

CHAPTER-ONE

INTRODUCTION

1.1 Background of the study

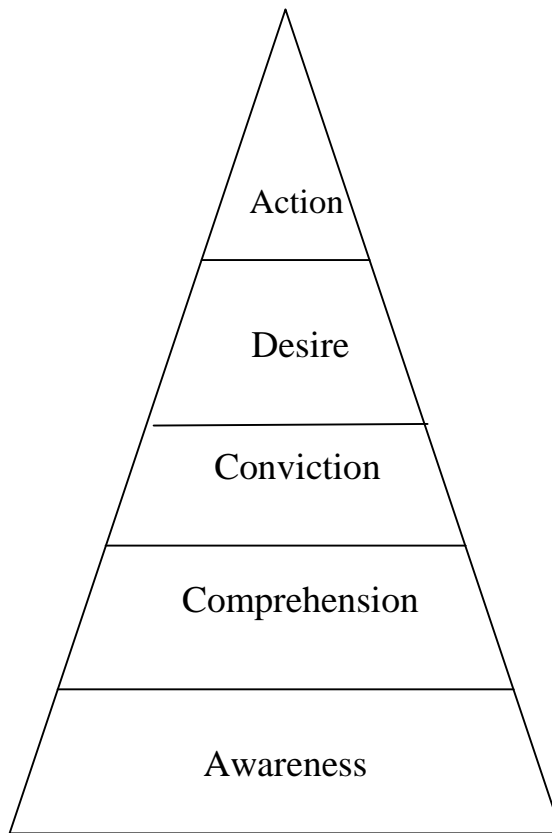
Advertising is the most notable and easily identified form of promotion in international as well as domestic marketing. It is also a most widely used promotional mix. It is a form of mass communication, a powerful marketing tool, a component of economic system, a means of financing the mass media, a social institution, an art form, and instrument of business management. Advertising are a part of everyday life. It is difficult to escape them, even if we never watched T.V. or listened to the radio or read newspaper or magazines. We would still be bombarded with advertisements through billboards at bus park, Crossway, posters in shops and offices, and pamphlets in the wall.

A product, service and idea can be presented and promoted in a variety of ways, and advertising is only one of them. Advertising influence consumer attitudes and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumers. The techniques of advertising may be directed by one or more objectives of advertising depending upon the situation. The American marketing Association, Chicago, defines advertising as “any paid form of non-personal presentation of ideas, goods and services by an identified sponsor”. (Chunawalla et.al. 1998:5) An analysis of each element of this American definition follows: Any form: Advertising may be in any form of presentation. It may be a sign, a symbol, and an illustration, an advertising message in a magazine or newspaper, a commercial on the radio or on the Television. Any form presentation, which an advertiser imagines will fulfill the requirements of an ad, can be employed Non-personal: This phrase excludes any form of personal selling, which is usually done on a person to person or people to people basis. If it is a person-to-person presentation, it is not advertising. Goods, services and ideas for Action: it is well known that advertisements are employed to communicate information about products and services. Most definitions neglect

the use of advertising to promote ideas. The post office advertisement to promote the use of house no in Kaahumanu valley for faster delivery of letters is an example of selling an idea for action. Openly and directly paid for as against, publicity, which is not openly paid for. The sponsor is identified by his company's name or brand name or both. If, in an ad, the sponsor is not identifies and it is not paid for its use of media in which it has appeared, then the message is considered to be publicity.

“Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.”(Kotler, 2000:576)This definition emphasis to communicate the information consists with products, services and ideas for the purpose of presenting and promoting them, which is designed by the related expert from the side of owner and paid some charges instead of using various media, which is non-personal. "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsor through the various media.”(Bovee, et.al.1986:2)Advertisement is an announcement to the public of a product, service or idea through a medium to which the public has access. The medium may be print (newspaper, magazines, posters, banners and hoardings), electronic usually paid by an advertiser at rates fixed or negotiated with the media, it is a form of persuasive communication with the public. Generally the aim of advertising is to sell a product (toothpaste, perfume, soap, car) or services (restaurants, tours, entertainment), but there are also advertising, in its modern sense is the persuasive force that makes use of mass communication media and is aimed to changing customer attitude on patterns in a direction favorable to the advertiser. A general theoretical model seeks to identify a step-wise behavioral progression of a potential buyer or non-buyer towards buying action. This is the step-wise progressing from awareness to action or actual purchased of advertised product, which is presented in the diagram.

Figure 1.1
The advertising pyramid



This model shows that actual purchase occurs as a result of advertising, but in reality, many other factors also affect it. Sometimes advertising can do its job and bring the customer to the retail outlets, but if the retail outlet doesn't have stocks of products, purchase may not result. Advertising stimulates the potential buyers to go to the store to buy actual advertised products. In general, advertising is done in expectation of tangible gains, such as favorable attitudes, better image of the firm and increased sales. Marketing manager decides the techniques of advertising depending upon the situation and also blends all promotional tools—advertising, publicity, sales promotion and personal selling—to arrive at a right mix. Each of the promotional tools has unique characteristics and is complementary.

Fig: 1.2

A model of the communication/ persuasion process

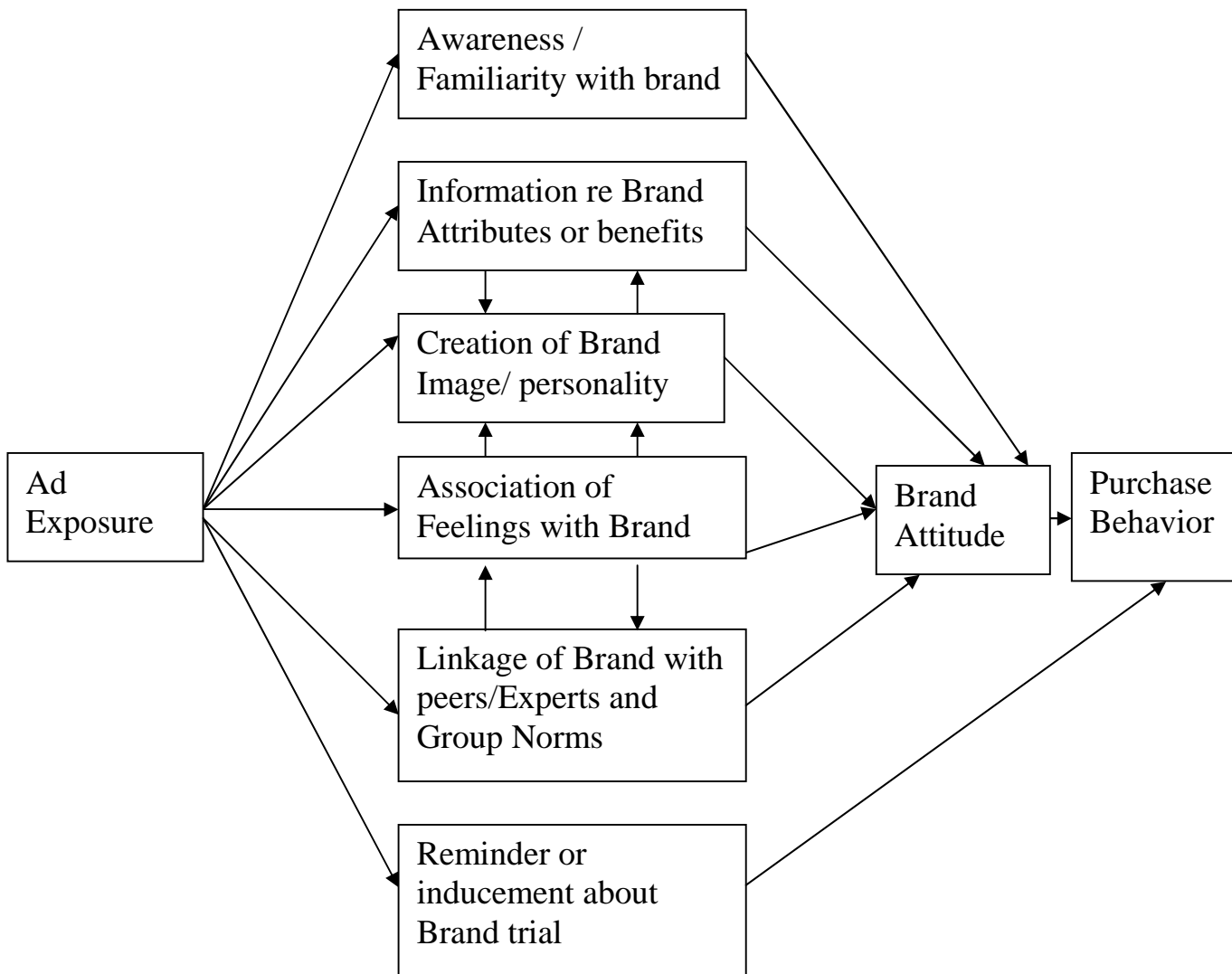


Figure 1.2: presents another model of the communication and persuasion process that shows the various processes that can occur after consumers are exposed to an advertisement. First, exposures to the advertisement can awareness about the brand, leading to a feeling of familiarity with it. Second, information about the brand's benefits and the attributes on which the benefits are based can register with the consumer can also result from exposure to the ad. Third, advertisements can also generate feelings in an audience that they begin to association with the brand or its consumption devices, the advertisement can led to the creation of an image for the brand, often called "Brand personality".

Fifth, the advertisement can create the impression that the brand is favored by the consumer's peers, or experts- individuals and groups the consumer likes to emulate. This is often how products and brands are presented as being fashionable. These five effects can create a favorable liking, or attitude, toward the brand, which turn should lead to purchasing action. Sometimes the advertiser will attempt to spur purchasing action directly by providing a reminder or by attacking reasons why the consumer may be postponing that action. It is true that sometimes the effect of advertising cannot be measured directly in terms of sales. Therefore, advertising objectives could be stated in terms of communication goals, such as awareness of the product or brand or favorability of attitude towards it. This assumption relates to sales stated in terms of communication measurement such goals can always be possible.

A company can create good and effective stimuli through advertising. A consumer may impress himself by advertising and then motivate himself to purchase goods. Advertising is only one among other several selling tools, which businessman have used for centuries to assist them in getting their wares into the hands of consumer. Its early use was distinctly a minor supplement to other form of selling; perhaps some of advertising has existed as long as we have had buying and selling. The history of advertising, we have found it during the mid time of 15th century, where sign over shops and stalls seem naturally to have been the first effort in the direction of advertisement. After the innovation of movable type by Johannes Gutenberg in 1440. It made possible new advertising media and the form of mass advertising including printed posters, handbills, and newspaper advertisement.

The history of advertising in Nepal has not been so long as well as world. First authorized advertisement in Nepal was printed in 1918 B.S. It has grown up, after the publication of "Gorkhapatra" on Baishak, 1958 B.S. Now different daily newspapers, weekly, monthly magazines, journals are publishing in Nepal. There are many Frequency Modulation (FM), Radio Station and TV channels are available for advertising. It gives the boost to the advertising and shows better future as well as present.

The word brand is comprehensive term, and it includes other, narrower terms. “A brand is a name, symbol, or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”.(American Marketing Association, 1960:8)“A brand identifies the seller or marketer. It can be name, trademark, logo or other symbol. Under trademark law, the seller is granted exclusive right to use of the brand name in perpetuity”.(Kotler,1990:404) Brands differ from other assets such as patents and copyrights, which have expiration dates. A brand is essentially a seller’s promise to deliver a specific set of features, benefits, and services consistently to the buyer .The brand has a great marketing significance brands are sold at retail stores and not the physical product. At retail counters, people do buy “Liril” and not soap, “Shikhar” and not merely a filter Cigarette, “Closeup” and not merely toothpaste. A brand name is the title given to a product by its manufacturer, which must be distinguished from the trade name which is the name of business firm. For example, “Lux”, “Closeup”, “Sunsilk” are the brand names of the products manufactured by Nepal Lever Ltd. The trade name is “Nepal Lever”.

Today most of the products are bought by brand rather than inspection. Consumers demanded branded product, in this sense successful marketing of the product is to sell the brand. That’s why every manufacturers or marketers are trying their best to develop a positive attitude in their mind towards the brand of their products. But quite naturally all the consumer do not deal or behave with the brand exactly in the way marketers want. In spite of availability of various brands, there are some consumer, who keeps on sticking up to a particular brand whereas some are indifferent in selection of brands.

A brand has a specific set of features; benefits, quality, which make its certain image in the market. So the consumer according to their faith, trust on features, quality or impression of promotional claiming or according to the experience of the same or due to any other physiological elements prefer one brand or others.

Advertising creates influence over the consumer to select certain brands by showing features, quality or service offered by the particular brand. It plays the role of stimuli in the consumer decision process. Loyalty is specific preference over the products available in the market. It is the behavioral response expressed over time by some decision-making unit with reference to one or more alternative brands.

“Brand loyalty results from an initial product trial that is reinforced through satisfaction, leading to repeat purchase”. (Schiffman, et.al. 1997:223) In the real sense brand loyalty is the leading to strong brand preference and repeat purchase behaviors. Some studies have indicated that brand loyal consumers are older, have high incomes and experience greater perceived risk. Cognitive researcher emphasizes the role of mental process in building brand loyalty. They believe that consumers engage in extensive problem solving behavior involving brand and attributes comparisons, leading to a strong brand preference and repeat purchase behavior. A shift in emphasis from satisfaction to loyalty appears to be a powerful change in strategy, for most firms because business understands the profit impact of having a loyal customer base. Brand loyal customer provides the basis for a stable and growing market share and can be a major intangible asset reflected in purchase price of a company. Previous research study shows that brands with more stable and large market share have proportionately larger the number of loyal customers.

In simple term, brand loyalty means consumer strong faith or belief on a particular brand and as a result, an intention to repurchase the same brand. If consumers think a brand is good in comparison with others available brands in terms of fulfillment needs, wants and other pre-judicious then they develop positive attitude towards a brand and purchase them. If this action is repeatedly happened with a specific brand that is known as brand loyalty. To find out brand loyalty frequently purchasing action of a product class must be required. Brand loyalty is a great asset of a company, which is not expressed in numerical form of the

balance sheet. It gives sellers some protection from competition and greater control in planning their marketing program. Advertising as a Stimuli, influence the consumer to purchase or repeat purchase a particular brand, showing and reminding the quality, features, service and benefit of the product. It helps the consumer to create positive attitude towards brands and make them brand loyal. Today, dozens or probably more brands even a specific product category is being sold in Nepalese market. It means, competition has been very tough in the market. Consequentially, Nepalese consumers have wider choices while buying most of the products. They are no more compelled to buy any particular brand; rather they are free to choose whatever they like among different brands.

Growing competition in the market creates the pressure over the producer or seller to use more promotional activities to get their target market share or goal. So they are using the promotional tools, like TV commercial, radio ads, newspapers, magazines, posters, signboards and many other tools appealing to buy their products. Consumers buy a specific brand to satisfy their psychological stimuli aware by different promotional campaign including advertising.

This research study focuses on the impact of advertising on brand choice and brand loyalty for the low involvement product, such as: toothpaste. It is concentrated in the following issues: advertising has any influence over the choice and loyalty behavior of consumers? Do advertising has more weight in brand choice and loyalty than

Other promotional tools?

1.2 Toothpaste business

Toothpaste is the most widely used items in our daily life, without toothpaste we can't imagine our morning and evening. It became a compulsory product for us. The worth of toothpaste business in Nepal is estimated one billion plus rupees every year. So it is a large business and growing day by day. Even though, large percentages of people in Nepal don't use it, and it can be opportunities for

toothpaste companies to make them aware about the use of their product. Now, more than a dozens of toothpaste brands are available in the Nepalese market, and companies are investing heavily in the advertising for promotion of their brands. Nepal Lever Ltd. is leading the toothpaste market with its two major brands (Closeup and Pepsodent), other basis players are Dabur Nepal Ltd. Colgate-Palmolive (Nepal) pvt. Ltd, and Anchor Health and Beauty Care (pvt.) Ltd. There are also presences of much other toothpaste in the market. Currently available some brands of toothpaste in the market are presented below:

<u>Brand</u>	<u>Company</u>
Closeup	Nepal Lever Ltd.
Pepsodent	Nepal Lever Ltd.
Dabur Red	Dabur India Ltd.
Colgate	Colgate- Palmolive (Nepal) Pvt Ltd.
Brighter	Brighter Toothpaste and Toothbrush Pvt. Ltd
Fresh-up	R.B. Brush Ind pvt.Ltd.

Today, dozens or probably more brands even a specific product category is being sold in Nepalese market. It means, competition has been very tough in the market. Consequentially, growing competition creates the pressure over the producer or seller to use more promotional activities (like advertising or sales promotion etc.) to get their target market share or goal in the market. They appeal to consumers to buy their branded product. So the producers of toothpaste are also applying different promotional mix, out of them, advertising.

1.3 Statement of the problem

Business organization always tries to increase sales volume by applying different methods of promotion. It is common worldwide, and it is common in Nepal too. The cutthroat competition of growing market has compelled Nepali Business organizations to spend more and more on promotion, (i.e. advertisement, publicity and other tools).

Advertising plays a pivotal role in the promotional effort by familiarizing, awaring and influencing the consumer to buy the products or services or ideas and help them about the buying decision. In the developed countries, specially in the business field without advertising is handicapped. So in these countries, a huge amount of expenditure is made on it. Investing in advertising means investing in raw materials is their norms. Hence, it has become an integral part of the budget of the manufactures, trades and service sectors. Nepalese market is becoming competitive and sophisticated than before, which has made advertising as a compulsion to any business organization. In Nepalese perspective, advertising is in developing stage and still some people think that advertising means charity or wasting of time and money, but these types of misconception has been disappearing by the development of advertising and it's increasing popularity. Entry of Multinational advertising companies made Nepalese advertising world creative and competitive then ever before.

In Nepal, there are various newspapers available with a nation wide circulation. Such as: Kantipur, Nepal Samacharpatra, Rajdhani daily, Space time daily, Gorkhapatra, The Kathmandu Post, The Himalayan, The Rising Nepal etc. Many other daily, weekly, Fort-nightly, monthly magazines have nation wide circulation. (i.e. Himal, Nepal, Samaya, The Nation etc.), Radio/FM and Television also widely available. So, the media sector is rapidly growing in Nepal. In Nepal, the business organizations have not the system of evaluating advertisement effectiveness. However, the evaluation can provide a kind of feedback to the advertiser, which can be a useful basis for promotional planning in the future.

In this content, there are various aspects to study. Such as: consumer response towards advertising, advertising impact on brand choice decision, and effective way of advertising, impact of ad. On brand loyalty behavior of consumer etc. However, Analysis of the impact of advertising on brand choice and brand loyalty

are the significant issues to be researched. Advertising as stimuli, influence the consumers to purchase or repeat purchase a particular brand. What kind of advertising do consumers help to create positive attitude towards brand and what advertising appeal/campaign/message do consumers help to make brand loyal? Taking those issues into an account-following problem are identified for this study.

- Is there any impact of advertising on brand choice behavior of consumer?
- Does advertising contribute to brand loyalty?
- Do consumer given more weight to advertising rather than any other promotional tools while making product/Brand selection decision?

1.4 Objectives of the study

This study focuses on the impact of advertising on Brand choice and loyalty behavior of the consumer. So, the main objectives of the study have been outlined below.

- To analyze the impact of Advertising on brand choice decision of consumer product
- To study the advertising impact on brand loyalty of consumer
- To examine the popular media of advertising, in case of toothpaste.

1.5 Importance of the study

Tough competition in the market makes business firms to apply more aggressive promotional activities to survive in the competitive market. Firms want to overcome in the over stocking and rough competition problem and get target market share. Consequently, the need of advertising in the contemporary business world is indispensable. Every stage of product life cycle need advertising, but volume of it may be low and high depending upon the nature and stages. Advertising makes wide spread distribution possible. Although, a marketing manager prefer to use personal selling. But it is expensive and can't do mass

selling like advertising. Today, most promotional blends contain personal selling and mass selling.

“Advertising’s job might be to build brand preference as well as help purchasers to confirm their decision”. (The Economic Survey, 1994-95:347). Advertising introduce the product to consumers and persuades them to make a choice in it’s favor. It also induces familiarity with brands and makes consumers fell more confident about products with which they are familiar. In this way, it protects producers against the unfair competition. Sometimes the advertising may be able to some extent to describe that our product is different from competitors. Advertising could be made useful assistance to product positioning. Meanwhile, it also stressed these differences and creates an image about product in consumers’ perception, which direct effect on brad choice. Competitive advertising tries to develop selective demand for a specific brand rather than a product category. Competitive advertising is a successful tool in making brand choice and brand loyalty of low involvement consumer products.

Nepalese advertising sector is rapidly growing. Although, it is facing number of bundles. Now, most of the big private and public companies have given the space to advertising in their annual budget. Today, most of the Nepalese consumer product are made and sold mainly with the help of advertising. We can’t imagine business world without advertising. However, it is increasingly affecting the lives of most Nepalese in some way. So it is useful to analyze the effectiveness of advertising because it shows the worthwhile of advertising.

This study carries comprehensive information on the effective aspects of advertising. It also explores the role of advertising in creating awareness among general consumers and changing buying attitudes of consumers brought by it. It will contribute to generate data as to what extent advertisement help in brand choice and brand loyalty decision of consumers in case of low involvement product.

1.6 Limitations of the study

The following are the major limitations of the study.

- This major is based on advertisement made by the commercial service of the print, electronic and outdoor media
- The field survey is confined within the urban areas of the sunsari district
- This study is limited only to the low involvement consumer products, such as: toothpaste
- The study is based on the response of different consumers to whom questionnaire were administered
- The study is based on the primary data
- The researcher being a student has very limited time and resources
- The sample size taken for this study is very small in comparison to the population of the study
- This study has focused the period of 2066 to 2076 B.S.

1.7 Research hypothesis

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberated object of testing hypotheses. Decision makers often face situations wherein they are interested in testing hypotheses on the basis of available information and then take decisions on the basis of such testing. In social Science, where direct knowledge of population parameter is rare, hypothesis testing is the often used strategy for deciding whether a sample data offer such support for a hypothesis that generalization can be made. Thus hypothesis testing enables us to make probability statements about population parameter.

There are used hypothesis in preferred brand of toothpaste, advertisement message of toothpaste brand and reasons for brand switching of toothpaste.

Hypothesis 1

H₀: Brand preference by consumers as 1st choice and 2nd choice are not significantly different

H₁: Brand preference by consumers as 1st choice and 2nd choice are significantly different.

Since the computed value of chi-square test is 3.555, where as its tabulated value of chi-square at 5% level of significance for 5 degree of freedom is 11.07. Here, computed value of chi-square is less than tabulated chi-square, therefore H₀ is accepted, i.e. we conclude that the brand preference by consumers as 1st choice and 2nd choice are not different.

Hypothesis 2

H₀: There are no differences among frequencies of advertising messages of toothpaste brand.

H₁: There are differences among frequencies of advertising messages of toothpaste brand.

Since the computed value of chi-square is 19.15, where as the tabulated value of chi-square at 5% level of significance for 3 degree of freedom is 7.815. Here, computed value chi-square is higher than tabulated chi-square therefore reject null hypothesis and accept alternative hypothesis

Hypothesis 3

H₀: All given variable are equally significant for brand switching of toothpaste.

H₁: All given variable are not equally significant for brand switching of toothpaste.

Since this computed value of chi-square is 367.8, whereas the tabulated value of chi-square at 5% level of significance for 7 degree of freedom is 14.07. Here, computed value of chi-square is higher than tabulated chi-square therefore we reject null hypothesis and accept alternative hypothesis.

1.8 Organization of the study

The research study has been organized into five chapters namely:

I. Introduction

The introduction chapter provides general information and concepts of advertising, brand and brand loyalty. This chapter mainly gives a brief picture of what is going to be studied, why the study is important, what the study is going to seek and what are the limitations of the study.

II. Review of literature

The second chapter, review of literature deals with some related matters of the study. This chapter deals about the theoretical concept of advertising. It address about meaning, definition and need of advertising, the historical background, types and functions of advertising, advertising and other marketing activities, various advertising media available in Nepal, advertising, brand choice and loyalty and Reviews of Some related studies in Nepal.

III. Research methodology

Third chapter covers Research methodology employed in the present study. It describes about how the study being designed and prepared, what kind of data are collected, what types of sources are used for the data collection, how these data are processed to fulfill the needs and objectives of the study.

IV. Presentation and analysis of data

The fourth chapter is presentation and analysis of data deals with the issues identified in the introduction. This is the heart of the research study. what has been analyzed, how it has been analyzed and what has been found are the concerns of this chapter. This chapter presents major findings derived from the analysis of data.

V. Summary, conclusion and recommendations

The fifth or last chapter concerned with summary, conclusions and recommendations. In the study are presented here. On the basis of the study suggestions also made in this chapter.

CHAPTER –TWO

REVIEW OF LITERATURE

Meaning and need of advertising

The word advertising is derived from the original Latin word ‘adverter’ which means ‘to turn’ the attention. So, the meaning of advertising is to turn people’s attention to the specific thing. In other words, advertising is to draw attention of people to certain good, service or an idea. Therefore it can be said that anything that turns the attention to an article or service or an idea might be well called as advertising.

Most advertising is to stimulate people to buy a particular branded product offered for sale by a particular seller. Despite, some widely held misconceptions, advertising alone works no miracle. It is an important element in modern marketing process, but it can produce consistently profitable results only when the entire structure is sound and coordinated. Albert Lasker, who has been called the father of modern advertising, said that advertising is “Salesmanship in print”, that may well be. But he gave us that definition long before the advent of radio and television and at a time when the nature and scope of advertising were considerably different from what they are now. Today, we have strong concept of what advertising, said that advertising is, and we also tend to have very strong opinions and prejudiced about it. The definitions of advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relation process, depending on the point of view. Advertising is form of communication intended to promote the role of a product or service to influence a particular cause to gain political support, to advance a particular cause or to elicit some other response desired by the advertiser.

Advertising basically encompasses communication paid space or time, presentation and promotion of the consumer in a communication process. There is

a source of message, the medium through which the message travels to the receiver. Advertising, by its definition, is persuasive communication and its objective is to turn the potential buyers into the actual one. Advertising presents products and services to the buyers but simple presentation will not serve the marketer's purpose through the customer may get the information he has bought. So, advertising is used for promotion of the sales and salability of the products. Advertiser seeks to persuade the consumers to try his products through advertising and as such as it is regarded as persuasive communication. It only helps to sell by creating different foundation requires for promotion and presentation.

“Advertising consists of all the activities involved 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”. (Stanton, 1985:448)

The institute of practitioners in advertising definition says: “Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost” (Jeffkins, 1999:9)

“Advertising is one of the most important reinforcing elements of the promotional mix for the objective of successful sale of a product”. (Cateora, 1997:479) In real sense, advertising is any paid form of non-personal presentation of ideas, goods or services by an identified sponsor. It is used to help sell products and services, a glance at the buying stops is worth taking.

“Advertising includes those activities by which visual or oral message are addressed to the public for the purposes of informing them and influencing them either to buy merchandise or services or to be inclined favorable towards ideas, institutions and person featured”. (Ahuhja, et.al.1995:1)

Today, advertising is a worldwide phenomenon, many advertiser use advertisements for many purposes with many different possible effects. For example: there is highly fanciful advertising for consumer goods such as toothpastes, detergents, soaps, or soft drinks and highly technical messages dealing with vehicles, medical supplies or computer services. They advertise because they find it a convenient means of communication for their consumer their intents can range from altering behavior to affecting the way people think about a particular social or economic position. The result of their effort can range from enormously influential to waste of the advertiser's money. When we think about "advertising" at this point, we probably think in terms of specific advertisements. (I love close-up ad" or really film star use "Lux" soap as they stand in "Lux" ad.?"). To begin there, than, advertisements can be recognized as paid, non personal, communication forms used with persuasive intent by identified sources through various media.

"Advertising is certainly one of the most important and most complex decision area facing business executives".(Boyd, et.al. 1998:727).Since the development of science and technology, manufacturers are able to produce goods and services in mass production system, but they can't sell their products without informing scattered customers about their products. Although there are various methods to inform the customers about products, advertising is only one alternative to carry their message. It is mostly used because it reaches a large group of people through the vehicle of mass communication. Competition in the market is growing day by day. Dozens or probably more brands even a specific product category is being available in the market. Consequently consumers have wide choice while buying most of the products and they are free to choose them. This in turn, creates a more pressure on manufacturer or seller to increase the promotional activities in the market. Every seller is trying to prove his product as the best. This can be witnessed from the promotional effort. Sellers are informing the consumers with TV commercials, radio advertisements, newspapers, magazines ads, posters, signboards and many others tools appealing to buy their products. Consumers buy

a specific brand to satisfy their psychological stimuli aware by different promotional campaign including advertising. "Some promotion is essential in order to create awareness of product's existence and characteristics; furthermore, promotion can create positive psychological association that can enhance the buyer's satisfaction. In this last sense promotion may be considered to add to the real values of the company's offering". (Kotler, 1990:341). "Advertising benefits the customers. They come to know about the products and product information. They get the information about the product availability. Advertising makes mass distribution possible. Advertising makes the consumers aspire to higher and higher things in life making this life a saga of continuous struggle to acquire what we don't have. It expands the markets. Advertising creates markets for new products. It makes us aware of new uses of old products. Consumer get post-purchases satisfaction because there is advertising consumer gets a wide choice. It makes competitive economy possible". (Chunawalla, et.al. 1998:21).

Nowadays, advertising has become a major form of selling. It not only support others forms of selling but also frequently serves as the only selling tool used to move merchandise. So, advertising is essential for manufacturer, wholesaler and retailer in order to influence their customer's behavior favorably to obtain desired sale. In this context a market without advertising is unimaginable in any corner of the world.

Evolution of advertising

Advertising, as we understand today, has considerable influence in contemporary society and commerce, but this was not always the case. Although, the advertising's main purpose is to inform and persuade has not changed throughout it's history. The history of advertising takes us into the dim past many centuries ago. People used primitive hand tools to produce goods. They lived in small, isolated communities where artisans and farmers bartered goods and services among themselves. Advertising by word of mouth was probably the earliest form of advertising, which began as soon as one man desired to barter with another.

Distribution was limited to how far people could walk and 'advertising' how loud they could shout. Town criers current happenings. Still peddlers and street hawkers use spoken publicity. Many people think advertising as a modern process. But it has a longest history taking us back to the history of mankind and the human civilization. Most historians believe advertising was introduced by Greek and Roman merchants who benefited from expanded contact with other societies, a higher level of production due to the use of more sophisticated tools, and enhanced communication. An increased demand for goods created greater needs to advertise their availability. Thus, signs carved in clay, wood, or stone were hung in front of shops so passersby could see what products the merchants offered. Most people could not read, so the signs often only symbolized the goods for sale. After the invention of printing press in Germany in the year 1450s by Johannes Gutenberg. It became the major event in the history of civilization and probably the most important development in the history of advertising. It made possible the most important development in the history of advertising. It made possible new advertising media and first forms of mass advertising including printed posters, handbills and newspaper advertisement. In London in about 1472, the first printed advertisement in English, tacked on church door, announced a prayer book for sale. When newspaper advertising begins to develop. This was an important phase in the history of advertising.

However, most early newspaper advertisement was a form of announcements. The first newspaper advertisement, which appeared on the back of the London Newspaper in 1650, offered a reward for the return of 12 stolen horses. The first ad offering coffee was made in a newspaper in England in 1652. Chocolates and tea were first introduced through newspaper ads in 1657 and 1658 respectively in England. Later advertisement appeared for real estate, medicine and "personal ad".

Competitive advertising came much later in 18th 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 18th century in England and America. Prior to introduction of photography in 1839, products were depicted by handcrafted woodcut or engraved metal drawings. Photography added more credibility. Ads could show products, people, and places as they really were, rather than as an artist visualized them. In 1840s manufacturers began using magazine ad to reach the mass market and stimulate mass consumption. In 1841 Volney B. Palmer started advertising agency U.S.A. He contacted with newspaper for large volume of advertising space at discount rates and then resold the space to advertisers at a higher rate. The advertisers prepared ads themselves. In 1890 N.W. Ayer & Son became the first modern advertising agency in Philadelphia as advertising agency doing planning, creating, and executing complete ad campaigns for commission or fees from advertisers. The growth of newspapers and magazines contributed to the development of advertising.

Other important communication devices invented in the late 19th and early 20th centuries- telegraph, telephone typewriter, and motion pictures enabled people to communicate as never before. Another major technological breakthrough was the invention of photography in the late 1880s. Before this time products in printed advertisements could be illustrated only by drawing. Photography added credibility to advertising because it showed products as they are rather than as visualized by an artist.

“During the 19th century, it was marked by a new kind of brand advertising, magazines, both weekly and monthly started catching the imaginations of the people by popularizing the brands. This is the period that welcomed window and counter display, exhibitions and trade fairs”. (C.N. Sontakki, 1989:29-30)

Towards the end of the 19th century, Creative advertising developed painting came to be used in advertising in 1887. When advertising entered in the 20th century, there was so many miracle happened then before, on Oct.29, 1929 the stock

market crashed, the great depression of the 1930s followed by the war years had an adverse impact on the growth of advertising. However, during these tough years, advertisers looked for a way to make their ads more effective. At the same time, due to depression, false and misleading advertising continued to thrive. Several best-selling books exposed advertising as an unscrupulous exploiter of consumers, giving rise to the consumer movement and resulting in further government regulation. After broadcasting media came into scene, it had added another significant milestone in the field of advertising. A major powerful new advertising medium radio, started on Nov. 2, 1920, in Pittsburg, Pennsylvania. National audiences that turned into popular programs. In fact, it was their advertising agencies that produced the first radio because the primary means of mass communication.

Advertisers adopted the electronic media for their function in the beginning of the 20th century. From its inception in 1920, radio rapidly became the world's primary means of mass communication and a powerful new advertising medium. Television became a major source of advertising in 1950. It has become more popular medium of advertising today in the world because of its advantages of visual and oral presentation. The sound and vision of televised advertising influence audiences.

The most unusual expansion of any medium occurred after television was first broadcasted publicly in 1941. At the end of the Second World War, the use of television advertising grew rapidly. At the same time, there was mass production, which helped to increase advertising activities. In 1955 color television was born and became increasingly popular. Today, television is the second largest advertising medium in terms of total money spent by advertisers. The explosion of new technologies in the last decade of 20th century affected advertising considerably. With cable television and satellite receivers, viewers can watch channels devoted to single types of programming such as straight news, tele shopping, movies, music, sports, or comedy. This has transformed television from

the most widespread of mass media to a more specialized 'narrow casting' medium. Now Manu formed can use television to reach audiences with select interests. The 1970's saw a new kind of advertising strategy, where the competitors' strength becomes as important as the advertisers. This was called positioning era. Acknowledging the importance of product features and image. They consisted that what was really importance and how the product ranked against the competition in the consumer's mind.

"From this time onward however, advertising never looked back, not only in the United States Western Europe, but in developing countries as well. It has scaled higher and higher peaks in terms of building as well as its quality and its Sophistication". (Chunawalla & Sethia, 1998:29)

During the last decade, several significant new technologies have affected advertising considerably. One was the penetration of cable television and satellite receivers into a vast number of world homes. Computer technology has had its impact. Internet gives advertisers new media for reaching potential customers. Expanded access to computer power has benefited advertisers in another way as well. Now even the smallest companies can maintain a database for direct mail. The brief history 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 interest-groups from big business to big labor, from pro-growth advocates to environmentalist, from big religious to big cults, and although some groups fight progress to effect their aims all the way. They will all use the tools of progress to affect their aims, one of these tools will be advertising in media yet to be conceived.

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

Computer technology has a great impact in advertising too. Personal computers, modems, electronic mail, electronic boards give advertising new media for reaching potential customers. But these options largely replace print media, and their advertising tends to be informative rather than image oriented.

Objectives of advertising

The objective of most advertising is to stimulate to buy a particular brand of product offered for sale by a particular seller. The whole advertising campaign is concentrated basically to increase sales either by converting people from competing brands or by reducing the number of customers we lose to other brands and by increasing the size of the market for the product class. Despite some widely held misconception taking advertising as a mere end of seller. We can say, it is the better means of promotion when the entire structure is not fitted well, but advertising works no miracle.

“A sound conceived advertising campaign should have one or more objectives. Objectives help the marketing firm to determine what is to be accomplished through the advertising campaign. It also facilitates the evaluation of the campaign through a comparison of results with the initial objectives”. (Koirala, 1995:179)

The success of advertising is recognized when it wins the new customers and retains the existing customers. It is fundamental, therefore that before any money can be wisely spent in advertising, it must be ascertained that the product is right to the degree that it can win repeat purchasers or recommendation from its users. To yield sound and profitable results from advertising a product must be well adapted to the needs, wants and prejudices of prospective consumers. Companies advertise because they have something to sell and someone else has something to buy. Advertising brings people together who would not otherwise know the existence of those able to supply and those with a demand.

Basically the objectives of advertising are influencing, persuading, building image of product as well company, reminding for repurchase and communication information related about products and company, even though for easy to understand, we can trace out the objectives of advertising as follows:

- To announce a new product or service
- To boost-up the sales
- To solicit the customer
- To expand the market to new buyers
- To announce modification
- To announce a price change
- To announce a new brand
- To make a special offer
- To invite enquire
- To sell direct
- To test a medium
- To announce the location of stockiest
- To educate customers
- To maintain sales
- To challenge competition
- To remind
- To retrieve lost sales
- To appoint distributors
- To appoint staff
- To please sales force
- To attract investors
- To export
- To announce trading results, etc.

Marketing and advertising

The term marketing refers to all business activities aimed at: (a) finding out who customers are and what they want, (b) developing products to satisfy those customers' needs and desires, and (c) getting those products, into the customer's possession.

According to the board of directors of the American marketing Association defined "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy the perceived needs, wants and objectives of individual and organization". (Bovee, et.al. 1992:121)

Each organization has marketing objectives and a marketing plan to achieve them. In the process of achieving its marketing objectives, the organization uses several marketing tools, known as 4ps-product, price, place and promotion. This is also known as marketing mix and advertising falls in the promotion mix. Advertising as a part of the total marketing mix influences the sales of the products, as do the other variable of mix. Together with the product or brand, price, channel of distribution and personal selling, advertising attempts to reach the marketing objectives.

Advertising is a mass or non-personal selling. It is the tool marketers can use to inform, persuade, and remind customers about their products or services. To be successful, though advertising depends on the adequate performance of the other marketing activities.

Manufacturers and advertising

The manufactures or the producers who make available the goods with a clear intention of disposing them at profit have to address the satisfaction of consumers. They take a full advantage of advertising as a service. Manufactures are prepared

to spend a lot on advertising because it pays to do so. Advertising helps manufactures to get three clear benefits.

- It increases and stabilize the sales turnover
- It maintains the existing market and explores new, and
- It controls product price. (Sontakki, 1989:2)

Advertising and consumers

The role of advertising cannot be underestimated in intelligent or selective buying. The complex world of industry has been able to provide with the largest possible varieties of products to such an extent that consumers are at sea of decide. Further each producer claims that his product is far superior to others. Advertising through its various forms disseminates useful information about relative merits and special features of the products and services in terms of price, quality, utility, durability, convenience and like thus guiding the consumers to go in for a particular product or a service of a sponsor.

“It is claimed that advertising increase the utilities of given commodities for many people. By pointing out and emphasizing the possessed by certain goods. Consumers are led to appreciate more strongly the utility of such goods”. (Sandage, et.al. 1985:41)

In fact, today advertising has not only an informative device. Its purpose is not only to inform but also to persuade. Advertising undoubtedly has the power to increase the satisfaction derived from commodities already in use. It also has the power to develop a desire among many consumers for commodities, which they do not possess and can't possess because of insufficient purchasing power. So advertising influences the consumption pattern of the consumers. In fact the effect and the success of advertising are justified from the favorable reaction that it can create on the customer.

Advertising and citizens

Advertising may have the possible influence on each of us simply as member of this particular society. Here, then, advertising is seen not simply as a link-solid or faulty-between persuader and target audience, but rather as a pervasive force in our society.

It is said that advertising exalts the materialistic virtues of consumption and distorts human values, that it makes people want the wrong things (too much beer, liquor, cigarettes), and promote private luxuries at the expense of public squalor. But it is not only teach the public to do so, it also aware the people about the environment pollution, disease like AIDS, cancer etc. Advertising is simply an enormous presence in our society. As such, it has power to influence the society. It affects our values, meld our social and self-images, and adequately and fairly expose us to some of the controversies of our day and so on. Proper use of advertising benefits not only to consumers but all the public.

Advertising media

The term media is plural for medium. In advertising terms, medium is a channel of communication. A medium is a vehicle for carrying the sales message of an advertiser to the prospects. The advertising media carries the advertiser's message is the vital connection between the company that manufactures a product and the customer who wishes to buy it. The advertising media that are available today include the traditional print, electronic, our of home, and direct mail and a variety of new, often untried, media that have been born of exploding technology. Due to recent advertising media trends, those media are beginning to overlap. For the student and researcher of advertising, it is important to understand the relationship of those media to the advertising business and the significance of current trends in the media world.

Today, every media, be it a newspaper or a magazine, the radio or television, has a department with the responsibility of selling advertising space and time. The

media themselves do advertise and promote the sale of their advertising space and time, for this is one of the important activities of the media. For their growth and even for their survival, the media have to be constantly on their toes to achieve increasing higher advertising revenue. In addition, most advertising media can help the advertiser with production assistance, market research, sales promotion or merchandising service. In fact, the media, advertising suppliers are crucial to the growth of the industry.

Advertising Association of Nepal (AAAN) is an umbrella organization of advertising agencies and other media related professional organization. It was registered in the year 1990 under Non-governmental Organization Registration Act of Nepal as Advertising Agencies Association of Nepal. It emerged into its present set-up in the year 2006, after amendment in the constitution. (www.adnepal.org.np)

Currently, all professionally managed advertising agencies of the country are members of this Association. AAAN represents in different media related committees formed by Government of Nepal. Press council, Audit Bureau of circulation on (ABC), Federation of Nepalese Chambers of Commerce and Industry (FNCCI) etc. Advertising Association of Nepal is also member of Asian Federation of Advertising Associations (AFAA), Malaysia. It also had good business and professional relations with all the media of the country. Its full fledged secretariat is capable of executing and type of tasks in relations to advertisement and media. (www.adnepal.org.np)

The current size of the Nepalese media advertising and publicity market is estimated 3.5 billion rupees as quoted by Advertising Agency Association of Nepal (AAAN).

Selection of media

Effective advertising refers to informing the public about the right product at the right time through the right medium. Conveying a right message through a wrong medium at the wrong time would be a definite waste of resources. Therefore, the right media selection is the crux of the success of the entire advertising campaign. However, the right message, the right timing and the right place of advertising are equally important. Media selection decision refers only to the selection of a specific medium of advertising, such as the newspaper, a magazine, the radio, or television, the mail service or outdoor advertising.

As always, budgets are limited, while selecting media, we must consider these facts. It is performed only after the media strategy is developed. At the time of selecting advertising media numerous factors influence the process: (a) campaign objectives and strategy; (b) the size and characteristics of each medium's audience; (c) Geographic coverage; (d) the attention, exposure and motivation value of each medium; (e) cost efficiency; and (f) the intended selection approach.

The advertising agency

Advertising agency is an independent business organization. It consists creative and business people who have specialized knowledge and skills, who are well informed in all aspects of marketing and consumer behavior, who are sensitive to people and communication; who know the media and markets; and who are skilled writers, television producers, researchers, and managers for the planning and executing successful advertising campaign. The agency provided the environment in which the various specialists can interrelate and combine their talents to create effective advertising for the agency's individual clients.

“Advertising agency is an independent organization of creative people and business people who specialize in the development and presentation of advertising plans, advertisements and other promotional tools. The agency also arranges or contracts for the purchase of advertising space and time in the various media. It

does all this on behalf of different sellers, who are referred to as its clients, in an effort to find customers for their goods and services”. (Bovee, et.al. 1986:83)

An advertising agency is shortened as ad agency. Ad agency is a team of experts appointed by clients to plan, produce and place advertising campaigns in the media. A modern advertising agency is the fountainhead from which flow most of the advertisements we see and hear in the national and regional media. An agency represents the core of the advertising profession. The modern advertising agency of today has advanced a long way from the space salesman of a century ago, to the extent that some felt it would be more appropriate to call it a marketing agency. Despite the apparent extent of the agency’s expertise implied, it would be incorrect to assume that the agency could substitute for the firm’s own marketing department.

“Advertising agency is that organization on which provides specialized knowledge, skills and experience needed to produce effective advertising”. (Sontakki, 1989:348)

So, advertising agency is an independent organization, which develops and executes advertising campaigns to the requirement of the clients and places them to the media.

2.11 Evolution of advertising in Nepal

The history of Nepalese advertising is undoubtedly short. In the developed countries, such as United Kingdom, United States, advertising entered long before the advent of Rana Regime in Nepal. The first Nepali language’s advertisement was appeared in the 1919 B.S. (1862 A.D.) about the fourth coming (then) books of Krishna Giri on the back cover of his book “Mokshashiddhi”. It was printed at Kathmandu. In 1945 and 1956 B.S. (1901 A. D.) it had published advertisement rate on its first issues. After that, advertisement seen regularly on Gorakhpatra in the form of notice, public announcement and Istihar.

“In Bhadra, 1984 B.S., Bhetnarayan Shrestha of Batu, Kathmandu printed the notice in Gorkhapatra about the opening of petrol shop. It was first commercial ad. Of Nepal, he also published next commercial ad. In the name of “The Himalayan Motor trading” in Baishak, 1985 B.S. at that time many businessmen in Kathmandu started to publish advertisement in the Gorkhapatra”. (Kiran Nepal & Mukul Humagai, “Ramara Bigyapan, Ramro Bhabishya,” Himal, 2003(April-May:44)

First radio ad was aired in Magh, 2007 B.S. (1950 A.D.), a pro-democracy announcement on Prafatantra Nepal Radio (Democracy Nepal Radio), set up at the Raghupati Jute Mills, Biratnagar. The Government addressed to advertisement in 2015 B.S. (1958 A.D.), when the press commission was formed on the chairmanship of Justice Krishna Prasad Chapagai, where commission suggested that, the government should provide the advertisement to the newspapers.

“The first advertising agency “Nepal advertisers” was established in 2017 B.S. (1961 A.D.), and then only the advertising business got the path of development. The advertisers were very few at that time. The advertising was only about the official notices and information’s. Advertising was seldom done in private newspapers. Radio and newspapers did not feel the advertising agencies necessarily. The Nepal advertiser established in 2017 B.S. had only limited service area. It provides press cutting service instead of artistic and attractive advertising in newspaper and magazines. For the press cutting it used to take Rs. 76 for a year”. (Dahal, 2049 (AAAN):239)

After the establishment of Birgunj sugar mill, Janakpur cigarette factory, Bansbari leather shoe factory, RNAC, advertising business also increased. Designing work also started, but it was done in India because of scarcity of commercial artist in here.

“Nepal printing and advertising” was the second advertising agency, established in 2020 B.S. it started advertising service to the Nepal Bank Ltd., RNAC, and Janakpur cigarette factory and some official and semi-government offices. It also started printing services as well as sponsoring advertising, which was a difficult task at that time. For lack of qualified manpower and servicing facilities for shooting the advertisement.

First television ad. About Nebico jingle played on the first test transmission of Nepal Television in Sharawan 29, 2042 B.S. (1985 A.D.). “Nepal Bank started “display advertisement” and also got credit for emphasizing “product Image” in advertising rather than product only. Sajha Yatayat and Nepal Brewery started the advertising by highlighting the image of product. Nepal Brewery’s Star beer and other soft drink’s advertisement is the first ad, which had started to make Brand Image.

The advertising agencies were increasing and developing according to the industries and tradition increased. There are more than 1000 agencies were registered in Nepal, out of them, only around 300 agencies are in running position. It is found that 178 advertising agencies had been registered in the Advertising Agencies Association of Nepal (AAAN). Advertising development was in slow pace till the restoration of Democracy. After that, it had made immense progress in the last 15 years because of liberal economic policy, expanded market, increased media sector and international relation. Today, we can see advertisement everywhere around us. Development in media sector, credibility in press, radio, TV and increased number of readers, listeners, viewers and consumers provides the opportunity to develop advertising in Nepal.

2.12. The legal provision for government advertising in Nepal

There is no specific law relating advertising in Nepal, but a few provisions under various acts relate incidentally to such advertising.

“The following legal Acts carry provisions about advertising in Nepal:
(Commercial policy)

- “Mulki Ain”, 1963 (National code, 1963): Misrepresentation in the conduct of trade considered as cheating
- The Food Grains Act 1966: protection from hazards of adulterated and misbranded food articles
- The Contract Act, 1966: contract made on misrepresentation is violable.
- The standard of weights and measures Act 1967. Maintains uniformity in weights and measures through HMG stamp
- The public Nuisance (Crime and Punishment) Act, 1970: prohibits obscene advertisements
- The penal code 1973: prohibits misrepresentation of quality and type of goods; restricts nudity in ad.
- The Black Marketing and certain other offences and punishment Act, 1975: curbs black marketing, profiteering, hoarding, adulteration and fraudulent marketing practices.
- The Drugs Act, 1978: restricts false and confusing ads of Drugs.
- The Nepalese standard (certification marks) Act, 1980: certifies quality standard through “NS” mark.
- The National Broadcasting Act, 1992 limits ad time on TV and Radio, prohibits obscenity and terror in ads.
- The consumer protection Act, 1998 (implemented in 2000): protects health and rights of consumers; consumer grievance redressed bodies provided; provides right of information to consumers.

Nepal lacks comprehensive legislation governing advertising”.

(Agrawal, 2000:424)

There are no basic rules and regulation for the advertising industry, although Advertising Agency Association of Nepal (AAAN) was formed in 1988. this is not clear definition as to what is right and what is wrong in advertising. In a nutshell, any regulatory body does not control the industry.

Due to the lack of single legal provision for governing advertising, it is difficult to regulate the advertising, realizing that, AAAN, Federation of Nepali Journalist (FNJ) and ministry of information and technology drafted the National Advertising policy (NAP) in the 2002. it will cover the entire genera of media in Nepal used for advertising purpose, e.g. print, electronic, outdoor, events and internet. It will also focuses on the advertising code of conduct and classification of ad agencies. But the absence of house of parliament since 2002, made impossible to be tabled the bill, so it didn't get legal status, when the bill will pass from the parliament and get legal status, it will be possible to regulate advertising by single policy and act.

2.13 Brands and consumers

The word brand is comprehensive, encompassing other, narrower terms. The American Marketing Association defines a brand is name/or mark intended to identify the product of one seller or group of sellers and differentiate the product from competing products. A brand name consists of words, letters, and/or numbers that can be vocalized. A brand nark is the part of the brand that appears in the form of a symbol, design, or distinctive color or lettering. A brand mark is recognized by sight but cannot be expressed when a person pronounces the brand name Lux, Close-up and Gillette and brand names the distinctively lined globe of ATST is the brand mark of Gillette.

Trademark is a brand that has been adopted by a seller and given legal protection. All trademarks are brands and thus include the words, letters, or numbers that can be pronounced. They may also include a pictorial design (Brand mark). Some people believe that the trademark is only the pictorial part of the brand. Historically, most produces were unbranded. Producers sold packages containing goods without any identification mark of them. Branding started when craftsman put trademarks on their products to protect against inferior quality. Pharmaceutical companies were the first to put brand names. Today hardly anything is unbranded products from unorganized markets like vegetables, salts,

fruits, etc. are unbranded. But now we have branded salts too. Brands are also successful because people prefer them to ordinary products. Brands give consumers the means whereby they can make choices and judgments. Based on these experiences, customers can then rely on chosen brands to guarantee standard of quality and service, which reduce the risk of failure in purchase.

Today, world is characterized by more complex technology, and this can be extremely confusing to people who are not technology minded. Brands can play an important role here by providing simplicity and reassurance to the uninitiated offering a quick, clear guide to a variety of competitive products and helping consumers reach better, quicker decision. Consumers are never loyal to generic products. However, they develop a loyalty to branded products.

2.14 Advertising and brand choice

Advertising is one of the main marketing activities of marketing mix that can affect on consumer for brand choice. It tends to bring about more enduring shifts of allegiance as well as to increase the effectiveness of other inducements to switch brands.

Most of the advertising campaigns are designed to influence consumers to buy particular brand. In the past, the goods were produced and then the consumers were to select from the available stock or range of products. It happens in many underdeveloped countries even today. The marketer's concentration to the target groups need, wants and preferences to deliver the desired satisfaction and long-run consumer's social being. The consumers likes, preferences, attitudes, opinions etc. have been respected in the production programs by producers. Every producer has to take into account these individual requirements of consumers, while producing the goods or services and advertising the same for successful selling. It's wrong to say advertising as the end of selling. Advertising never sell itself, however, advertising has the super-power to create positive response and can sell anything. The audiences, predispositions, their attitudes, beliefs, motives and

values are largely determined by the media the consumer select, the advertisement they see, the message that they accept and the product they buy.

The modern marketing accepts consumer as the king because as the king because he has the purchasing power and no force on the earth would compel him to buy a particular product or a service. There are dozen and more than dozens of brands of a specific product class. He has full freedom to spend on the products or services according to his choice. Every consumer wishes and tries to preserve his sovereignty. A producer or a marketer succeeds when he wins the favors of the consumers by providing what they want. This consumer's sovereignty has two significant implications:

- He has the fundamental freedom to spend or not to spend his disposable income on goods and services these are available in the market place. No one can force the individual in the society to spend as per their calculations. That is, the consumer may spend now or postpone the purpose to future date.
- Once, he decided to spend on a particular product or service, he has again full freed on to choose from the available products or services in the market. Buying the best among the wide range of varieties to get maximum satisfaction from reasonable price. Advertising does the job of enhancing consumer's ability by providing varieties of required information.

Advertising affects favorably the consumer choice, because it helps the consumer to exercise his power of sovereignty in the most appropriate way, advertising acts as a counselor or a guide to the consumer. Advertising provides detailed and up to date information, regarding the various products available in the market, so that the consumer would decide to buy wisely and intelligently. Advertising as a mass media help the consumer in preserving and promoting their sovereignty in the following forms.

In the first place it “informs”. It informs the consumer about all products and services available for sale- as to when they are available under what condition? At what price? And so on. Secondly, it “explains”. It explains the features relative merits of each product or service so that he can have comparative account for making wise selection. Thirdly, it “educates”. It provides good deal of information regarding products or services whether a person is interested to buy or not. This useful knowledge enlightens him as to what a product is? How it differs from others in the line? What it does for him? At what cost? It speaks not only of the existing products but also the products when will be produced in near future. It makes him well-informed member of a society. This knowledge is available without payment. He pays, of course, if he buys the product or service. For instance, while introducing for the first time, say soap, soft drink, the purpose is simply to educate. Fourthly, it acts as a “guide” of consumer today. The consumers are really at sea because the present markets are flooded with too many varieties of products. There are many products with wide range, which are trying to meet the variable needs of consumers. It is pertinent to note that consumers needs differ in terms of quality, quantity, price and time factors. It is the advertising, which solves his problem of coming to the conclusion. It is so because advertising makes him more need conscious and directs him to the point of most accurate decision of selection in best way, optimum.

To sum up, advertising is a very powerful and successful mass media of communication that makes possible for the consumer brand choice through rational selection. The knowledge rendered through advertising is useful in selection of the best brand at reasonable price. Through advertising the consumer find himself as rational and intelligent purchaser.

2.15 Advertising and brand loyalty

If a consumer thinks a brand is good in comparison with other available brands in terms of fulfillment needs, wants and other prejudices, then they develop position attitude towards a brand and purchase them. If this action is repeatedly happened

with a specific brand that is known as brand loyalty. To find out brand loyalty is a great asset of a company, which is not expressed in numerical form of the balance sheet. It is completely unseen, but gives result of full enjoyment. “Brand loyalty is defined as (a) the biased (i.e. non random) (b) behavioral response (i.e. purchase) (c) expressed over time (d) by some decision making unit (e) with reference to one or more alternative brands out of a set of such brands, and (f) a function of psychological process (i.e. decision-making evaluative)”. (Chunawalla, et.al. 1982:571)

Advertising is not taken as an informative device only, now the purpose of advertising is not only to inform but also to persuade. Advertising undoubtedly has the power to increase the satisfaction derived desire among many consumers for commodities, which they do not possess and cannot possess because of inefficient purchasing power. So advertising influences the consumption pattern of the consumers.

Advertising effectiveness depends-upon customer belief. If the advertising believability increased, the consumer preferred to buy the advertised brand. They buy the advertised product again and again and it creates brand loyalty. We have to understand that advertising alone isn't a whole factor for brand loyalty, but it is an important factor for brand loyalty.

2.16 Review of Thesis

Upadhya, (2005), has conducted the thesis on the topic "Radio advertising its impact on purchasing act in consumer goods". The objectives of the study is to know about the impact Radio advertising on the consumer purchasing behavior, to know the ability and comparative cost of different forms of advertising in Nepal and to know the change in sales of firm due to the Radio advertising.

The study concluded that the both consumers and advertisers recognize the need of advertising (specially media) in the present context of the Kathmandu market,

for promoting product, advertising is a main method used by the producer, the radio Nepal is ranked top in the list among all the advertising media available in the Nepal, and the major percentage of radio listeners seldom listen radio advertising. It has also shown that the effect of advertising is to be seen on new products rather than on old or existing products and the effective forms of media to reach the hearts of consumers are radio, cinema and periodicals respectively.

Khadka, (2008), has conducted the thesis on the topic "A study on the communication effect of advertising and brand preference of instant Noodles". The objectives of the study is to analyze the popular media advertisement, its strength and weakness and analyze the advertising appeal and relation between brand preference and advertisement quality of instant noodles. The wai-wai and Rumpam brands of instant noodles are taken for the study.

The major finding of the study are most of the educated people of Kathmandu are aware of brands (wai-wai and Rampum) of instant noodles because of their advertisements, most of the uneducated people of Kathmandu could not say anything about the advertisements, Radio advertising is popular and effective to create awareness in customer then other media. Both noodles brand has some strong point in the newspaper and Radio advertisements, the newspaper advertisement of the wai-wai has created more of its gain than in case of the advertisement of the Rampum, and advertisement qualities of instant noodles have made no change in brand preference.

Chauhan, (2010), has conducted the thesis on the topic "The role of advertising in Brand Loyalty". The objectives of this study are to analyze the effectiveness of advertising on brand loyalty of consumer product, to evaluate the role of advertising for brand loyalty in Nepalese market, do consumer give more importance to advertising rather than any other promotional tools while making selection decision?

It concluded that advertising as the important promotional tool for consumer product. Nepalese consumes give high importance to brand in consumer products, most of them have good knowledge about the available brands in the market and brand loyal too. Advertising plays important role in the brand loyalty but not ultimate, and brand loyalty varies across consumers, some consumers are more brand loyal than others and vice-versa.

2.16 Research Gap

The research study about Brand loyalty and Brand choice of Toothpaste is one of the first unique and importance topic in Nepal. Various Research studies have been done by different researcher in the world. Since this types of researcher were not worked out in this topic in Nepal. So, I found the topic worth reaching. The Present Research Study has tried to explore the Brand Loyalty and Brand Choice of Toothpaste in Sunsari districts. This study will provide new in sights to the future researchers scholars, Bandar, Businessman, Business organization, Government and many others for academically well as policy perspectives.

CHAPTER- THREE

RESEARCG METHODOLOGY

3.1 Introduction

Research methodology is a way to solve research problem systematically. It facilitates the research work and brings reliability and validity on it. It discusses the procedure employed on the study including data collection and analysis. A research work should be effective, accurate and useful and it should follow scientific methods. The research methodology employed in this study is presented below.

3.2 The research design

The main aim of this study is to examine the impact of advertising in the course of brand choice and brand loyalty with special reference to toothpaste. Hence, a survey research design is applied for this study. The data and information collected from the survey are coded, tabulated, analyzed and interpreted according to the need of the study for attaining stated objectives, focus to the case study research in this research.

3.3 The population & Sample

The population for this study comprised all the consumer of 16 or more than 16 years of age exposed to advertisement of toothpaste brand through different media, (i.e. T.V., Radio/FM., and Newspaper etc.). Data on exact number of such consumer is not available. Take sample 200 people.

A part of Koshi Zone is one of the seventy-five district of Nepal, a landlocked country of south Asia. The district, with Inaruwa as its district headquarters, covers an area of 1,257 km² and has a population (as of the 2001 census) of 6,25,655.

This study has taken only literate consumers with different academic background, which is from below SLC level to post graduate level? The respondents represent the resident of Sunsari district and people residing in Sunsari for a period of more than a year have been included in this study.

3.4 The sampling procedure

The population of this study is very large. Therefore, out of this population only 160 (88 males and 72 females) consumers are taken for research study. The respondents are selected as samples using Judgmental. The logic behind using judgmental sampling for this study is the small size of sample in comparison to the population.

The respondents for the sample were selected from the different places of Sunsari district viz. Janta multiple campus, Kasturi collage, biswoadarsha collage, Gorkha departmental store, Bank etc.

3.5 The Data collection procedure

A set of structured questionnaire was designed in view of the data requirements. The questionnaire contained objective type of questions. The total 160 questionnaires were served. Almost all the respondents who were approached for answer readily agreed to respond to the questions. The respondents were supported by oral explanations on inability to understand any content in the questionnaire. They were assumed that their responses would be kept confidential

3.6 The data analysis procedure/ Statistical Tools used.

The collected data are categorized, tabulated, processed and analyzed using different methods. In the course of data analysis, simple percentage analysis has been used, along with statistical tools, such as Weighted arithmetic mean, and Chi-square test etc. as per the nature of study.

In the course of tabulation, the collected data has been presented by giving them different ranking which is remarked as No. 1 up to 7, this means where the total weight in numerical form is small that is highly important factors while considering specific brand choice.

CHAPTER- FOUR

PRESENTATION AND ANALYSIS OF DATA

4.1 Introduction

This chapter deals with data presentation, analysis and interpretation following the research methodology presented in the third chapter. Data presentation and analysis are the central steps of the study. The main purpose of this chapter is to analyze and elucidate the collected data to achieve the objective of the study following the conversion of unprocessed data to an understandable presentation. The chapter deals with the main body of the study.

The basic objective of this study is to “analyze the impact of advertising on brand choice decision of consumer product, study the advertising impact on brand loyalty of consumer, and examine the popular media of advertising, in case of toothpaste”.

Incorporated presentation and analysis of data. The data and information related to impact of advertising on brand choice and brand loyalty of toothpaste are collected from consumers and presented, analyzed and interpreted in this chapter for attaining the stated objectives of the study. Different statistical tools are applied for the data analysis. Analysis is done according to gender, age, education level and family size.

4.2 About the toothpaste in advertisement.

The presenting about the toothpaste in advertisement.

Table 4.1
Knowledge about the advertisement of toothpaste

Response	No. of Respondents	Percent
Yes	160	100
No	0	0
Total	160	100

Source: Field survey, 2011, January.

Table 4.1 shows that respondents' response towards the advertisement of toothpaste. They have asked that have you seen/read/heard the advertisement of toothpaste. In the response, 100% respondents responded yes, they have seen/read/heard the advertisement of toothpaste.

Table 4.2
Medium of Knowledge about the advertisement of toothpaste

Medium	No. of Respondents	Total	Percent
Newspaper	111	160	69.38
Magazine	76	160	47.50
Television	151	160	94.37
Radio/FM	112	160	70
Outdoor/Hoarding	67	160	41.87
Others	23	160	14.38

Source: Field survey, 2011, January.

Table 4.2 presents the medium of knowledge about the advertisement of toothpaste. A consumer gets the knowledge about the advertisement of toothpaste from not only medium, but from different medium at the same time. A consumer may see it in Television or Hoarding/outdoor, hear on Radio/FM, read on Newspaper, Magazine etc. 69.38% consumers get the knowledge from Newspaper, at the same time, 47.50% get the knowledge from Magazine, 94.37% from Television, 70% from Radio/FM, 41.87% from outdoor/Hoarding and 14.38% from other mediums.

Most of the consumers get the knowledge about the advertisement of toothpaste from Television. Radio/FM and Newspaper hold second and third position respectively.

Table 4.3
Participants in buying process of toothpaste

Involvement	No. of Respondents	Percent
Myself	87	54.38
Family members	61	38.13
Servant	7	4.37
Any other	5	3.12
Total	160	100

Source: Field survey, 2011, January.

Table 4.3 shows the participation of consumers in the purchasing process. The table shows that 54.38% consumers purchase the product themselves, 38.13% consumers purchase through their family members, 4.37% consumers take the help of servant to buy and 3.12% consumers bought the toothpaste by other people (i.e. friends, colleague, employees etc.)

Most of the consumers purchase the toothpaste by themselves or through family members

Table 4.4
Role in purchasing decision of toothpaste

Involvement	No. of Respondents	Percent
Myself	100	62.50
Family members	49	30.63
Servant	5	3.12
Any other	6	3.75
Total	160	100

Source: Field survey, 2011, January.

Table 4.4 presents the consumers' role or involvement in purchasing decision of toothpaste. The decider is the person who ultimately determines any part of the entire buying decisions-whether to buy, what to buy. How to buy and where to buy? While buying toothpaste, 62.50% consumers decide themselves about specific brand selection, whereas 30.63% consumers use those brands, which are bought by the family members, likewise 3.12% consumers leave this decision to their servant and 3.75% consumers depend on brand choice of others.

Most of the consumers decide themselves about their specific brand of toothpaste.

Table 4.5

Factors consider in buying the toothpaste

Factors	Avai- ability	Adver- tising	Price	Quality	Sales schemes	Taste	Any other Factors
Weighted mean	3.87	4.02	2.83	1.42	5.30	3.72	6.84

Source: Field survey, 2011, January.

Table 4.5 shows the factors consider in buying the toothpaste by consumers. There are seven factors listed and asked them to put the rank according to their priority on factors. The tables shows the weighted mean of consider factors in the course of buying. Weighted mean of availability is 3.87%, weighted mean of advertising is 4.02, price's weighted mean is 2.83, quality has 1.42 weighted mean, sales schemes has 5.30, taste has 3.72 and any other factors' weighted mean is 6.84.

Weighted mean of quality is smaller than other listed factor's weighted mean. So, it is concluded that quality is the most important factor while buying toothpaste. Price, taste, availability, advertising, sales schemes and any other factors come respectively after quality

Table 4.6
Preferred brand of toothpaste as 1st choice

Brands	No. of Respondents	Percent
Closeup	60	37.50
Colgate	41	25.62
Pepsodent	31	19.37
Dabur Red	18	11.25
Anchor	5	3.13
Others	5	3.13
Total	160	100

Source: Field survey, 2011, January.

Table 4.6 shows the preferred Brand of toothpaste as 1st choice of consumers. Closeup is the popular brand, 37.50% consumer preferred it. Colgate is selected by 25.62%, it holds second position, Pepsodent is in the third position, preferred by 19.37% consumers followed by Dabur Red, which is selected by 11.25%, Anchor is selected by 3.13% and others by 3.13% consumers.

Table 4.7
Preferred brand of toothpaste as 2nd choice

Brands	No. of Respondents	Percent
Closeup	48	30
Colgate	39	24.37
Pepsodent	41	25.63
Dabur Red	18	11.25
Anchor	8	5
Other	6	3.75
Total	160	100

Source: Field survey, 2011, January.

Table 4.7 shows the preference of toothpaste brands as 2nd choice. According to the table, Closeup is preferred by 30% consumer as 2nd choice brand. Colgate is selected by 24.37%, Pepsodent by 25.63%, Dabur Red by 11.25%, Anchor by 5% and others by 3.75% consumers. Again, Closeup holds first position among those brands as 2nd choice of consumers, followed by Colgate, Pepsodent, Dabur Red, Anchor and other respectively.

Hypothesis 1

H₀: Brand preference by consumers as 1st choice and 2nd choice are not significantly different

H₁: Brand preference by consumers as 1st choice and 2nd choice are significantly different.

Since the computed value of chi-square test is 3.555, where as its tabulated value of chi-square at 5% level of significance for 5 degree of freedom is 11.07. Here, computed value of chi-square is less than tabulated chi-square, therefore H₀ is accepted, i.e. we conclude that the brand preference by consumers as 1st choice and 2nd choice are not different.

Table 4.8

Advertisement message of toothpaste brand

Advertisement	No. of Respondents	Percent
Informative	63	39.37
Entertaining	35	21.88
Persuasive	26	16.25
Reminding the product/Brand	36	22.50
Total	160	100

Source: Field survey, 2011, January.

Table 4.8 presents the advertisement message of toothpaste brand, where the data shows that 39.37% respondents felt that their preferred brand's advertisement is informative, 21.88% felt that it is entertaining, 16.25% felt persuasive and rest

22.50% respondents felt that it is reminding the product/Brand type of advertisement.

Hypothesis 2

H₀: There are no differences among frequencies of advertising messages of toothpaste brand.

H₁: There are differences among frequencies of advertising messages of toothpaste brand.

Since the computed value of chi-square is 19.15, where as the tabulated value of chi-square at 5% level of significance for 3 degree of freedom is 7.815. Here, computed value chi-square is higher than tabulated chi-square therefore reject null hypothesis and accept alternative hypothesis

Table 4.9
Advertising believability of toothpaste brand

Response Degree	No. of Respondents	Percent
I believe fully	23	14.37
I believe to some extent	88	55
I don't know	4	2.50
I don't believe so much	33	20.63
I don't believe at all	12	7.50
Total	160	100

Source: Field survey, 2011, January.

Table 4.9 presents the advertising believability of toothpaste Brand, where 14.37% consumers believe fully in the advertisement, 55% consumers believe to some extent, 2.50% are indifferent, 20.63% don't believe so much and 7.50% consumers don't believe at all. By the analysis of 4.9 table, it is concluded that majority of consumers believe in advertising. However, the degree may be different.

Table 4.10

Impact of advertising on choosing the toothpaste brand

Response	No. of Respondents	Percent
Yes	130	81.25
No	23	14.38
Don't know	7	4.37
Total	160	100

Source: Field survey, 2011, January.

Table 4.10 shows the consumers' response on advertising impact on choosing the toothpaste brand, where, 81.25% consumers are agreed that advertising has definitely impact on choosing a particular toothpaste brand, 14.38%. Consumers are disagreed on it and rest 4.37% don't know about it. By the study, it is concluded that advertising has impact on choice behavior of consumers, in case of toothpaste.

Table 4.11

Responsibility of advertising on choosing toothpaste brand

Response Degree	No. of Respondents	Percent
Advertising is fully responsible	34	26.16
Advertising is responsible to some extent	88	67.69
I don't know	1	0.77
Advertising played not much role	7	5.38
Advertising played no role at all	-	-
Total	130	100

Source: Field survey, 2011, January.

Table 4.11 shows the responsibility of advertising on choosing the toothpaste brand 26.16% consumers express that advertising is fully responsible to choose a particular brand. Whereas, 67.69% responded that advertising is responsible to

some extent. 0.77% has no clear idea about contribution of advertising on it, 5.38% responded that advertising played not much role and at the same time there is no any respondent for advertising played no role at all. By the table, it is concluded that advertising is responsible for choosing the toothpaste brand

Table 4.12

Advertisement preference of toothpaste brand

Toothpaste Brands	No. of Respondents	Percent
Closeup	83	51.88
Pepsodent	31	19.37
Dabur Red	19	11.87
Colgate	22	13.75
Anchor	3	1.88
Others	2	1.26
Total	160	100

Source: Field survey, 2011, January.

Table 4.12 presents the advertisement preference of toothpaste brand by consumers. Closeup advertisement is preferred by 51.88% consumers, Pepsodent's advertisement is preferred by 19.37% consumers, followed by Dabur Red's advertisement, which is liked by 11.87% consumers. 1375% consumers prefer the Colgate's advertisement. Whereas Anchor's advertisement is liked by 1.88% and preference for other brands' advertisement is 1.25%. From analyzing data, it is found that majority of the consumers give preference to the advertisement of Closeup.

Table 4.13

Medium preference for the advertising of toothpaste

Medium	No. of Respondents	Percent
Newspaper	11	6.87
Magazine	4	2.50
Television	125	78.13
Radio/FM	16	10
Outdoor/Hoarding	4	2.50
Others	-	-
Total	160	100

Source: Field survey, 2011, January.

Table 4.13 shows the medium preference for the advertising of toothpaste brand. 160 consumers are asked to prefer the medium for toothpaste brand advertising. In which, 6.87% consumers prefer the newspaper as advertising medium, 2.5% like the magazine, whereas 78.13% consumers are preferred the television followed by Radio/FM, which is liked by 10% consumers. 2.5% consumers like Outdoor/Hoarding and there is no any respondent for other medium.

By the 4.13 table, it is concluded that the television is the most preferred medium for toothpaste brand advertising.

Table 4.14

Preferred benefits to buy the toothpaste

Benefits	Pleasant flavour	Avoided tooth decay	Brighter teeth	Stronger Gum	Economy
Weighted mean	3.22	2.68	2.01	3.04	4.04

Source: Field survey, 2011, January.

Table 4.14 presents the preferred benefits to buy the toothpaste. Respondent are asked to rank the benefits according to their preference on benefits to buy the toothpaste. The table shows that weighted arithmetic mean of Brighter teeth is 2.01, weighted mean of Avoid tooth decay is 2.68, Stringer Gum's mean is 3.04, Pleasant flavor has 3.22 weighted mean and Economy has 4.04.

By the 4.14 table study, it is found that brighter teeth has smaller weighted mean than other benefits. So, it is concluded that brighter teeth is the first preferred benefits among other benefits while buying toothpaste. Other benefits like avoid tooth decay, stronger gum, pleasant flavor and economy come respectively.

Table 4.15
Shopping place of toothpaste

Shopping place	No. of Respondents	Percent
Wholesaler/Retail/cold store	129	80.63
Departmental store	28	17.50
Medical shop	3	1.87
Total	160	100

Source: Field survey, 2011, January.

Table 4.15 presents the usual shopping place of consumers for toothpaste. 80.63% consumers are purchased the toothpaste from wholesale/Retail/Cold store. Department store is the shopping place of toothpaste for 17.50% consumers and 1.87% goes to medical shop to buy the toothpaste. From the table, it is concluded that majority of the consumers usually buy the toothpaste from wholesale/Retail/Cold store.

Table 4.16
Duration of using current brand

Duration	No. of Respondents	Percent
Less than 1 year	50	31.25
1-3 years	48	30
More than 3 years	62	38.75
Total	160	100

Source: Field survey, 2011, January.

Table 4.16 shows the duration (period) of using the current brand of toothpaste. In which, 31.25% consumers are using current brand less than one year, while 30% consumers are using current brand from (1-3) years and 38.75% are using it from long duration, more than 3 Years. The study results state that most of the consumers have been using the current brand of toothpaste from the long period of time.

Table 4.17
Responsibility of advertising on staying in the current brand

Response Degree	No. of Respondents	Percent
Advertising is fully responsible	31	19.37
Advertising is responsible to some extent	93	58.13
I don't know	8	5
Advertising played not much role	18	11.25
Advertising played no role at all	10	6.25
Total	160	100

Source: Field survey, 2011, January.

Table 4.17 presents the responsibility of advertising on staying in the current brand of toothpaste. Out of 160 respondents, 19.37% respondents' state that advertising is fully responsible for staying in the current brand, 58.13% is stated

that advertising is responsible to some extent, whereas 5% don't have any idea about it. 11.25% respondents are found advertising has not much role and rest 6.25% expressed that advertising has no role at all.

From the study, it is found that majority of the respondents are agreed that advertising is responsible for staying in the current brand of toothpaste. So, it is concluded that advertising is responsible for it.

Table 4.18
Reasons for brand switching of toothpaste

Reasons	No. of Respondents	Percent
Availability	9	5.63
Advertising	10	6.25
Packaging	5	3.12
Price	13	8.12
Quality	100	62.5
Sales Schemes	6	3.75
Taste	9	5.63
Word of mouth	8	5.00
Total	160	100

Source: Field survey, 2011, January.

Table 4.18 shows the reasons for brand switching of toothpaste where 5.63% respondents switched their brand because of availability, 6.25% because of advertising, 3.12% because of packaging, 8.12% because of price, likewise 62.50% respondents switched because of quality, 3.75% because of sales schemes, 5.63% because of test and 5% because of word of mouth. It is observed that most of the respondents/consumers' major reasons are quality, price and advertising for brand switching of toothpaste. Then after, least five are availability, Taste, word of mouth, sales schemes and packaging respectively.

Hypothesis 3

H_0 : All given variable are equally significant for brand switching of toothpaste.

H_1 : All given variable are not equally significant for brand switching of toothpaste

Since this computed value of chi-square is 367.8, whereas the tabulated value of chi-square at 5% level of significance for 7 degree of freedom is 14.07. Here, computed value of chi-square is higher than tabulated chi-square therefore we reject null hypothesis and accept alternative hypothesis.

4.3 Brand loyalty of toothpaste

The presenting brand loyalty of toothpaste.

Table 4.19

Role of advertising in changing brand of toothpaste

Response Degree	No. of Respondents	Percent
Advertising is fully responsible	32	20
Advertising is responsible to some extent	82	51.25
I don't know	9	5.63
Advertising played not much role	24	15
Advertising played no role at all	13	8.12
Total	160	100

Source: Field survey, 2011, January.

Table 4.19 shows the role of advertising in changing brand of toothpaste. The total 160 consumers are asked to answer that what extent advertising played its role in change your brand? Out of them, 20% consumers are stated that advertising is fully responsible for changing toothpaste brand, where as 51.25% responded that it is responsible to some extent, while 5.63% respondents are indifferent. 15% consumers responded that advertising has not much role in the course of changing toothpaste brand and 8.12% stated that advertising played no role at all. After analyzing the table, it is concluded that advertising played important role in the course of changing toothpaste brand.

Table 4.20

Advertisement message of toothpaste brand according to gender

Advertising	Male		Female	
	No. of Res.	percent	No. of Res.	percent
Informative	34	38.64	29	40.28
Entertaining	22	25	13	18.05
Persuasive	16	18.18	10	13.89
Reminding the Product	16	18.18	20	27.78
Total	88	100	72	100

Sources: Field survey, 2011, January.

Table 4.20 is related to the advertisement message of toothpaste brand according to Gender. In the case of male respondents, the table shows that 38.64% respondents felt that their preferred brand's advertisement is informative, 25% felt that it is entertaining type of advertisement, 18.18% felt persuasive and rest 18.18% felt that it is reminding the product/brand type of advertisement. In the case of female respondents, 40.28% respondents felt that it is informative type of advertisement, 18.05% felt entertaining, 13.89% feel persuasive and rest 27.78% felt that it is reminding the product/brand type of advertisement.

In both cases, most of the respondents felt that advertisement of their preferred brand is informative, followed by reminding the product/brand advertisement, entertaining and persuasive advertisement respectively.

Table 4.21**Advertising believability of toothpaste brand according to gender**

Response Degree	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
I believe fully	11	12.50	12	16.66
I believe to some extent	52	59.09	36	50
I don't know	2	2.27	2	2.78
I don't believe so much	22	25	11	15.28
I don't believe at all	1	1.14	11	15.28
Total	88	100	72	100

Source: Field survey, 2011, January.

Table 4.21 presents the advertising believability of Toothpaste Brand according to Gender. It is found that 12.50% believe fully in the advertisement, 59.09% believe up to some extent, 2.27% don't know how far they believe, 25% show lower degree of believability and 1.14% don't believe in the advertisement in case of male respondents. The same table indicates that 16.66% female respondents believe fully, 50% believe up to some extent, 2.78% haven't expressed any view, 15.28% show lower degree of believability and 15.28% don't believe at all.

In both cases, advertising believability is satisfactory because most of the respondents believe on it.

Table 4.22**Impact of advertising on choosing the toothpaste brand according to gender**

Response	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
Yes	71	80.68	59	81.94
No	13	14.77	10	13.89
Don't know	4	4.55	3	4.17
Total	88	100	72	100

Source: Field survey, 2011, January.

Table 4.22 shows the impact of advertising on choosing the toothpaste brand according to gender. It shows that 80.68% male respondents are agreed on it, 14.77% disagree with it and 4.55% respondents haven't any idea on it. In the case of female respondents, 81.94% respondents are agreed with it, 13.89% disagree and rest 4.17% respondents that they don't know about it.

In the both cases, most of the respondents are agreed that advertising has impact on choosing the toothpaste brand.

Table 4.23

Responsibility of advertising on choosing the toothpaste brand according to gender

Response Degree	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
Advertising is fully responsible	18	25.35	16	27.12
Advertising is responsible to some extent	50	70.42	38	64.41
I don't know	-	-	1	1.69
Advertising played not much role	3	4.23	4	6.78
Advertising played no role at all	-	-	-	-
Total	71	100	59	100

Source: Field survey, 2011, January.

Table 4.23 is related to the responsibility of Advertising on choosing the toothpaste brand according to Gender. It shows how far advertising is responsible in the course of brand selection. Out of 71 male respondents, 25.35% respondents are respondent that advertising is fully responsible, 70.42% express it is responsible to some extent, no any respondents for I don't know, 4.23% believe advertising played not much role and there are no any respondents for advertising played no role at all.

The same table shows that out of 59 female respondents, 27.12% are responded that advertising is fully responsible, 64.41% believe it is responsible to some

extent, 1.69% don't have any idea, 6.78% believe it played not much role and no any respondents for advertising played no role at all.

Table 4.24

Advertisement preference of toothpaste brand according to gender

Toothpaste Brand	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
Closeup	50	56.82	33	45.83
Pepsodent	15	17.04	16	22.22
Dabur Red	12	13.64	7	9.72
Colgate	9	10.22	13	18.06
Anchor	1	1.14	2	2.78
Others	1	1.14	1	1.39
Total	88	100	72	100

Source: Field survey, 2011, January.

Table 4.24 shows the advertisement preference of toothpaste brand according to Gender. Where, it is found that 56.82% male respondents prefer the advertisement of Closeup, 17.04% prefer the advertisement of pepsodent, 13.64% prefer the advertisement of Dabur Red, 10.22% prefer the advertisement of Colgate, and 1.14% prefers the advertisement of Anchor and others respectively. In case of female respondents, 45.83% prefer the advertisement of Closeup, prefer the advertisement of Pepsodent, 9.72% prefer the advertisement of Dabur Red, 18.06% prefer the advertisement of Colgate, 2.78% and 1.39% prefer the advertisement of Anchor and others respectively.

In the both case, it is found that most of the respondents prefer the advertisement of Closeup. It is also concluded that female respondents prefer the advertisement of Colgate then male respondents.

Table 4.25
Medium preference for the advertising of toothpaste brand according to gender

Medium	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
Newspaper	4	4.55	7	9.72
Magazine	-	-	4	5.56
Television	72	81.81	53	73.61
Radio/FM	8	9.09	8	11.11
Outdoor/Hoarding	4	4.55	-	-
Others	-	-	-	-
Total	88	100	72	100

Source: Field survey, 2011, January.

Table 4.25 is related to the medium preference for the advertising of toothpaste brand according to Gender. It shows that 4.55% respondents prefer the Newspaper, no one for Magazine, 81.81% prefer the television, 9.09% prefer the Radio/FM, 4.55% prefer outdoor/Hoarding and there are no any respondents for other medium in the case of male respondents. The same table presents that 9.72% female respondents prefer the Newspaper, 5.56% prefer the magazine, 73.61% prefer Television, where 11.11% prefer Radio/FM and there are no any respondents for outdoor/Hoarding and other msdium.

In both case, it is found that Television is the most preferred medium for advertising of toothpaste brand, followed by Radio/FM and Newspaper respectively.

4.4 Influence to the gender in toothpaste advertisement.

The presenting influence to the gender in toothpaste advertisement.

Table 4.26
Responsibility of advertising on staying in the current brand according to gender

Response Degree	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
Advertising is fully responsible	16	18.18	15	20.84
Advertising is responsible to some extent	54	61.36	39	54.17
I don't know	3	3.41	5	6.94
Advertising played not much role	10	11.37	8	11.11
Advertising played no role at all	5	5.68	5	6.94
Total	88	100	72	100

Source: Field survey, 2011, January.

Table 4.26 presents the responsibility of advertising on staying in the current brand according to Gender. Out of 88 male respondents, 18.18% respondent advertising is fully responsible, 61.36% responded it is responsible to some extent, 3.41% haven't expressed any view, whereas 11.37% responded advertising played not much role and remaining 5.68% responded advertising played no role at all. The same table shows that out of 72 female respondents, 20.84% responded advertising is fully responsible, 54.17% responded it is responsible to some extent, 6.94% haven't any idea about it, 11.11% responded advertising played not much role and rest 6.94% responded advertising played no role at all.

In the both case, majority of respondents responded that advertising is responsible to some extent on staying in the current brand.

Table 4.27**Reasons for brand switching of toothpaste according to gender**

Reasons	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
Availability	7	7.95	2	2.78
Advertising	7	7.95	3	4.17
Packaging	4	4.55	1	1.39
Price	12	13.64	1	1.39
Quality	48	54.55	52	72.22
Sales Schemes	5	5.68	1	1.39
Taste	2	2.27	7	9.72
Word of mouth	3	3.41	5	6.94
Total	88	100	72	100

Source: Field survey, 2011, January.

Table 4.27 is related to the reasons for Brand switching of toothpaste according to Gender. Where, it is found that from male respondents, 7.95% switched to current brand because of availability, 7.95% because of advertising, 4.55% because of packaging, 13.64% because of price, 54.55% because of quality, 5.68% because of sales schemes, 2.27% because of taste and 3.41% because of word of mouth.

The same table presents that 2.78% female respondents switched to current brand because of availability, 4.17% because of advertising, 1.39% because of packaging, 1.39% because of price, 72.22% because of quality, 1.39% because of sales schemes, 9.72% because of taste and 6.94% because of word of mouth.

In both case, major reason for brand switching is the quality of the product/Brand because majority of the respondents emphasized on it. It is also found that female respondents are more quality conscious than male respondents/consumers.

Table 4.28**Role of advertising in changing brand of toothpaste according to gender**

Response Degree	Male		Female	
	No. of Res.	Percent	No. of Res.	Percent
Advertising is fully responsible	20	22.73	12	16.67
Advertising is responsible to some extent	43	48.86	39	54.17
I don't know	4	4.55	5	6.94
Advertising played not much role	13	14.77	11	15.28
Advertising played no role at all	8	9.09	5	6.94
Total	88	100	72	100

Source: Field survey, 2011, January.

Table 4.28 shows the role of advertising in changing Brand of toothpaste according to Gender. The table shows that 22.73% male respondents believe the role of advertising is fully responsible for changing brand, 48.86% believe up to some extent, 4.55% don't know the role of advertising, 14.77% believe its role up to lower degree and 9.09% don't believe at all. The same table shows female respondents regarding the role of advertising in changing brand, where 16.67% believe the role of advertising is fully responsible, 54.17% believe up to some extent, 6.94% are indifferent in their expression, 15.28% believe it played not much role and 6.94% don't believe on the role of advertising in changing brand.

In the both case, it is found that the role of advertising in changing brand is effective and important.

Table 4.29

Advertisement message of toothpaste brand according of age

Advertisement	Age (16-30)		Age (31-45)		Age (46 or over)	
	No. of Res.	Percent	No. of Res.	Percent	No. of Res.	Percent
Informative	41	37.27	15	38.46	7	63.64
Entertaining	25	22.73	9	23.08	1	9.09
Persuasive	21	19.09	4	10.26	1	9.09
Reminding the product/Brand	23	20.91	11	11	2	18.18
Total	100	100	39	100	11	100

Source: Field survey, 2011, January.

Table 4.29 shows the advertisement message of toothpaste brand according to Age. It shows that the respondents of Age 16-30, out of 110 respondents of this group, 37.27% felt their preferred brand's advertisement is informative, 22.73% feel it is entertaining, 19.09% felt persuasive and 20.91% feel that it is reminding the product/brand type of advertisement. The respondents with age of 31-45 responded that 38.46% respondents feel informative type of advertisement is informative, 9.09% feel entertaining, and 10.26% persuasive and 28.20% feel reminding the product/brand. Similarly, the respondents of 46 or over age group, where 63.64% feel their preferred brand's advertisement is informative, 9.09% feel entertaining, 9.09% persuasive and 18.18% feel reminding the product/brand type of advertisement. Similarly, the respondents of 46 or over age group, where 63.64% feel their preferred brand's advertisement is informative, 9.09% feel entertaining, 9.09% persuasive and 18.18% feel reminding the product/brand type of advertisement.

By the above table, it can be concluded that most of the respondents feel that their preferred brand's advertisement is informative type of advertisement, whatever the age group.

Table 4.30**Advertising believability of toothpaste brand according to age**

Response Degree	Age (16-30)		Age (31-45)		Age (46 or over)	
	No. of Res.	Percent	No. of Res.	Percent	No. of Res.	Percent
I believe fully	12	10.91	6	15.39	5	45.46
I believe to some extent	66	60	18	46.15	4	36.36
I don't know	1	0.91	3	7.69	-	-
I don't believe so much	22	20	9	23.08	2	18.18
I don't believe at all	9	8.18	3	7.69	-	-
Total	110	100	39	100	11	100

Source: Field survey, 2011, January.

Table 4.30 is related to the advertising believability to Toothpaste Brand According to Age. The respondents with age of 16-30 responded that 10.91% believe fully, 60% consumers believe in the advertising up to some extent, 0.91% don't know how far they believe in advertising, at the same time 20% believe that advertising is less effective and 8.18% have shown negative attitude towards advertising. The 4.30 table with the respondents of 31-45 age group, where 15.39% believe fully, and 46.15% believe up to some extent, 7.69% don't know, whether they believe or not, 23.08% don't believe so much and 7.69% don't believe at all. In the same way, the respondents of 46 or over age group, where 45.46% respondents believe fully on advertising of toothpaste brand, 36.36% believe up to some extent, no any respondent for don't know, 18.18% don't believe so much and there are no any respondents for don't believe at all to the advertising.

After the study, it is found that advertising believability is satisfactory.

Table 4.31

Impact of advertising on choosing the toothpaste brand according to age

Response	Age (16-30)		Age (31-45)		Age (46 or over)	
	No. of Res.	Percents	No. of Res.	Percent	No. of Res.	Percent
Yes	89	80.91	30	76.92	11	100
No	16	14.54	7	17.95	-	-
I don't know	5	4.55	2	5.12	-	-
Total	110	100	39	100	11	100

Source: Field survey, 2011, January..

Table 4.31 shows the impact of advertising on choosing the toothpaste brand. It shows that with the age group of 16-30, 80-91% respondents agree that there is impact of advertising on choosing the toothpaste brand, whereas 14.54% disagree and 4.55% respondents are responded that they don't know. The same table with the age group of 31-45 shows that 70.92% respondents agree on it, 17.95% disagree and 5.12% respondents haven't any idea about it. Similarly, the respondents of 46 or over age group, where, absolutely 100% agree that advertising has an impact on choosing the toothpaste brand and there are on any respondents for other response.

After analyzing the above table, it is concluded that definitely advertising has an impact on selecting the toothpaste brand

Table 4.32**Responsibility of advertising on choosing the toothpaste brand according to age**

Response Degree	Age (16-30)		Age (32-45)		Age (46 or over)	
	No. of Res.	Percent	No. of Res.	Percent	No. of Res.	Percent
Advertising is fully responsible	21	23.60	7	23.33	6	54.55
Advertising is responsible some extent	63	70.79	20	66.67	5	45.45
I don't know	1	1.12	-	-	-	-
Advertising played not much role	4	4.49	3	10	-	-
Advertising played no role at all	-	-	-	-	-	-
Total	89	100	30	100	11	100

Source: Field survey, 2011, January.

Table 4.32 is related to the responsibility of advertising on choosing the toothpaste brand according to age. Table 4.31 shows only about yes and no response of advertising impact, but this table is more than that, it shows how far advertising is responsible for selecting the toothpaste brand. The respondents of 16-30 age group, where 23.60% believe advertising is fully responsible, and 70.79% believe it is responsible to some extent, 1.12% have no idea on it, 4.49% believe it played not much role and there are no any respondents for no role at all. The same table with the age group of 31-45 shows that 23.33% believe advertising is fully responsible in the course of choosing the toothpaste brand, 66/67% believe it is responsible to some extent, no any respondents for don't know, 10% believe it played not much role and no any respondents for no role at all. Similarly, the respondents of 46 or over age group, where 54.55% believe advertising is fully responsible, 45.45% believe it is responsible to some extent and there are no any respondents for rest response degree.

By the above table, it is concluded that advertising is responsible in the course of choosing toothpaste brand, whereas the degree may be different.

Table 4.33

Advertisement preference of toothpaste brand according to age

Toothpaste Brand			Age (31-45)		Age (46 or over)	
	No. of Res.	Percent	No. of Res.	Percent	No. of Res.	Percent
Closeup	63	57.27	15	38.46	5	45.46
Pepsodent	23	20.91	6	15.39	2	18.18
Dabur Red	14	12.73	3	7.69	2	18.18
Colgate	9	8.18	11	28.21	2	18.18
Anchor	-	-	3	7.69	-	-
Others	1	0.91	1	2.56	-	-
Total	110	100	39	100	11	100

Source: Field survey, 2011, January.

Table 4.33 presents the advertisement preference of toothpaste brand according to age. It shows the preference of advertisement by the respondents of the age 16-30, where 57.27% consumers like advertisement of Closeup, 20.91% like advertisement of pepsodent, 12/73% prefer the advertisement of Dabur Red, 8.18% prefer Colgate's advertisement, there are no any respondents for advertisement of Anchor and only 0.91% respondents prefer other brand's advertisement. The same table with the age group of 31-45 shows that 38.46% of the consumers like Closeup's advertisement, 15/39% like Pepsodent's, 7.69% like Dabur Red's, 28.21% like Colgate's, 7.69% like Anchor's and 2.56% like other brands' advertisement. Similarly, the respondents of age 46 or over expressed their preference on toothpaste brand's advertisement, where 45.46% respondents are preferred the advertisement of Closeup, 18/18% prefer Pepsodent's advertisement, 18.18% and 18.18% consumers prefer the

advertisement of Dabur Red and Colgate respectively. There are no any respondents for Anchor and other brand's advertisement in this age group.

By the table, it is concluded that advertisement of Closeup is most preferred among these brand's advertisement.

Table 4.34

Medium preference for the advertising of toothpaste brand according to age

Medium	Age (16-30)		Age (31-45)		Age (46 or over)	
	No. of Res.	Percent	No. of Res.	Percent	No. of Res.	Percent
Newspaper	7	6.36	3	7.69	1	9.09
Magazine	4	3.64	-	-	-	-
Television	86	78.18	30	76.93	9	81.82
Radio/FM	10	9.09	5	12.82	1	9.09
Outdoor/Hoarding	3	2.73	1	2.56	-	-
Others	-	-	-	-	-	-
Total	110	100	39	100	11	100

Source: Field survey, 2011, January.

Table 4.34 is related to the medium preference for the advertising of toothpaste brand according to age. From the age group of 16-30, it is observed that 6.36% respondents prefer Newspaper for toothpaste brand advertising, 3.64% prefer Magazine, 78.18% prefer the Television as medium for toothpaste brand advertising, 9.09% prefer the Radio/FM, 2.73% Outdoor/Hoarding and no response for other medium. The same table with the age group of 31-45 shows that 7.69% respondents like Newspaper as medium, no response for magazine in this age group, 76.93% prefer Television, 12.82% prefer Radio/FM, 2.56% prefer Outdoor/Hoarding and nobody responded for other. Similarly, the respondents of age 46 or over responded their preference on advertising medium for toothpaste

brand, where 9.09% respondents prefer Newspaper for toothpaste brand advertising, no response for magazine, whereas 81.82% respondents prefer Television, 9.09% prefer Radio/FM and there are no any respondents for Outdoor/Hoarding and other medium.

After analyzing the table, it is concluded that Television is the most preferred medium for toothpaste brand advertising. After Television, Radio/FM and Newspaper comes respectively as preferred medium

Table 4.35

Responsibility of advertising on staying in the current brand to age

Response Degree	Age (16-30)		Age (31-45)		Age (46 or over)	
	No. of Res.	Percent	No. of Res.	Percent	No. of Res.	Percent
Advertising is fully responsible	21	19.09	7	17.95	3	27.27
Advertising is responsible some extent	65	59.09	21	53.85	7	63.64
I don't know	6	5.49	2	15.13	1	9.09
Advertising played not much role	11	10	6	15.38	1	-
Advertising played no role at all	7	6.36	3	7.69	-	-
Total	110	100	39	100	11	`100

Source: Field survey, 2011, January.

Table 3.35 is related to the responsibility of advertising on staying in the current brand according to Age. It shows how far advertising is responsible for staying in the current brand of toothpaste. There are three integrated age groups. In the first age group 16-30, where 19.09% responded advertising is fully responsible, 59.09% responded it is responsible to some extent, 5.46% have no knowledge about it, whereas 10% responded that it played not much role and 6.36% responded that it has no role at all.

In the second age group 31-45, where 17.95% believe advertising is fully responsible, 53.85% believe it is responsible to some extent, 5.13% haven't idea on it, 15.38% believe it played not much role and 7.69% believe it has no role at all on staying in the current brand. In the third age group 46 or over, out of 11 respondents, 27.27% responded advertising is fully responsible for staying in the current brand, 63.64% responded it is responsible to some extent, none of them are indifferent, 9.09% responded it played not much role and there are no any respondents for no role at all.

By the 4.35 table, it is concluded that advertising is responsible on staying in the current brand of toothpaste, whereas the degree may be vary.

Table 4.36

Reasons for brand switching of toothpaste according to age

Response	Age (16-30)		Age (31-45)		Age (46 or over)	
	No. of Res.	Percent	No. of Res.	Percent	No. of Res.	percent
Availability	7	6.36	2	5.13	-	-
Advertising	7	6.36	2	5.13	1	9.09
Packaging	3	2.73	2	5.13	-	-
Price	11	10	1	2.56	1	9.09
Quality	71	64.55	24	61.54	5	45.46
Sales schemes	5	4.54	1	2.56	-	-
Taste	4	3.36	2	5.13	3	27.27
Word of mouth	2	1.82	5	12.82	1	9.09
Total	110	100	39	100	11	100

Source: Field survey, 2011, January.

Table 4.36 indicates the reasons of brand switching of toothpaste according to age. In the first case, the respondents of age 16-30, where 6.36% switched to

current brand because of availability, 6.36% switched because of advertising, 2.73% due to packaging, 10% due to price, 64.55% due to quality factor, 4.54% due to sales scheme, 3.64% due to taste and 1.82% switched due to word of mouth. From the same table, in the second case, the respondents age of 31-45, where 5.13% switching to current brand because of availability, at the same time 5.13% switched because of advertising, 5.13% because of packaging, 2.56% because of price, 61.54% because of quality, 2.56% because of sales schemes, 5.13% because of taste and 12.82% because of word of mouth. Similarly, in the third case, the respondents age of 46 or over, where, no any respondents for availability, 9.09% switched to current brand because of advertising, 9.09% switched because of price, whereas 45.46% because of quality, there is no any response for sales schemes, 27.27% switched because of taste and 9.09% because word of mouth.

After analyzing the above table, it is concluded that quality is the main factor for brand switching.

Table 4.37

Role of advertising changing brand of toothpaste according to age

Response Degree	Age (16-30)		Age (31-45)		Age (46 or over)	
	No. of Res.	Percent	No. of Res.	Percent	No. of Res.	Percent
Advertising is fully responsible	22	20	7	17.95	3	27.27
Advertising is responsible to some extent	55	50	20	51.28	7	63.64
I don't know	8	7.27	1	2.56	-	-
Advertising played not much role	16	14.55	7	17.95	1	9.09
Advertising played no role at all	9	8.18	4	10.26	-	-
Total	110	100	39	100	11	100

Source: Field survey, 2011, January.

Table 4.37 is concerned about the role of advertising in changing brand of toothpaste according to age. In the first case, the respondents age of 16-30, where 20% respondents have expressed advertising is fully responsible, 50% supposed its role up to some extent, 7.27% are indifferent, 14.55% expressed that advertising played not much role and 8.18% expressed advertising played no role at all.

In the second case, the respondents age of 31-45, where 17.95% responded advertising is fully responsible for changing brand of toothpaste, 51.28% responded it is responsible to some extent, 2.56% don't know the role of advertising, 17.95% accepted that advertising played not much role and 10.26% believed that advertising played no role at all. In the third case, the respondents age of 46 or over, where 27.27% believe advertising is fully responsible, whereas 63.64% accepted the role of advertising to change toothpaste brand up to some extent, none of the respondents are indifferent, 9.09% believe that advertising played not much role and there are no any respondents for no role at all.

By the table, it is concluded that the advertising plays an important role in the course of changing brand of toothpaste.

4.5 Effect of toothpaste according to the education level.

The presenting effect of toothpaste according to the education level.

Table 4.38**Advertisement message of toothpaste brand according to education level**

Advertisement	Below SLC		SLC		intermediate		Graduate		Post Graduate	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
Informative	2	33.33	4	26.67	14	50	27	34.18	16	50
Entertaining	1	16.67	6	40	7	25	25	18.99	6	18.75
Persuasive	2	33.33	-	-	4	14.29	12	15.19	8	25
Reminding the product/Brand	1	16.67	5	33.33	3	10.71	25	31.64	2	6.25
Total	6	100	15	100	28	100	79	100	32	100

Source: Field survey, 2011, January.

Table 4.38 is related to the advertisement message of toothpaste brand according to education level. In the case if respondents with below SLC level education, 33.33% feel their preferred brand's advertisement is informative type of advertisement. 16.67% feel entertaining, 33.33% feel persuasive and 16.67% feel the advertisement as reminding the product/brand type. In case of respondents with SLC level education, 26.67% feel the advertising as informative type, 40% feel entertaining, there are no any respondents for persuasive in this group and 33.33% feel reminding the product/brand type of advertisement. Similarly, respondents with intermediate level education, 50% feel informative type of advertisement, 25% feel entertaining, 14.29% fell persuasive and 10.71% feel reminding the product/brand type of advertisement. Likewise, among the respondents of graduate level education background, 34.18% feel informative, 18.99% feel entertaining, 15.19% feel persuasive and 31.64% feel reminding the product/brand type of advertisement. Among the respondents, who have postgraduate degree or above responded that 50% of this group feel their preferred brand's advertisement is informative, 18.75% feel entertaining, 25% feel persuasive and 6.25% feel reminding the product/brand type of advertisement.

The study shows that most of the respondents feel that their preferred brand's advertisement is informative, whatever the education level.

Table 4.39

Advertising believability of toothpaste brand according to education level

Response Degree	Below SLC		SLC		Intermediate		Graduate		Post Graduate	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
I believe fully	2	33.33	-	-	7	25	10	12.66	4	12.50
I believe to some extent	3	50	7	46.67	17	60.72	42	53.16	19	59.38
I don't know	-	-	-	-	-	-	1	1.27	3	9.37
I don't believe so much	-	-	5	33.33	3	10.71	20	25.32	5	15.63
I don't believe at all	1	16.67	3	20	1	3.57	6	7.59	1	3.12
Total	6	100	15	100	28	100	79	100	32	100

Source: Field survey, 2011, January.

Table 4.39 shows the advertising believability of toothpaste brand according to education level. In the case of respondents with below SLC level education, 33.33% believe fully, 50% believe up to some extent, there are no any respondents for don't know and don't believe so much and 16.67% don't believe at all. In case of respondents with SLC level education, no one believe fully, 46.67% believe up to some extent, no response for don't know, 33.33% don't believe so much and 20% don't believe at all. Similarly, respondents with intermediate level education, 25% believe fully, 60.72% believe up to some extent, 10.71% don't believe so much and 3.57% don't believe at all. Likewise, among the respondents of graduate level education background, 12.66% believe fully, 53.16% believe up to some extent, 1.27% don't know, whether they believe or not, 25.32% don't believe so much and 7.59% don't believe at all. Among the respondents who have post graduate degree or above, 12.50% believe fully, 59.38% believe up to some extent, 9.37% don't know about it, 15.63% don't believe so much and 3.12% don't believe at all.

In all the cases, most of the respondents have shown advertising believability fully and up to some extent, therefore advertising believability is satisfactory.

Table 4.40

Impact of advertising on choosing the toothpaste brand according to education level

Response	Below SLC		SLC		Intermediate		Graduate		Post Graduate	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
Yes	5	83.33	10	66.67	26	92.86	64	81.01	25	78.13
No	1	16.67	5	33.33	1	3.57	12	15.19	4	12.50
I don't know	-	-	-	-	1	3.57	3	3.80	3	9.37
Total	6	100	15	100	28	100	79	100	32	100

Source: Field survey, 2011, January.

Table 4.40 presents the impact of advertising on choosing the toothpaste brand according to education level. The table shows that 83.33% respondents having below SLC level education are agreed and 16.67% are disagreed on advertising has impact on choosing the toothpaste brand. In the case of respondents with SLC level education, 66.67% are agreed and 33.33% are disagreed. Similarly, respondents with intermediate level education, 92.86% agree, 3.57% disagree and 3.57% don't know whether the advertising has impact on choosing the toothpaste brand or not. Likewise, among the respondents of graduate level education, 81.01% agree, 15.19% disagree and 3.80% don't know.

Among the respondents who have post graduate degree 78.13% agree on it and 12.50% disagree and 9.37% don't know about it.

In all the five cases, most of the respondents are agreed that advertising has an impact on choosing the toothpaste brand. It is concluded that advertising plays important role in the course of brand selection.

Table 4.41**Responsibility of advertising on choosing the toothpaste brand according to education level**

Response Degree	Below SLC		SLC		Intermediate		Graduate		Post Graduate	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
Advertising is fully responsible	4	80	2	20	10	38.46	13	20.31	5	20
Advertising is responsible some extent	1	20	5	50	14	53.38	48	75	20	80
I don't know	-	-	-	-	1	3.85	-	-	-	-
Advertising played not role	-	-	3	30	1	3.85	3	4.69	-	-
Advertising played no at all	-	-	-	-	-	-	-	-	-	-
Total	5	100	10	100	26	100	64	100	25	100

Source: Field survey, 2011, January.

Table 4.41 shows the responsibility of advertising on choosing the toothpaste brand according to education level. Table 4.40 presents only about yes and no of advertising impact, but this table shows how far advertising is responsible for choosing the toothpaste brand. The respondents of below SLC level education, where 80% believe advertising is fully responsible and 20% believe it is responsible to some extent. The same table with respondents of SLC level education, 20% believe advertising is fully responsible on choosing the toothpaste brand, 50% believe it is responsible to some extent, no response for don't know 30% believe it played not much role and there are no any respondents for no role at all. Similarly, respondents with intermediate level education, 38.46% believe advertising is fully responsible, 53.84% believe it is responsible to some extent, 3.85% don't know whether it is responsible or not, 3.85% believe advertising played not much role and no response for no role at all.

Likewise, among the respondents of graduate level education, 20.31% believe advertising is fully responsible, 75% believe it is responsible to some extent no

response for don't know, 4.69% believe it has not much role and no any respondents for no role at all. Among the respondents who have post graduate degree or above, 20% believe advertising is fully responsible, 80% believe it is responsible to some extent, and there are no any respondents for rest.

By the study, it is found that most of the respondents believe advertising is responsible on choosing the toothpaste brand, whatever the educational level.

Table 4.42

Advertisement preference of toothpaste brand according to education level

Toothpaste Brand	Below SLC		SLC		Intermediate		Graduate		Post Graduate	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
Closeup	3	50	5	33.33	16	57.14	42	53.16	17	53.12
Pepsodent	3	50	2	13.33	4	14.29	18	22.78	4	12.50
Dabur Red	-	-	1	6.67	5	17.86	8	10.13	5	15.63
Colgate	-	-	4	26.67	3	10.71	10	12.66	5	15.63
Anchor	-	-	3	20	-	-	-	-	-	-
Others	-	-	-	-	-	-	1	1.27	1	3.12
Total	6	100	15	100	28	100	79	100	32	100

Source: Field survey, 2011, January.

Table 4.42 is related to the advertisement preference of toothpaste brand according to education level. In the case of respondents with below SLC level education, 50% prefer the advertisement of Closeup and rest 50% prefer the advertisement of Pepsodent. The same table with respondents of SLC level education, 33.33% prefer Closeup's advertisement, 13.33% prefer Pepsodent advertisement, 6.67% prefer Dabur Red's advertisement, 26.67% prefer Colgate's advertisement and 20% prefer Anchor's advertisement.

Similarly, respondents with intermediate level education, 57.14% prefer Closeup's advertisement, 14.29% prefer Pepsodent's, 17.86% prefer Dabur Red's, 10.71% Colgate's and no response for Anchor and other brands' advertisement. Likewise, among the respondents of graduate level education, 53.16% prefer advertisement of Closeup, 22.78% prefer Pepsodent's, 10.13% prefer Dabur Red's, 12.66% Colgate's, no preference for Anchor and 1.27% prefer the advertisement of other brand. Among the respondents who have post graduate degree or above, 53.12% prefer the advertisement of Closeup, 12.50% prefer the advertisement of Pepsodent, 15.63% prefer Dabur Red's, 15.63% prefer Colgate's, no any respondent's for Anchor and 3.12% prefer the advertisement of other brand.

In all the cases, most of the respondents prefer the advertisement of Closeup than other listed brands. So, the advertisement of Closeup is popular and effective too.

Table 4.43

Medium preference for the advertising of toothpaste brand according to education level

Medium	Below SLC		SLC		Intermediate		Graduate		Post Graduate	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
Newspaper	2	33.33	-	-	1	3.57	4	5.06	4	12.5
Magazine	-	-	-	-	2	7.14	2	2.53	-	-
Television	3	50	14	93.33	22	78.57	61	77.22	25	78.13
Radio/FM	-	-	1	6.67	1	3.57	11	13.92	3	9.37
Outdoor/ Hoarding	1	16.67	-	-	2	7.14	1	1.27	-	-
Others	-	-	-	-	-	-	-	-	-	-
Total	6	100	15	100	28	100	79	100	32	100

Source: Field survey, 2011, January.

Table 4.43 shows the medium preference for the advertising of toothpaste brand according to education level. In the case of respondents with below SLC level education, 33.33% prefer newspaper as advertising medium, 50% prefer Television and 16.67% prefer outdoor/hoarding medium for advertising. In case of respondents with SLC level education, 93.33% prefer television, 6.67% prefer Radio/FM and there are no respondents for rest medium. Similarly, respondents with intermediate level education, 3.57% prefer newspaper, 7.14% prefer Magazine, 78.57% prefer television, 3.57% prefer Radio/FM, and 7.14% prefer Outdoor/Hoarding and no response for other medium. Likewise, among the respondents of graduate level education, 5.06% prefer the newspaper Television, 13.92% prefer Radio/FM, 1.27% prefer Outdoor/Hoarding and there is no response for other medium. Among the respondents who have post graduate degree or above, 12.50% prefer the newspaper for advertising of toothpaste brand, no response for magazine, 78.13% prefer television, 9.37% prefer radio/FM and there are no any respondents for outdoor/Hoarding and other medium.

In all the cases, most of the respondents prefer the Television as advertising medium for toothpaste brand. After Television, Radio/FM and Newspaper comes respectively. It is concluded that television is most popular and effective medium for toothpaste brand advertising.

Table 4.44
Responsibility of advertising on staying in the current brand according to education level

Response Degree	Below SLC		SLC		Intermediate		Graduate		Post Graduate	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
Advertising is fully responsible	4	66.67	1	6.67	8	28.57	11	13.92	7	21.88
Advertising is responsible some extent	2	33.33	6	40	15	53.57	50	63.29	20	62.50
I don't know	-	-	-	-	1	3.57	5	6.33	2	6.25
Advertising played much role	-	-	5	33.33	2	7.14	9	11.40	2	6.25
Advertising played no at all	-	-	3	20	2	7.14	4	5.06	1	3.13
Total	6	100	15	100	28	100	79	100	32	100

Source: Field survey, 2011, January.

Table 4.44 is related to the responsibility of advertising on staying in the current brand according to education level. It shows how far advertising is responsible for staying consumers in the current brand. In the case of respondents with below SLC level education, 66.67% are responded advertising is fully responsible, 33.33% are responded it is responsible to some extent. The same table with respondents of SLC level education, 6.67% are responded advertising is fully responsible, 40% believe it is responsible to some extent, no response for don't know, 33.33% are responded that advertising played no much role and 20% believe it played no role at all. In the case of respondents with intermediate level education, 28.57% are responded advertising is fully responsible, 53.57% are responded it is responsible to some extent, 3.57% don't whether advertising is responsible or not, 7.14% are expressed advertising played not much role and 7.14% are cleared that it has no role at all.

Similarly, among the respondents of graduate level education, 13.92% believe it is advertising is fully responsible, 63.29% believe it is responsible to some extent,

6.33% don't know about it, 11.40% respondents are said that it played not much role and 5.06% are responded it has no role at all. Likewise, among the respondents who have post graduate degree or above, 21.88% believe advertising is fully responsible, 62.50% up to some extent, 6.25% don't know whether the advertising is responsible or nor, 6.25% believe advertising has not much role and 3.12% consumers' response is for no role at all.

By the study of table, it is concluded that advertising is responsible in the course of staying in current brand of Toothpaste.

Table 4.45

Reasons for brand switching of toothpaste according to education level

Response	Below SLC		SLC		Intermediate		Graduate		Post Graduate	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
Availability	1	16.67	-	-	3	10.72	4	5.06	1	3.12
Advertising	-	-	-	-	2	7.14	7	8.86	1	3.12
Packaging	-	-	-	-	1	3.57	3	3.80	1	3.12
Price	-	-	-	-	2	7.14	6	7.59	5	15.63
Quality	2	33.33	11	73.33	15	53.57	51	64.56	21	65.63
Sales schemes	1	16.67	-	-	-	-	4	5.06	1	3.12
Taste	2	33.33	-	-	2	7.14	3	3.80	2	6.25
Word of mouth	-	-	4	26.67	3	10.72	1	1.27	-	-
Total	6	100	15	100	28	100	79	100	32	100

Sources: Field survey, 2011, January.

Table 4.45 presents the reasons for brand switching of toothpaste according to education level. In the case of respondents with below SLC level education, 16.67% switching to current brand because of availability, no any respondents for advertising, packaging and price, 33.33% switching because of quality, 16.67%

because of sales schemes, 33.33% because of taste and no response for word of mouth. In the case of respondents with SLC level education, 73.33% switched to current brand because of quality, 26.67% switched because of word of mouth; there are no any respondents for remaining reasons. In the case of respondents with intermediate level education, 10.72% switched to current brand because of availability, 7.14% switched because of advertising, 3.57% because of packaging, 7.14% because of advertising, 3.57% because of packaging, 7.14% because of price, 53.57% because of quality, no response for sales schemes, 7.14% switched because of taste and rest 10.72% because of word of mouth. Likewise, among the respondents of graduate level education background, 5.06% switching to current brand because of availability, 8.86% switched because of advertising, 3.80% because of packaging, 7.59% because of price, 64.56% because of quality, 5.06% because of sales schemes, 3.80% because of taste and 1.27% switched because of word of mouth. Among the respondents who have post graduate degree, 3.12% switched to current brand of toothpaste because of availability, 3.12% switched because of advertising, 3.12% because of packaging, 15.63% because of price, 65.63% because of quality, 3.12% because of sales schemes, 6.25% because of taste and there are no any respondents for word of mouth reason.

In all the cases, most of the respondents switched to current brand of toothpaste because of quality. So quality is the main reason to brand switch. Rest reasons come respectively after it.

Table 4.46**Role of advertising in changing brand of toothpaste according to education level**

Response Degree	Below SLC		SLC		Intermediate		Graduate		Post Graduate	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
Advertising is fully responsible	2	33.33	1	6.66	6	21.43	17	21.43	6	18.75
Advertising is responsible some extent	3	50	6	40	15	53.57	42	53.16	16	50
I don't know	-	-	-	-	2	7.14	5	6.33	2	6.25
Advertising played not much role	1	16.67	4	26.67	3	10.72	9	11.39	7	21.88
Advertising played no at all	-	-	4	26.67	2	7.14	6	7.59	1	3.12
Total	6	100	100	100	28	100	79	100	32	100

Source: Field survey, 2011, January.

Table 4.46 is related to the role of advertising in changing brand of toothpaste according to education level. It shows how far advertising plays its role in the course of brand changing behavior of consumers according to education level. In the case of respondents with below SLC level education, 33.33% believe advertising is fully responsible, 50% believe it is responsible to some extent, no response for don't know, 16.67% believe it has not much role and there are no any respondents for no role at all. The same table with respondents of SLC level education, 6.66% respondents are responded advertising is fully responsible, 40% up to some extent, no response for don't know, 26.67% believe it has not much role and remaining 26.67% believe it has no role at all. Similarly, in the case of respondents with intermediate level education, 21.43% believe it is fully responsible, 53.57% up to some extent, 7.14% don't know about it, 10.72% are responded that it played not much role and 7.14% said it has no role at all.

Likewise, among the respondents of graduate level education, 21.43% believe advertising is fully responsible, 53.16% believe up to some extent, 6.33% are indifferent, 11.39% are expressed that it played not much role and rest 7.59% believe it played no role at all. Among the respondents who have post graduate or above degree, 18.75% believe fully on advertising's role in the course of changing brand, 50% believe up to some extent, 6.25% don't know whether advertising is responsible or not, 21.88% believe advertising has not much role and 3.12% believe it has no role at all. Among the respondents who have post graduate or above degree, 18.75% believe fully on advertising's role in the course of changing brand, responsible or not, 21.88% believe advertising has not much role and 3.12% believe it has no role at all.

By the study, it is found that most of the respondents believe that advertising is fully or up to some extent responsible for changing brand of toothpaste. So the role of advertising is important for changing brand of toothpaste.

Table 4.47

Advertisement message of toothpaste brand according to family size

Advertisement	Living alone		With friend		Small family		Large family	
	No. of Res.	percent	No. of Res.	percent	No. of Res.	percent	No. of Res.	percent
Informative	5	35.71	15	46.88	28	37.84	15	37.50
Entertaining	4	28.57	6	18.75	17	22.97	8	20
Persuasive	3	21.43	8	25	12	16.22	3	7.50
Reminding the product/Brand	2	14.29	3	9.37	17	22.97	14	35
Total	14	100	32	100	74	100	40	100

Source: Field survey, 2011, January.

Table 4.47 shows the advertisement message of toothpaste brand according to family size. In the case of consumer living alone, 35.71% feel that their preferred

brand's advertisement is informative, 28.57% feel entertaining, 21.43% feel persuasive and 14.29% feel reminding the product/brand.

In case of respondents living with friends, 46.88% feel it is informative, 18.75% feel entertaining, 25% feel persuasive and 9.37% feel reminding the product/brand type of advertisement. In the case of respondents of small family, 37.84% feel it is informative type of advertisement, 22.97% feel entertaining, 16.22% feel persuasive and 22.97% feel reminding the product/brand. In the case of respondents from large family, 37.50% feel it is informative type of advertisement, 20% feel entertaining, 7.50% feel persuasive and rest 35% feel reminding the product/brand type of advertisement.

In all the cases, most of the respondents feel that their preferred brand's advertisement is informative.

Table 4.48

Advertising believability of toothpaste brand according to family size

Response Degree	Living alone		With friends		Small family		Large family	
	No. of Res.	Percent	No. of Res.	percent	No. of Res.	percent	No. of Res.	percent
I believe fully	2	14.29	5	15.62	11	14.86	5	12.50
I believe to some extent	7	50	21	65.63	41	55.41	19	47.50
I don't know	1	7.13	-	-	2	2.70	1	2.50
I don't believe so much	2	14.29	4	12.50	14	18.92	13	32.50
I don't believe	2	14.29	2	6.25	6	8.11	2	5
Total	14	100	32	100	74	100	40	100

Source: Field survey, 2011, January.

Table 4.48 presents the advertising believability of toothpaste brand according to family size. In the case of consumer living alone, 14.29% believe fully, 50% believe up to some extent, 7.13% don't express any idea, 14.29% don't believe so

much and 14.29% don't believe at all .In case of respondents living with friends, 15.62% believe fully, 65.63% believe up to some extent, 12.50% don't believe so much and 6.25% don't believe at all .Likewise, the respondents from small family responded that 14.86% believe fully, 55.41% believe up to some extent, 2.70% don't know whether they believe or not, 18.92% don't believe so much and 8.11% don't believe at all.

The respondents who are of large family responded that 12.50% believe fully, 47.50% believe up to some extent, 2.50% are indifferent, 32.50% don't believe so much and rest 5% don't believe at all on advertisement of toothpaste.

Table 4.49

Impact of advertising on choosing the toothpaste brand according to family size

Response	Living alone		With friend		Small family		Large family	
	No. of Res.	percent	No. of Res.	percent	No. of Res.	percent	No. of Res.	percent
Yes	11	78.57	25	78.13	59	79.73	35	87.50
No	2	14.29	7	21.87	11	14.86	3	7.50
I don't know	1	7.14	-	-	4	5.41	2	5
Total	14	100	32	100	74	100	40	100

Source: Field survey, 2011, January.

Table 4.49 shows the impact of advertising on choosing the toothpaste brand according to family size. In case of respondents living alone 78.57% are agreed that advertising has an impact on choosing the toothpaste brand, where 14.29% are disagreed and 7.14% don't know about it. Similarly, among the respondents who live with friends, 78.13% are agreed on it and 21.87% are disagreed on it. Likewise, the respondents of small family responded that 79.73% are agreed on its impact on choosing the toothpaste brand, where 14.86% are disagreed and 5.41%

haven't any idea about it. Among the respondents who are from large family, 87.50% are agreed on it, 7.50% are disagreed and rests 5% are indifferent.

In all the cases, most of the respondents are agreed that advertising has an impact on choosing the toothpaste brand. So, it can be regarded as the impact of advertising positively.

Table 4.50
Responsibility of advertising on choosing the toothpaste brand according to family size

Response Degree	Living alone		With friends		Small family		Large family	
	No. of Res.	percent	No. of Res.	percent	No. of Res.	Percent	No. of Res.	percent
Advertising is fully responsible	4	36.36	9	36	16	27.12	5	14.29
Advertising is responsible some extent	6	54.55	13	52	42	71.19	27	77.14
I don't know	-	-	1	4	-	-	-	-
Advertising played not much role	1	9.09	2	8	1	1.69	3	8.57
Advertising played no role at all	-	-	-	-	-	-	-	-
Total	11	100	25	100	59	100	35	100

Source: Field survey, 2011, January.

Table 4.50 shows the responsibility of advertising on choosing the toothpaste brand according to family size. Table 4.49 presents impact of advertising in yes and no form, but this table shows how far advertising is responsible for selecting the toothpaste brand. In case of consumer living alone, 36.36% respondents are responded advertising is fully responsible, 54.55% are responded it is responsible to some extent and 9.09% are expressed it played not much role. Similarly, among the respondents who live with friends, 36% are expressed advertising is fully responsible, 52% are expressed it is responsible to some extent, 4% don't know about it and 8% state that advertising played not much role. Likewise, the

respondents of small family, 27.12% state that advertising is fully responsible, 71.19% state it is responsible to some extent and 1.69% expressed it played not much role. Among the respondents who are from large family, 14.29% state advertising is fully responsible, 77.11% are responded it is responsible to some extent and 8.57% state that it played not much role.

In all the cases, most of the respondents have shown advertising is fully or partially responsible for choosing the toothpaste brand. So, it is concluded that advertising it responsible for it. However, the degree of advertising responsibility may vary.

Table 4.51

Advertisement preference of toothpaste brand according to family size

Toothpaste Brand	Living alone		With friends		Small family		Large family	
	No. of Res.	percent	No. of Res.	percent	No. of Res.	percent	No. of Res.	percent
Closeup	9	64.28	16	50	33	44.60	25	62.50
Pepsodent	2	14.29	6	18.75	18	24.32	5	12.50
Dabur Red	3	21.43	4	12.50	10	13.51	2	5
Colgate	-	-	4	12.50	12	16.22	6	15
Anchor	-	-	1	3.13	1	1.35	1	2.50
Others	-	-	1	3.12	-	-	1	2.50
Total	14	100	32	100	74	100	40	100

Source: Field survey, 2011, January.

Table 4.51 is related to the advertisement preference of toothpaste brand according to family size. In the case of respondents living alone, 64.28% prefer the advertisement of closeup, 14.29% prefer the Pepsodent's and 21.43% prefer Dabur Red's, there are no any respondents for Colgate, Anchor and Other Brads' advertisement. Similarly, among the respondents who live with friends, 50% prefer Closeup's advertisement, 18.75% prefer pepsodent's, 12.50% prefer Dabur

Red's, whereas 12.50% prefer Colgate's advertisement, 3.13% and 3.12% prefer Anchor and other brands' advertisement respectively. Likewise, the respondents of small family, 44.60% prefer advertisement of Closeup, 24.32% prefer Pepsodent's, 13.51% prefer Dabur Red's, 16.22% Colgate's, 1.35% prefer the advertisement of Anchor and on any response for other. Among the respondents who are belong to large family responded that 62.50% prefer the advertisement of Closeup, 12.50% prefer Pepsodent's, 5% prefer Dabur Red's, whereas 15% prefer Colgate's, 2.50% prefer Anchor's and 2.50% prefer other brands advertisement.

By the study, it is found that advertisement of Closeup is most preferred, whatever the family size.

Table 4.52

Medium preference for the advertising of toothpaste brand according to family size

Medium	Living alone		With friends		Small family		Large family	
	No. of Res.	percent	No. of Res.	percent	No. of Res.	percent	No. of Res.	percent
Newspaper	4	28.57	1	3.12	4	5.41	2	5
Magazine	-	-	1	3.13	2	2.70	1	2.50
Television	7	50	26	81.25	61	82.43	31	77.50
Radio/FM	1	7.14	4	12.50	5	6.76	6	15
Outdoor/ Hoarding	2	14.29	-	-	2	2.70	-	-
Others	-	-	-	-	-	-	-	-
Total	14	100	32	100	74	100	40	100

Source: Field survey, 2011, January.

Table 4.52 deals with the medium preference for the advertising of toothpaste brand according to family size. The table shows that, among the respondents who are living alone, 28.57% prefer newspaper as advertising medium for toothpaste brand, no response for magazine, 50% prefer Television, 7.14% prefer Radio/FM,

14.29% prefer outdoor/hoarding and there are no any respondents for other medium. Similarly, among the respondents living with friends, 3.12% prefer newspaper, 3.13% prefer Magazine, 81.25% prefer television and 12.50% prefer Radio/FM as advertising medium for toothpaste. Likewise, 5.41% respondents living in small family prefer newspaper for advertising, 2.70% prefer Magazine, 82.43% prefer Television, 6.76% prefer Radio/FM, 2.70% prefer outdoor/hoarding for advertising. The same table shows 5% respondents who are from large family prefer Newspaper for advertising, 2.50% prefer magazine, 77.50% prefer television, 15% prefer radio/FM and there are no any respondents for outdoor/hoarding and other medium in this case.

By the study, in all the cases, it is found that television is the most preferred medium followed by Radio/FM and Newspaper respectively.

Table 4.53

Responsibility of advertising on staying in the current brand according to family size.

Response Degree	Living alone		With friends		Small family		Large family	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
Advertising is fully responsible	2	14.29	7	21.88	15	20.27	7	17.50
Advertising is responsible to some extent	9	64.28	14	43.75	44	59.46	26	65
I don't know	1	7.14	3	9.37	3	4.05	1	2.50
Advertising played not much role	1	7.14	4	12.50	8	10.81	5	12.50
Advertising played no role at all	1	7.14	4	12.50	4	5.41	1	2.50
Total	14	100	32	100	74	100	40	100

Source: Field survey, 2011, January.

Table 4.53 is related to the responsibility of advertising on staying in the current brand according to family size. This table shows that how far advertising is

responsible for staying in the current brand of toothpaste. In case of respondents living alone, 14.29% are responded that advertising is fully responsible, 64.28% are responded it is responsible to some extent, 7.14% are indifferent, 7.14% think it has not much role and 7.14% are responded it played no role at all.

In the case of respondents who live with friends, 21.88% believe advertising is fully responsible for staying in the current brand of toothpaste, 43.75% believe it is some extent responsible, 9.37% are responded they don't know about it, 12.50% believe it has not much role and 12.50% believe it has no role at all. Among the respondents who are from small family, 20.27% are responded advertising is fully responsible, 59.46% state it is responsible to some extent, 4.05% don't know, 10.81% believe it has not much role and 5.41% believe it played no role at all. From the same table, 17.50% respondents from large family state that advertising is fully responsible, 65% believe it is responsible to some extent, 2.50% are indifferent, 12.50% believe it played not much role and 2.50% are expressed it has no role at all.

After analyzing the 4.53 table, it is concluded that advertising is responsible on staying in the current brand of toothpaste. So the role of advertising is regarding important for brand loyalty in case of toothpaste.

Table 4.54**Reasons for brand switching of toothpaste according to family size**

Response	Living alone		With friends		Small family		Large family	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
Availability	2	14.29	1	3.12	5	6.76	1	2.50
Advertising	1	7.14	3	9.37	1	1.35	5	12.50
Packaging	-	-	2	6.25	3	4.05	-	-
Price	2	14.29	8	25	2	2.70	1	2.50
Quality	8	57.14	15	46.88	50	67.56	27	67.50
Sales schemes	-	-	-	-	5	6.76	1	2.50
Taste	1	7.14	1	3.12	4	5.41	3	7.50
Word of mouth	-	-	2	6.25	4	5.41	2	5
Total	14	100	32	100	74	100	40	100

Source: Field survey, 2011, January.

Table 4.54 is related to the reasons for brand switching of toothpaste according to family size. In the case of respondents living alone, 14.29% switched to current brand because of availability, 7.14% because of advertising, 14.29% because of price, 57.14% because of quality and 7.14% because of taste. Similarly, among the respondents living with friends, 3.12% switched to current brand because of availability, 9.37% because of advertising, 6.25% because of packaging, 25% because of price, 46.88% because of quality, 3.12% because of taste and 6.25% because of word of mouth. Likewise, 6.76% respondents living in small family switched because of availability, 1.35% because of advertising, 4.05% because of packaging, 2.70% because of price, 67.56% because of quality, 6.76% because of sales schemes, 5.41% because of taste and 5.41% because of word of mouth.

In case of respondents living in large family, 2.50% switched to current brand of toothpaste because of availability, 12.50% because of advertising, 2.50% because

of price, 67.50% because of quality, 2.50% because of sales schemes, 7.50% because of taste and rest 5% because of word of mouth.

In all the cases, most of the respondents' reason for Brand switching to current brand is quality. Other reasons come respectively after it.

Table 4.55

Role of advertising in changing brand of toothpaste according to family size

Responsible Degree	Living alone		With friends		Small family		Large family	
	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.	No. of Res.	Per.
Advertising is fully responsible	2	14.29	9	28.12	13	17.57	8	20
Advertising is responsible to some extent	5	35.71	14	43.75	41	55.40	22	55
I don't know	2	14.29	2	6.25	5	6.76	-	-
Advertising played not much role	4	28.57	5	15.63	6	8.11	9	22.50
Advertising played no role	1	7.14	2	6.25	9	12.16	1	2.50
Total	14	100	32	100	74	100	40	100

Source: Field survey, 2011, January.

Table 4.55 is concerned with the role of advertising in changing brand of toothpaste according to family size. In case of respondents living alone, 14.29% believe advertising is fully responsible, 35.71% believe it is responsible to some extent, 14.29% don't know, 28.57% believe advertising played not much role and 7.14% believe advertising has role in the course of changing brand. In case of respondents living with friends, 28.12% believe advertising is fully responsible in changing brand, 43.75% believe up to some extent, 6.25% don't know about the role of advertising, 15.63% believe not so much and 6.25% don't believe in the role of advertising. Similarly, 17.57% respondents living in small family believe advertising is fully responsible, 55.10% believe it has role up to some extent in this course, 6.76% don't know whether it has role or not, 8.11% believe advertising

played not much role and 12.16% believe it has no role at all. Likewise, among the respondents who are from large family, 20% believe the role of advertising is fully responsible in the course of changing brand of toothpaste, 55% believe it is responsible to some extent, no response for don't know, 22.50% believe advertising played not much role and 2.50% don't believe that advertising has any role in changing brand.

From the cases, it is found that most of the respondents believe that advertising is fully or partially responsible in the course of changing brand of toothpaste. So, it is concluded that advertising played important role in changing brand, in case of toothpaste.

4.6 Major finding of the study

- 1) The advertisers of toothpaste have realized the essence of advertising in the present situation of Nepalese market.
- 2) Advertising is the main source of information about particular brand of toothpaste as well as most sensitive in the course of promotion.
- 3) All the consumers know about the advertisement of toothpaste brand.
- 4) Most of the consumers know about the advertisement of particular product by television along with other media, like radio/FM, Newspaper, Outdoor etc.
- 5) The consumer involvement in purchasing process of toothpaste mostly self and choice decision also made mostly themselves for the toothpaste brands.
- 6) While purchasing the toothpaste brand, most of the consumers have given the first preference to the quality of the product. Price, taste, availability, advertising, sales schemes and other factors come respectively after quality.
- 7) Consumers prefer the Close-up as their first choice brand followed by Colgate.

8) Close-up and Colgate again hold first and second position respectively as second choice brand.

There is association between brand choice of toothpaste and advertising.

9) Most of the consumers felt the advertisement message of mentioned toothpaste brands are informative.

10) Response towards advertising believe that advertising is responsible to some extent for choosing particular toothpaste brand

11) Most of the consumers have said that advertising has an impact on choosing a particular toothpaste brand.

12) Most of the consumers believe that advertising is responsible to some extent for choosing particular toothpaste brand.

13) Advertisement of Close-up is most preferred advertisement of toothpaste brand by consumers.

14) Television is the most preferred medium for advertising of toothpaste brand and effective too.

15) Newspapers and magazines are widely preferred media in the developed countries. But in Nepal, these media is not so effective because of the low reading habits and economic constraints as well as its quality.

16) Consumer bought the toothpaste to get benefit of brighter teeth; other benefits come respectively after it.

17) Wholesale /Retail/Cold store is the main place for shopping of toothpaste. Supermarket/ Department store is not common for Nepalese consumers till yet.

18) Advertising played an important role in staying in the current brand of toothpaste.

19) Repeating an advertisement more frequently than the competitors affects the brand loyalty.

20) The main reason of brand switching is the quality of the product, price and advertising falls after quality respectively.

- 21) The role of advertising in the course of changing brand of toothpaste is found effective.
- 22) There are no vast differences in the result of finding due to Gender, Age, Education level and Family size of the respondents.
- 23) The effective advertising in time is regarded as the best tool for brand choice and loyalty.
- 24) Most of the advertisement of toothpaste is attractive and effective too.
- 25) The impact of advertising is regarded important in the course of brand choice and brand loyalty.

CHAPTER- FIVE

SUMMARY, CONCLUSIONS AND RECOMMEDATIONS

5.1 Summary

Marketing is a primary but complex function of every manufacturing as well as business house because they are producing and supplying plenty of goods and services over demand. Therefore, there is cut throat competition among marketers and they are also developing various promotional tools to assist the marketing functions. Out of them advertising is only one. In order to survive in the complex uncontrolled external marketing environment. Every marketer has to adopt at least one promotion tool-advertising has been existing as an effective promotional tool since the beginning of marketing.

Advertising is a most widely used promotional tool of modern marketing. Advertising is employed to accomplish certain task. The task may be to sell the product, service or idea, to inform or aware about the product, service or idea etc. Most of the big companies are using advertising as well as sales promotion to increase the sales of their product. Companies try to create favorable attitudes towards products' brads and motivate the consumer to purchase it and be loyal on it by using advertising. To achieve a certain task or goal companies should employ advertng campaign. Before lunching advertising, campaign, an advertiser should be careful in the analysis of his product, market, trade channels and competition. He/she must study the characters of trade, the territory to be cover, the audience to be reach, the media available and the other sales force that are to be utilized in conjunction to the advertising.

In the developed countries advertising is a big business. A large expenditure is made on it and market without advertising is unimaginable. The Nepalese market is maturing day by and there is more competition in the market. The essence of advertising is well recognized by the marketers. They realize advertising as an important promotional tool of persuasion to the mass. We are far behind in the

advertising field compared to the advanced countries. Even though, these days, manufacturers or business houses and advertising has a good future in here. Advertising as an economic tool helps to boost the economic growth of the country. It is a foundation of business rather than luxury. The population of this study is the consumers of toothpaste, who are exposed to the advertisement of toothpaste brand by different medium. The sample of the study comprised of 160 consumers in the Sunsari district. A judgmental sample method is used to select the samples. A well set of questionnaire is the main source of information. These questionnaires are served, collected and tabulated for analysis. Tabulated data are analyzed using possible statistical tools and percentage methods to attain the stated objectives of the study.

Advertising is the main source of information and key tool to motivate and persuades to the consumers. Advertising supports, motivates and excites consumers on their decision making process. An effective advertisement influence the consumers to choose a particular brand, at the same time develop a positive attitude towards the brand and help to create brand loyalty. We have to understand that advertising alone can't do all expected job. To make advertising more effective, co-ordination and integration among promotional tools are required. First time purchase generally occurs because of advertising, but to make consumers frequent purchasers the role of quality, price and taste come first than advertising.

5.2 Conclusions

Advertising has been established as an important promotional tool for consumer products, like toothpaste. Consumers get the knowledge about the products through different advertising media. Advertising is considered advertise the primary source of information. They are aware about the available brands of toothpaste and consider different factors while purchasing the brand. Where, quality is the main factor and other come respectively. Advertising believability is

satisfactory and most of the consumers are agreed that advertising is responsible for brand choice of toothpaste. However, the degree may be different.

The following conclusions are made on the basis of survey of the study.

- In the response, 100% respondents responded yes, they have seen/read/heard the advertisement of toothpaste
- Most of the consumers get the knowledge about the advertisement of toothpaste from Television, Radio/FM and Newspaper hold second and third position respectively
- Most of the consumers purchase the toothpaste by themselves or through family members.
- Most of the consumers decide themselves about their specific brand of toothpaste.
- Quality is the most important factor while buying toothpaste. Price, taste, availability, advertising, sales schemes and any other factors come respectively after quality.
- The brand preference by consumers as 1st choice and 2nd choice are not different.
- Advertising has impact on choice behavior of consumers, in case of toothpaste.
- Advertising is responsible for choosing the toothpaste brand.
- Majority of the consumers give preference to the advertisement of Close-up.
- Television is the most preferred medium for toothpaste brand advertising.
- Brighter teeth are the first preferred benefits among other benefits while buying toothpaste. Other benefits like avoid tooth decay, stronger gum, pleasant flavor and economy come respectively.
- Most of the consumers have been using the current brand of toothpaste from the long period of time.
- Advertising is responsible for staying in the current brand of toothpaste.

- Advertising played important role in the course of changing toothpaste brand.
- Most of the respondents felt that advertisement of their preferred brand is informative, followed by reminding the product/brand advertisement, entertaining and persuasive advertisement respectively.
- Advertising believability is satisfactory because most of the respondents believe on it.
- Most of the respondents are agreed that advertising has impact on choosing the toothpaste brand.
- Most of the respondents prefer the advertisement of Close-up. It is also concluded that female respondents prefer the advertisement of Colgate then male respondents.
- Advertising is responsible to some extent on staying in the current brand.
- Major reason for brand switching is the quality of the product/Brand because majority of the respondents emphasized on it. Female consumers are more quality conscious than male consumers.
- The role of advertising in changing brand is effective and important.
- Advertising believability is satisfactory.
- Advertising is responsible in the course of choosing toothpaste brand, whereas the degree may be different.
- Advertisement of Close-up is most preferred among this brand's advertisement.
- Quality is the main factor for brand switching.
- Most of the respondents have shown advertising believability fully and up to some extent, therefore advertising believability is satisfactory.
- Advertising plays important role in the course of brand selection.
- Advertisement of Close-up is popular and effective too.
- Quality is main reason to brand switch. Rest reasons come respectively after it.
- Advertisement of Close-up is most preferred, whatever the family size.

- Advertising is regarding important for brand loyalty in case of toothpaste.

Advertising of Close-up is dominated the market as favorite advertisement and television is the most favorite medium for advertising, played important role to make consumer brand loyal but not ultimate. Quality is the major reason for brand switching. Other factors come later and brand loyalty varies across consumers. Some consumers are more brand loyal than others and vice-versa.

5.3 Recommendations

Advertising no longer provides commodity information. They have become a part of life. For the sake of making consumers well informed, it is becoming more important in advertising to provide suggestions on various aspects of daily life. Advertisement helps to collect information and knowledge needed to make one's daily life richer and pleasant.

Today a product to be sold successfully needs better promotion and presentation. The product should be presented with better brand, label and package to win the heart of consumers. The belief that the product can be sold with only its core quality has now become history. People generally buy a product only after knowing about the product, that is why advertising plays a vital role in marketing, especially in the purchasing act and loyalty behavior of consumers.

Growing competition in the Nepalese consumer market create pressure on the manufacturers or sellers of the products or services. So, understanding of the advertising impact on brand choice and brand loyalty help to increase the competitive strength of manufactures or sellers in the market. The following recommendations are made on the basis of findings of the study.

- Consumers are highly aware of brands through advertising. Advertising is the only tool, which reaches to the mass economically. So, the

marketers of toothpaste are suggested to advertise their products through Television along with Radio/FM and Newspaper.

- As a whole advertising believability is found satisfactory, advertising tells people about the facts related with products and services. But unfortunately, these days, there are too much untruthful, misleading, deceptive and exaggerated advertising to attract the consumer. Advertising effectiveness depends a great deal upon consumer belief in its essential truthfulness. So to make advertising more believable and effective, it should be primarily concentrates towards the well being of consumers by providing truthful and acceptable message.
- Informative and reminding the product/brand type of advertisement is suitable for the toothpaste brand. So, marketers are suggested to use this type of advertisement.
- The impact of advertising in the course of choosing brand and brand loyalty is found to quite effective. So, to make the impact stronger, other marketing variables such as place, product, price and promotion should be forwarded soundly and coordinated integration among them as felt necessary.
- Advertisement of Closeup is effective and leading the market. Other brands' advertisements are not getting proper popularity in the market as Closeup. So, it should be better to other companies to fill this gap and make their presence strong in the market.
- Advertising brings to the consumers to the store. Most of the consumers are found brand loyal even though their loyalty is not strong and entrenched. If they don't get the desired brand. They use the alternative brand; in this case, the brand loyalty is broken due to the unavailability of the product/brand. So, the marketers are suggested to give proper attention on the distribution system.
- The success of any product is depending upon the post purchase behavior of consumers and it is largely determined by the satisfaction received from consumption. Advertising alone doesn't make the

consumers frequent purchaser of the product/brand. So, to make, advertising impact more effective on brand choice and brand loyalty, the advertisement should be more creative, unique in design or style with truthful information, in right time, furthermore qualitative product, and good taste with reasonable price also needed for it.

Advertising is the life-blood of modern marketing, especially in the course of promotion. It is not just a charity but a strategic promotional tool of modern marketing. Continuous studies on advertising impact on brand choice and brand loyalty should be made, so that it will give worthwhile of advertising and also provides the effective information and guideline for developing successful marketing strategy to cope neck-to-neck competition of the market.

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APPENDIX- I

QUESTIONNAIRE

“Advertising impact on Brand Choice and Brand Loyalty”

Hello! My name is shanta khadka . I am a student of MBS on Janta Multiple Campus, Tribhuvan University, and I am conducting a survey to measure the “Advertising impact on Brand choice and Brand loyalty” as part of MBS course. Would you give me a few minutes to answer some questions? I assure you that your answer will be kept completely confidential.

1. Have you seen/read/heard the advertisement of toothpaste?

(a) Yes [] (b) No []

If yes, from which medium you have known about the Advertisement of product? (Please tick at one or more)

(a) Newspaper [] (b) Magazine []

(c) Television [] (d) Radio/FM []

(e) Outdoor/hoarding [] (f) others []

2. Who usually buy toothpaste for you?

(a) Myself [] (b) Family members []

(c) Servant [] (d) Any other []

3. Who decides which brand of toothpaste is to be bought?

(a) Myself [] (b) Family members []

(c) Servant [] (d) Any other []

4. Among the following factors, which factors do you consider in buying the toothpaste? Could you rank them in order of Importance? (Most into 1 and least into 7)

Toothpaste	Rank
(a) Available	[]
(b) Advertising	[]
(c) Price	[]
(d) Quality	[]
(e) Sales schemes	[]
(f) Taste	[]

(g) Any other factor []

5. What brand of toothpaste you usually buy? Could you place them in order of your choice?

(a) 1st choice

(b) 2nd choice

6. What do you feel that the advertisement for your most preferred Preferred brand is

(a) Informative

(b) Entertaining

(c) Persuasive

(d) Reminding the product/brand

7. Do you believe, what is said in the advertisement for your brand?

Toothpaste

(a) I believe fully []

(b) I believe to some extent []

(c) I don't know []

(d) I don't believe so much []

(e) I don't believe at all []

8. Advertising has an impact on choosing the toothpaste brand?

(a) Yes [] (b) No [] (c) Don't know []

If yes, how much advertising is responsible for choosing a particular toothpaste brand ?

(a) Advertising is fully responsible []

(b) Advertising is responsible to some extent []

(c) I don't know []

(d) Advertising played not much role []

(e) Advertising played no role at all []

9. Which brand's advertisement do you prefer the most? (please tick at one)

(a) Closeup [] (b) Pepsodent [] (c) Dabur Red []

(c) Colgate [] (d) Anchor [] (e) Others []

10. Which medium do you prefer among the following medium for Toothpaste brand advertising? (Please tick at one)

(a) Newspaper [] (b) Magazine []

(c) Television [] (d) Radio/FM []

(e) Outdoor/hoarding [] (f) others []

11. What benefits do you prefer to buy the toothpaste? Could you rank them in order of importance? (Most into 1 and least into 5)

(a) Pleasant flavor [] (b) Avoid tooth decay []

(c) Brighter teeth [] (d) Stronger Gum []

(e) Economy []

12. Where do you usually buy toothpaste?

13. How long have you been using the current brand?

Toothpaste

(a) Less than 1 year [] (b) 1-3 Years []

(c) More than 3 years []

14. To what extent advertising is responsible for staying in the current brand ?

(a) Advertising is fully responsible []

(b) Advertising is responsible to some extent []

(c) I don't know []

(d) Advertising played not much role []

(e) Advertising played no role at all []

15. What were your previous brands?

(a) Most recent

(b) Before that

16. Why do you switch to your current toothpaste brand? (please tick at one)

(a) Availability [] (b) Advertising []

(c) Packaging [] (d) Price []

(e) Quality [] (f) Sales schemes []

(g) Taste [] (h) Word of mouth []

17. To what extent advertising played its role in change of your brand?

(a) Advertising is fully responsible []

(b) Advertising is responsible to some extent []

(c) I don't know []

(d) Advertising played not much role []

(e) Advertising played no role at all []

18. Demographic profile of respondent

(a) Name of respondent

(b) Gender: Male [] Female []

(c) Which of the these categories best describes your age?

(i) 16-30 years of age []

(ii) 31-45 years of age []

(iii) 46 or over []

(d) What is your occupation?

(e) Which of these categories best describes your education background?

(i) Below SLC []

(ii) SLC []

(iii) Intermediate []

(iv) Graduate []

(v) Post graduate []

(f) What is the size of your family?

(i) Living Alone []

(ii) With Friends []

(iii) Small Family []

(iv) Large Family []

THANKS RESPONDENT FOR PARTICIPATING

APPENDIX- III
Respondent's Profile

Segmentation by age

Age	16-30		31-45		46 or over	
	No. of Res.	Percent	No. of Res.	Percent	No. of Res	Percent
Male	63	57.27	19	48.72	6	54.55
Female	47	42.73	20	51.28	5	45.45
Total	110	100	39	100	11	100

profession

Profession	16-30		31-45		46 or over		Total
	Male	Female	Male	Female	Male	Female	
Student	34	57.27	1	4	1	1	75
Service	22	9	11	7	5	4	58
Business	7	4	7	9	-	-	27
Total	63	47	19	20	6	5	160

APPENDIX – II
Respondent's Profile

Segmentation by age

	No. of Res.	Percent	No. of Res	Percent
16-30	63	71.59	47	65.28
31-45	19	21.59	20	27.78
46 or over	6	6.82	5	6.94
Total	88	100	72	100

Profession

	No. of Res.	Percent	No. of Res.	Percent
Student	36	40.91	39	54.17
Service	38	43.18	20	27.78
Business	14	15.91	13	18.05
Total	88	100	72	100

Sex

Sex	Male		Female	
	No. of Response	Percent	No. of Response	Percent
	88	55	72	45

APPENDIX-IV
Respondent's Profile

Segmentation by education

Education Level	16-30		31-45		46 or over		Total
	Male	Female	Male	Female	Male	Female	
Below SLC	2	3	-	-	-	1	6
SLC	1	-	4	10	-	-	15
Intermediate	7	10	3	4	2	2	28
Graduate	40	27	6	3	2	1	79
Post graduate	13	7	6	3	2	1	32
Total	63	47	19	20	6	5	160

Family size

Family size	16-30		31-45		45 or over		Total
	Male	Female	Male	Female	Male	Female	
Living along	8	6	-	-	-	-	14
With friends	18	4	6	2	2	-	32
Small family	26	23	9	11	1	4	74
Large family	11	14	4	7	3	1	40
Total	63	47	19	20	6	5	160