areas but it is less used there. Whereas rural areas are concerned, it is still much useful means of media."<sup>35</sup>

In order to make the coverage of rural areas, one must have to resort radios, FM bands, as they are accessible by most of the people and the places where there is no electricity. "Therefore, its utility may not be under estimated as still 1,950,905,534 people live in rural areas and 53.405% of population has radios."<sup>36</sup>

#### 2.4.2 The Nepal Television (NTV)

Credit goes to J.L Baird who invented Television and there after the supremacy of radio which reigned over a period of 50years from 1920,s to 1970,s was slashed by its arrival in America. It was effective then and still is Its impact was so deep that within in decade it spread over to European Countries, Canada, Australia, and Japan.

As a means of reaching a mass audience, no other medium today has the unique of sight, stand and movement, the opportunity to demonstrate the products, the potential to use effects, the believability of seeing it happen right before your eyes, and the empathy of the viewer from the advertising viewpoint, television has been must effective means of media.

"Television broadcasting in Nepal started on regular basis on 2041B.S(1985) Television broadcasting services of Nepal Television

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<sup>35</sup> National Population Census 2001, Selected Data, CBS Kathmandu, p, 1

<sup>36</sup> AIBD

(NTV) which with limited resources, now broadcast its programme for 114 hours a week basis through its 3studios, regional programme production and broadcast center in Kohalpur (Banke) and Murtidanda (Ilam), Nanijedanda Bhedetar (Dhankuta), Jaleshwar (Mahottari) Hetauda (Makwanpur), Daunne (Nawalparasi), Pulchauki( Lalitpur), Kakani (Nuwakot) sarangkot (Kaski) Tansen (Palpa), Butwal (Rupandehi) Harre (Surkhet), and 11 broadcast centers in other locations in the Kingdom.

It is estimated that about 47% of the population living in 32% of area of Nepal can watch the programme of Nepal television (NTV) programme to increase broadcasting capacity and extending reception area coverage are underway."<sup>37</sup>

"To make Nepal Television broadcast viewable throughout the kingdom, by using satellite broadcasting preliminary infrastructure preparation work has been started. To associate private sector in broadcasting Nepal Television (NTV) has arranged broadcasting of their programme by making its air time available to the broadcasting agencies of private sector from last year. There are 117 licensed cable TV operators in private sector out of which 99have already started their services."<sup>38</sup>

"Fifteen years ago when the Nepal Television (NTV) began its first transmission there was hardly one minute of advertising in a two hours

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<sup>37</sup> Economic survey (Fiscal year 1999-2000) P.P. 108

<sup>38</sup> ABID

transmission."<sup>39</sup> Today the Nepal Television (NTV) has an average of 16 minutes 30 seconds of advertising of the Nepal Television has changed dramatically.

Initially the Nepal Television (NTV) should lay visual over advertisements jingles which were already being broadcasted on the Radio Nepal. The visual were basically a product or soap. Then the trend began to change. Now Jingles and message especially for television were composed, the visual became more sophisticated with the use of available special effects and television studio magic, really television is more effective in comparison to radio transmission.

Time has changed the pattern and style of the programmes of NTV. However, the standard of the advertisement produced by NTV lacks desired Standard.

Some of the telecasts for NTV are produced in India. Still, there are so many advertisements, which are dubbed only in Nepali; despite of the fact the advertisers are eager to make the advertisement more attractive, impressive and informative.

Some multinational and foreign collaborated companies have good and attractive advertising. We can take the example of Coke, Pepsi, Liril and others, whereas some has to resort to the national advertising. Still there is a need to improve the quality and effectiveness of advertising. There is a need for research for comprehensive media research.

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<sup>39</sup> NTV Viewers Survey, 2055 Jyestha, Official Record of NTV.

It is difficult to have television for everyone- as not all can afford it. More than 40% of the people are below the poverty level. Though some of them can afford for it, however, due to technical problem, the reception is poor and not all can have the opportunity to use and watch all TV programmes. Only 23.80% people have television sets."<sup>40</sup>

Only high-income group and middle- income group possess TVs. Comparatively TV is costly item. Each individual of the society cannot afford for TV. The possession of TV also depends on the area where TV signal is available. At present almost all areas of the country have access to the reception of TV signal. A few years back it was not possible for every person to make available the benefits of TV.

The progress report of NTV presented by Ministry of Finance gives knowledge of telecasted programmes.

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<sup>40</sup> National population Census, 2001, Selected Data, CBS, Kathmandu, June, 2003, p,9

Table No. 2.1  
NTV Progress Report

S.N.	PARTICULARS	UNIT	2063-2064		2064-2065	
			ACTUAL	AIM ACHIEVED %	AIM	PROGRESS
1	Total telecasted period	Hrs.	3170	106.2	3300	3300
2	Among Telecasted Period					
	Scheduled Programs	Hrs.	2570	104	2500	2600
	Advertisement Programs	Hrs.	160	128	150	200
	Sponsored Programs	Hrs.	450	112.5	350	500

The following table shows viewers of Nepal Television (NTV) on the basis of Time and Region, the outcome of viewer survey.

Table No.2.2

Numbers of TV Viewers of Major City of Nepal by Time & Region

Time/Place	Morning Time	After 7PM	After 8PM	After 9 PM	Total
Birganj	68	250	141	33	492
Pokhara	65	244	110	5	424
Biratnagar	46	217	190	29	482
Janakpur	32	190	180	76	478
Nepalganj	95	204	143	58	500
Butwal	57	196	171	47	471

Kathmandu	63	162	152	76	453
Total	426	1463	1087	324	3300

The above table shows interview of 3300 viewers representing 44.33 or 1463 persons watching the TV after 7 PM, 32.93% or 1087 after 8PM, 12.90% or 426 persons watching beginning time ( Morning) and 9.81% 324 viewers watching the NTV after 9PM.

Patterns of the NTV Viewers of Major City of Nepal by the Age Group

Table-2.3

Patterns of NTV Viewers by Age Group

PLACE	AGE 6-16	17-35	36-50	50>onwards	Total
Birganj	78	175	160	77	492
Pokhara	114	146	119	43	424
Biratnagar	87	183	151	53	482
Janakpur	66	203	179	28	478
Nepalganj	64	216	134	84	500
Butwal	93	134	117	124	471
Kathmandu	135	174	121	21	453
Total	627	1256	987	430	3300

The above table shows the patterns of the NTV viewers according to Age Group. Out of the total viewers 3300, 19% or 627 viewers are of 6-16 years of age, 38.06% or 1256 viewers are of 17-35 years of age, 26.90 % or 987 viewers are of 36-50 years of age, whereas 113.30% or 430 are of 50 and above age.

The advertising through television is glamorous and specialized as it provides a blend of sound, light, motion and color, which is not possible in other medium of media.



## 2.5 Advertising and other Promotional Tools.

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

### 2.5.1 Advertising and Sales Promotion

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

For most forms of sales promotion out distinction can be used with little difficult free goods offer (one bottle of coke free with one case purchase) display allowance (price reduction in return for store display) and count/ recount offers. Price reduction based on retail movement during a specified time period all are temporary and they all offer a storekeeper a material reward like wise consumer promotion involving samples, discount coupons, premiums, contests and sweepstakes all offers offers at least temporarily the prospect of reward.

#### 2.5.2 Advertising of TV/Radio and Salesmanship.

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

#### 2.5.3 TV/ Radio and Publicity.

Publicity is an effort to make available certain information to the public. It is the sum total of those activities that are directed to the flows of information to the knowledge of public. Perhaps, the association of teachers of marketing and advertising American once gives the best definition. According to its terminology "Publicity is any form of non personal presentation of goods, services or idea to a group, such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for". In this sense,

Electronic media is only a type of publicity. That is term "Publicity" is more comprehensive than the word Electronic media itself. Therefore it can be said that all Electronic media is publicity but all publicity is not advertising.

Both the words are similar in three respects. First, they deal with the conveying information regarding the goods or services or ideas. Secondly, both are attempts to present the information impersonally. Thirdly, both being the components of mass communication, they use mass communication media on several grounds.

## 2.6 Electronic Media and Their Relative Advantages and Disadvantages.

There are various media options available to the advertiser. The electronic media can be grouped into four broad categories.

### 1. Indoor Advertising Media

- a. Press Media
- b. Film
- c. Radio
- d. Video
- e. Television

### 2. Outdoor Advertising Media

- a. Posters & Banners
- b. Sky Writing
- c. Hoarding Board
- d. Sandwichmen
- e. Electric/Electronic Signs

f. Traveling displays

3. Direct media

- a. Envelope enclosures
- b. Broad Sides
- c. Booklets
- d. Sales Letters
- e. Gift-novelties
- f Package inserts

4. Display Media

- a. Window Display Mobiles
- b. Mobiles
- c. Counter Display
- d. Exhibition and Trade Fairs.

In short there are many media for advertising. Manufacturers are using different types of electronic media to communicate information about their products and services. Where here discussing about some of the Electronic media and their advantages and disadvantages.

2.6.1 Newspaper

The newspaper has become an integral part of the life of almost every community. It is really hard to imagine life without newspaper in nowadays. It takes its place alongside office, schools, campus, bank and department stores as a necessary thing to life. It is as essential as a good cup of tea in the morning or even more important than tea to start the day." Newspaper is one that gives news- views-ideas- interpretation-opinions-comments and explanations regarding the social economic, political, educational, moral, cultural, ecological, methodological, development. It entertains and enlightens of all the

media, newspaper considered as a backbone of advertising program as it has continued to remain the most powerful message carrier.

The newspaper in particular provides a unique, flexible medium for advertisers to express their creativity. The newspaper is a mass medium that is read by almost everybody and everyday . Newspaper is a manor community serving medium today for both news and Electronic media.

The newspapers are classified in terms of the basis of coverage, frequency and language. Here coverage means geographical and subject coverage. On the basis of area a newspaper can be national, regional and local. In Nepal national and daily newspapers are Kantipur, Gorkhapatra , Rajdhani, Annapurna Post, Naya Patrika etc (Nepali) and Kathmandu Post, Rising Nepal, The Himalayan Times etc ( English). In the same way weekly newspapers are Ghatna ra Bichar, Dristhi, Budhabar, Deshantar, saptahik, dristikon etc. The government publishes

Gorkhapatra and The Rising Nepal and the others are published by the private sector, are available for Electronic media advertisement.

The newspapers have reached a new height after the promulgation of the 1991 constitution of Nepal. As the government has been following a course of trade liberalization, deregulation and institutional reform and encouraging the private sector the private publishing houses have had a boom in their business and it is continuing to grow.

#### Advantages of Newspaper Advertising.

1. They are widely read by the people simple because they carry news.
2. Advertisers can choose a suitable newspaper, to meet the expected readers.

3. It is believed that the newspaper can be the road to minimal wastage in advertising.
4. It is mass media, which penetrates every segment of the society.
5. Newspapers are a local medium covering specific geographic area, which are both a market and a community of people having common concerns and interest.
6. Newspapers are timely since they are primarily devoted to news.
7. Planning is advocated not necessary in the case of advertising.

#### Disadvantages

1. The life of newspaper is very short.
2. Display possibilities are limited because of rough paper.
3. Their costs are often difficult to determine, just because many small papers do not have one price system and their circulation statements are unreliable.
4. Newspaper particularly like daily papers are read very hurriedly which reduces the possibility of the advertisements being seen or noticed.
5. Lack of guidance selectivity, poor production quality, heavy advertising competition, portentously poor and placement and overlapping circulations etc.

#### 2.6.2 Magazines

The medium can seldom be use for strictly local coverage, but it is more suitable to regional and national advertising programs. Magazines offer different advantage. They are flexible in both readership and advertising. Though, magazine advertiser can reach any market segment in terms of different demographic variables like age, income, occupation, educational level, sex etc. They offer unsurpassed

availability of color, excellent reproduction quality, believability and authority permanence and prestige at the efficient cost. However, they require long reading time, they have problems offering reach and they are subject to heavy cost of advertising so the cost of advertising in some magazines is very high. Some magazines in Nepal are Himal, samay, Nepal, Yuva manch, Nari, Bimochan, Antrastra Manch, Madhupark etc.

### Advantages

1. The life of magazines is long in comparison to newspaper every morning there is a fresh issue of newspaper but magazines are read over a month or week at leaguers.
2. Almost all the members of the family read the magazines and also pass it to friends, which newspaper attract the attention of elders only.
3. Magazines are often stored for reference and therefore the advertisements are remembered longer.
4. Magazines are printed in better paper enabling more artistic and colorful production of the advertising copy.

### Disadvantages

1. They are less flexible space because must be looked and advertisement materials are prepared long in advance of publication, so it is difficult to change the advertisement materials.
2. The national coverage is a demerit to the advertiser, who does not have national distribution, does not intend to seek it, since it involves too much waste circulation.

### 2.6.3 Cinema.

In cinema advertising short and interesting story films are exhibited to emphasize the advertising message. In a developing country like Nepal where the literacy is very low, this method of advertising has got tremendous significance.

#### Advantages

1. It is a flexible medium for narrating scientific details and complicated history clearly and with dramatic effect. They have a demonstration value too.
2. The motion picture always makes an interesting and dramatic appeal.
3. Advertising through a motion picture can be understood by all, even by illiterate people.

#### Disadvantage

1. It is limited to only urban area.
2. It can access to only rich people.
3. Some people think that watching cinema is itself bad, so advertisement that comes on cinema may be regarded badly by them.

#### 2.6.4 Radio

The radio broadcasting is one of the chapter and quickest and widely covered means of mass communication in Nepal. In the difficult geographical structure like Nepal, radio broadcasting has proved a very effective and efficient medium in disseminating information, educating people and entertaining the message. It has been previous programs aimed at creating mass awareness. The people in the hilly area and many remote villages have no access to motor able roads, communication and entertainment facilities. Illiteracy being a common



feature among the people, little use of newspaper, no link to satellite channels and other frequencies are not able to reach them. Therefore, the radio has been the most suitable means of disseminating information and providing entertainment to the people in Nepal.

#### Advantages

1. Radio advertisements can target specific audiences.
2. It can be placed quickly
3. It can use sound humor intimacy effectively.
4. Radio advertisement can take message to millions of people though sound which makes it more personal than the printed word.
5. Posters and sign boards may be seen and not read, and so the advertisements in the newspapers and magazines, which the radio appeal directly reaches to a large number of people thus makes for the mechanization of selling, which is very essential in these days of mechanized production.

#### Disadvantage

1. Radio advertisement has no visual excitement, short exposure time and perishable message.
2. It has difficulties to convey complex information.
3. It has lack of illustration through which it is impossible to illustrate the product.
4. Electronic Media Advertising message can be carried only those who have radio sets.
5. It is costly media of advertising than newspapers and magazines.
6. Radio advertising is not suited to all types of product. Goods of frequent purchase and rapid turnover may be advertised on radio

with good results Goods advertised must range within everyday orbit of the listeners . If the wrong type of product is advertised on the radio , it will not be of good result and a waste of time and sources.

#### 2.6.5 Direct Mail.

Direct mail is the utilization of the postal agency to distribute advertising materials and sales literature to customers and prospective buyers. The message is planned to go directly from the advertiser to the customer. The advertiser opportunity to expand or contact the number of names to be used and to stop starts his programmes at will, makes direct mail advertising highly flexible (Shivaji Thapa 1990) Though this type of advertising medium is not used in our country Nepal.

#### Advantages

1. This is the best medium for targeting specific audiences which is very flexible, measurable and advertisement can be saved.
2. Longer message can be sent at a relatively lower cost.
3. Confidential message can also be sent, but in any other medium they do not have such an advantage.
4. It is helpful in case of distributing free samples to the selected few customers.

#### Disadvantages

1. Its appeal is restricted to those, to whom the materials are sent and wide coverage is not possible except at a huge cost.
2. Postal delays in delivers can also hunt the timing of the message.
3. There is high possibility of time literatures being thrown away without having been read.

4. Due to the high illiteracy rate of our country it is not an effective medium for advertisement.

#### 2.6.6 Television

John Longier Baird invented television in 1926. Television came into being at a time of unprecedented prosperity in the United States. Television is the newest and fastest growing media in the developed as well as developing countries. Its appeal directly reaches into the ear and eyes of the viewer. Hence, medium of advertising is considered as most effective. Most of the advertisers use this medium nowadays. Television advertising combines the merits of both radio and cinema, meaning people can see and hear the advertisement message at their homes.

#### Advantages

1. Television advertisement reaches extremely to a large audience.
2. It uses picture, print, sound and motion for effective result.
3. It can target specific audiences.
4. Television is highly flexible and selective media, which can be used locally, regionally, nationally and internationally.
5. It is considered as a best advertising media ever invented because it is a means of actual demonstration into the house of the prospect customers.

#### Disadvantage

1. It is high cost to prepare and run advertisements, short time exposure and perishable.
2. The audience is low in developing countries because of low range of telecasting.

3. It is also very costly media of advertising, so small advertiser cannot afford to advertise their product and services in it.

#### 2.6.7 Websites

The youngest and the latest form of advertising is the Website. It has made a revolution not only in advertising but also in various fields of life. This newly developed technology is a boom for many industries and it itself has turned into a fast growing industry employing thousands and thousands of people and generating millions for the investors. This form of advertisement is specially targeted to working professionals and the new generation.

#### Advantage

1. It is a form off advertisement that can be viewed in any part of the world having access to internet.
2. Advertisement in websites can give a lot of information.
3. There is no time limit because advertisement can be kept for a long span of time.
4. Once advertisement is hosted in the website, it can be viewed in any time of day or night at the consumer's convenience.
5. It is a mass media very popular in developed countries.
6. The hosting of the advertisement is very attractive which makes an interesting and dramatic appeal.
7. Sexual explicit advertisements can also be shown by giving some kind of warning to under age people.
8. This is a highly flexible and selective media which can be used locally, regionally, nationally and internationally.

#### Disadvantage:

1. Advertising in websites can be very expensive for the advertiser.
2. Only educated people who can use computers can be given information.
3. Internet is not accessible in many parts of our country so it is not suitable for poor and low rate of literacy countries.
4. Internet subscription is expensive so only rich people can afford it.

## 2.7 Advertising Media Available in Nepal

Nepal has all media of advertising these days. The development of media of mass communication dates back to the initial years of the Rana period. Prior to this, pamphlets were used and people used to speak at loud voices to advertise in the temporary market or the haat bazaar.

### 2.7.1 The Radio Nepal

The Radio Nepal was established on the 20<sup>th</sup> Chaitra, 2007 B.S (1<sup>st</sup> April 1951). Initially, the transmission was done through a 250 watt transmitter. Over the years, Radio Nepal has strengthened its institutional capacity and diversified itself in terms of program format, technical efficiency and nationwide coverage. Radio Nepal now has programs on the short wave as well as on the medium wave frequencies and most recent development is the launching of F.M channel (see appendix No- III)

#### 2.7.1.1 The Role of the Radio Broadcasting in Nepal.

The radio broadcasting is the cheapest and quickest means of mass communications in Nepal. In a mountainous country like Nepal, radio broadcasting has proved a very effective medium in disseminating information educating people and entertaining the message. It has been providing various programs aimed at creating mass awareness. The

people in hilly areas and many of the remote villages have no access to motor able roads, communication and entertainment facilities. Illiteracy, being a common feature among the people, little use is made of the newspaper, which has very limited and delayed circulation. Therefore, the radio has been the most suitable means of disseminating information and providing entertainment to the mass in Nepal (Ibid).

The transmission capacity of Radio Nepal is the short wave and the medium wave, and recently they have launched Frequency modulation (F. M.) in many areas of the country. The short wave transmission of radio Nepal is estimated to reach listeners throughout the kingdom. But, the medium wave transmission reaches from 80% to 90% of the population. There are medium wave transmission stations in Nepal.

- i. The eastern development region in Dharan
- ii. The Central Development region in Kathmandu
- iii. The Western development region in Pokhara
- iv. The Mid Western Development region in Surkhet
- v. The far Western Development Region in Dipayal.

From these transmissions, the radio broadcasts various regional languages as Magar, Gurung, Newari, Rai, Bhojpuri, Maithali etc.

#### 2.7.2 F.M. Radio

After the promulgation of the 1991 constitution of Nepal, there has been a steady development in the media field and as a result various FM stations have been launched and started its transmission. Radio Nepal launched the first FM channel in Nepal on the 30<sup>th</sup> karkit, 2052B.S. (16<sup>th</sup> November, 1995) The Fm channel airs programmes on the 100 MHz on the Frequency Modulation band through a 1 kilowatt transmitter installed at Khumaltar, Lalitpur. There are other stations through which radio Nepal broadcasts through FM band in various parts of the country

like Illam 100 MHz, Birgunj 100 MHz , Hetauda 95 MHz, Bharatpur 103 MHz, Jomsom 100MHz. Jumla 100 MHz, dang 100 MHz, Budhikhola 100 MHz, Humla100Mhz. A state of art studio with stereo facilities has been established at Singha Durbar with sufficient facilities to broadcast programs live. Similarly private FM radio Stations like Kantipur, Radio city, Hits, Image, sagarmatha etc in Kathmandu and many FM stations in various parts of the country like radio Birgunj, Lalika, Synergy, Palpa, Bheri, etc operate commercially and in community as well. These all stations provide cheap and effective advertisement in the local areas where they operate.

### 2.7.3 LOCAL FM RADIO BIRGUNJ 99FM OF BIRGUNJ

Radio Birgunj is a milestone in the electronic media in Birgunj, the commercial capital of Nepal. This is the pioneer FM radio for Parsa District. It was established in 28/08/2060 with an objective to provide the wide variety of information, current news, thrilling entertainment and many more. Radio birgunj has the largest collection of Nepali, Hindi and Bhojpuri songs. It is also dedicated to promote the regional culture and talents. The strong and effective network provides the latest regional news as well as National news, BBC news and all the news of Communication Corner, Kathmandu.

Radio Birgunj is on air for non-stop 18 hours a day starting at 4:45 am till 11 pm everyday. Radio Birgunj broadcasts more than 70 different programs in a week from folk to modern music.

The transmission is not only heard in Narayani Zone but also partially received in Janakpur, Gandaki and Bagmati Zone making a total of 16-18. Districts besides some bordering part of Bihar, India also

get their transmission clearly. Radio Birgunj estimates that more than 3 million people are entertained by their transmission.

#### Rates of Advertisement of Radio Birgunj 99FM

##### Time slot

A. Super Prime Time:

During the news Time

B. Prime Time:

6am-9am and 5pm- 9pm

C. Normal Time:

Any other time apart from the above mentioned time between 5 am to 11 pm

##### General Commercial

Time Duration	Rate
10Sec.	150/-
15Sec.	225/-
20sec.	275/-
30sec.	400/-
45sec.	600/-
60sec.	725/-

##### Program sponsorship

Time duration	Rate
Up to 15min.	2500/-
Up to 30min.	4500/-
Up to 45min	6000/-
Up to 60min	7500/-

(13% VAT will be applicable in all transactions.)

([www. Birgunjfm.com](http://www.Birgunjfm.com))



#### 2.7.4 Printed media

The first newspaper, in the modern sense is said to have appeared in the Netherlands in the year 1529 A. d. Archer's weekly news first published in May 23<sup>rd</sup> 1622 is however regarded as the earliest newspaper. Nepal was late by 279 years in entering the field of newspaper. "History of Nepalese newspaper is undoubtedly a recent phenomenon. Unlike the United states, magazines entered the field of journalism prior to the advent of newspaper in Nepal. The pioneer of Nepalese journalism was Motiram Bhatta, a Nepal poet who edited and published the first Nepali monthly "Gorkha- Bharata-Jeevani" printed at banaras in India in the year 1886. It was motiram bhatta who collaborated with Krishna dev Pandey in setting up the Pashupati press, the first print in Kathmandu. A Nepali monthly Sudha sagar was printed and published in that press in 1898. The same pashupati press printed the first Gorkhapatta during the premiership of Dev Sumsher Jung Badahur Rana in 1901.

In 1662 A. D., the Gorkhapatra Corporation was set up to run the paper on commercial basis with public participation. Gorkhapatra Corporation expanded its field by publishing the first English newspaper, the rising Nepal. Nowadays Gorkhapatra is a daily newspaper and its circulation reaches to most of the districts of the kingdom. Gorkhapatra Corporation these days publishes the Rising Nepal and magazines like Yuvamanch, Muna, Madupark etc.

There are many other local, regional, national papers, magazines etc on daily, weekly, fortnightly, monthly, quarterly, half-yearly basis published in the country. Today modern technologies have pierced into this print media giving more color, maxing and life to the advertisements.

### 2.7.5 Cinema

Film is perhaps the most revolutionary creation in the visual artistic expression. Since its birth, like a hundred years ago, this ever-expanding medium has had a profound influence in our societies, particularly in the field of communication. Within decades of its appearance, it reaches a maturity that was no parallel in the history of other forms of art. 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 at the 48% literacy rate in Nepal; films represent an effective advertising medium in reaching the message.

The presentation of cinema starts in 2006-2007 B.S. Prior to this English and Indian movies were shown in Singha Durbar for the dignitaries. After that films were also made in Nepal languages and first film in nepali was raja Harishchadra produced in Bombay, India. Now films are not only made in Nepal in Nepal but Bhojpuri, maithali, newari, gurung and other languages too. The nepali film industry has made a lot of progress in the last fifty years.

### 2.7.6 Nepal television

Nepal television (NTV) is perhaps one of the youngest television stations 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 began its experimental transmission for Kathmandu valley in a very modest manner with VHF equipment and in the UHF band, In those days there were only about 400 TV sets, the majority of which were used basically for video purposes. Some of these receivers were also used for receiving Doordarshan signals. The thirst for TV programmes 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 of 1986, it became a full fledged corporation under the Communication Act of his majesty's Government.

Thus mostly geared to Established as an electronic medium to enhance the country's socio-economic development, Nepal Television currently covers 425 of the country's population and-32% of the land area. Programmes are inform and educate the general mass. With the extension of the network transmission hours have also increased 119 hours per week.

#### 2.7.6.1 ORGANISATION STRUCTURE

NTV is supervised by aboard of directors who are appointed by the ministry of Information and Communication. The Board, headed by the chairman consists of six members including the general manager. One membership is exclusively set aside to represent the staff.

#### 2.7.6.2 HUMAN RESOURCES

The total number of staff has increased to a total of 304. Out of these 203 are permanent and 101 are on contract basis. Most are on

the technical side, totaling 191 and the remaining 140 are non-technical .the Organization is constantly seeking to further enhance the staff's talents by way of training and motivation.

The Asia Pacific Institute for Broadcast Development (AIBD) has been the major source for Nepal Television in getting its staff trained in various areas of television, The other institutes who have supported NTV in training are Asia Pacific Broadcasting Union, Radio Netherlands training center, JICA, Tun Abdul Razak Broadcasting Institute, deutsche Welle Television Training Center, Worldview Foundation and other related institutions.

Besides these NTV also conducts its own in-house training programmes at regular intervals.

#### 2.7.6.3 FUTURE PLANS

Considering the difficult terrain of the country' it is almost impossible for NTV to reach the entire population without the use of satellite.

Satellite transmission has been incorporated in the Ninth five year plan (1998-2002) of His Majesty's Government As per the Ninth Plan the first two years will concentrate on the preparation, le network planning, studio design, maintenance center and calibration lab, a research on the st century approaches and in keeping pace with development efforts,NTV looks ahead into transmitting its programmes via satellite within the next three years. This would not only cover the entire country, it would also make its signals available to Nepalese living abroad and to other who would be interested in knowing more about Nepal Possibility of participation from the private sector, equipment purchase etc. ransmission, programme production updating, evaluation

etc. will be carried out in the following three years. A channel will be dedicated solely for distance Education. The organization is now gearing up for this preparation. Programmes have been accordingly planned and a training center is soon to be established. It is from this time onwards that Nepal TV will be operating with state of the art equipment

#### 2.7.6.4 MEMBERSHIP

NTV is a full member of the Asia Pacific Broadcasting Union whose headquarter is located in Kuala Lumpur, Malaysia. It obtained this membership in 1987. It is also an associate member of the Geneva based European Broadcasting Union.

#### 2.7.6.5 PROGRAMME DIVISION

Programme Division largely numbered by producers, cameramen, soundmen, and other technicians consisted of several programme production sections. A new approach has now been adopted with the formation of team One, Team two, Team Three and team Four to cover all areas of programming in order to bring forth quality productions. The division is also responsible for planning programs for the entire year as well as producing programmes for the South Asian Audio Visual exchange Programme. Further it also looks after the standards of the local as well as international programs whether they are canned or live.

#### 2.7.6.6 NTV Present status

In the media history of Nepal, NTV has maintained a steady pace in its network development. Since grown from 2000 viewers in the capital to approximately 3 million viewers across the country spread most in the southern plains and urban areas. The biggest drawback for NTV to have its signal reach to as many people as possible has been the

difficult terrain of the country , 75% of whose land area consists of the land area in the south bordering India is the only stretch, which is easily accessible to all kinds of communication

Now, twenty-one years later, NTV has transmitting station and sub stations linked by off air reception at different strategic points on top of hills and mountains in different parts of the country. The central transmitter in Kathmandu is located atop the highest hill, Phulchki (9075 feet). It is linked to the master control room via micro-wave. The transmitter is then picked by off air antennas of different parts of the country. In this way, NTV's transmission, which was available only to the capital in the beginning now, reaches 61% of the total population. However, the total number of viewer is far less due to the unavailability of electricity.

Considering the difficult terrain of the country, it would almost be impossible for NTV has been using the satellite technology on 30 Ashad 2058 ( July 4, 2001) to transmit its program nationwide and also abroad. NTV now covers more than 23 countries of Asia and is linked with the internet to the whole world having access to internet.

#### 2.7.6.7 Foreign Channels

Due to the increase in global economy, more and more new channels have come into existence since the beginning of this decade. Consumerism has helped in establishing more and more TV channels. As TV has a huge impact in daily lives of the people and the craze of TV is increasing day by day in every economy. TV has been a very profitable business. Big houses are into TV producing. Due to the cable network it has been possible to view a large number of TV channels not only in urban areas but in remote areas as well. As Nepal is heavily linked with

India socially, economically, culturally, so a wide number of consumer watch Indian channels. But with the spread of education, other foreign channels are also liked by the Nepal people. Due to the competition in this field TV channels have gone in one special sector like News channels, Serial channels, Animal channels, Children channels, Mythological channels, channels etc.

#### 2.7.6.8 PROGRAMMING

Since the time of its inception, Nepal TV has been offering various programmes to its viewers-from news, information, and education to entertainment. The objective of Nepal Television, as mentioned earlier, is to educate and inform the general mass in helping to uplift the country's socio-economic condition, Further, it also aims to preserve and promote the country's culture. To this regard it has always planned its programme accordingly with entertainment programmes transmitter at regular intervals.

Bulk of the transmission, about 30%, is covered by news and current affairs and current affairs related talk programmes, there are three news bulletins a day, each with a duration of 20 minutes, two of them in Nepal! and one in English. There is also a weekly news bulletin for those with hearing impair.

Another fifty percent is covered by various other programmes produced by either NTV or by local production houses. The percentage of foreign programmes is twenty percent. (website: [www.explorenepal.com/ntv](http://www.explorenepal.com/ntv))

The ratio between educational, entertainment and information programmes presents a good balance and the percentage of local productions proves NTV's interest in encouraging local productions, and to avail it self as a medium of education for the mass.

In the early years, the duration of NTV's transmission was only two hours per day, Keeping in pace with local production and demand of its viewers, the transmission time increased steadily, Today it stands at one hundred and nineteen hours per week.

#### 2.7.6.9 BUSINESS DIVISION

Since the last few years the Government's financial contribution to Nepal TV has only been made for the expansion of its network. It has to sustain itself for its day-to-day operation. Furthermore, the system of TV license fee which would otherwise go to the state TV is yet to be implemented . To this regard a portion of NTV's programmes are commercial. It is with this revenue that the day-to-day operation is met. The Business Division looks after marketing commercial programmes as well as selling commercial spots. It also markets NTV produced documentaries

Based on Nepalese culture and traditions to TV organizations around the world, over the years the revenue generated by the Business Division has increased in pace with the increase of employees and the expansion of the network.

#### 2.7.6.10 INTERNATIONAL RELATIONS

The International relations Section which falls under the General Manager's office handles all international affairs at the primary stage.



This includes all correspondence, negotiations, coordination, liaison, co-productions, guest relations etc.

#### 2.7.6.11 RATE STRUCTURE FOR ADVERTISEMENT

- a) Ordinary time: Spots placed before 6:30 or placed anywhere during regular programme as per NTV's convenience.
- b) Fixed Time: Spots and after and the programme as per advertiser's release order (except Prime Time, super promo Time & special Time).
- c) Prime Time: Spots release before the Nepali News and other programme decided by NTV.
- d) Super Prime Time: Spots before special programme.

Greetings on the occasion of Loktantra Diwas, Democracy Day, Festivals & New Year for two slots @ rs. 2000/- (before the morning and evening news bulletins)

Other greetings for two slots. Rs 3,000/- 9 before the morning and evening Nepali News bulletins)

a) Advertisement order in written form should reach NTV's Business Division one day before transmission date. 25% extra will be charged (except for agencies registered with NTV) for orders for same day transmission . Orders for same day transmission made by agencies registered with NTV will result in the concerned agency fore fitting its commission.

b) 50% discount will be made to all advertisement order for morning transmission.

c) VAT on the above rates.

## 2.7.6.12 TERMS & CONDITIONS FOR SERVICES

Advertisements are accepted in Nepali & English languages only.

- a) Payment in full must be made in advance for any advertisement order.
- b) All materials for commercial time must conform to the requirements of the censor of Ministry of Information & Communication. The decisions of NTV for approval of materials will be final and shall not be contested by the agency/advertiser. NTV reserves the right to refuse to transmit any advertisement materials or programme without assigning any reason. In such cases NTV will refund the money paid for the order. NTV reserves the right to change the rates and conditions without any prior notice. However, NTV will allow advertisers 10 days from the date of the announcement of change in rates and conditions to cancel or amend their contracts.
- c) Agency commission will be as per NTV's rules.
- d) Apart from the above mentioned rates, the rates for special programme and for live transmissions will be fixed accordingly. Nepal television (NTV) began its regular transmission towards the end of 1985 on an experiment basis, and became a full fledged corporation under the Communication Act of His Majesty's Government in 1986. In the media history of Nepal, NTV has maintained a steady pace in its network development. Its signal, in the beginning, covered only the valley of Kathmandu. The second and third phase of expansion enabled access to NTV's signal to 22% of the population. The popularity of NTV grew to such an extent that it resulted in the hastening of the Organization's fourth phase of expansion. A separate transmitter to cover Banke and Bardia was also established in Kohalpur. By

the end of 1998 the station in Kohalpur will be linked to the central station. Currently the signal covers 32% of the population and 44% of the country's land area.

(Source- [www.explorenepal.com/ntv](http://www.explorenepal.com/ntv))

## 2.8 Review of related Studies in Nepal

In order to proceed further the related literatures have been reviewed and their objectives, findings and methods have been given as follows:

1. Prakash Raj Pandey, A study of " Advertising in Nepal" (Degree Dissertation submitted to IBACPA), TU, Kathmandu, 1980.

Advertising in Nepal is noteworthy; it has following objectives

- To identify the present position of advertising in Nepal.
- To find out the existing Patterns and brands.
- To identify the constraints hindering the use of advertising as an effective method of promotion, and
- To suggest measure to enable advertising to play its role effectively. This study is conducted on the basis of primary data.

The major findings of the study are as follows:

- Advertising is the main method of promotion practiced in the country.
- Effect of advertising is generally not evaluated.
- Advertising in the company is handled by persons in the senior position, when there is a separate advertising section in the company.
- The advertising programmes are not well coordinated with other elements of marketing and promotional strategy.

- In regard to the services rendered by the advertising agencies, none are full service agencies and except a few agencies concentrating on inserting the advertisements prepared by the advertisers and specialists service groups such as block makers, printers, artists etc.
- Publication media, radio and cinema are the most used media for commercial advertising. But there are few alternatives. The Gorkhapatra is the only medium with any significant circulation.
- Advertisement related to business is presented in simple language and are found to be more effective.
- Both the advertisers and the advertising agencies recognized the need for advertising in the present context of their markets in Nepal.
- The advertisers, advertising agencies, and the mass media are yet to create an environment of mutual understanding and help.
- Advertisers think that advertising has favorable impact on their customers, sales and profits, Customers responds are favorable to advertising through most of them are economically backward and uneducated.<sup>41</sup>

2. Another thesis by S. K. Upadhyaya, "Radio Advertising and its Impact on Purchasing Act in Consumer goods" is notable here which has following objectives.

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<sup>41</sup> P. R. Panday, 'A Study of advertising in Nepal ,' (Degree Dissertation submitted to IBACPA) < Kathmando, TU.1980

- To study the availability and comparative cost of different forms of advertising in Nepal.
- To study the impact of the radio advertising on the consumer purchase behavior, and
- To study the change in sales of firm due to the radio advertising.

This study has also been made on the basis of primary as well as secondary data.

The Major findings of the study are:

- Both consumers and advertisers recognize the need of advertising (especially media) in the present context of the Kathmandu market.
- For promoting product, advertising is a main method used by the producer.
- All the advertising business is conducted by the senior personnel . But there is no separate section for conduction advertising.
- Of all the advertising media available media in Nepal, the radio advertising ranked top in the list.
- Most of the consumers consider utility aspect while buying the products.
- The major percentage of the listeners listen the radio advertising seldom. The percentage of regular listeners is very few.
- The effect of advertising is to be seen on new products rather than on old or existing products.
- The effective forms of media to reach the hearts of consumers are radio cinema and periodicals, which ranked first , second and third respectively.<sup>4242</sup>

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<sup>42</sup> S. K. Upadhyaya, "Radio Advertising and its Impact on Purchasing Act in Consumer Goods." (Degree Dissertation submitted in IBACPA), Kathmandu, TU. 1981..

3. Another study with respect to communication effect of advertising has been made by R.P. Giri. The Dissertation is "A Study on the Communication Effect of Advertising and Brand Preference of Instant Noodles."

The study has following objectives:

- To analyze the popular media of advertisement, its strengths and weaknesses.
- To analyze the advertising appeal and relation between brand preference and advertisement qualities of instant noodles.

The study was based on primary data filled by educated people of Kathmandu.

The major findings of the study are:

- Most of the educated people of Kathmandu are aware of brands (The Rara & the Maggi) of instant noodles because of their advertisements.
- Most of the uneducated people of Kathmandu could not say anything about the advertisements.
- Of all the advertising media available in Nepal, the Radio has proved itself a leading one to create awareness in customers about the advertised product, especially edible goods like instant noodles after that the film/ cine slide comes orderly.
- In case of the newspaper advertisement, the Rara has attracted many customers because of its style of photo presentation while the Maggi has attracted its customers with the help of layout headlines.
- The weak side of the newspaper advertisement of the Rara has been headline and typography and photo presentation in case of advertisement of Maggi.

- In case of Radio advertisement, the Rara has attracted its customers mainly with the help of vocals. After then comes expression and music while music has played a pleading role to attract the customers in case of maggi's advertisement. After the set up, expression and vocals come orderly.
  - The newspaper advertisement of the Rara has created more of its gain than in case of the advertisement of the magi.
  - Advertisement qualities of instant noodles have made no change in brand preference.<sup>43</sup>
4. "A Study on Brand Loyalty" is a Dissertation made by Mr. Yogesh Pant, and has the following objectives.
- To examine brand awareness of the Nepalese Consumers.
  - To fine out whether Nepalese consumers are brand loyal, i.e. what percentage of Nepalese consumers are brand loyal?
  - To identity the correlation of brand loyalty.
  - To recommend measures helpful or important for developing marketing strategies and for conducting further researchers on brand loyalty.

This study is based on primary data. Respondents, to whom the questionnaires were served, have filled in the data.

The major findings of the study are:

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<sup>43</sup> A Study on the Communication Effect of adverting and Brand Preference of Instant Noodles. ( Degree Dissertation submitted to Institute of Management, Kritipur), T.U., 1985

- “Nepalese consumers give high importance to brand in both the consumer durable goods and the consumer non-durable goods.
- Most of the consumers are found buying the products brand rather than by inspection.
- Brand awareness of the Nepalese consumers is found to be high.
- Brand loyalty is independent of the consumer’s store loyalty.
- Brand loyal consumers are not to be influenced by special deals such coupons, free samples, discounts etc.
- The brand loyal consumers are found to be least influenced by price activity and advertisement.”<sup>44</sup>

5. Mr. G. R. Sharma has made a study named “ The Movies Stars Endorsement in Advertising” and the dissertation has the following objectives.

- To examine the role of movies-stars endorsement in advertising is creating brand awareness among the audiences.
- To find out the role of movie stars endorsements enhancing the advertisement message recall.
- To find out the contribution of the movie stars endorsed in advertising to create believability of the advertisement message contents.
- To examine the audiences perception of the product brand for which movies-stars have been endorsed in their in their advertisements, and

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<sup>44</sup> Yogesh Pant, “ A study on Brand Loyalty.” (Degree Dissertation submitted to Central department of Management, Kritipur), T.U.1993.



- To find out whether the movie-stars endorsement create positive attitude towards the advertisements.

This study is also based on primary data.

The major findings of the study are as follows:

- The youth of the selected soap brands are highly aware of the brand endorsed by movie stars on non-endorsed brands.
- Message of recall is highly associated with movie stars endorsement in advertising.
- The product quality of advertised brand is found major factor contributing to the believability of the message. The believability of message is depended upon consumers perception and among of the brand.
- An effective advertisement creates association of feelings with certain events or certain ways of life styles.
- The advertisers have ignored the matching of the product personality with the requirement of the life styles of the stars.
- An effective advertisement is supposed to create positive attitudes towards it among the audiences.

Because of high association of brand awareness and movie stars endorsement in advertising, the manufacturers of new products will be fruitful to endorse movie stars endorsement in advertising can enhance the believability of advertisement message.<sup>45</sup>

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<sup>45</sup> G.R. Sharma " a Study on the Movie stars Endorsement in Advertising ".( Degree Dissertation Submitted to the faculty of Management), Kathmandu. T.U., 1996.

6. The other study on "Communication Effects of Advertising and brand Preference" made by Mr. Laxmi Prasad Baral has following objectives:

- To examine the effectiveness of advertising.
- To understand advertising and brand preference.
- Which is the popular media of advertising? And
- What are there strengths and weakness while advertising of instant noodles?

This study was made on the basis of primary data. For this purpose school students were selected for collection of information.

The major findings of the study are:

- Instant noodles are in different product life cycle and they require different media and techniques of advertising in different stage.
- There is a high degree association between brand preference and advertisement qualities.
- The advertisements are still traditional and ordinary in nature and style.
- It is necessary that advertising should be more attractive, informative and enjoyable for both reader as well as listeners.
- Advertising should be constructed for the long term impression by making more moral and social responsibility.

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- While selection of advertising media the marketer should clearly analyze the requirement of the target market. <sup>46</sup>

7. In another study by Rajendra Krishna Shrestha, "The role of advertising in Brand choice and product positing" has the following objectives:

- ❖ To analyze the effectiveness of advertising on brand of consumer product.
- ❖ To evaluate the role of advertising in product positing from the consumer perspective and
- ❖ Do consumer more importance to advertisement rather than any other promotional tools while making selection decision.

The study is based mainly on primary data filled by respondents of Birgunj Sub Metropolitan City.

The major findings of the study are

- J Nepal Television and local FM Radio Stations are the most popular media within Birgunj.
- J Most of the respondents are in favor of entertaining types of television advertising.

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<sup>46</sup> Baral, Laxmi Prasad . " The communication Effect of advertising and Brand preference". (Degree Dissertation Submitted to the Central Department of Management, Kirtipur).T.U.1996.

- J Most of the marketers are using electronic media to advertise their product such as radio, TV are supposed to be the effective media while considering the present situation of Nepalese market.
- J Advertising is the main sources of information about popular brand as well as mostly sensitive subject in the country in course of promotion.
- J Consideration to different variables while purchasing is not significantly different due to the age, sex and family size. <sup>47</sup>

8. The other studies- "The role of advertising in brand royalty" carried out by Binay Kumar Thakur has the following objective:

- To analyze the effectiveness of advertising on brand royalty of the consumer product.
- To evaluate the role of advertising for brand royalty in Nepalese market.
- Do consumers give more importance to advertising rather than any other promotional tools while making selection decision?

The study is based mainly on primary data collected from the respondents of Birgunj city.

The major findings of the study are:

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<sup>47</sup>rajendra Krishana Shestha., " The role of Advertising in Brand Choice and Product Positioning". (Degree Dissertation submitted to the Central Department of Management, Kritipur). T.U., 1997

- Both Coca-cola and Pepsi cola release the essence of advertising in the present situation.
- Advertising is the main sources of information about particular brand as well as most sensitive subject in the country in the course of promotion.
- Advertisement plays an important role in changing brand of soft drinks.
- Soft drink holds the second position in consumption after tea amongst the Nepalese market.
- Brand awareness of the Nepalese consumer is found to be high.
- Majority of the Nepalese consumers are brand loyal.
- Consumers involvement in purchasing of soft drinks, mostly self.
- Most of the consumer's brand choice decision about mentioned products is dependent on them.
- Most of the consumer's have given first preference to the tasks of the product while the quality of the product is considered as second important factor in case of soft drinks.
- Most of the consumer's first choice as soft drink is coca-cola than others.
- Pepsi holds the second position among consumer's in Nepalese market.
- Most of the consumer likes entertaining advertisement than other advertisement.
- Most of the consumer have shown satisfactory label of reaction about advertisement believability.
- It is found that advertisement have a great contribution for purchase of soft drinks.
- Most of the consumer prefers the advertisement of coca than that of Pepsi.

- Consumer's first reasons of brand switching are taste and quality of the products.
- Repeating an advertisement more frequently than the competitors affect brand loyalty.
- Consumer's second reasons of brand switching are advertising.
- Advertising plays an important in brand loyalty behavior of consumer's in case of soft drinks.
- Role of variable are independent of age, sex and family size while selecting soft drinks.
- The role of advertising in changing brand habit is found effective.
- The taste and quality of the product are the major considerable factors for brand loyalty.
- The effective advertising in time is regarded as the best tools for brand loyalty.
- The role of advertising is regarded important for brand loyalty in the course of soft-drinks.<sup>48</sup>

The above mentioned are the major research works carried out by different researchers on the on the on the related subject in the marketing in T.U.

9. In another study by Shambhu Prasad" The Role of advertising in Product Positioning and Brand Choice" (With special reference Coke and real Juice) has the following objectives:

- ❖ To examine the effectiveness of advertising on product positioning.
- ❖ To analyze the effectiveness of advertising on brand choice.

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<sup>48</sup> Binay Kumar Thakur, " The Role of Advertising in Brand Loyalty" ( Degree Dissertation submitted to Central Department of management, Kritipur), T.U., 2001

- ❖ To evaluate the role of advertisement in product positioning in Nepalese market.
- ❖ To evaluate the importance of advisement for making buying decision than any other promotional tools.

The story is base on mainly on primary data filled by the respondents of Birgunj city.

The major findings of the story are:

- ❖ Advertising is considered the prime process to provide information about a particular brand to the customers.
- ❖ Changing of brand is affected by advertisement.
- ❖ Nepalese consumer are providing too brands.
- ❖ Not all consumers are brand loyal how ever, most of them are so.
- ❖ Consumer's themselves deciding purchasing of soft drinks.
- ❖ Brand preference of consumers is not imposed.
- ❖ Consumer's have accorded first priority to taste and thereafter quality.
- ❖ Coke is considered the first preference of consumers.
- ❖ Real juice dose not hold superior position in comparison to coke.
- ❖ Entertaining advertisement is like by the most of the consumers.
- ❖ Advertisement plays important role in the purchase of soft drinks.
- ❖ Taste is considered first reason for brand switching quality.
- ❖ Advertising is considered second important reason for brand switching.
- ❖ Age, sex and family size are not important if variable in selecting soft drinks.
- ❖ Repeat of advertisement attracts consumer's and tend them to brand loyal.
- ❖ The advertisement is crucial in factor in changing brand.
- ❖ Real juice holds second choice of consumer.

- ❖ The product positioning is very important for the achievement of marketing goods.
- ❖ Coke is positioned well in the Nepalese market.
- ❖ Attempt has been made to position Real juice through price.
- ❖ Real juice is positioned as offering the best value for the money.
- ❖ There is large availability of Real juice in market.

10. Other story- A critical study on the role of advertising and its impact on consumer behavior. (With special reference to the television advertising) carried out by Jyoti Raj Shakya has the following objective:

- ✓ To identify the present situation of advertising of N TV.
- ✓ To know what kind of advertisement consumer preferred.
- ✓ To examine how the different group of people perceive and react about TV advertising.

The major finds of the study are:

- J Most of the people under the study think that repetition of an advertisement attracts their attention than the non repeated one.
- J Most people feel inclined to buy product when they watch television advertisement.
- J Most people of all level of age, education and general watch television advertisement and they try to know more and more information from the advertisements.
- J Considering the educational factor of people under the study, uneducated and above graduate people prefer good wording advertisement whereas people below SLC, SLC and Graduate people prefer simple and entertaining advertisement.



- J Many people think the price of advertisement product is higher than the not advertised products.
- J Most people buy the products when they need it, sometime people buy product after induced by advertisement and similarly some people buy the products and services because of both reasons.
- J Most people prefer to chose advertised product if the price and quality of both the product are the same.
- J Advertisement which comes of Nepalese channels are not very like by the people under the study.
- J Most people said that advertisement helped recall brand of products while purchasing them.
- J Among various advertising media like Newspaper, Radio, Magazines, Television, Poster and Cinema, most of the people gave tope priority to television advertisement than any other media because of facility like audio and visual.
- J Considering the age factor of the people under the study, children preferred musical and entertaining advertisement, young age and old age prefers good wording advertisements.
- J The information which consumer gates from advertisements are not credible because they don't get the quality in products, what advertisement says, which means consumer are deceived by advertisement.
- J Under the gender factor both male and female prefer to watch good wording advertisement equally.

The present study- The role of advertisement on consumer buying behavior is based on primary data collected from different sources to find the impact of electronic media advertising to consumer's buying behavior.

*Chapter 3*  
**RESEARCH**  
**METHODOLOGY**

## Research Methodology

Research Methodology is concerned with various methods and techniques which are used in the process of research studies. It includes wide range of research methods including the quantitative techniques for the purpose of data collection, presentation, analysis and interpretations.

The recent studies conducted to analyze the objectives and research problems related to the application of Television and Radio advertising. The research methodology has been followed to attend the basic objective and the solution of the research problems.

### 3.1 Research Design

The research design used in this study is descriptive as well as analytical. This is the study of practical investigation about the understanding and uses of Television and Radio in advertisement to change customer's opinion. "The formidable problem that the following in the task of defining the research is the preparation of design of the research project is popularly known as research design."<sup>109</sup> The study is based on survey research design. In this impact of Television and Radio advertising has been evaluated. The opinion of people about TV and Radio advertising has been gathered. Hence, for this both questionnaire and published data are used. The questionnaire has been prepared in such a way that will help to find the different types of advertisement which are preferred by people, the peoples reaction about advertisement, buying habits of advertised products, cause of

product buying, consumer's favorite media, reaction about repetition of advertisement, categories of advertisement by people, impact of media on human mind, different information provided by advertisement and its comparative benefits, ability to recall commercial and other benefit of advertisement besides product awareness.

The entire questionnaires are objective, which has been prepared to collect the scope of improving advertisement and need to adopt the change as per the public opinion. The data collection work will be conducted at Birgunj Sub-metropolitan city of Parsa district, so collected information's may differ from most of other parts of country. The respondents themselves with the help of the researcher fill in most of the questionnaires. The data collected are strictly based on their opinion and their own habits and answers.

### 3.2 Population and Sampling:

There are approximately 100 respondents interviewed during the process of data collection. The samples under the study are collected on random basis. All the samples are from Birgunj Sub-metropolitan city of Parsa district. The sample from different age group, education level and gender helps a lot in comparison of the samples.

### 3.3 Data collection Procedure

The study is based on primary data. The collection of data is done on the basis of different factors found in most of the samples of population. The total samples are classified on the basis of different attributes and consumer habits. Firstly, the sample is classified on the basis of age into five different groups. The sample will be classified on the basis of age into five different groups as Group A (below 15), Group B (16-25), Group C (26-35), Group D (36-45) and Group E (above 45).

There are approximately 20 samples in each group. The motive behind classifying the sample age wise is to collect data belonging to all age groups. There is no upper limit in the last group i.e. E. The samples below 15 years are also considered in the population. The populations under the study are also classified on the basis of level of education. There are five different categories on which the total population will be classified on the basis of education attained or literacy levels are as under:

- a) Uneducated
- b) Below SLC
- c) SLC
- d) Graduate
- e) Above Graduate

a) Uneducated people represent those samples of the total population, who have not got any formal education and who can neither read nor write. The total numbers in this category are twenty.

b) Below SLC represents those groups of population who have got their formal education but have not appeared for the School Leaving Certificate examination. This category can also be categorized as able to read and write category. The total numbers of respondents under this category are twenty.

c) SLC represents those samples of total population under study that have passed SLC and either reading in or above and have completed the intermediate level of education. The total number of people falling in this category is twenty.

d) Graduate level represents those samples of the total population who have completed their graduation. The number of population falling under this group is twenty.

e) The above graduation level represents the samples from those group who have already completed their Master's Degree of education or above that. There are twenty people under this group.

The total population is further classified on the basis of gender. There are altogether fifty male and fifty female in each sample.

### 3.4 Data Analysis Procedure

The consistency of the consumer provided by the respondents is checked and tabulated according to age, education and gender. Different sets of tables have been prepared for every important questionnaire. Simple listing method is used for the tabulation of data and different responses made by them are represented on percentage basis.

In order to accomplish the objective of the study, various graphs, diagrams including pie chart have been applied for the purpose of analysis. The results of the analysis has been properly tabulated, compared, analyzed and interpreted as far as practicable.

### 3.5 Data Analysis Tools

Simple statistical tools such as Percentage, Ratio along with Diagrams have been used in the process of analysis. Simple Bar Diagram and Pie chart too have been used to show the trend of watching Television advertisement and hearing Radio advertisement by the respondents in the study. The following tools have been used in this study:

### 3.5.1 Chi-Square Test

Chi-Square Test evaluates whether the difference between the observed and expected frequency under some null hypothesis can be attributed to chance or actual population is different. It is the most popular non-parametric test of significance that is widely used in social researches. It can be used to make science to compare between two more nominal variables. The chi-square value is obtained by using the following formula, which is compared against the tabulated value to obtain the conclusion.

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

Where,

O = Observed Frequency

E = Expected Frequency

$\chi^2$  =  $O/N$

Null Hypothesis:  $H_0$ : The number of parts demanded does not depend on the day of the week. In other words, the demand of the parts is not uniformly distributed over the six days of the week.

Alternative Hypothesis:  $H_1$  : The number of the parts demanded depends on the day of the week. In other words, the demand of the parts is not uniformly distributed over the six days of the week.

Under the null hypothesis, the expected frequency each day is:

$$E = \frac{O}{n} = 6720/6 = 1120$$

Table No. 3.1  
Calculation of  $t^2$

Days	O	E	O-E	(O-E) <sup>2</sup>	$\frac{fOZE\hat{A}}{E}$
Mon	1124	1120	4	16	0.014
Tues	1125	1120	5	25	0.022
Wed	1110	1120	-10	100	0.089
Thurs	1120	1120	0	0	0
Fri	1126	1120	6	36	0.032
Sat	1115	1120	-5	25	0.022
	$\sum O = 6720$	$\sum E = 6720$			$\frac{\sum fOZE\hat{A}}{E} = 0.179$

Test Statistic,

$$\dots t^2 = \frac{\sum fOZE\hat{A}}{E} = 0.179$$

Where,

O= Observed Frequency

E= Expected Frequency

Degree of freedom=  $n-1=6-1=5$

Level of significance,  $\alpha = 5\% = 0.05$

Critical Value: The tabulated value of  $t^2$  at 5% level of significance for 5 d.f. is 11.07.

Decision: Since the calculated value of  $t^2$  is less than tabulated value of  $t^2$ , the null hypothesis  $H_0$  is accepted. Therefore, we conclude that



the number of parts demanded does not depend on the day of the week.

3.5.2. Simple Average Method:

It assumes that all the items under consideration are of equal importance in the distribution. But in many cases, the relative importance of the items in the distributions is not same. In such a situation, the relative importance is considered as weight of the variable and the weighted average mean is calculated by using the following formula:

$$\text{Weighted Average mean } \bar{X} = \frac{X_1 W_1 + X_2 W_2 + \dots + X_n W_n}{W_1 + W_2 + \dots + W_n}$$

$$\frac{X_n W_n}{W}$$

Examples,

Solution

Here,  $N_1 = 90$  and  $\bar{x}_1 = 9.5$

$N_2 = 60$  and  $\bar{x}_2 = 13.5$

$$\text{Combined mean } \bar{X} = \frac{N_1 \bar{X}_1 + N_2 \bar{X}_2}{N_1 + N_2}$$

$$= \frac{90 * 9.5 + 60 * 13.5}{90 + 60}$$

$$= \frac{855 + 810}{150} = 11.1$$

So, the average age of the students of the school is 11.1 years.

# Chapter 4

# DATA PRESENTATION AND ANALYSIS

## DATA PRESENTATION AND ANALYSIS

The Chapters previously incorporated are introduction of the study, review of Literature and the research methodology employed in the study respectively. This chapter incorporates analysis and interpretation of data. The data and information collected from the various sources are presented, analyzed and interpreted in this chapter for attaining the stated objective of the study. The data and information collected from the respondents are presented, interpreted and analyzed according to the research questions formulated for the study.

Altogether 100 respondents have been selected for the study. A questionnaire has been developed for the purpose of data collection and it should be distributed to various age group, education level and gender level communicate and for the uses of TV and Radio advertising.

### 4.1 Performance of TV Advertising

As per the data of the study the performance of TV advertising of different group of people has been stated as below:

#### 4.1.1 Age Label Performance

The task given below represents the performance of TV achievement in different age group. In below table the answer from 100 respondents (20 each from every group) has been presented to show their age level performance on advertisement.

Table 4.1

Age level Preference

Description	Musical		Good Wording		Simple		Entertaining		All of the above		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Below 15	7	35	2	10	-	-	7	35	4	20	20
16-25	4	20	5	25	4	20	5	25	2	10	20
26-35	2	10	10	50	2	10	2	10	4	20	20
36-45	2	10	7	35	6	30	-	-	5	25	20
Above 45	-	-	11	55	4	20	5	25	-	-	20
Grand Total	15		35		16		19		15		100

As shown in above table 35% of people who are below 15 prefer Musical advertisement, 10% likes Good Wording, 35% prefer Entertaining as well as 20% under this age group likes all the types of the advertisement. In same way the respondents who are under the age between 16-25, 20% prefer Musical types of advertisement, 25 % likes Good Wording, 20% likes Simple types of advertisement, 25% likes Entertaining and 10% of the respondents under this group likes all the types of the advertisement. From the persons having age between 36-45, 10% likes Musical advertisement, 35% likes Good wording, 30% prefer Simple types and 25% likes all types of advertisement on TV. But from the respondents having age above than 45, 55% likes Good Wording advertisement, 20% prefer Simple, 25% prefers Entertaining advertisement on Television.

The above can be presented with the help of bar diagramme as under:

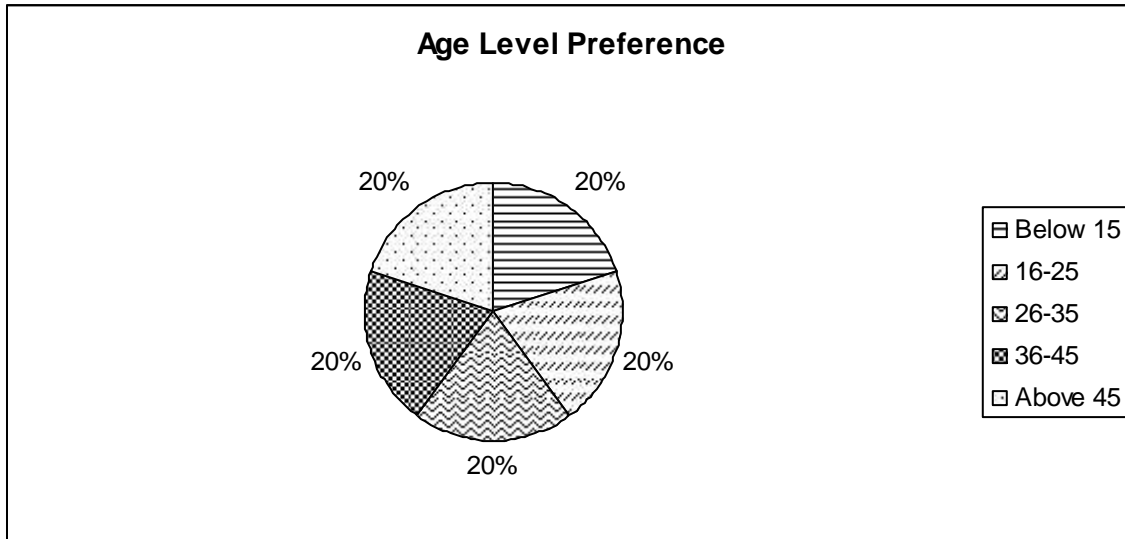


Figure 4.1

#### 4.1.2 Education Level Preference

Table 4.2

Education level preference

Description	Musical		Good Wording		Simple		Entertaining		All of the above		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Uneducated	3	15	7	35	2	10	4	20	4	20	20
Below SLC	2	10	4	20	6	30	2	10	6	30	20
SLC	4	25	3	15			9	45	4	20	20
Graduate	5	20	5	25	4	20	6	30			20
Above graduate	2	10	12	60	2	10	2	10	2	10	20
Grand total	16		31		14		23		16		100

The above table shows that among 20 people, those who are uneducated, 35% of them prefer good wording advertng, 20% entertainment, another 20% likes all types advertisement, 15% musical and 10% simple. Those people who fall below SLC group, 30% of them

prefer simple as well as good wording, 10% prefer musical as well as entertaining advertisement. The group who have the qualification of SLC, among them, 15% prefer entertaining advertisement, 20% musical as well as all types of advertisement, 15% good wording and no one likes simple advertisement. The relation of graduate people highly prefer advertisement on entertaining basis i. e. 30% , 25% of people like musical as well as wording, 20% prefer simple and no one likes all types of advertisement

Regarding the group of people having the qualification of above graduate, like advertisement having good wording i. e. 60%. Similarly each 10% people prefer musical, simple, entertaining and all types of advertising respectively.

The above table also shows that uneducated and above graduate people prefers to watch good wording advertisement.

To understand the above information easily and quickly, it that been presented with the help of a multi bar diagram.

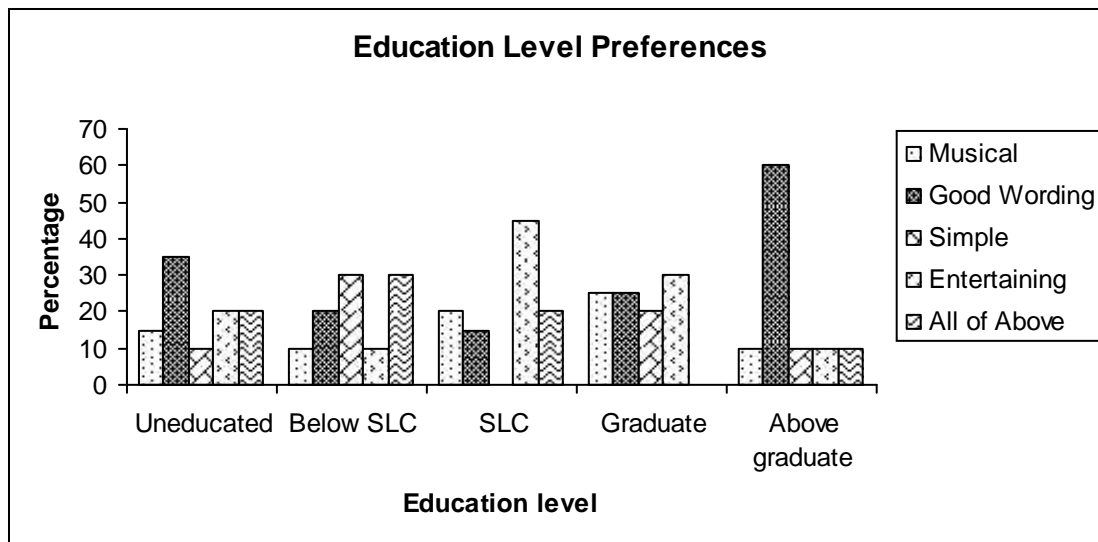


Figure 4.2

4.1.3 Gender Level Preference of Advertising

It can be illustrated with the help of following table:

Table4.3

Gender level preference

Description	Musical		Good Wording		Simple		Entertaining		All of the above		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Male	7	14	16	32	6	12	12	24	9	18	50
Female	8	16	16	32	10	20	8	16	8	16	50
Grand Total	15		32		16		20		17		100

The above table shows that preference of advertisement according to gender level preference. Out of the 50 males, likes the advertisement having good wording followed by 24% of male that like entertaining advertisement. 18% of them like all type of advertisement, 14% of them like musical and 12% of them like simple.

Regarding the woman, 32% likes good wording advertisement, 20% like simple, 16% like musical the next 165 like entertainment and other 16% of the woman likes all types of advertisement shown on the television.

To understand the above information in an easy and quick way, it is presented with the help of the under shown pie chart:

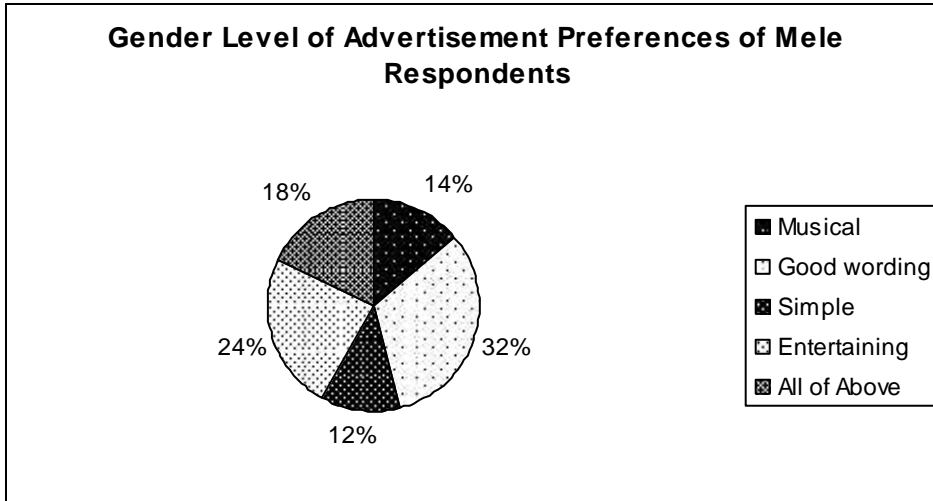


Figure 4.3.1

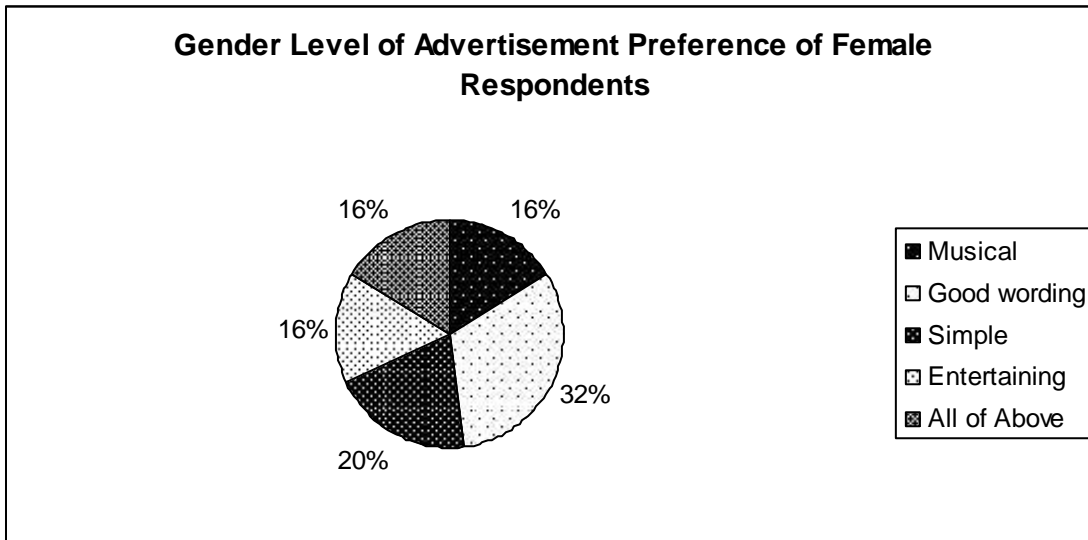


Figure 4.3.2

4.2 Consumer Reaction of Television's Advertisement (Age, Education & Gender Label)



Table 4.4

Age level Consumer Reaction

Description	Turn Towards		Try to know what it says		Curious about Advertisement		Just Watch the Advertisement		Total No.
	No.	%	No.	%	No.	%	No.	%	
	Below 15	2	10	18	90			0	
16-25	6	30	8	40			6	30	20
26-35	2	10	15	75			3	15	20
36-45	2	10	11	55	4	20	3	15	20
Above 45	1	5	16	80			3	15	20
Grand Total	13		68		4		15		100

The above table shown reaction of different age group. The reaction of the people who fall in group of below 19, 90% of them try to know what the advertisement wants to say, 10% people turn towards other side when the advertisement comes on the television and no one is curious about the advertisement. Among the people who fall in the age group between 16-25, 40% if them try to know what the advertisement wants to say, 30% turn towards other side and another 30% only watch the advertisement and no one is curious about the television advertisement. Regarding the people of 26-35 years of age, 75% of them try to know what the advertisement wants to say. 15% Of them just watch the advertisement, 10% of them don't want to watch the television advertisement and no one is curious about advertisement. Among the age group of 36-45 years, 55% of them try to know what advertisement wants to say, 20% are curious about the advertisement, 15% only watch the advertisement and 10% are reluctant to watch the television advertisement. 80% of them people of the age above 45 years try to know what the advertisement wants to say, 15% of them watch the

advertisement, 5% turn towards the other side and no one is curious about the television advertisement.

The above table also shows that most of the people from all age groups try to know what the advertisement says. To understand the above information in an easy and quick way, it is presented with the help of a multiple bar diagram below:

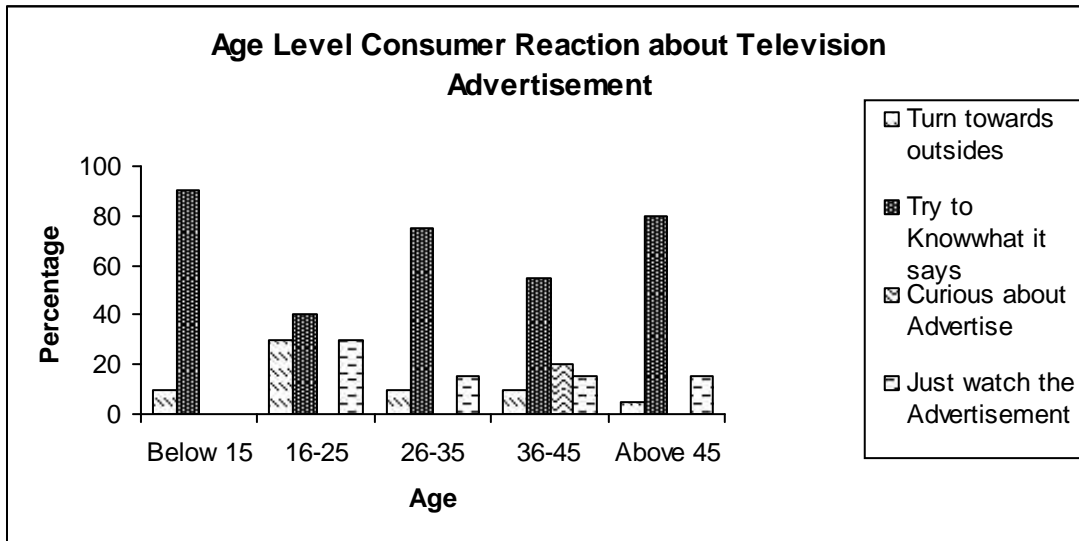


Figure 4.4

Table 4.5

Education Level Consumer Reaction

Description	Turn towards other side		Try to know what it says		Curious about Advertisement		Just Watch the Advertisement		Total No.
	No.	%	No.	%	No.	%	No.	%	
Uneducated	2	10	18	90			0		20
Below SLC	5	25	13	65			2	10	20
SLC	4	20	9	45			7	35	20
Graduate	2	10	14	70	4	20	4	20	20
Above Graduate	2	10	12	60			2	10	20
Grand Total	15		66		4		15		100

The above table shows that the reaction of different qualified people According to the table, among 20 people of the uneducated group, 90% want to know what the advertisement wants to say, 10% don't watch the television advertisement and no one is curious about the advertisement. Among the below SLC level, 65% try to know what advertisement want to say and 25% don't watch the television advertisement. 10% of the respondents only watch and no one is curious about the advertisement. Similarly, 45% of the groups SLC want to know more information. 35% of them only watch the television advertisement and 20% of the people falling in this category don't watch the television advertisement.

Regarding the graduate respondents, 70% of them are interested about information, 20% only watch television advertisement and 10% turn their head towards other side out of the 20 of above graduate level, 60% are interested in information, 20% are curious, 10% turn towards Other side when advertisement comes from the television.

From the above table it can be found that all people from different educational level are highly interested to know information from television advertisement. To understand the above information in an easy and quick way, it has been presented in the below shown multiple bar diagram.

### Education Level Consumer Reaction

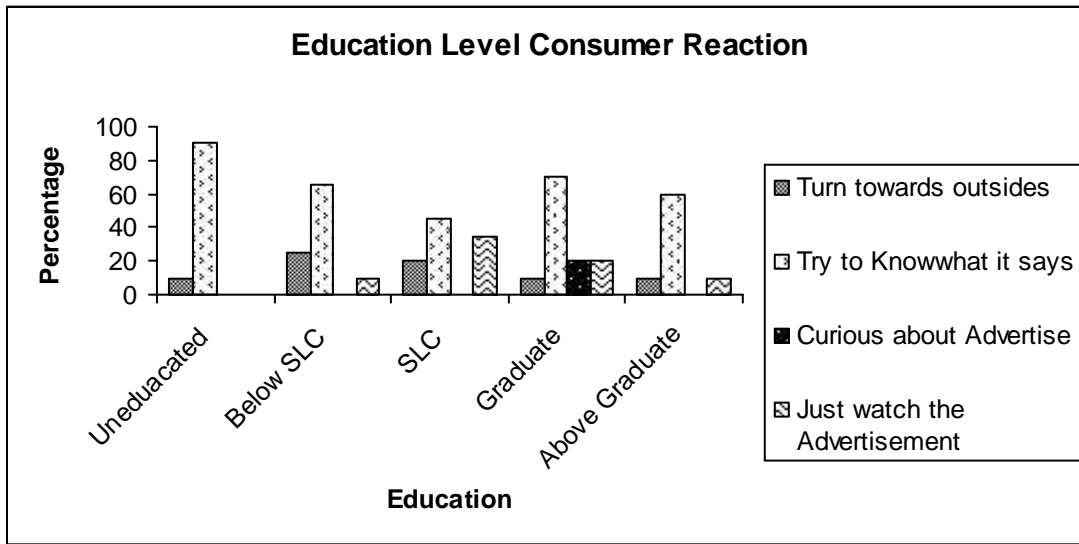


Figure 4.5

Table 4.6

### Gender Wise Consumer reaction

	Turn towards otherside		Try to know what it says		Curious about Advertisement		Just Watch the Advertisement		Total No.
	No.	%	No.	%	No.	%	No.	%	
Male	4	8	31	62	5	10	10	20	50
Female	10	20	34	68			6	12	50
Grand Total	14		65		5		16		100

The above table shows the reaction of male and female concentrated on what is your reaction when advertisement comes from television 62% of the male respondents among the 50 gave response that they try to know what it wants to say while 20% of them just watch the

advertisement and 10% are curious about advertisement. Similarly 8% consumers are interested about the advertisement. The response from the female is as the male. 68% of them try to know what it wants to say and 20% of them are reluctant to watch the advertisement, 12% only watch the television advertisement and no one is curious about advertisement.

To understand the above information the above information in an easy and quick way it has been presented with the help of the under mentioned pie diagram:

Gender Wise Consumer Reaction about Television advertisement

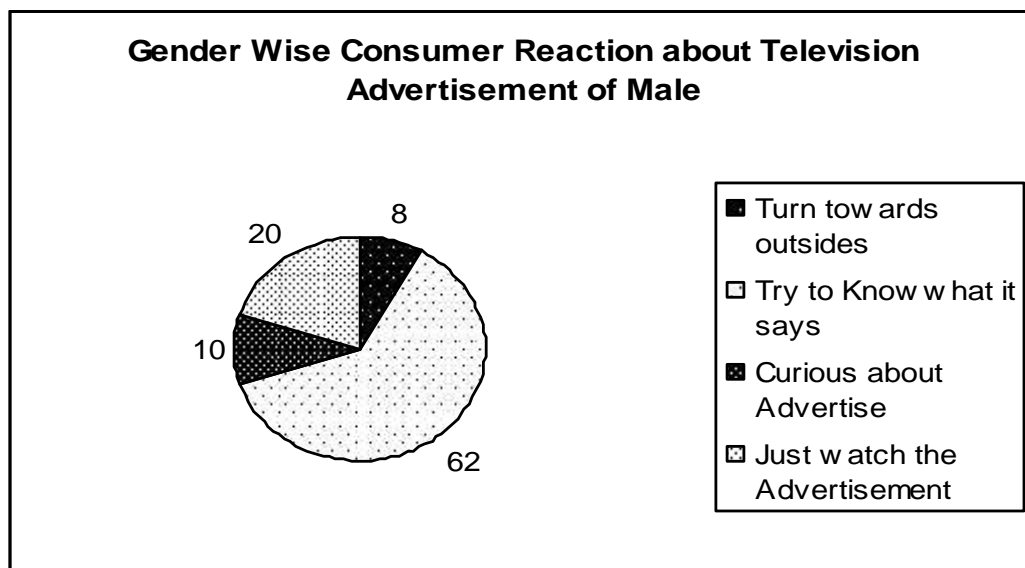


Figure4.6.1

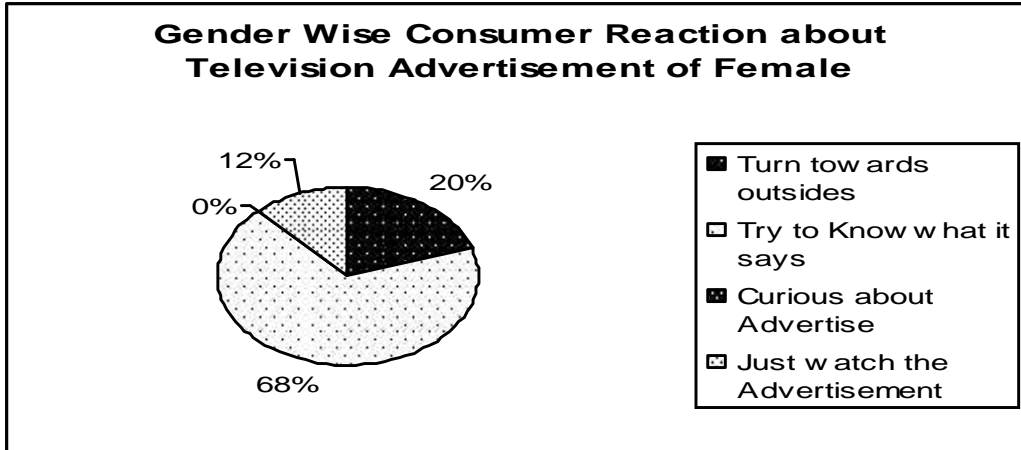


Figure 4.6.2

### 4.3 Television Advertisement Watching Habit (Age Education and Gender)

Table 4.7

#### Television advertisement watching Habit

Age	Watching		Not Watching		Total
	Number	Percentage	Numer	Percentage	
Below 15	16	80	4	20	20
16-25	20	100			20
26-35	17	85	3	15	20
36-45	20	100			20
Above 45	16	80	4	20	20

The above table shows that difference level of age persons are highly interested in watching television advertising. Age level between 16-25 and 36-45 are 100%, 26-35 are 85% and age below 15 and are 80% in habit of watching television advertisement.

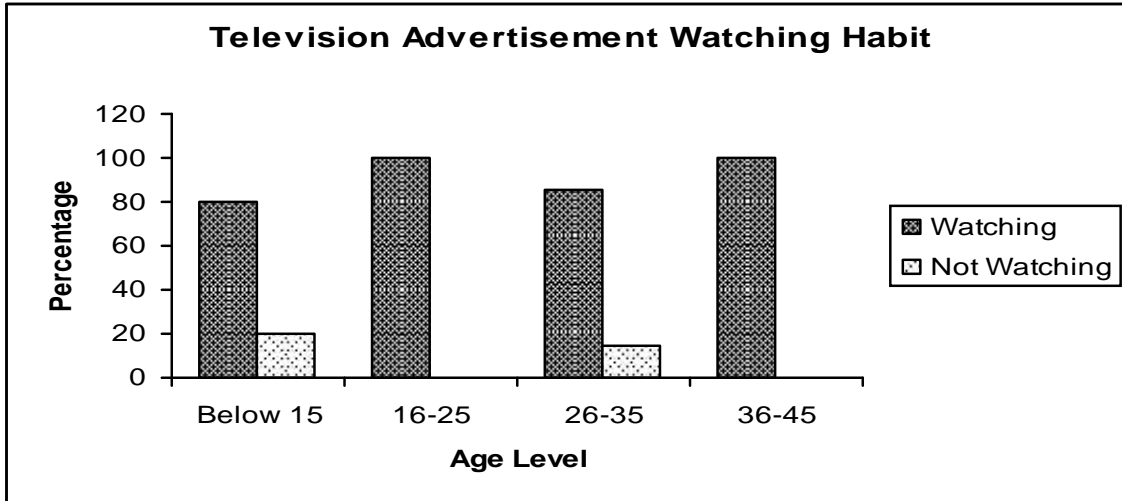


Figure 4.7

Table 4.8

Television Advertisement Watching Habit (Education)

Education	Watching		Not Watching		Total
	Number	Percentage	Number	Percentage	
Uneducated	18	90	20	10	20
Below SLC	17	80	30	15	20
SLC	16	80	4	20	20
Graduate	16	80	4	20	20
Above Graduate	20	100			20

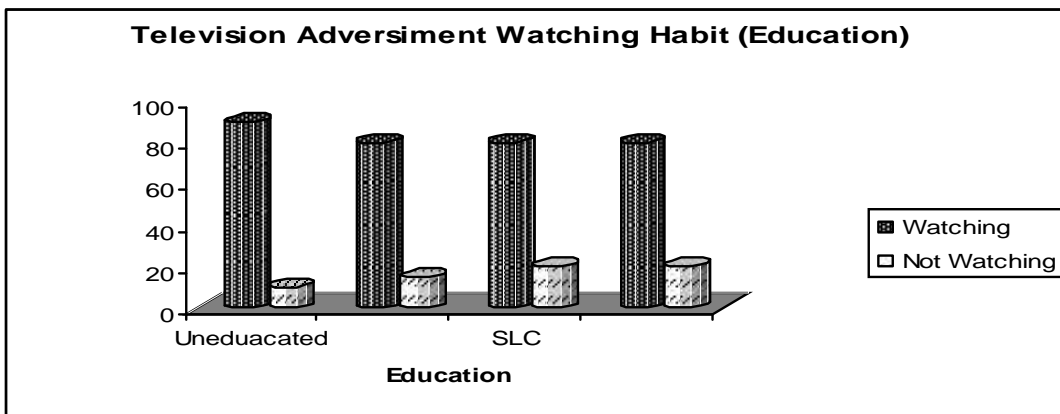


Figure 4.8

The above table shows that 90% uneducated, 80% both SLC And graduate and 100% above graduate people were in habit of watching television advertisement.

Table 4.9

Television advertisement watching habit ( Gender)

Education	Watching		Not Watching		Total
	Number	Percentage	Number	Percentage	
Male	43	86	7	14	50
Female	44	80	6	12	50

The above table shows that 86% male and 88% female were in habit of watching television Advertisement. While going through above table 7.8, and 9 related to television watching habit., we see that age level, education level and gender does not make any difference to television watching habit . The table shows minimum 80% different age level, education on level and gender were in habit of watching television advertisement.

So, we can conclude that television advertisement is very good media for communicating information to all level of people whether they are young or old, educated or uneducated and male or female.



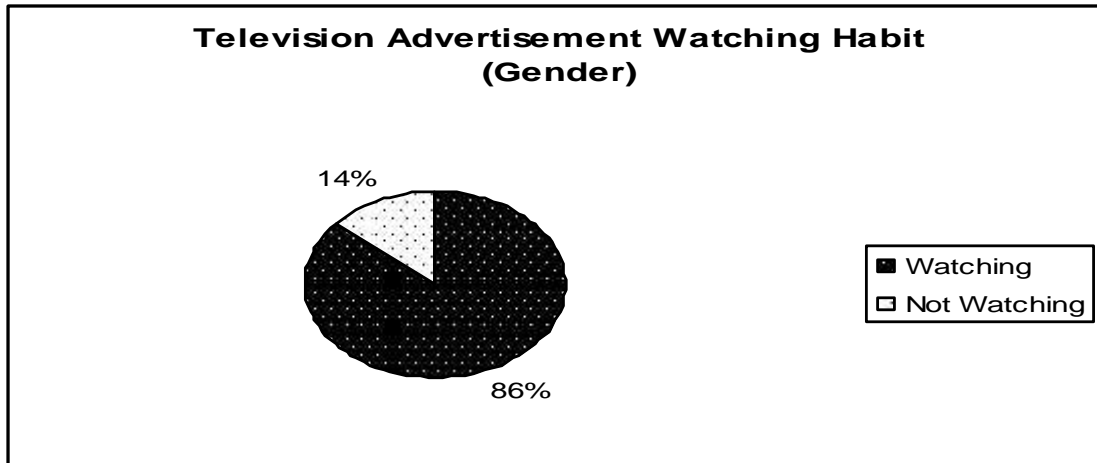


Figure 4.9

#### 4.4 Reason of Product Buying

Table 4.10

#### Reason of Product buying

Description	No. of Respondents	Percentage
Advertisement induces	8	8
Need it	55	55
Both of them	37	37
Total	100	100

People buy the product because they need it, but different people buy different products of different brand and quality. Why does this happen? To know the, the following question was asked to different level consumer.

Why do you buy a product? And their choices were given to them as

(i)Advertisement induces

(ii)Need it and

(iii)Both of them

While going through the responses to them, answers found that advertisement induced only 8% of them, 55% buy the product because they need the product and the remaining 37% buy the product because advertisement induces them when they are in need of some product.

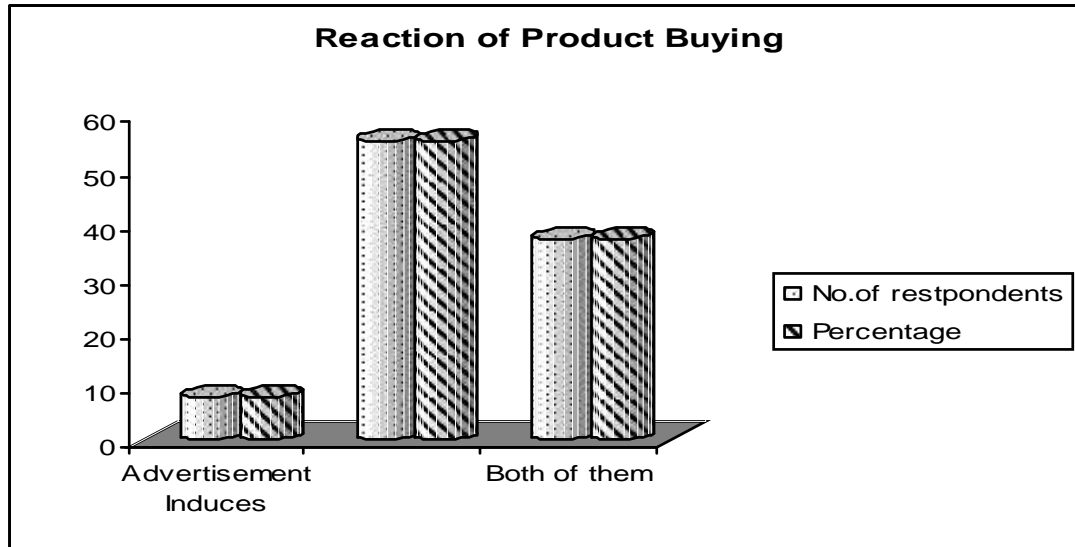


Figure 4.10

#### 4.5 Does Consumer Prefers Advertised or Not Advertised Product

Table 4.11

##### Product Preferred by Consumer

Description	No. of Respondents	Percentage
Frequently Advertised	66	66
Not Advertised	34	34
Total	100	100

In the above table, the response of question, which product do you prefer to buy? – The advertised one or the product that is not advertised. The response was that 66% chose the product that was advertised and 34% of the respondents chose the product that was not

advertised in the television. The reason behind this may be that advertisement gain faith and brand loyalty upon the product as it is easier to ask for a product that is known which means that is advertised.

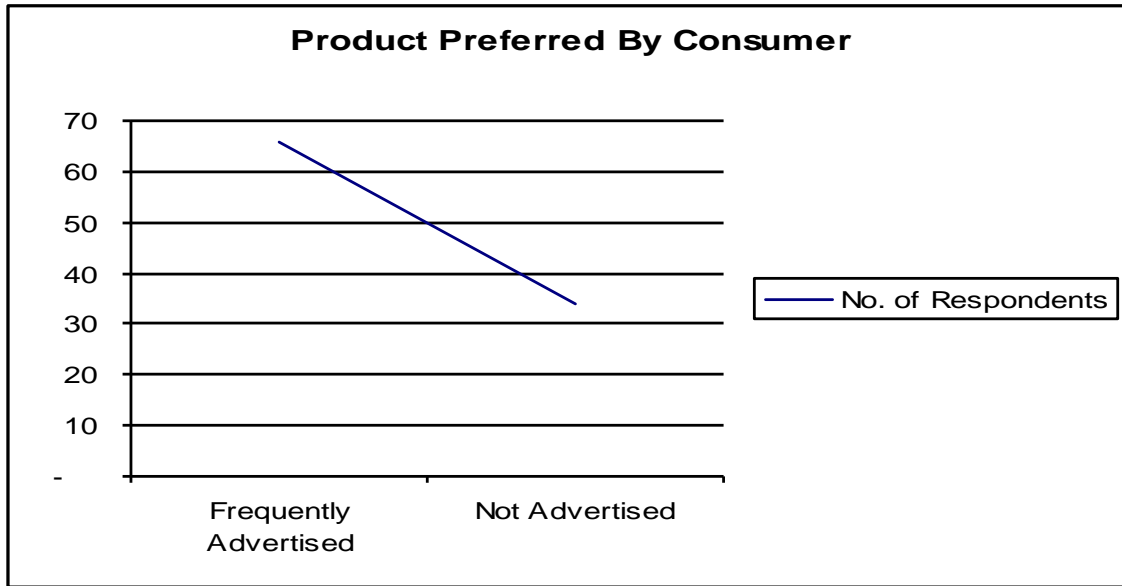


Figure 4.11

#### 4.6 Advertisement Media Which Consumer Prefers

Table 4.12

#### Advertisement Media Preferred by Consumers

Description	No. of Respondents	Percentage
Newspaper	16	16
Magazines	3	3
Television	73	73
Radio	6	6
Cinema	0	0
Poster	2	2
Total	100	100

The above table shows the preference of respondents to the advertisement Media. While going through the table 73% of the

respondents preferred the advertisement on television, 16% in the newspaper followed by radio that is 6%, magazines is 3%, and poster is 2% but no one was attracted by the advertisement shown in cinema.

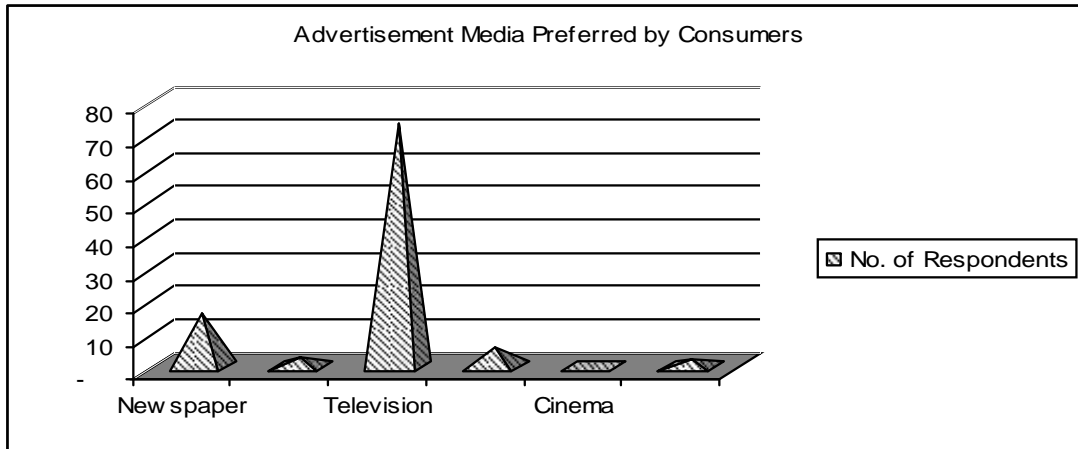


Figure 4.12

4.7 Repetition of Advertisement Attracts Consumer Attention or Not

Table 4.13

Repetition of advertisement Attracts Consumers or Not

Description	No. of Respondents	Percentage
Attracts consumer	63	63
Des not attract	37	37
Total	100	100

The above table shows the reaction of people about the repetition of Advertisement on television. 63% are positive while 37% are negative. This Shows that repetition of advertisement attracts consumers attention to Some extent.

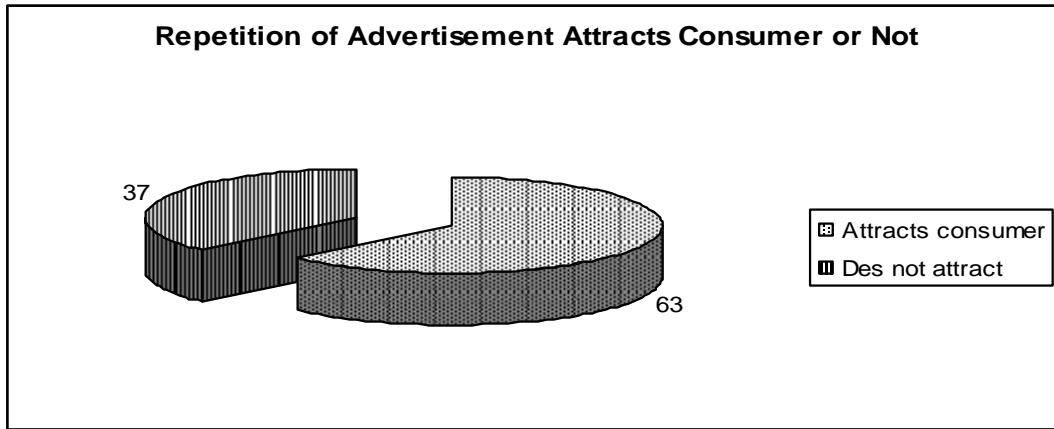


Figure 4.13

4.8 Advertisement Has What Consumers Want or Not

Table 4.14

Advertisement has what consumer Want or Not

Description	No. of Respondents	Percentage
Yes	22	22
No	54	54
Don't Know	24	24
Total	100	100

The above table has shown whether advertisement has what consumer wants or not .To know the consumer's reaction this question was asked. Does advertisement has what you want? The responses 22%arepositivewhich means advertisement gives the true information which the consumer wants whereas 54% are not satisfied with the advertisement what it says. Similarly 24% of the respondents don't know whether television advertisements have their wants or not. It may be because of many reasons like limited time, high price, low quality of advertisement etc.

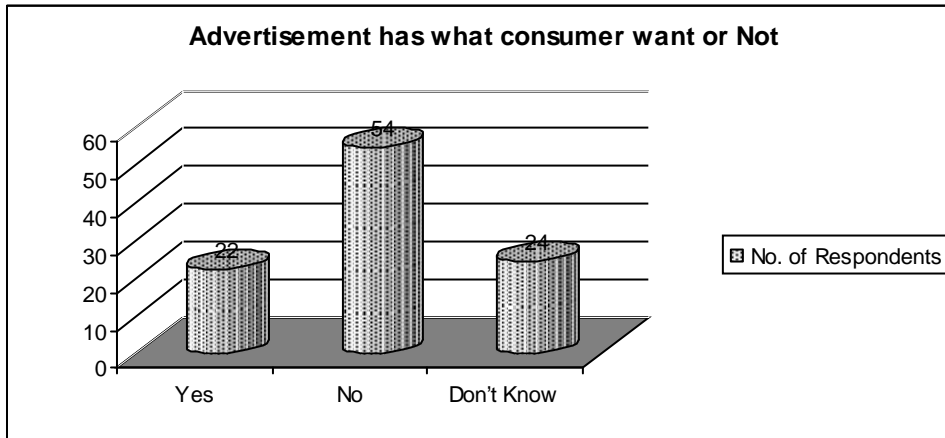


Figure 4.14

#### 4.9 Reaction of Consumer in Interesting advertisement

Table 4.15

Consumer's reaction about interesting advertisement

Description	No. of respondents	Percentage
Look for more Information	59	59
Enough what they received	41	41
Total	100	100

The above table shows that the reaction of respondents to the Advertisement on television which attracts or interests them. While going through the table, out of 100 respondents 59% of them are not satisfied, they still want more information from advertisements but 41% of them say that it is enough what they have received.

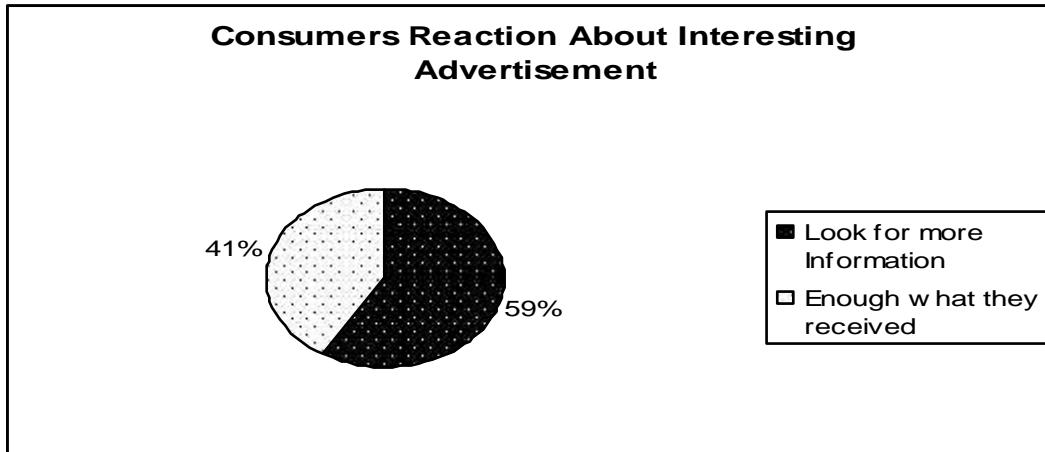


Figure 4.15

4.10 Advertisement Deceives Consumers or Not

Table 4.16

Advertisement Deceives Consumer or not

Description	No. of Respondents	Percentage
Yes	83	83
No	17	17
total	100	100

To know how advertisement deceives consumer, the question-has an Advertisement ever deceived you? Was asked. The response is 83% positive. This means maximum people are deceived by advertisement, but this is not good practice because if consumer do not get what the advertisement claimed. They will never buy such a product again, this to gain the faith of consumer, advertisement must have true information.

In the above only 17% are not deceived by television advertisement.

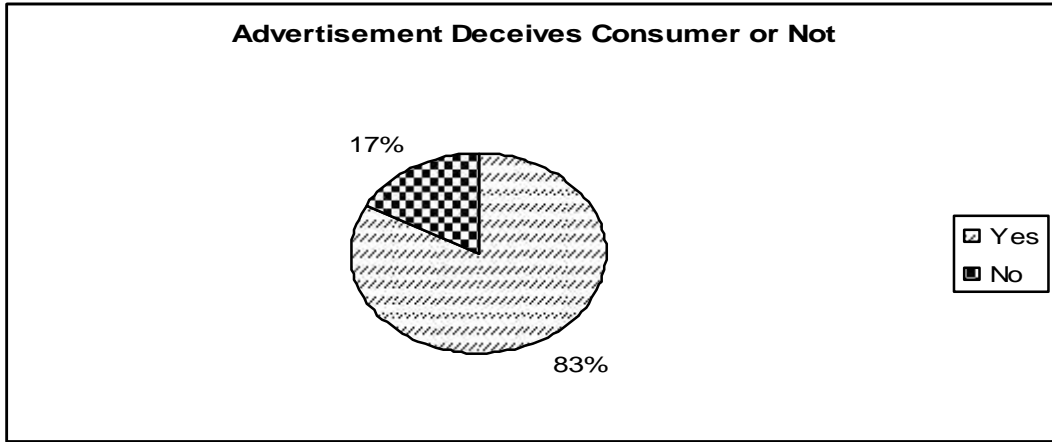


Figure 4.16

#### 4.11 Categories of Television Advertisement as Preferred by Consumers

Table 4.17

#### Categories of Television Advertisement

Description	No. of Respondents	Percentage
Quite Good	18	18
Attractive	32	32
Satisfaction	38	38
Boring	12	12
Total	100	100

The above table shows the qualities of television advertisement. To know the quality of advertisement, the question- How would you categorize most of the television advertisements as? Was asked. Out of the hundred respondents 38% said that the advertisements were satisfaction, 32% said that the advertisements were attractive, 18% of the respondents said that the advertisements were quite good and 12



did not like the advertisement and said that the advertisements were boring.

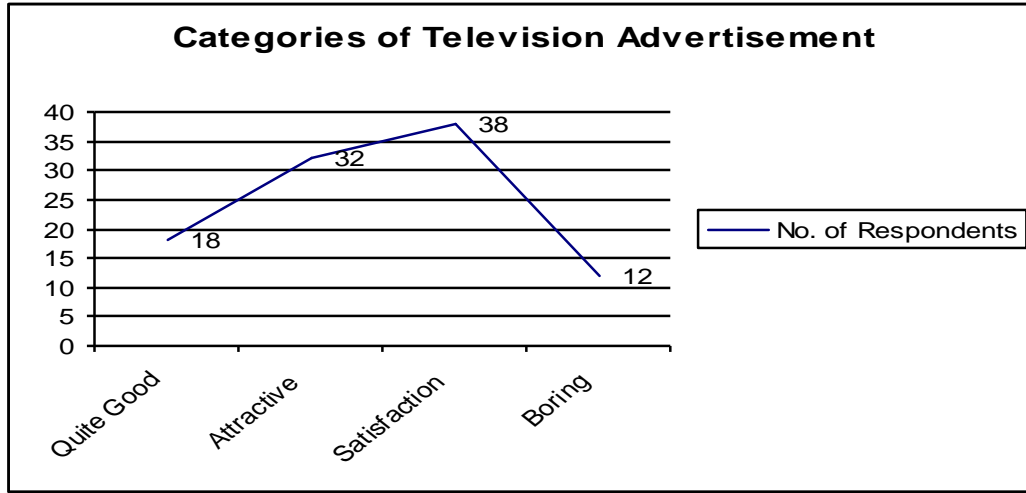


Figure 4.17

#### 4.12 Influence of Advertisement on Consumer When They Watch it on Television

Table 4.18

##### Influence advertisement on Consumer

Description	No. of Respondents	Percentage
Highly Include	6	6
Inclined	79	79
Indifferent	2	2
Not so Inclined	13	13
Total	100	100

The aim of advertisement is to incline the consumer to buy the products. To know how many advertisements are successful in their job the following questions were asked to hundred respondents. Do you feel

inclined to buy when you hear an advertisement? The above table shows that 79% are inclined and 13% are not so much inclined to buy the product because of the advertisement. 6% are highly inclined and the remaining 2% are such that they totally are indifferent to advertisement when they watch the advertisement on television.

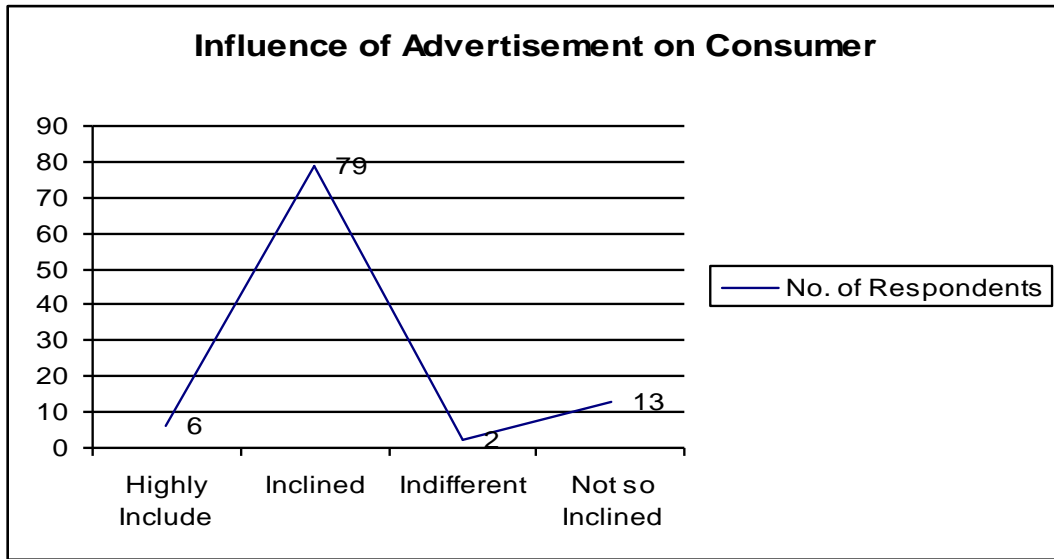


Figure 4.18

4.13 Product Which Consumer prefers if Price and Quality are the same

Table 4.19

Consumer's Choice when price and Quality are the same

Description	No. of Respondents	Percentage
Advertised	85	85
Not Advertised	15	15
Total	100	100

There are several kinds of products in the market, among them, which product consumer mostly buys? To find the answer to the question one question one question was asked if there are any kinds of product that they would buy? And two alternative were given-

(i) Advertisised

(ii) Not Advertisised

The above table shows that 85% of the consumer prefers to buy the advertised product if the quality and price is the same where as around 15% of them are not in favor to buy the product which one is advertised.

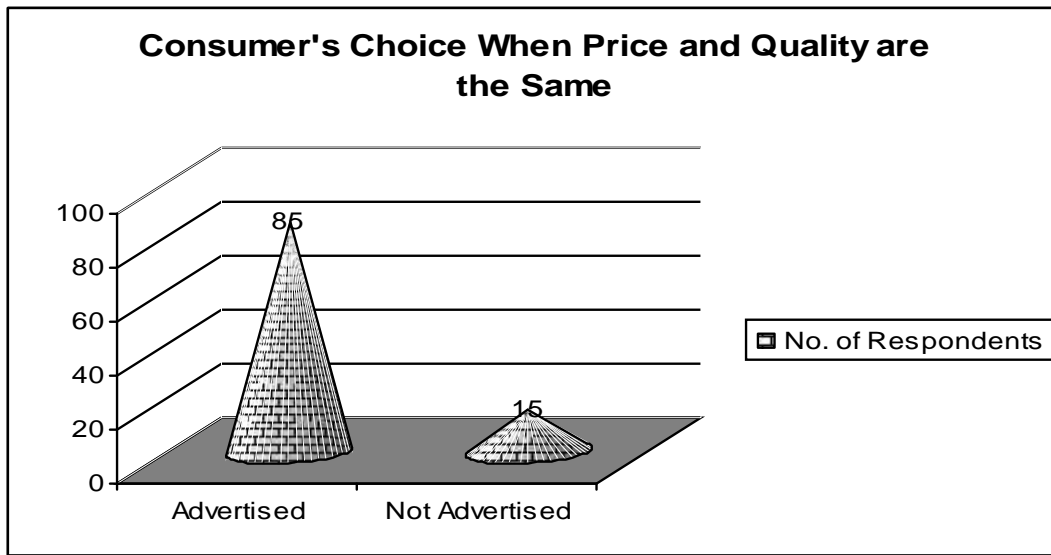


Figure 4.19

#### 4.14 Advertisement Generate Curiosity about the product or Not

Table 4.20

Advertisement Generate Curiosity or Not

Description	No. of Respondents	Percentage
Generates Curiosity	84	84
Does not Generate Curiosity	16	16
Total	100	100

The above table shows the ability of advertisement to generate curiosity about the product because 84% have given the positive answer. The means that the advertisement generates curiosity about the product while 16% are negative to the question if advertisement generates curiosity or not.

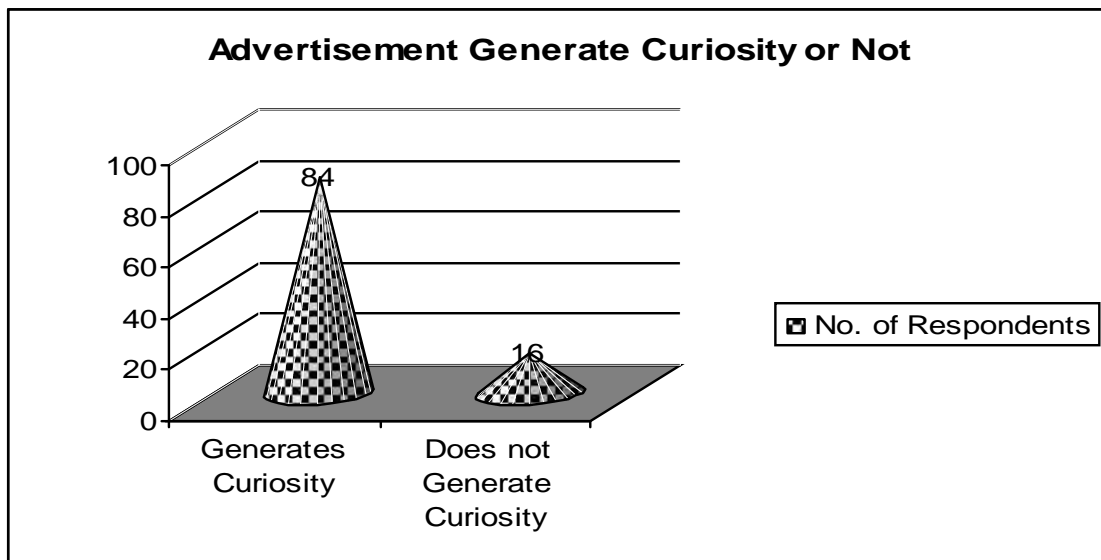


Figure 4.20

4.15 Whether Advertisement Makes Consumer Buy any Product or Not

Table 4.21

Advertisement Makes Consumer to buy A Product or Not

Description	No. of Respondents	Percentage
Advertisement Makes so	86	86
Advertisement Does Not	14	14
Total	100	100

The above table shows that advertisement makes 86% consumers to buy the advertised product while 14% consumer consumers do not buy advertised product after getting information from television advertisement.

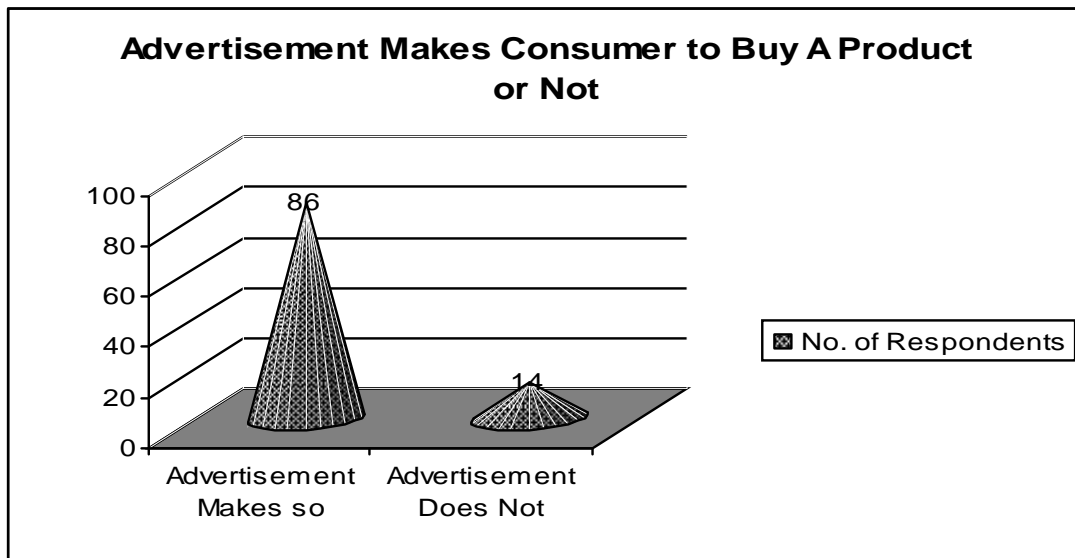


Figure4.21

4.16 Does Advertisement Helps to Recall Brand or Product names or Not.

Table 4.22

Does Advertisement Help to Recall Brand and Product Names

Description	No. of Respondents	Percentage
Yes	71	71
No	18	18
Can't say	11	11
Total	100	100

Though all consumer don't buy the advertised product but do they recall brands or products names while buying it? To know this the following question had been asked to the hundred respondents. Does advertisement help to recall brand or product name while buying a product? The response is that 71% had a positive response meaning advertisement makes consumer recall the brand while buying any product, while 18% of the respondents were negative and 11% could not say whether they recall the brand or product name while buying any product or services. This shows that in majority of consumer television advertisement does help in recalling the brand name in their purchase

behavior

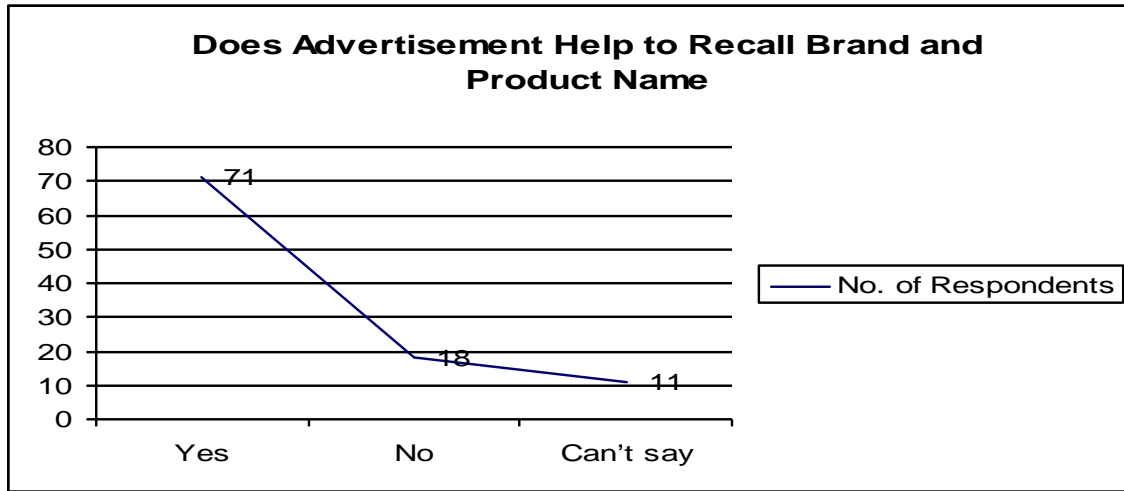


Figure4.22

4.17 Advertised Goods are more expensive then not advertised goods or not

Table 4.23

Advertisement Increases the Price of Good or Not

Description	No. of Respondents	Percentage
Yes	63	63
No	28	28
Don't know	9	9
Total	100	100

Most of the people think that advertisement does increase the price of the product to some extent. To know the opinion of consumers regarding this matter the following question was asked to all the 100 respondents. Do you think that the price of advertised good goods will be higher than the price of not advertised goods? The above response

shows that 63% of the general people do think that the advertisement does increase the price of the goods and services 28% of the respondents don't think that the price of the advertised goods are higher than the non advertised goods and the people falling in this category are mostly above graduate and graduate people and 14% of the people had no idea whether the advertisement increased the price of the goods and services or not. Hence from the above table we can say that majority of the people think that the advertisement increases the price of the product and services.



Figure 4.23



# *Chapter 5*

*SUMMARY, CONCLUSION,*

*MAJOR FINDINGS & RECOMMENDATIONS*

## SUMMARY, CONCLUSION, MAJOR FINDINGS AND RECOMMENDATIONS

### 5.1 Summary

Television advertisement is one of the most effective factors to give information about the products and services because advertisement through Television directly reaches into the homes, ears and eyes of every viewer. In a country like Nepal, where most of the people are illiterate, advertisement combines the merit of radio and cinema, and people can understand the message through television advertising easily. The first television was broadcasted by America in the year 1950's, its impact was so deep that within decade it was sprayed all over the world.

In Nepal, Nepal Television was first established in 2041 B. S and started only after 2044 B. S. It is most effective electronic media of Nepal which cover broadcasting area of political, historical, social events through news bulletins, notice and serials.

Advertisement helps to sale more and more product and services, which leads the producer to mass production, which in turn creates job opportunity to the unemployed population of the country and certainly increases the living standard of those people. Thus advertisement directly effects in the developing of the economy of the country.

Real marketing situation study is important in marketing and advertisement field. It helps to study the target audience choices, preferences, tastes, desires and their regular media habits. This information provided by the target audiences becomes very useful while determining advertisement for promoting the product. Moreover, the

nature and types of commercials preferred by the customers, emphasis they provide for different product features, their likes and dislikes for a particular product, their expectation towards advertisement in future, the ability of the current advertisement to influence the customers, etc could be easily ascertained through this type of research activity, if conducted in mass selling. This information becomes very useful in better understanding of the market situation and in clarifying the proverb "King of the market place".

As the taste of different people is different to their age level, education level and gender i.e. advertiser must know what kind of product he is advertising. From the research anyone can know that children, women, old people and uneducated people preferred to watch musical and entertaining advertisement whereas graduate and above graduate people preferred advertisement with good wording rather than musical one. Similarly male respondents preferred to watch advertisement with good wording than the female and so on. In this way we can conclude that advertisers have to advertise their product after knowing the opinion about the advertisement the people preferred.

In this way, we can conclude that the Television and Radio plays a vital role to advertise the product and service of business organization and change the attitude, behavior and perception of the consumers.

## 5.2 Conclusion

This research study is basically focused on the impact of Television and Radio Advertisements on consumer behavior from electronic media as its appeal directly reaches into the ear and eyes of the viewer. Hence, this medium of advertising is considered as the most effective and most of the advertisers use this medium nowadays.

Television advertisement combines the merits of both radio and cinema where people can see and hear the advertisement message in their homes. It is also more effective than radio advertisement for deaf and illiterate people. But till now TV is not on reach of every people of our country, Radio/FM are using as main source of information in rural areas where the business organization could enhance their business through advertisement by Radio/FM. Television advertising is the fastest means of the communication even in the remote village, where there is no access of roads and it is equally for illiterate people or in the places where there is no circulation of newspapers.

Different group of people, whether they are old or young, educated or uneducated, male or female prefer to watch television and hear Radio/FM'S advertisement than other media and also are impressed by them and purchase goods. But consumer wants only those types of Television and Radio/FM advertisement that is informative, attractive, demonstrative, credible, relevant, full information about the product. Thus, in this age of consumerism, advertisements should present the true fact of the products in an attractive way for long term business.

### 5.3 Major Findings

By the analysis and interpretation of the above mentioned facts regarding the population under the study, the below mentioned conclusions are the major findings of the study conducted as:

- I. Most people of all level of age, education and gender watch television advertisement and hear FM/Radio's advertisement and they try to know more information from the advertisements.

- II. Most people buy the product when they need it, but sometimes people buy the product after induced by advertisement and similarly some people buy the products and services because of both the reasons.
- III. Among various advertising media like Newspaper, Magazines, Radio, Television, Poster and Cinema, most of the people gave top priority to Television advertisement in urban areas than any other media because of facilities like audio and visual.
- IV. Most of the people under the study think that repetition of an advertisement attracts their attention than the non-repeated ones.
- V. Advertisement what comes on Nepalese channels are not very liked by the people under the study.
- VI. Under the gender factor, both male and female prefer to watch and hear good wording advertisements equally.
- VII. Considering the education factor of the people under the study, uneducated and above graduate people preferred good wording advertisement whereas people below SLC, SLC and graduate people prefers simple and entertaining advertisements .
- VIII. Considering the age factor of the people under the study, children prefer musical and entertaining advertisements, young and old age prefers good wording advertisements.
- IX. Most people feel inclined to buy product when they watch television advertisements or hears Radio/FM advertisement about the information of the product.

- X. Most people prefer to choose advertised product if the price and quality of both the product are the same.
- XI. The information which consumer gets from advertisement is not credible because they don't get the quality in products, what advertisement says, which means consumers are deceived by advertisements.
- XII. Many people think that the prices of advertised products are higher than the not advertised products.
- XIII. Most people said that advertisement help to recall brand of products while purchasing them.

#### 5.4 Recommendations

Consumers are sovereign power of the modern marketing world. The product and service manufacturers today are not the ones that the manufacturers wants to sell, but the ones that consumer want to buy. The consumers are always right. Every successful product in the modern marketing world in an embodiment of the consumer needs, wants, prestige, preference, satisfaction, aspiration and mental horizon. Hence, understanding the consumer needs, wants, satisfaction, aspiration and mental horizon or understanding the consumer in total is the success of today's business.

From the above findings regarding the population under the study, the following recommendation can be made to the advertisers and manufacturing unit for advertising any products or services:

- 1) Advertisers have to advertise their product considering their targeted consumer, such as if the targeted consumer are

children i.e. below 15 then the advertisement should be musical and entertaining. If the targeted are below SLC level then advertisement should be simple and if they are SLC and graduate level then, advertisement should be good wording.

- 2) Advertisers have to advertise their products, considering their targeted consumer such as; if the targeted consumers are young, old, graduate then advertisement should be entertaining.
- 3) Few advertisement telecasted are boring in nature and such advertisements should be replaced with new interesting advertisement.
- 4) Television advertisement must provide full information about the product, so that consumer can know everything about the product or service, such as price, quality quantity, manufacturing date, expiry date etc.
- 5) All level of people whether they are young, old educated or uneducated and male or female are interested to watch television advertising because television has both audio and visual facilities. So, it is better to use television-advertising media than any other to convey message effectively to the target audience.
- 6) Some advertisements are exaggerated, which is not a good practice and they loose the faith of consumers. Thus to gain faith, advertisers must advertise their products with true information.

- 7) In comparison to unadvertised product people prefer to advertise ones so advertisement should be frequently telecasted to attract consumer's attention.
- 8) Advertisement generates curiosity about the product and also helps to remember product or brand name while buying it. So advertiser should make those kinds of advertisement that can generate curiosity and make it memorable to the consumers.
- 9) Some advertisement makes negative attitude in the consumer's mind towards the product so advertisers should understand consumer's reaction about advertisement while making an advertisement.
- 10) Consumer are highly introduced about the product through advertisement, it is only one such type of tool which reaches to the mass economically, so marketers are suggested to advertise their products through modern effective electronic media i.e. television and FM Radio.
- 11) At the time, when the consumer are already familiar about the product its brand then the producers are suggested to provide very entertaining types of advertisement which creates positive image towards the products.





# *APPENDIX*

## Appendix-I

Dear Ladies and Gentlemen!

This is the preparation about the Research Thesis on 'ADVERTISEMENT'S ROLE ON SHAPING CONSUMER BEHAVIOUR IN REFERENCE TO TELEVISION AND RADIO', as a partial fulfillment of the requirement for Master's of Business Studies (MBS) students of Tribhuvan University. I shall be grateful to have your opinion in this regard.

Dinesh Kumar Karna

Researcher

### Questionnaire

Your Good Name:

Please, tick in the box beside correct information about you:

1. Age: - 15 below  16-25  26-35  36-45  above45
- 2 .Gender:- Male  Female
3. Education: - Uneducated  Below SLC  SLC  Graduate   
Above Graduate
4. Do you generally watch the TV advertising?  
I. Yes  II. No
5. Do you generally hear Radio/FM or not?  
I. Yes  II. No

6. What is your reaction when advertising comes from TV?

- I. Turn towards other side
- II. Try to know what is want to say
- III. Curious about advertisement
- IV. Just watch the advertising

7. What kind of advertisement do you prefer on TV generally?

- I. Musical       II. Good Wording       III. Simple
- IV. Entertaining  V .All of above

8. Do you buy the product because of.....

- I. Advertisement induces me to buy
- II. Need it
- III. Both of them

9. Which media of advertisement do you prefer? Please rank according to your preference (1 for most preferred 2for second and so on.....)

- I. Newspapers       II. Magazines
- iii. Television       IV. Radio
- v. Cinema       VI. Poster

10. What product do you prefer to buy?

- I. Frequently advertised       II. Not advertised

11. Does repetition of an advertisement attract your attention?

- I. Yes                       II. No

12. Do you think most of the advertisement has what you want?

- I. Yes       II. No       III. Don't know

13. If an advertisement interests you what do you do?

I. I look for more information

II. What I received is enough

14. Has an advertisement ever deceived you?

- I. Yes                       II. No

15. How do you categorize most of the TV advertisement as?

I. Quite good       II. Attractive

III. Satisfactory       IV. Boring

16. Do you feel inclined to buy a product when you hear an advertisement?

I. Highly inclined                       II. Inclined

III. Indifferent                       IV. Not so inclined

17. If there are same kinds of product in the market in terms of quality at the price, which one would you buy?

I. Advertised                       II. Not Advertised

18. Does advertisement generate curiosity about the product?

- I. Yes                       II. No

19. Does advertisement make consumer buy any product?

I. Yes

II. No

20. Does advertisement help to recall brands or product name while buying?

I. Yes

II. No

III. Can't say

21. Do you think that the price of advertised goods will be higher than the price of not advertised goods?

I. Yes

II. No

III. Don't know

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