

CHAPTER – ONE

INTRODUCTION

1.1 Background of the Study

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

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

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

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

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

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

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

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

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

Role of Advertisement in Modern business world

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

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

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

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

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

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

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

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

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

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

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

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

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

⁵ Robbs, Brett., "*Advertising*" Op. Cit

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

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

Advertising Media

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

Because television commercials combine sight, sound, and motion, they are more dramatic than any other form of advertising and lend excitement and appeal to ordinary products. Advertisers consider television an excellent medium to build a product's brand image.

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

⁶ *ibid.*

Although newspapers reach all different kinds of readers, a magazine's specialized editorial content generally reaches readers who have similar interests. The relatively specialized, narrow audience of a magazine enables an advertiser to speak to those most likely to buy a particular product.

Besides these other forms of advertisement are the internet, yellow pages, outdoor advertising such as hoarding board, wall painting etc.

1.2 Focus of the Study

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

Nepal is member of W.T.O. now. As being a member of W.T.O. Nepalese products have to compete with international products globally, which are technologically more advance and cheaper in cost as compared to Nepalese products. In this scenario Nepali product has to capture its own local market first in which advertisement plays vital role and Television advertising is one of the most effective media. Since television advertising directly reaches the eyes and ear of the viewers, it combines the merits of both radio and cinema. It is effective for deaf and illiterates people also.

In the context of Nepal, especially in urban areas like Biratnagar most of the family owned television. People spent most of their leisure period by watching television. Although the choice of television channel or television program varies with the viewers but the telecast of advertisement found in almost all the channels. The viewers are also the consumer of different goods, the advertisements of which are shown in television. So we can say that the television advertisement should have certain impact on their buying habits.

The present study is focused on the effect of television advertising on the buying behaviour of the customer of urban areas. The focused consumers are the people of Biratnagar sub metropolitan city who have television in their home and who watched television. The focus of the study is how advertising through television inform, persuade and remind the consumer about the advertised product.

1.3 Statement of the problem

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

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

Television is believed to be the most authoritative, influential and exciting medium. It is often said that television is the ideal medium for advertising because of its ability to combine visual images, sound, motion and color.

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

In Nepal the T.V. channels are also growing in numbers rapidly day by day which makes the advertising easier to be reached to the ultimate users of the products. These days lots of Nepalese T.V. channels have been established such as Nepal Television, N.T.V. 2, Channel Nepal, Kantipur Television, Image Channel, Avenues Television, Sagarmatha Television, ABC television, Terai television, National Television, Nepal One Television. Some of them are focused solely on news and others are entertaining as well as informative. In both of these channels the advertisement are shown frequently. The development of satellite televisions and T.V. cable networks has increased the opportunities to the business organizations.

In Western industrial nations the most pervasive media are television and radio. Although in some countries radio and television are state-run and accept no advertising, in others advertisers are able to buy short “spots” of time, usually a minute or less in duration.⁷ But in Nepal advertisements are shown in private television as well as government owned Media Nepal Television. For advertisers the most important facts about a given television are the size and composition of its viewers. The size of the viewers determines the amount of money the broadcaster can charge an advertiser, and the composition of the viewers determines the advertiser's choice as to when a certain message, directed at a certain segment of the public, should be run.

⁷ "*advertising.*" Encyclopædia Britannica. Ultimate Reference Suite. Chicago: Encyclopædia Britannica, 2009.

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

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

In this context there are various aspects to study. Such as consumer response towards advertising through Television, impact of television advertising on different class of customers, effective way of advertising, impact of advertisement on buying behaviour of the consumer etc. However, analysis of the **advertising through television: Impact on consumer behaviour in urban areas** is the significant issues to be researched.

Almost all mass media are advertising media but television is the most popular and effective media in our country. Taking the above mentioned issues into an account following problem are identified for this study.

-) Does advertisement on television affect the buying behaviour of the consumer in urban areas?
-) Does different age, class of people react differently for an advertisement shown on Television?

-) Does different age and class of people like different types of advertisement on television?

1.4 Objectives of the Study

The study focuses on the impact of advertising on behaviour of the consumer of urban areas. So the main objectives of the study have been outlined below:

1. To identify the types of T.V. advertisements preferred by urban consumer.
2. To examine how the different group of people in urban areas perceive and react about T.V. advertisement.
3. To analyze the effectiveness of T.V. advertising and its impact on the buying habit of the consumer of urban areas.

1.5 Research design

This is a descriptive and analytical study based on field survey. The data collected in this study are primary in nature. The data are collected through questionnaire and interview method. The population for this study comprised all the consumers of Biratnagar sub-metropolitan city who are 14 years or above 14 years of age and who watch television.

For the purpose of data collection out of this population only 60 consumers are judgmentally taken for the research including both male and female from different areas of Biratnagar. The views of people towards television advertising are noted through questionnaire as well as interviews also. The collected raw data are edited, tabulated and analyzed to draw the conclusion.

1.6 Rationale of the study

Advertising is the techniques and practices used to bring products, services, opinions to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. It is significant and

famous mode of promotion of business goods or service in international as well as domestic marketing.

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

For an advertisement to be effective its production and placement must be based on a knowledge of the public and a skilled use of the media. Advertisers' strategies of media use are based on research into consumer behaviour and demographic analysis of the market area. A strategy will combine creativity in the production of the advertising messages with smart scheduling and placement, so that the messages are seen by, and will have an effect on, the people the advertiser most wants to address.

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

The main purpose of advertisement is to sell the goods and services. Advertisement sells in a broadcast fashion to number of prospects whose identity may or may not be known and who may be close at hand or at a distance. The message is reached to the large number of prospective buyers at a time so the flexibility and versatile nature of the advertisement have to be used intelligently. This is lacking in Nepal. In this context this study will be helpful to the advertiser to improve their advertising policy.

This study carries the comprehensive information on the effective aspects of television advertising. It also explores the role of T.V. advertising in creating the awareness among general consumers of urban areas and buying attitudes of consumers brought by it. This study helps to generate the

data to show to what extent T.V. advertisement help in buying decision of consumers.

1.7 Limitations of the Study

The major limitations of the study are as follows:

1. This study is based only on the primary data collected from the respondents whom the questionnaire is administered so its finding may not be generalized.
2. The field survey is confined within Biratnagar City.
3. The resources like time and money are major constraint.
4. The sample size taken for the study is small according to the subject matter.

1.8 Organization of the study

The research study has been organized into five chapters namely:

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

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

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

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

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

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

CHAPTER - TWO

REVIEW OF LITERATURE

2. 1 Concept of Advertising

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

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

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

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

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

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

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

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

"Advertising consists of all the activities involved in presenting to a group, a non-personal oral, and visual, openly sponsored message regarding a product service or idea. This message is called an advertisement is disseminated through one or more media and is paid for by the identified Spenser".⁸

"Advertising includes those activities by which visual or oral message are addressed to public for the purpose of informing then and influencing

⁸ William J. Stanton, *Fundamentals of Marketing* 5/e, Mc Graw-Hill, New York, 1985, P.448

them either to buy merchandise or services or to act or be inclined favorable towards ideas, institutions and person featured".⁹

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

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

⁹ B.N. Ahuhja and S.S. Chhabra, *Advertising*, 2/e Surget Publication, New Delhi 1995. P.1

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

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

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

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

second time. Advertising can't sell anything if that is not perceived by the audiences as needed, wanted or desired"¹⁰

Many experts believe that advertising has important economic and social benefits. However, advertising also has its critics who say that some advertising is deceptive or encourages an excessively materialistic culture or reinforces harmful stereotypes. The United States and many other countries regulate advertising to prevent deceptive ads or to limit the visibility of certain kinds of ads.¹¹ Some economists believe that advertising is wasteful. They argue that the cost of advertising adds to the cost of goods and that most advertising simply encourages consumers to buy one brand rather than another. According to this view, advertising simply moves sales from one company to another, rather than increasing sales overall and thereby benefiting the economy as a whole.

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

¹⁰ S.H.H. Kazmi and K.B Satish *Advertising and Sales Promotion*, 2/e Excel Books, New Delhi P. 12.

¹¹ Robbs, Brett., "Advertising" Op. Cit

2.2 Brief History of Advertising

"Advertising by word of mouth is probably the earliest form of advertising, because oral skills were developed before reading and writing. Advertising was given the commercial status the day man entered into the process of exchange."¹²

In the ancient and medieval world such advertising as existed was conducted by word of mouth. The first step toward modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century weekly newspapers in London began to carry advertisements, and by the 18th century such advertising was flourishing. The great expansion of business in the 19th century was accompanied by the growth of an advertising industry; it was that century, primarily in the United States that saw the establishment of advertising agencies. The first agencies were, in essence, brokers for space in newspapers. But by the early 20th century agencies became involved in producing the advertising message itself, including copy and artwork, and by the 1920s agencies had come into being that could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media.¹³

Evolution of Advertising¹⁸

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

¹² C.N. Sontakki, *Advertising*, 2/e, New Delhi , Kalyani Publishers, 1994, P. 108

¹³ "advertising." Encyclopedia Britannica. *Ultimate Reference Suite*. Chicago: Encyclopedia Britannica, 2009.

¹⁸ Monle Lee and Carla Johnson, *Principles of Advertising*, Viva Books, New Delhi 2003, P.13-16,

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

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

i. Early Stage of Advertising (up to 1440)

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

ii. Printed Stage of Advertising (1441-1900)

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

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

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

iii. Broadcast Stage of Advertising (1901-1970)

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

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

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

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

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

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

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

"From this time onwards however, advertising never looked back, not only in the united states and western Europe but in developing countries as well. It has sealed higher and higher peaks in terms of billing as well as its quality and its sophistication"¹⁹.

During the last decade, several significant new technologies have affected advertising considerably. One was the penetration of cable T.V., Network, Computer Technology and Internet Providers has added the significance of the advertising in this era.

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

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

2.3 History of Advertising in Nepal

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

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

¹⁹ S.A. Chunawala and K.C. Sethia, *Foudation of Advertising: Theory and Practice*, 4/e Himalaya Publishing House, Mumbai, 1998, P.29

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

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

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

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

“The first advertising agency “Nepal Advertisers” was established in 2017 B.S. Then only the advertising business got the path of development. The advertisers were very far at that period. The advertisements were only about the official notices and information. Advertising was seldom done in private newspaper. Radio and newspaper did not feel the advertising agencies necessarily. The Nepal advertiser established in 2017 had only limited service area. It provides press cutting service instead of artistic and attractive advertising in newspaper and magazine.”¹⁴

¹⁴ Dahal Mitrasen, *Nepalma Bigyapan Byabasaya, Smarika* 2049 (AAAN) P.249., adopted from Arjun Rijal, *Advertisement impact on brand choice of convenience goods ,degree dissertation, submitted to Office of the Dean, Faculty of Management, Tribhuvan University, 2007, P.43*

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

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

2.4 Objective of Advertising

Many specific communication and sales objectives can be assigned to advertising. Advertising objectives can be classified according to whether their aim is to inform, persuade or remind. Informative advertising figures heavily in the pioneering stage of a product category, where the objective is to build primary demand. Persuasive advertising becomes important in the competitive stage, where a company's objective is to build selective demand for a particular brand. Reminder advertising is important with mature products.¹⁵

¹⁵ Kotler, Op. Cit, P. 579

Advertising's primary objective is to increase sales. Broadly speaking, it seeks to (a) modify behaviour in such a way as to stimulate sales; (b) increase acceptance of a product, a service, or an idea, (c) prompt action, or (D) create goodwill.¹⁶

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

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

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

2.5 Types of Advertising

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

- i. Consumer advertising
- ii. Trade advertising

¹⁶ David J. Schwartz, *Marketing Today, a basic approach*, 2/e, Harcourt Brace Jovanovich, Inc., USA, 1977, P. 467

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

i. Consumer Advertising

Consumer advertising usually aims to create awareness among the public of a product or service, or it tries to build loyalty to a product or service. Most of the advertising in the mass media television, radio, newspaper and magazines are consumer advertisements. Consumer ads are aimed to educate the consumers for the product by the manufacture of the product or the dealer who sell the product.

ii. Trade Advertising

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

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

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

2.6 Function of Advertising

The main purpose of advertising is to draw an attention of people towards particular products, service or ideas. However, in today's world of competition, it is not enough for the advertisements to draw the attention of buyers. They should be able to persuade the consumers to use the advertised products, service or ideas. The role of advertising depends on how much important is attributed to advertising relative to other promotion mix elements in the company's marketing program.

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

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

i. Marketing Function

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

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

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

ii. Communication Function

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

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

iii. Education Function

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

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

iv. Social Function

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

v. Economic Function

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

2.7 Advertising Media

Media supply the vehicle for the advertising messages, carrying them to the right viewers, readers, listeners or passer-by¹⁷. Media consists of channel for carrying the intended advertising message to a selected audience. Advertising messages travel through the various Media. The advertising media carries the advertising message of the company that manufactures a product & services to the customers who wish to buy it.

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

- a) Print media: Newspapers, journals, newsletters, brochures.
- b) Visual media: Billboards, displays, point of purchase display.
- c) Audio media: Radio, tape recorder.
- d) Audio visual media: Television, videotapes, cinema.
- e) Internet: E–mail and websites."¹⁸

In Nepal, the media sector has progressed a lot after the restoration of democracy in 1990 A.D. After this many newspapers, magazines, F.M. stations and Television channels flourished in the country. They are playing an important role in the area of communication like wise with the development of media the advertising sector has also developed rapidly.

¹⁷ Frank Jefkins, *Advertising Made Simple*, Rupa & Co by arrangement with Heinemann : London, 1983, P. 195

¹⁸ Dr. Govind Ram Agrawal., *Marketing management in Nepal*, M.K. Publishers & Distributors, Kathmandu, Nepal, 2007, P.363

Television Advertising:

Television is an indoor audio visual media. It is also classified as broadcast media. Television is believed to be the most authoritative, influential and exciting medium. Because television commercials combine sound, sight, movement and colour, they tend to have a greater impact on the senses than radio or print commercials. T.V. commercials have become quite sophisticated and many are interesting and amusing as well as informative. Further more, products can be demonstrated in actual use, a plus not offered by other media.¹⁹

Television is one of the most preferred media in Nepal. The history of Television broadcasting in Nepal has not been so long. It was started on August 13, 1985 with the view to cover Kathmandu valley. Now there are almost a dozen Nepalese T.V. channels in existence and few more are in process to be broadcasted. Television plays significant role in delivering the advertisements and the advertisement broadcasted by the Television has high impact on the consumer behaviour as the ads shown on T.V. are more attractive and convincing in comparison to ads delivered by the radio and print media. Development of cable network and increasing T.V. channels create competitive situation in advertising business and improving the quality of advertisement.

2.8 Effective Advertising

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

Effectiveness depends upon using the "best" medium and the "best" message, considering promotion objectives, the target markets and the funds

¹⁹ Schwartz Op. Cit, P. 474

available for advertising.²⁰ Media selection decision refers to the selection of specific medium of advertising such as newspaper, T.V., radio and outdoor media. According to the nature of the product or services the media selection is to be done for effective Advertising. The objective and strategy of the advertising is to be determined. The size and the characteristics of the audience is to be measured geographical coverage of the media is to be analyzed. The effectiveness of the particular media in the particular area is to be measured, similarly the cost benefit analysis to be calculated for the advertising effectiveness. Each medium has advantages and shortcomings that must be weighed in the selection of media for an advertising campaign.²¹

2.9 Advertising & Consumer Behaviour.

"The aim of marketing is to meet and satisfy target customers' needs and wants. The field of consumer behaviour studies how individuals, groups and organization select, buy, use and dispose of goods, service, ideas or experience to satisfy their needs and desires."²² Advertising is one of the marketing activities which have a direct relationship with the consumers. The consumers are guided to purchase a product or to be motivated towards the product by advertising itself.

In order to succeed in any business and especially in today's dynamic and rapidly evolving market place, marketers need to know everything they can about consumers, what they want, what they think etc.²³ Thus, for the successful planning and implementation of advertising, the study of consumer behaviour in every stage of advertising is essential.

In today's competitive world, consumers have so many choices to make. Business growth depends significantly on loyal consumers who

²⁰ E.Jerome McCarthy and William D. Perreault, Jr., *Basic Marketing– A Management Approach*, 9/e, Universal Book Stall, New Delhi, 1988, P. 442

²¹ Leon G Schiffman and Leslie Lazar Kanuk, *Consumer Behaviour*, 8/e, Pearson Education (singapore) Pvt. Ltd. Indian Branch, Delhi, 2005, P.347

²² Kotler, Op.Cit. P. 160

²³ Schiffman and Kanuk, Op. Cit. P. 33

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

2. 10 Review of previous studies in Nepal

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

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

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

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

- a) Advertising is the key tool to motivate and persuade the consumers.
- b) Some commercials are more appreciated and others lesser appreciated by the consumers that indicates that all media are not equally effective to boost up sales of the product advertised.
- c) Among the different electronic media like television, radio, film, email and internet, the most popular medium for promoting sales is the television.
- d) Majority of respondents agreed that they get exact message about product and service by the advertisement which indicates that people have positive attitude towards the advertisement.

Similarly Kanchan Dahal in the study "Effect of advertising on buyers' behaviour" had the main objective to find out how advertising affect the behaviour of the buyer. The objectives of the research work are listed below.

- a) To examine popularity of advertising.
- b) To analyze the effectiveness of advertising.
- c) To identify people's reactions to the advertising.
- d) To examine the factors that influence people to buy the particular product.
- e) To examine how advertising enhance the sale of a product.
- f) To find out the relationship between consumers' attitude towards advertising and buying decision.

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

- a) Consumers have positive attitude towards advertising but they are skeptic on the performance of the product as claimed by ads.

- b) Majority of people have the habit of watching and hearing advertisement out of them women are more curious than men in watching advertisement.
- c) Majority of people prefer frequently advertised products so a product needs frequent advertisement in order to run successfully.
- d) In context of means of ads majority of people prefer television than other means of advertising like newspaper, radio etc which shows that T.V. plays crucial role in advertising.
- e) People like musical advertisement than the advertisement with good wording.

The main extract of these previous studies is that advertising is a popular means to enhance sale of any product. The objective of above mentioned studies is to analyze the effectiveness of advertising on consumer behaviour. The present study "**Advertising through television: Impact on consumer behaviour in Urban Areas.**" has tried to find out the impact of T.V. advertisement on the buying behaviour of consumer of urban area.

CHAPTER - THREE

RESEARCH METHODOLOGY

3.1 Introduction

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

3.2 Rationale of the Selection of the Study Area

The study is focused on the behaviour of the consumers of urban area. Biratnagar is the second largest city of Nepal. It is one of the major market as well as residence of large number of television viewers who are ultimately consumers of the advertised goods also. The city comprises people belonging to different age group and education level. So from the study on the influence of T.V. advertisement on behaviour of consumers of Biratnagar, it can be easily understood the consumers' behaviour of other urban areas of Nepal also.

3.3 Research Design

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

3.4 Sources of Data

The data used in this study are primary in nature. The sources of data are consumers of Biratnagar who are also the viewers of television. Data has been collected from the respondents of various areas of Biratnagar. Questionnaire method is followed to collect data and respondents are interviewed when necessary.

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

3.5 Data Gathering Instrument

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

3.6 Sampling Plan

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

3.6.1. Population

The population of the study comprised all the consumers of 14 or more than 14 years of age who are resident of Biratnagar city and viewers of television also.

3.6.2 Sample size for the Study

Since the population for this study is very large it is difficult to study the entire population. Therefore out of this population only 60 respondents are judgmentally taken for the study including both male and female.

3.6.3 Sampling procedure

The sampling technique used is judgmental sampling. The respondents of the sample were selected from the several places of Biratnagar viz. ward no-5, 6, 10, 13, 15 .

3.7 Data Processing and Tabulation

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

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

3.8 The Data Analysis Procedure:

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

3.9 Reliability and validity of data

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

CHAPTER – FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter is incorporated with presentation, analysis and interpretation of data. The data and information related to impact of television advertising on the consumer behaviour in urban areas are collected from consumers of Biratnagar Sub-metropolitan and presented, analyzed and interpreted in this chapter for attaining the stated objectives of the study. Analysis is done according to gender, age and educational level.

Table 4.1

Television advertisement viewing habit of the respondents

Response	No. of Respondents	Percentage
Watch	47	78.33
Do not watch	13	21.67
Total	60	100

Source: Field Survey-2010

The above table shows the television advertisement viewing habit of people of Biratnagar City. It is clear from the table that most of the television viewers watch television advertisement. Out of 60 respondents 47 respondents i.e. 78.33% respondents replied that they watch television advertisement. They responded yes towards the question do you generally watch T.V. advertisement. Most of them said that if any one watch television he or she obviously watch the television advertisement. Other 21.67% replied that they generally do not watch advertisement on T.V. and added that they often change the channel when advertisement broadcasted in the T.V. The results are shown in the following pie chart also.

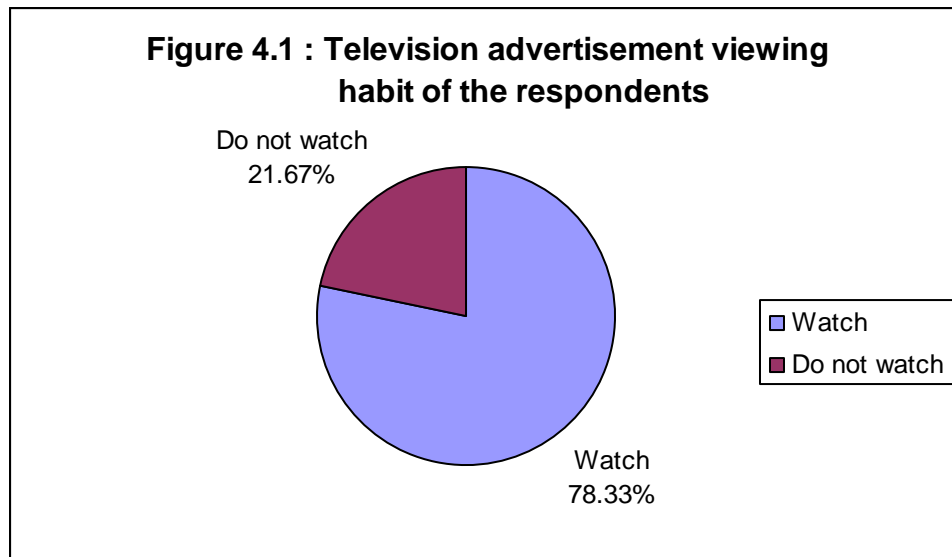
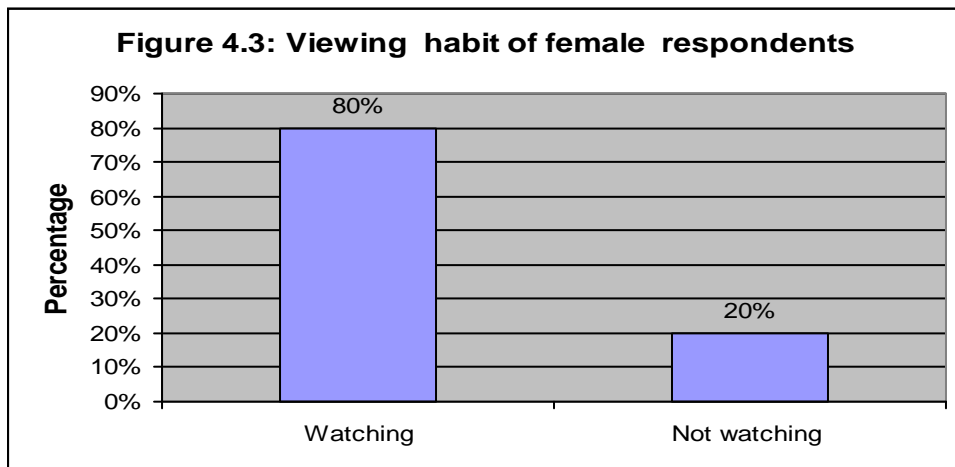
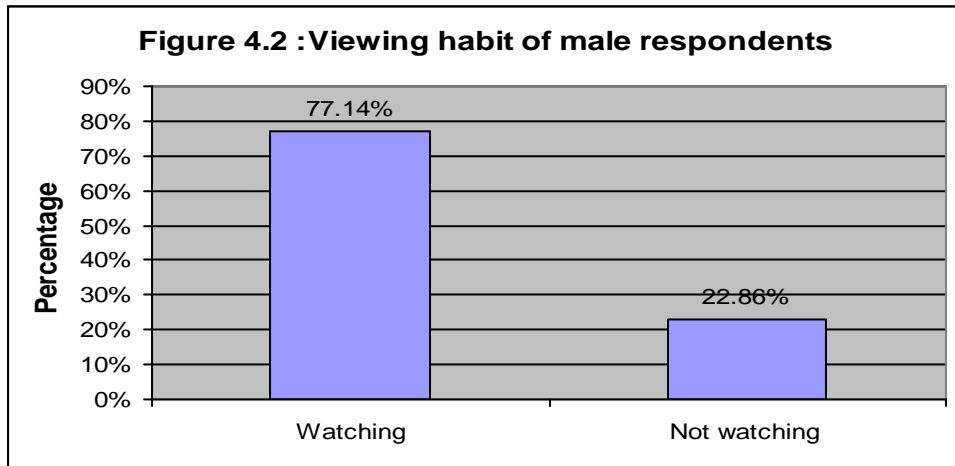


Table 4.2
Gender wise viewing habit of respondents

Habit	male		female	
	No. of respondents	Percentage	No. of respondents	Percentage
Watching	27	77.14	20	80
Not watching	8	22.86	5	20
Total	35	100	25	100

Source: Field Survey-2010

The table separates the viewing habits of the respondents according to gender. It is found that among the 35 male respondents 8 respondents said that they do not watch the advertisement which is 22.86% of the male respondents' number. Among all the 25 female respondents asked, except 5 i.e. 20% all other female accept that they watch T.V. advertisement. Thus 77.14 % male and 80 % female candidates are habitual of watching T.V. ad. The data are shown in the column diagram as below.



From the above data we can conclude that most of the people watch television advertisement so for the advertisement of a product television can be one of the suitable medium for target consumers.

Table 4.3

Preference of different types of T.V. advertisement

types of advertisement	No of respondents	PERCENTAGE
Musical	13	21.67
Funny	31	51.67
Simple	6	10
All types	10	16.66
Total	60	100

Source: Field Survey-2010

The table 4.3 shows the preference of different types of T.V. ads among the viewers. To find out the type of ad people prefer the respondents are asked what kind of advertisement you like on T.V. generally and most of them replied funny. Out of 60 respondents 51.67% like funny ad. Similarly 21.67% respondents prefer musical ad. Among the respondents 6 people replied that they like simple types of ad which is 10% of the total. Similarly 16.66 % do not have specific choice of ad, they like all types of ad shown on television. The data are also shown in the following pie chart.

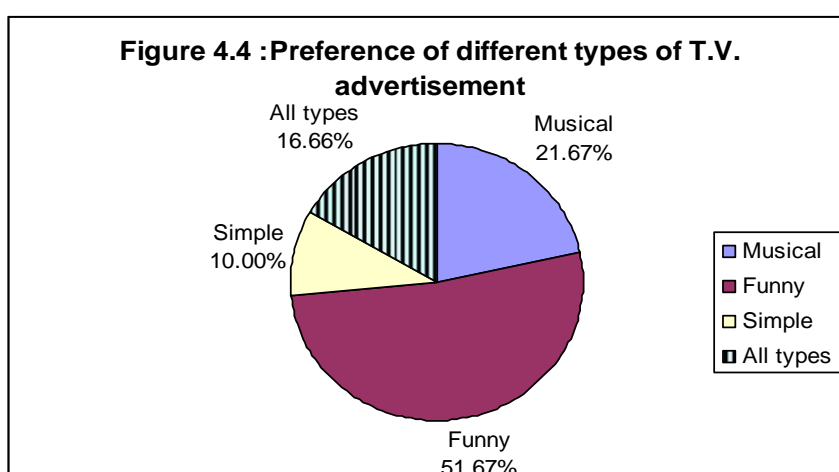


Table 4.4

Age wise preference of different types of T.V. advertisement

Types of ad	Below 16		16-25		26-35		36-45		above 45	
	No of Res.	%	No of Res.	%	No of Res.	%	No of Res.	%	No of Res.	%
Musical	5	50	4	28.57	1	7.69	1	9.10	2	16.67
Funny	3	30	8	57.15	10	76.93	6	54.54	4	33.33
Simple	0	0	1	7.14	1	7.69	2	18.18	2	16.67
All types	2	20	1	7.14	1	7.69	2	18.18	4	33.33
Total	10	100	14	100	13	100	11	100	12	100

Source: Field Survey-2010

The above table represents the age wise preference of respondents towards various types of T.V. advertisement. The major objective of the study is to analyze the choice of different age groups towards the different types of T.V. ad. The age of respondents are divided into 5 groups as, below 16, 16-25, 26-35, 36-45 and above 45 years.

The majority of the respondents of the first group i.e. respondents below 16 years like musical advertisement. Among the 10 respondents of this group, 5 respondents replied that they prefer musical ad which is 50% of the total respondents of age below 16 years. Other three like funny advertisement which is 30%. 20% respondents from this age group like all types of ad no one replied that they like simple type of ad. Most of the respondents of the second group i.e. 16-25 like funny advertisement. Among the 14 respondents 57.15 % people like funny ad, 28.57 % respondents like musical ad. Among respondents of this group 7.14 % like simple type of ad and same percentage of respondents prefer all types of television ad.

Similarly among the 13 respondents of age group 26-35, 10 respondents like funny ad which is 76.93 % of the total respondents of this group. Similarly 7.69% respondents like musical ad. Again other 7.69 % people like simple and same percent of respondents like all types of ad from this group. From the age group 36-45, 11 respondents are questioned. Among them 54.54% people like funny ad, 18.18 % people like simple ad, 9.10% respondents like musical type of television ad. The percentage of respondents having preference towards all types of ad is 18.18% in this age group. In the age group above 45 years among the 12 respondents 33.33 % like funny ad similarly other 33.33% of respondents like all types of ad. Among this group 16.67 % like musical and same percentage of people like simple types of ad.

Thus from above data we can say that respondents below 16 years age like musical ad but all other respondents except this age level prefer funny ad the most.

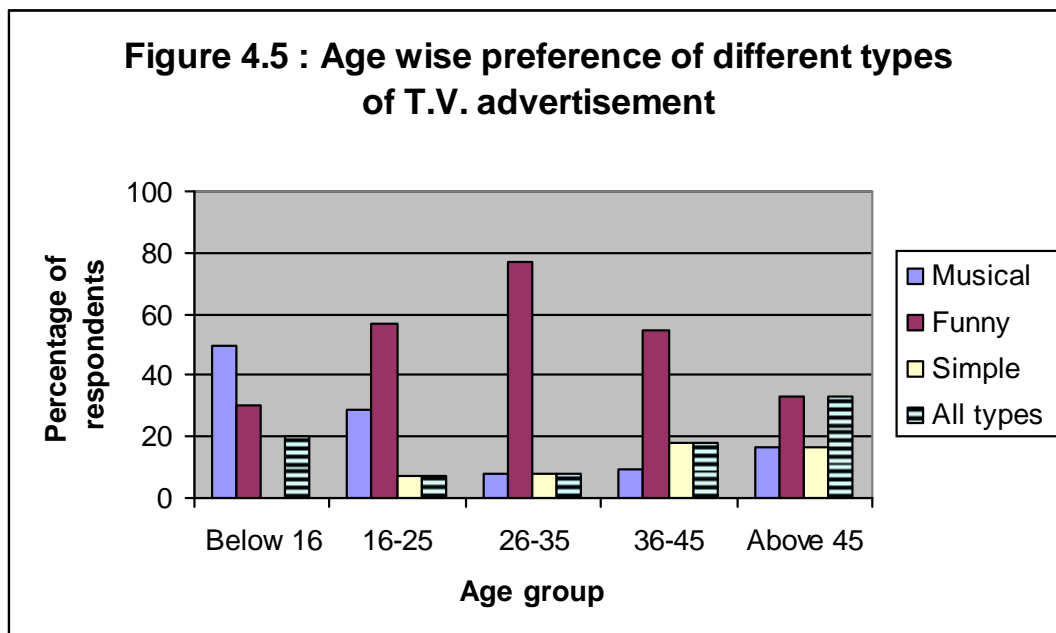


Table 4.5

Education wise preference of different types of T.V. advertisement

types of ad	Below S.L.C		S.L.C		Intermediate		Bachelor		Post Graduate	
	No of Res	%	No of Res	%	No of Res	%	No of Res	%	No of Res	%
Musical	6	37.5	3	17.65	3	30	1	10	0	0
Funny	5	31.25	8	47.05	5	50	7	70	6	85.71
Simple	2	12.5	3	17.65	0	0	0	0	1	14.29
All types	3	18.75	3	17.65	2	20	2	20	0	0
Total	16	100	17	100	10	100	10	100	7	100

Source: Field Survey-2010

The above table shows the preference of respondents belonging to different education level towards different types of T.V. advertisement. The education levels are categorized into five groups as; below S.L.C, S.L.C, Intermediate, Bachelor and Post Graduate.

Most of the respondents below S.L.C prefer musical ad. Among the 16 respondents 37.5 % people like musical ad, similarly 31.25 % like funny ad which is the second preferred type of ad in this group. Among the respondents of this education level 12.5% like simple type of ad and 18.75 % like all kind of ad. From the second group i.e. respondents having education up to S.L.C 47.05% people like funny ad out of 17 respondents. From this group 17.65% respondents replied that they like musical ad and same percentage of respondents show their preference towards simple type of ad as well. Remaining 17.65% respondents of this group like all kinds of ad shown on T.V.

Similarly respondents who completed intermediate level of education comprise the third group. Among the 10 respondents belonging to this group 50% answered that they like funny ad, 30% respondents like musical ad. Nobody shows their preference towards simple type of ad in this group but 20% people said they like all type of ad broadcasted on television. The another group is respondents with bachelor level of education, out of 10 respondents in this group 70% people like funny ad and 20 % respondents like all types of ad. Only 10 % respondents like musical ad in this group but no one show his/her acquaintance towards simple type of ad. The group with highest education level i.e. posts graduated respondents mostly preferred funny ad. Most of respondents of this group i.e. among 7 respondents 85.71% like funny ad. Similarly 14.29% respondents like simple types of ad. Nobody answered towards the preference of musical or all types of ad in this education group. The findings are shown in the following column diagram also.

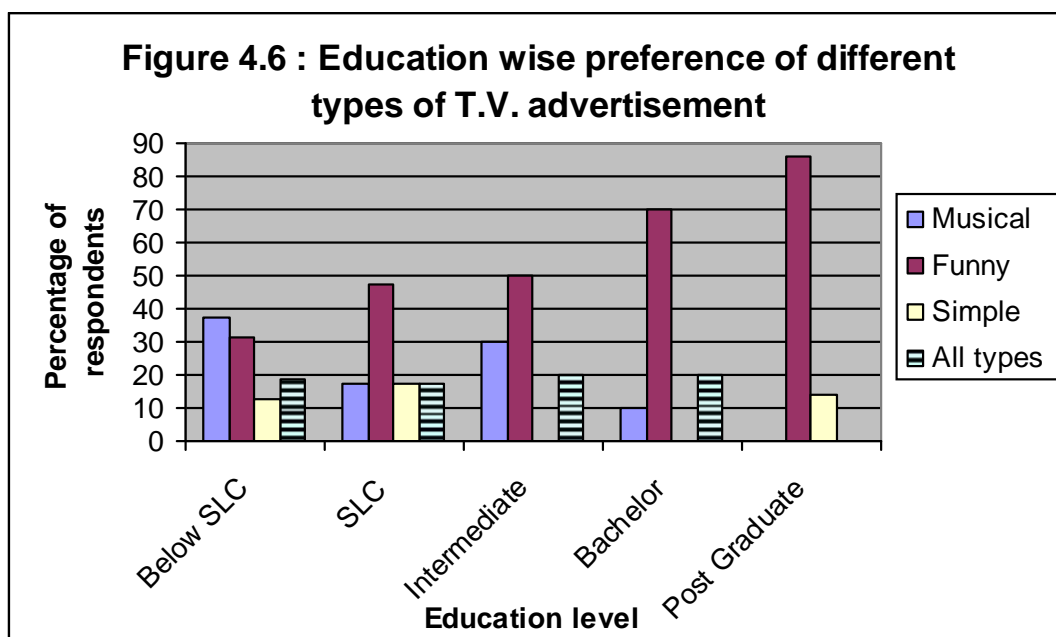


Table 4.6

Gender wise preference of different types of T.V. advertisement

types of advertisement	male		female	
	No of Res.	%	No of Res.	%
Musical	4	11.43	9	36
Funny	23	65.71	8	32
Simple	1	2.86	5	20
All types	7	20	3	12
Total	35	100	25	100

Source: Field Survey-2010

The preference of male and female respondents towards the different types of T.V. advertisement is shown in the above table. Among the 35 male respondents 23 respondents like funny advertisement which is 65.71% of the total male respondents. Among the male 20% respondents like all types of ad and 11.43 % like musical ad. Similarly 2.86% prefer simple type of ad.

Among 25 female respondents 36% respondents replied that they prefer musical ad and 32 % prefer funny ad. The respondents who like simple and all types of ad are 20% and 12% respectively. Thus from above data we can say that majority of male prefer funny ad and most of the female respondents like musical ad followed by funny ad. The data are shown in the column diagram as below.

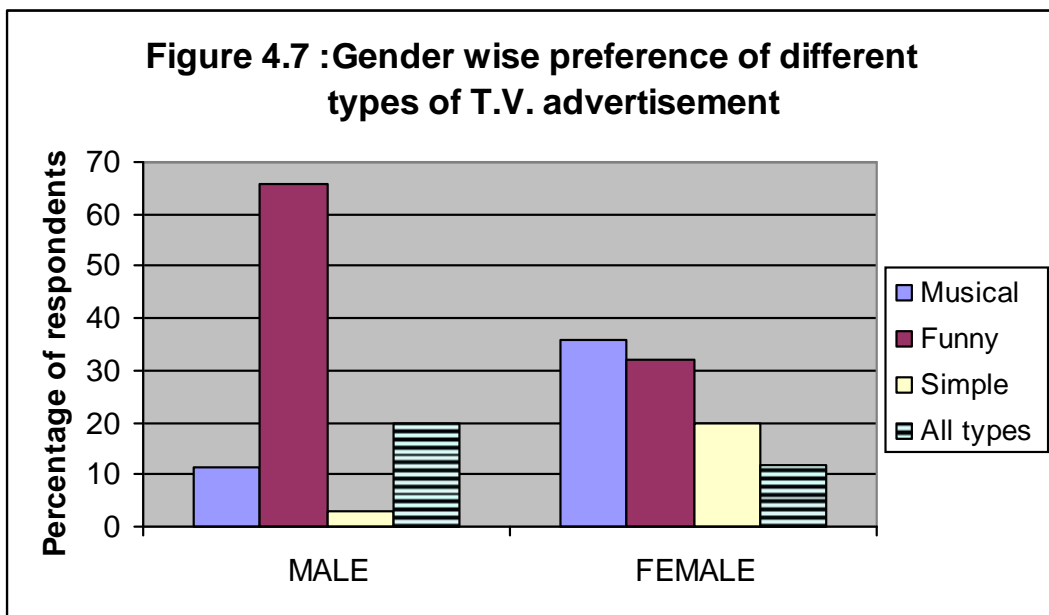
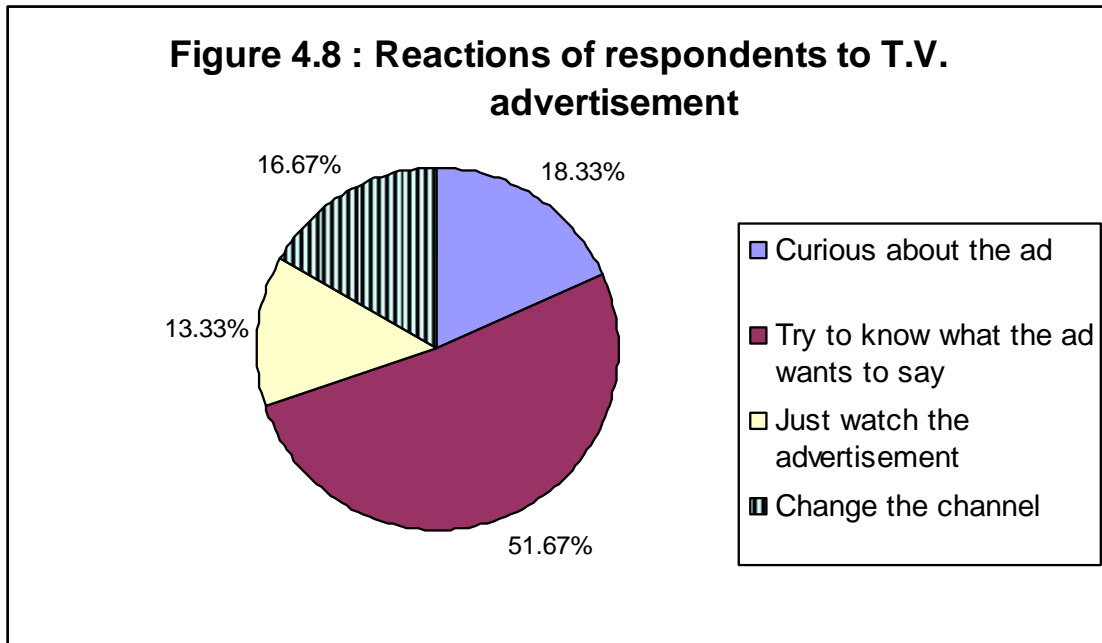


Table 4.7

Reactions of respondents to T.V. advertisement

Reactions	No. of Res.	percentage
Curious about the ad	11	18.33
Try to know what the ad wants to say	31	51.67
Just watch the advertisement	8	13.33
Change the channel	10	16.67
Turn off the T.V.	0	0
Total	60	100

Source: Field Survey-2010



The table shows the reactions of respondents to T.V. advertisement. To find out the reaction of people towards different kind of ads respondents are asked what is your reaction when any new advertisement shown on T.V. Among the 60 respondents 51.67 % replied that they try to know what the ad wants to say. Another 18.33% feel curious by watching the ad. Similarly another 13.33% said that they just watch the ad without any interest. Rest 16.67% percent respondents replied that they generally change the channel when ad appears in their T.V. but nobody answered that he or she turn off the T.V. after the broadcast of ad.

From the above data it is clear that majority of respondents try to know what the ad wants to say but only few people feel curious towards the ad. Nobody turn off the T.V. but some of them change the channel when ad appears in T.V. and some just watch the ad without any interest. Thus advertisers should be focused to make the ads more interesting and effective to attract viewers' attention more.

Table 4.8
Age wise reaction to T.V. advertisement

Reactions	Below 16		16-25		26-35		36-45		above 45	
	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%
Curious about the ad	0	0	5	35.71	4	30.77	1	9.09	1	8.33
Try to know what the ad wants to say	1	10	7	50	7	53.85	6	54.55	10	83.34
Just watch the advertisement	5	50	0	0	2	15.38	1	9.09	0	0
Change the channel	4	40	2	14.29	0	0	3	27.27	1	8.33
Turn off the T.V.	0	0	0	0	0	0	0	0	0	0
Total	10	100	14	100	13	100	11	100	12	100

Source: Field Survey-2010

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

Among the 10 respondents of age group below 15 years 50 % replied that they just watch the ad and only 10 % of them answered that they try to know what the ad wants to say when any ad broadcasted in the T.V. In this group nobody feel curious when ad is displayed in the T.V. channel. Out of them 40% change the channel when ads are shown in T.V.

Out of 14 respondents of age group 16 to 25 years 50% of the respondents replied that when any ad is broadcasted in the T.V they try to

know what the ad wants to say. In this group 35.71% people feel curious when ad is displayed in the T.V. set. Another 14.29% respondents change the channel when ad is shown in the channel and none of them replied that they just watch the ad in the T.V.

Among the respondents of age group 26-35 most of the respondents try to know what ad want to say which is 53.85% and 30.77% respondent become curious by watching the ad. Out of 13 respondents 15.38% people just watch the ad and in this group nobody change the channel when ad comes on T.V.

From the group 36-45 years, 54.55% respondents answered that they want to know what the ad try to say, 9.09% of the respondents of this age level said that the ad generate curiousness in them. Similarly other 9.09% respondents replied that they just watch the ad, 27.27% replied that they change the channel when any ad comes in T.V.

From the group above 45 years , out of 12 respondents 83.34% replied that they try to know what ad wants to say, 8.33% respondents said that they become curious by watching the ad and same percentage of respondents i.e. 8.33% said that they change the channel when ad broadcasted.

From the above table it is seen that no one from any age group turn off the T.V. when ad displayed in the T.V. and most of the respondents except respondents below 16 years old try to know what the ad wants to say. The findings are presented in the following column diagram also.

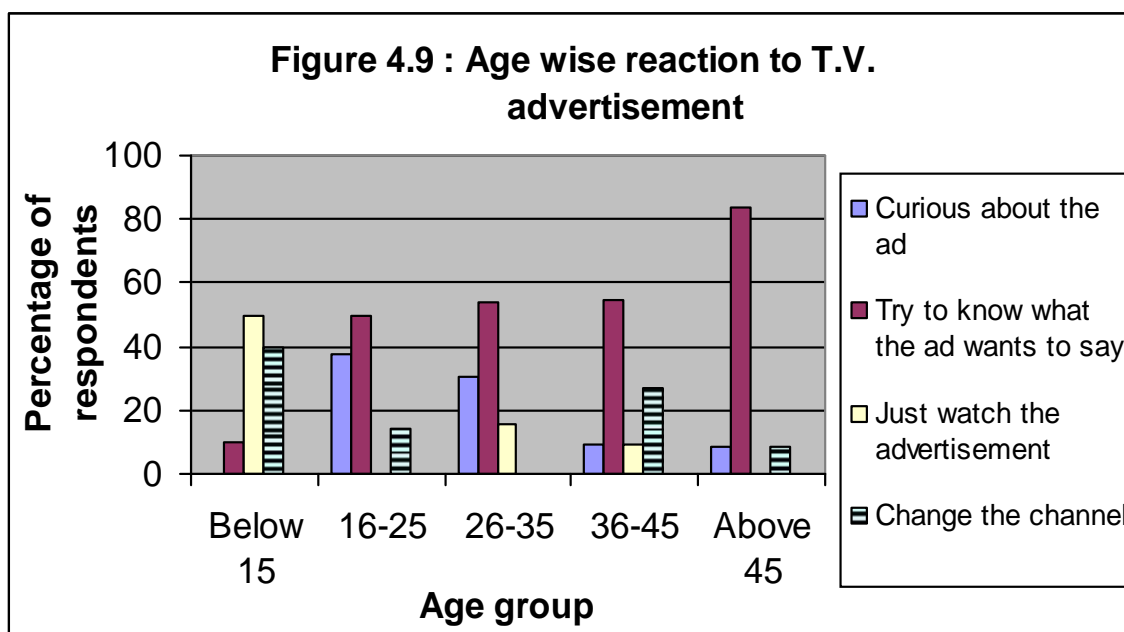


Table 4.9

Education wise reaction to T.V. advertisement

Reactions	Below S.L.C		S.L.C		Intermediate		Bachelor		Post Graduate	
	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%	No. of Res	%
Curious about the ad	1	6.25	3	17.65	4	40	2	20	1	14.29
Try to know what it wants to say	7	43.75	12	70.59	4	40	5	50	3	42.86
Just watch the advertisement	5	31.25	0	0	0	0	1	10	2	28.56
Change the channel	3	18.75	2	11.76	2	20	2	20	1	14.29
Turn off the T.V.	0	0	0	0	0	0	0	0	0	0
Total	16	100	17	100	10	100	10	100	7	100

Source: Field Survey-2010

The above table presents the reactions of viewers belonging to different education level towards different types of advertisement. When 16 respondents having education below S.L.C level are asked about the reaction towards T.V. ad 43.75% replied that they try to know what the ad wants to say and 31.25% just watch the ad. Remaining 6.25% become curious by watching the ad and 18.75% generally change the channel when ad displayed on T.V.

From the second group i.e. group having education up to S.L.C 70.59% respondents try to know what the ad wants to say and 17.65% said that ad makes them curious. Another 11.76% respondents from this group replied that they change the channel in case of appearance T.V. ad.

Among the 10 respondents who completed intermediate level of education 40% respondents feel curious and other 40% people wants to know what ad wants to convey. Among the respondents of this group 20% change the channel when ad appears on their T.V.

Another group i.e. groups with bachelor level of education have 10 respondents, among them 50% try to know what ad wants to say and 20% feel curious by watching the ad. 10% respondent of this group just watch the T.V. ad and remaining 20% change the channel if any ad comes on their T.V. set.

. In the group with master's level of education 42.86% people wants to know what the ad wants to say and 14.29% percent feel curious by watching the ad. Rest 28.56% respondents just watch the ad and 14.29% percent often change the channel when ads are shown on the T.V.

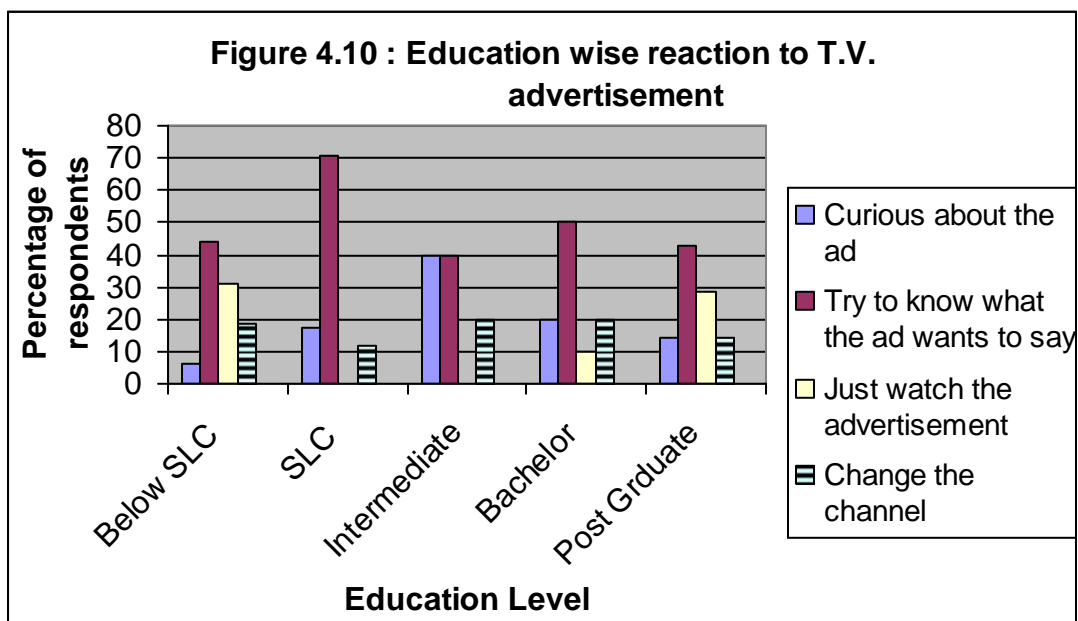


Table 4.10

Gender wise reaction to T.V. advertisement

Reactions	male		female	
	No. of Res	%	No. of Res	%
Curious about the ad	7	20	4	16
Try to know what the ad wants to say	15	42.86	16	64
Just watch the advertisement	6	17.14	2	8
Change the channel	7	20	3	12
Turn off the T.V.	0	0	0	0
Total	35	100	25	100

Source: Field Survey-2010

The above table reveals the gender wise reaction to T.V. advertisement. Out of the 35 male respondents 42.86% replied that they try to know what the ad wants to say. Among the total male respondents 20% respondents said that advertisement generates curiosity in them and another 20% change the channel when ad comes in the T.V. Remaining

17.14% respondents replied that they just watch the advertisement in the T.V.

Similarly among the 25 female respondents 64% answered that when ad are shown in T.V. they try to understand what the ad wants to say, 16% female feel curious by watching the ad. Among the female respondents 12% respondents said that that they change the channel when advertisement appears in their T.V. and 8% female just watch the advertisement without any attention. Neither any male nor any female turn off the T.V. due to appearance of ad. The data are presented in the following column diagram also.

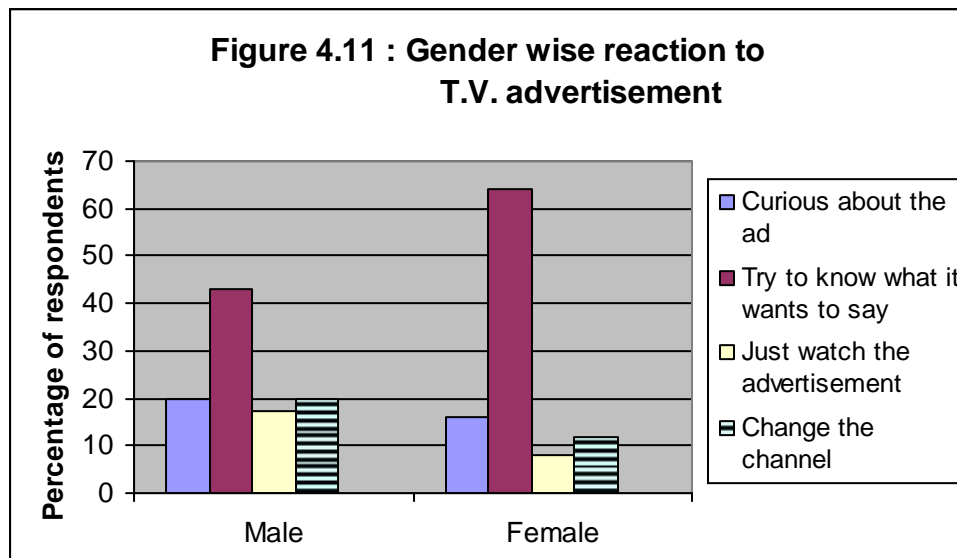


Table 4.11

Consumers' reason to buy the product

reasons	no. of respondents	percentage
Ads induce me to buy	4	6.67
I need it.	34	56.67
Both of them	22	36.67
Total	60	100

Source: Field Survey-2010

The table represents the data related to consumers' reason to buy the product. Out of 60 respondents 6.67% said that they buy the product because the advertisement persuades them to buy. But most of the respondents i.e. 56.67% said that they buy the product because they need the product. Remaining 36.67% respondents accept that they buy the product because of both the reason i.e. they need the product and also the advertisement forced them to buy. So we can conclude that majority of consumers buy the product because they need it but advertisement also play vital role in persuasion of consumer to buy the product. The responses of consumers are also shown in the pie chart below.

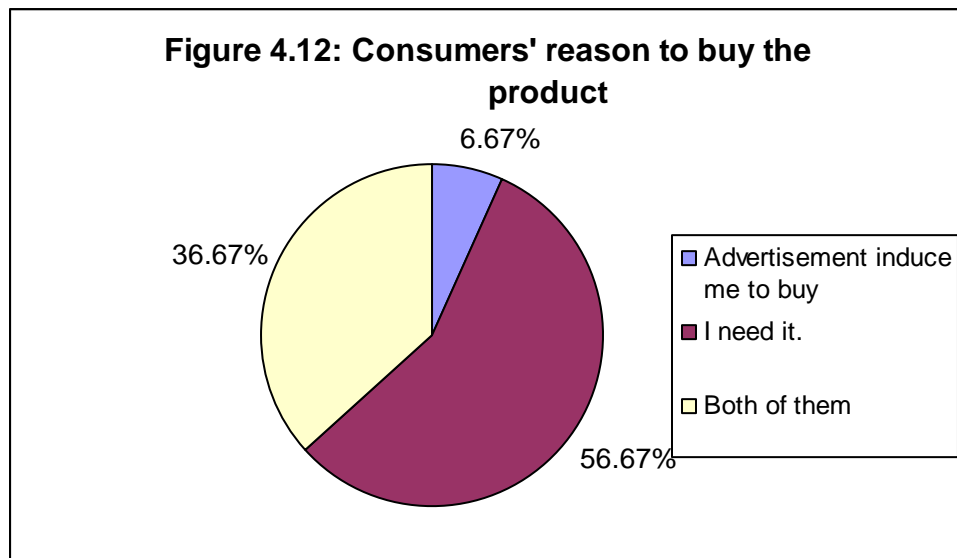


Table 4.12

Consumers' preference of advertised product

Preferences	no. of respondents	percentage
Product regularly advertised	51	85
Product never advertised	9	15
Total	60	100

Source: Field Survey-2010

The table 4.12 shows the consumers' preference of advertised product. Out of 60 respondents 85% percent respondents prefer to buy the products which are regularly advertised. Among the respondents 15% people said that they generally buy the products which are not advertised. Thus it is obvious from the table that most of the consumer prefer and buy the products which are frequently advertised.

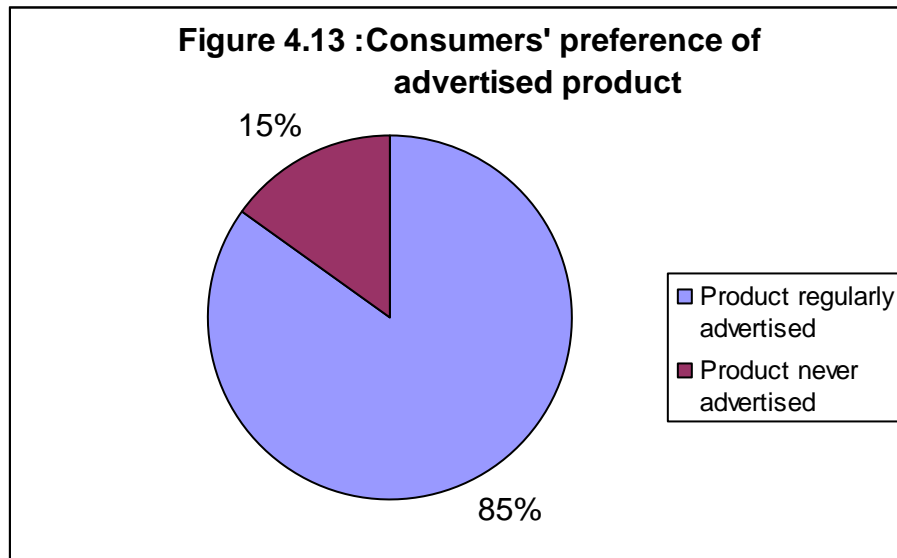


Table 4.13

Influence of repeated ad to attract consumers' attraction

Influences	no. of respondents	percentage
Attract consumers' attention	35	58.33
Do not attract consumers' attention	25	41.67
Total	60	100

Source: Field Survey-2010

The above table shows the influence of repeated ad to attract consumers' attention. In the study respondents are asked that repetition of

T.V. advertisement attract their attention or not and majority of them replied yes. From the table it is clear that out of 60 respondents 58.33% respondents are attracted by the repeated ad in television. Other 41.67% people replied that they do not get attracted by the repetition of ad. Hence we can say that most of the ads that are repeated through the T.V. are able to attract consumers' attention towards the advertised product.

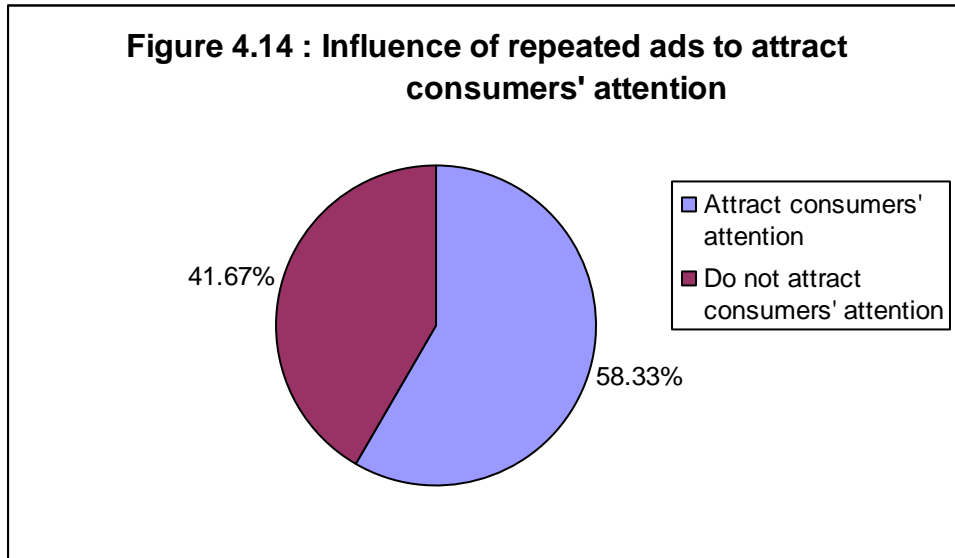


Table 4.14

Consumers' opinion about ad deceives or not

opinions	no. of respondents	percentage
Yes	12	20
NO	48	80
Total	60	100

Source: Field Survey-2010

The above table presents the opinion of the consumers whether they think that the ad deceive them or not. When the consumers are asked that an advertised has deceived you or not, most of them replied that they are not deceived by ad. Among 60 respondents 80% people responded that they are

not deceived by ad but 20% replied that they are deceived by the ad. The group of respondents who accused that ad has deceived them said that many claims that are given by ad are not found to be true in reality and they added that many ad exaggerates about the products. The results are also shown in the pie chart below.

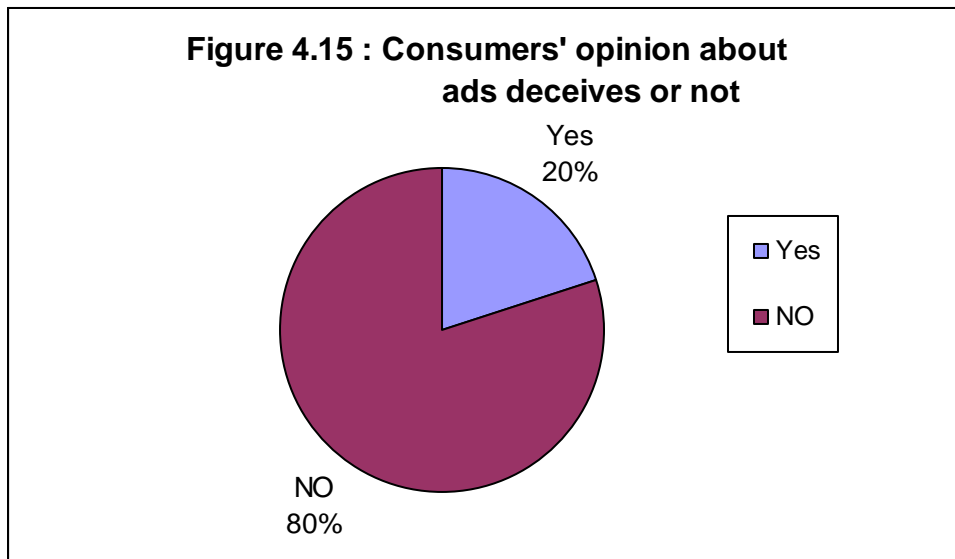


Table 4.15

Consumers' opinion about adequacy of T.V. ad

opinions	no. of respondents	percentage
Seek for more information	31	51.67
Satisfied with what they receive	29	48.33
Total	60	100

Source: Field Survey-2010

The above table displays the consumers' opinion about adequacy of T.V. ad. Among the respondents 51.67% said that they seek for more information when any ad attract their attention. They said that many ads do

not give the information regarding price, use and much other information they want. Other 48.33% people said that they are satisfied with what they receive from ad i.e. they do not search additional information.

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

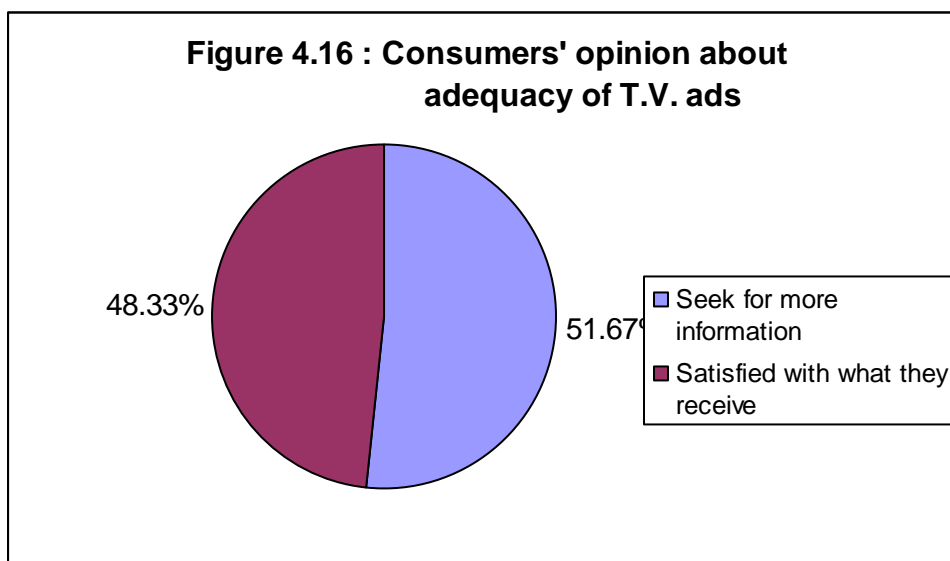


Table 4.16

Consumers' opinion about T.V. ad

opinions	no. of respondents	percentage
Genuine	7	11.67
Attractive	19	31.67
Satisfactory	22	36.66
Boring	12	20.00
Total	60	100

Source: Field Survey-2010

The above table represents the consumers' opinion about T.V. ad. Four categories are made to know the opinion of the viewers as; genuine, attractive, satisfactory and boring. The respondents are asked that how do you evaluate most of the T.V. advertisement, among the 60 respondents 36.66% respondents said that the T.V. ad shown are satisfactory. Other 31.67% respondents consider the T.V. ad attractive and 11.67% respondents placed the ad in the genuine category. Rest 20% respondents feel bored by watching the ad in T.V. and evaluated them as boring. Thus it is clear from the data that the ad are satisfactory in the opinion of consumers but to increase the effectiveness of ad and attract consumers' attention the advertiser has to work more creatively.

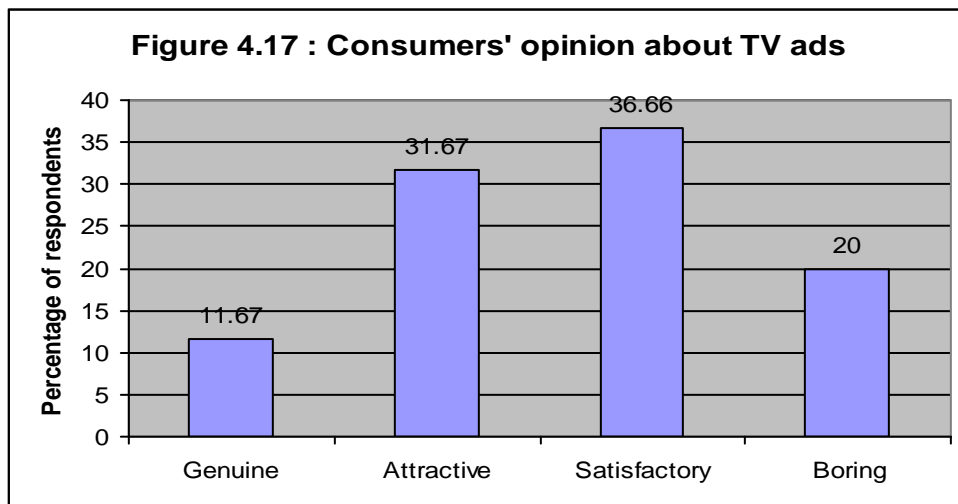


Table 4.17

Degree of influence of T.V. ad on consumers buying habits

Opinions	no. of respondents	percentage
Highly inclined	5	15
Inclined	31	51.67
Indifferent	15	25
Highly indifferent	9	8.33
Total	60	100

Source: Field Survey-2010

The table 4.17 shows the degree of influence of T.V. ad on consumers buying habits. When the respondents are asked about the inclination towards the advertised product due to television ad, 51% respondents replied that they are inclined to buy the product by watching the ad and 15% said that the degree of inclination is high in them i.e. they are highly inclined by the ad. Among the respondents 20% respondents are indifferent to the ad shown on T.V. and 8.33 % of the respondents are highly indifferent to the ad displayed in the T.V. channel. The responses of the people are shown in the pie chart also.

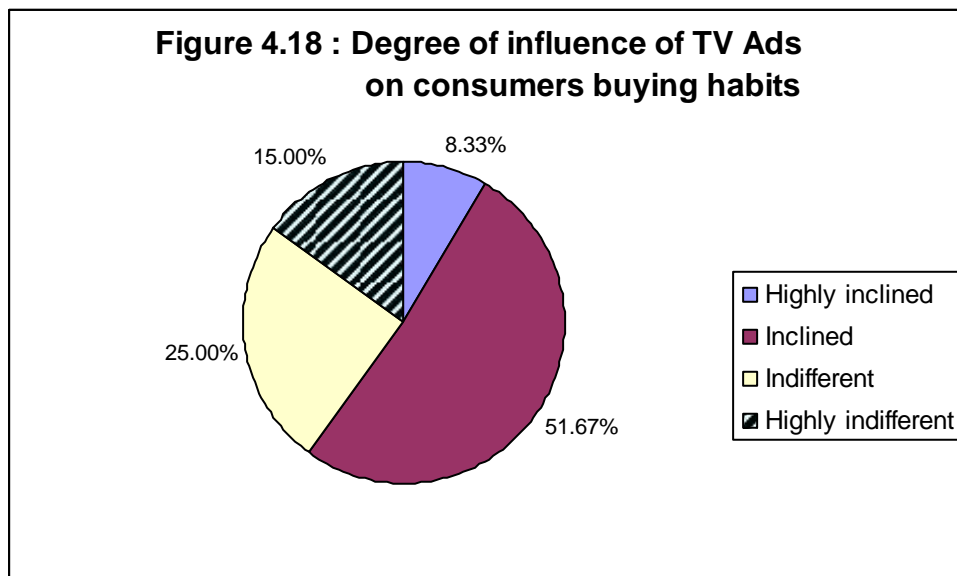


Table 4.18

Consumers' preference of advertised and non advertised product with same price and quality

Preferences	no. of respondents	percentage
Advertised product	55	91.67
Non advertised product	5	8.33
Total	60	100

Source: Field Survey-2010

The above table shows the consumers preference of advertised and non advertised product when the price and quality of both the products are same. When the consumer are asked that which product do you buy advertised or not advertised if both the product are same in terms of quality and price, among the total respondents 91.67% said they prefer to buy the advertised product. Remaining 8.33% respondents replied that they do not buy the advertised products in the condition when the quality and price of the two products are same.

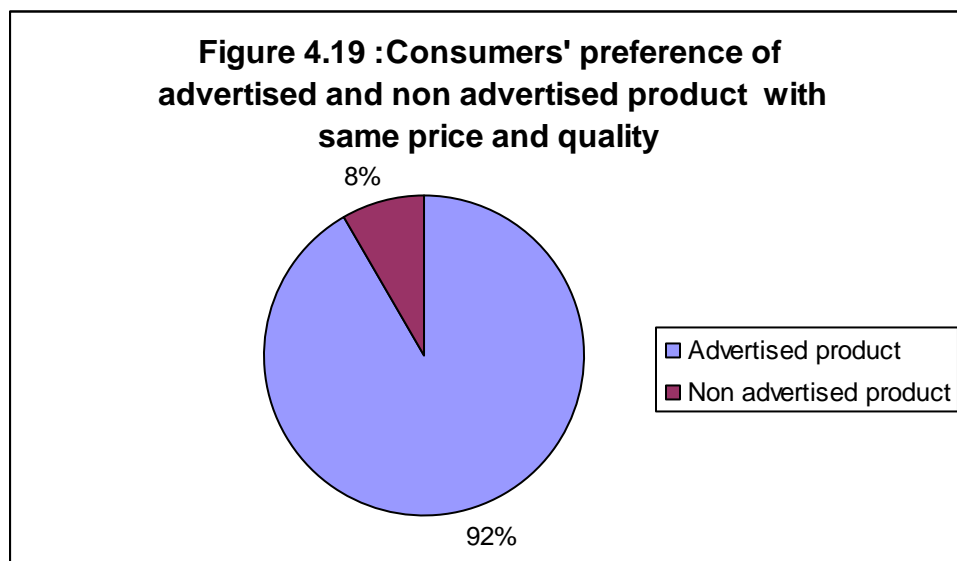


Table 4.19

T.V. ads generate curiousness about the product or not

Responses	no. of respondents	percentage
Yes	39	65
NO	21	35
Total	60	100

Source: Field Survey-2010

The above table presents the data related to consumers' curiosity towards the advertised product due to impact of T.V. ad. Respondents are asked that advertisement on T.V. generates curiousness about the product or

not, among the 60 respondents 65% said that the ad shown on T.V. make them curious about the product. Remaining 35% answered that the ad does not make them curious about the product.

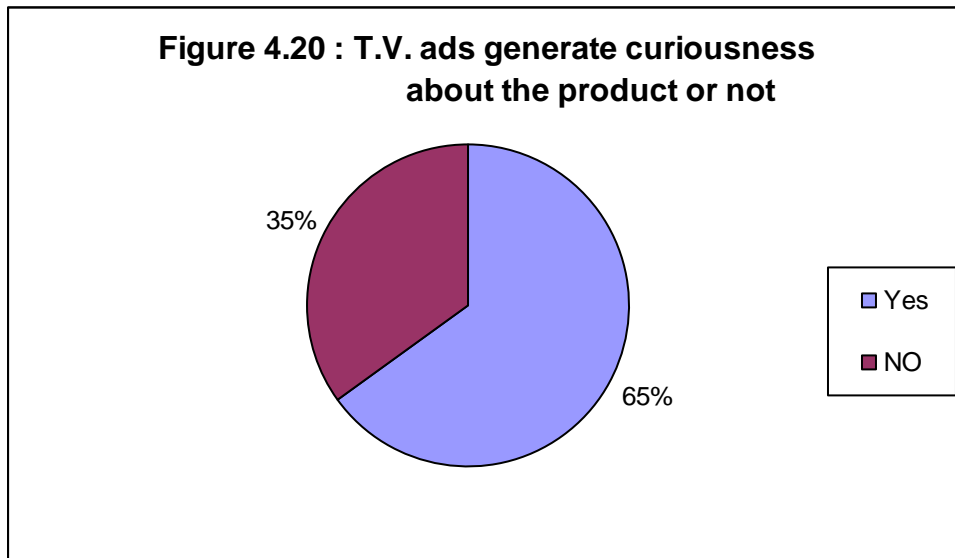


Table 4.20

Role of T.V. advertisement to persuade consumer to buy product

responses	no. of respondents	percentage
Yes	49	81.67
NO	11	18.33
Total	60	100

Source: Field Survey-2010

The above table represents the role of T.V. advertisement to persuade consumer to buy the product. The respondents are asked that have you brought any product after getting information from advertisement, most of them replied yes. Out of 60 respondents 81.67% answered that they have bought the product after getting information from television ad. Remaining 18.33% replied that they have not bought any product only due to impact of T.V. ad.

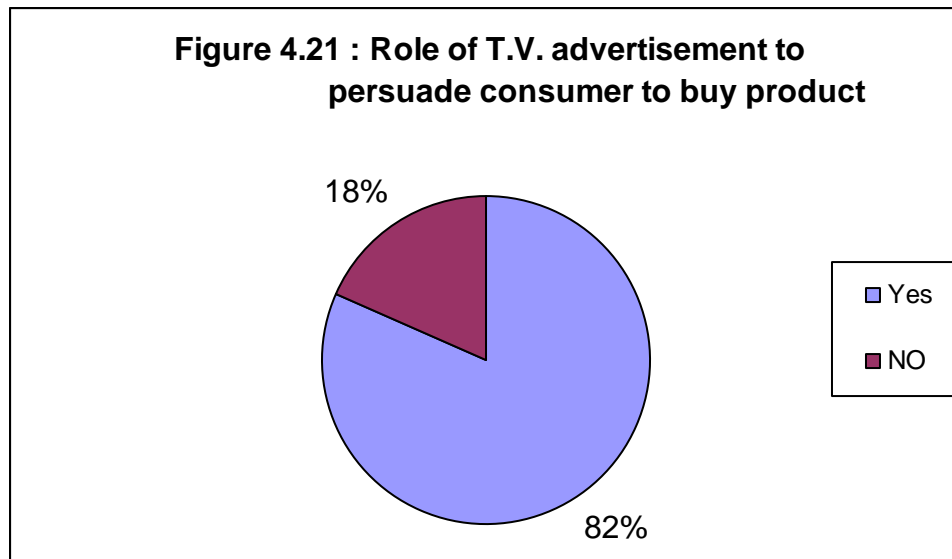


Table 4.21

Role of T.V. advertisement to remember brand name of product

descriptions	no. of respondents	percentage
Ad help to remember	52	86.67
Ad do not help to remember	8	13.33
Total	60	100

Source: Field Survey-2010

The above table shows the data related to the role of T.V. advertisement to remember brand name of product. When the respondents are asked that T.V. advertisement help them to remember the brand name of advertised product most of the respondents i.e. 86.67% accept that advertisement helps them to remember the brand name of the product. Only 13.33% answered that advertisement does not help them to remember the brand name.

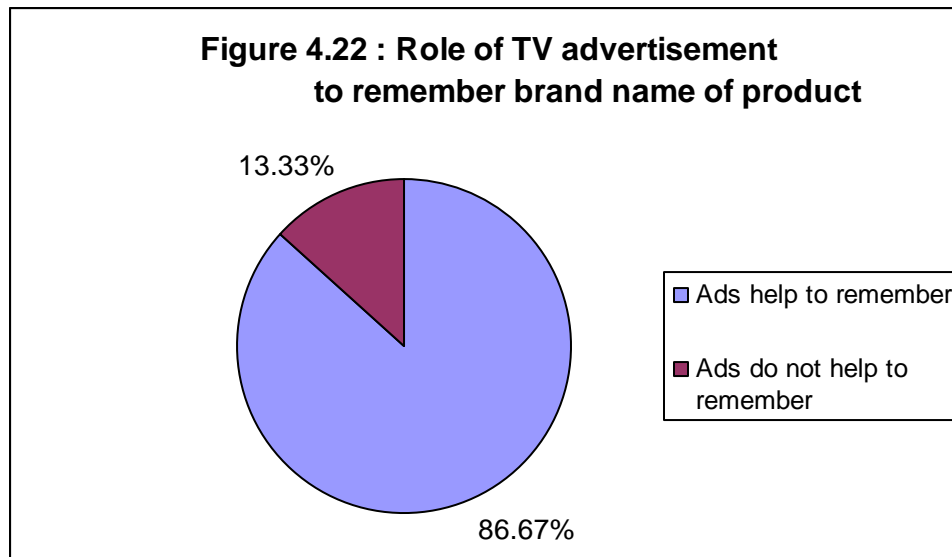


Table 4.22

Increment of price of product due to advertisement

Opinions	no. of respondents	percentage
Yes	8	13.33
No	48	80
Do not know	4	6.67
Total	60	100

Source: Field Survey-2010

The above table reveals respondents opinion about the advertised product and increment of price due to advertisement. To find out the opinion of the people respondents are asked that they think that the price of the advertised good will be higher than the price of non advertised product. Out of total respondents 80% respondents replied that the price of advertised goods is not more than that of the not advertised goods. Only 13.33% said that the price will be more in case of advertised goods as compared to not advertised product. Remaining 6.67% percents respondents said that they

have no idea about the questions and they replied that they don't know whether the price will be increased or not.

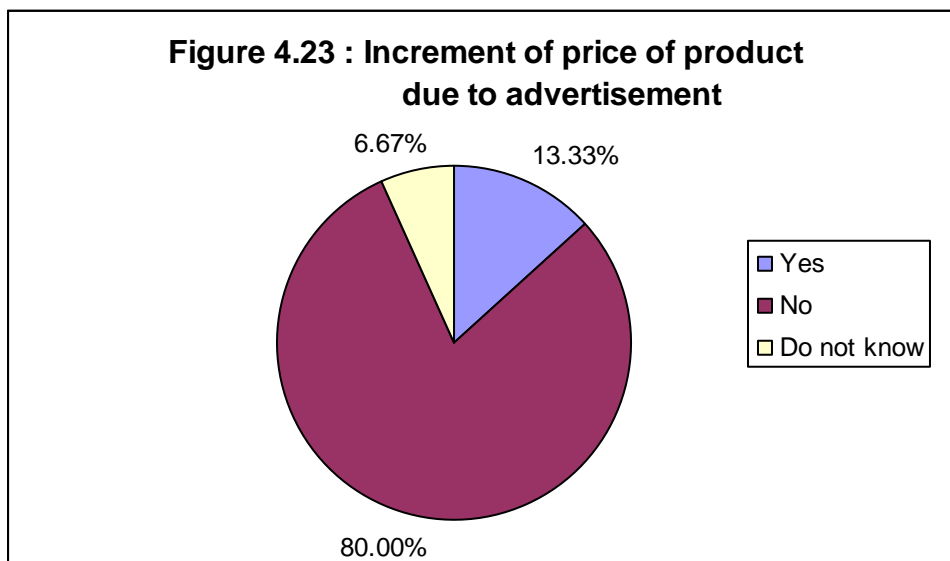


Table 4.23

Quality of advertised and non advertised product

Opinions	no. of respondents	percentage
Yes	2	3.33
No	46	76.67
Do not know	12	20
Total	60	100

Source: Field Survey-2010

The table 4.23 shows the respondents' opinion about the quality of advertised and not advertised products. In the question do you believe that the quality of advertised product is not good as that of the not advertised one, most of the respondents replied no. Among the respondents 76.67% said they don't think that the quality of advertised product is worse than not advertised one. Another 3.33% answered yes and said that the quality of not advertised goods is better than advertised product. Remaining 20% said that

they don't know about the difference in quality of advertised and not advertised goods.

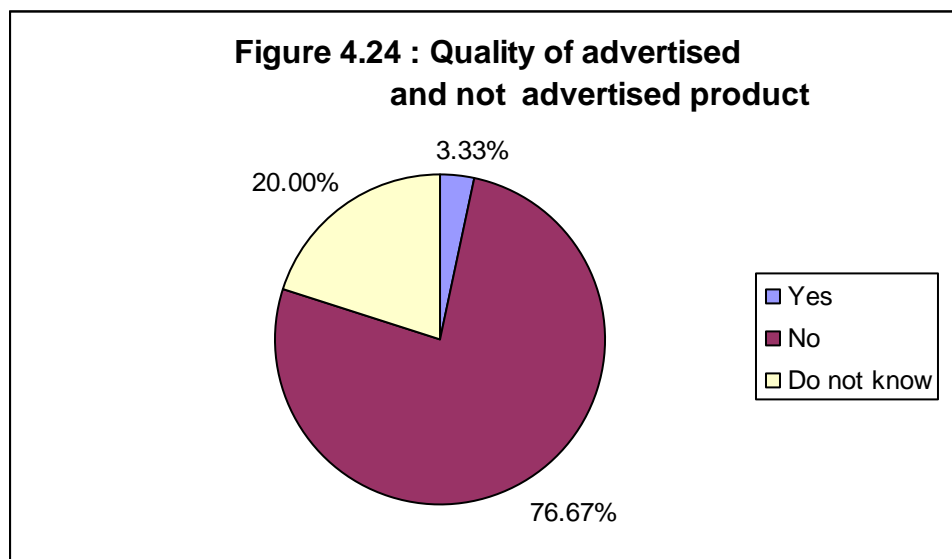


Table 4.24

Best media for advertisement of product

Opinions	no. of respondents	percentage
T.V.	39	65
Radio	17	28.33
Print media	3	5
Hoarding board	1	1.67
Total	60	100

Source: Field Survey-2010

The above table represents the opinion of the respondents about the best medium for the advertisement of product. Among the respondents 65 % choose T.V. as the best medium for advertisement of a product. Remaining 28.33% said that radio is the best and another 5% respondents select print media. Only 1.67% answered in favor of hoarding board. Thus it is obvious

from the above data that television is the best and preferred medium for advertisement in urban areas of Nepal.

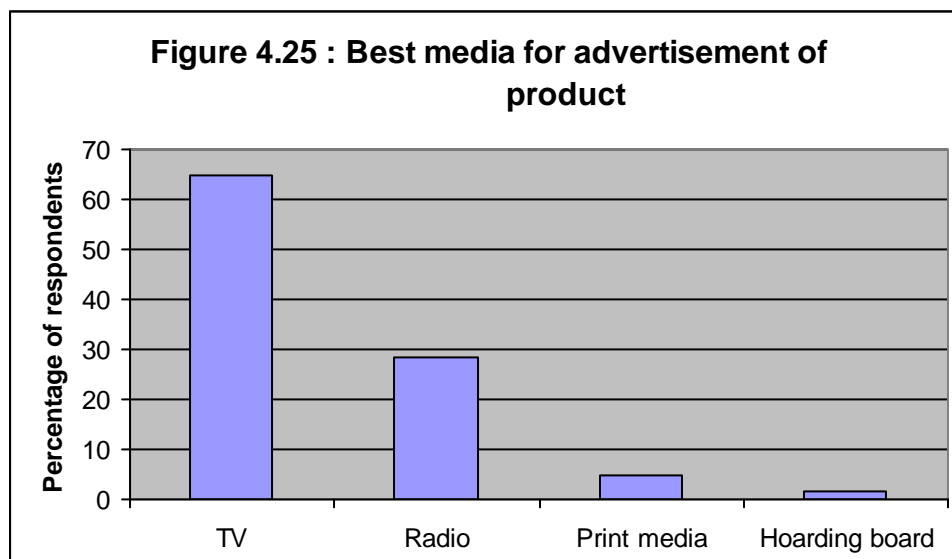


Table 4.25

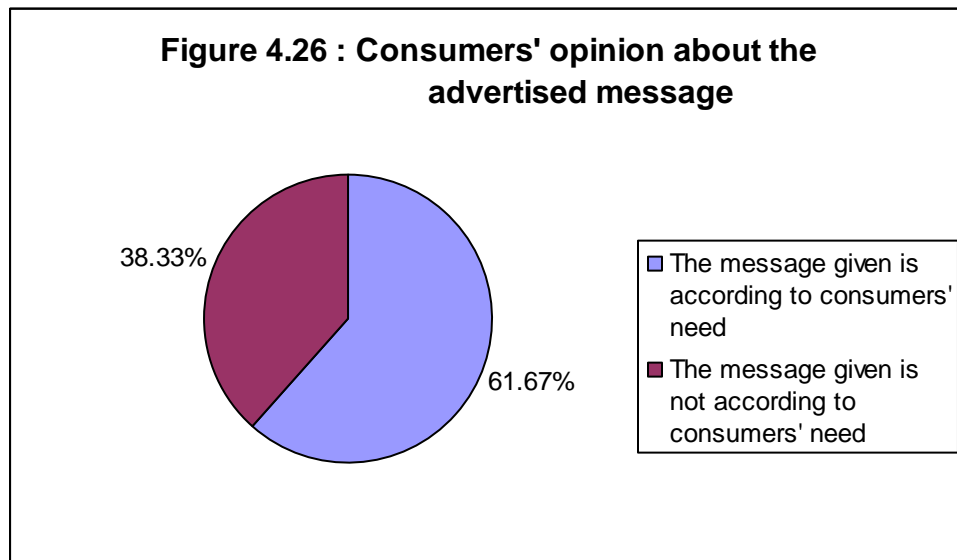
Consumers' opinion about the advertised message

Opinions	no. of respondents	percentage
Message is according to consumers' need	37	61.67
Message is not according to consumers' need	23	38.33
Total	60	100

Source: Field Survey-2010

The above table shows the opinion of respondents regarding the message conveyed through T.V. advertisement. When the respondents are asked that you think that most of the advertisements you watch on T.V. communicate the exact message that you need. Among the respondents 61% said that the message given in T.V. advertisement is according to consumers'

need. Rest 38.33% people replied that the message given is not according to consumers' need and they added that many advertised of these days are difficult to understand. The responses are also shown in the following pie chart.



CHAPTER-V

SUMMARY, CONCLUSIONS AND RECOMMENDATION

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

5.1. Summary

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

Marketing depends heavily on an effective communication flow between the company and the consumer. Manufacturing a product and making it available on the market is only a part of the company job. It is equally important or perhaps more important to make it known to the consumer about the product. For the popularization of product advertising is necessary and for the advertising mass communication is essential. Among the mass communication media television is the most influential medium. It is also the most popular and preferred medium among all age group of people. So advertising through television is highly effective that leads the consumers to the market to buy the advertised product.

For effective promotion, ads must reach specific target customers. Unfortunately, not all potential customers read all newspapers, magazines, or other printed media or listen to all radio and watch all T.V. programs so not all media are equally effective. But from this study it is found that most of the people of urban areas prefer to watch television so we can say that television advertising can motivate the consumers to purchase the advertised product.

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

Various research works are done by many researchers, business organizations to find out how to make an effective advertisement but many of them are from the perspective of the advertisers. But this study "Advertising Through Television: Impact On Consumer Behaviour In Urban Areas" has aimed to study the advertising from consumers' perspective. It tries to find out how they feel, interpret and react to the television advertisement and how their buying behaviour is affected? This study is able to reveals the choice of diverse groups of consumers regarding the different types of T.V. ads so the study can be helpful to the advertiser or marketers for formulating the advertising campaign.

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

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

- 1) Among the total people under the study 78.33 % of respondents are habitual of watching T.V. ad remaining 21.67% respondents generally do not watch television advertisements. Among male respondents 77.14% people watch T.V. ads while in the female respondents 80% females are habitual of watching the T.V. ads. (Table-4.1, 4.2)
- 2) Major percentage i.e. 51.67% of respondents prefer funny ads in T.V., remaining 21.67 %, 16.66 % and 10% respondents like musical, all types and simple types of ads respectively. (Table-4.3)
- 3) The study shows that majority (50%) of respondents below 16 years of old like musical ads. where as most of the people of 16-25, 26-35 and 36-45 years old prefer funny ads, the percentage of their preference are 57.15%, 76.93%, 54.54% and 33.33 % respectively. 33.33% of people above 45 years old prefer funny ads where as other 33.33% like all types of ads. (Table-4.4)
- 4) Majority of respondents of education below S.L.C. prefer musical ads which is 37.5% and other 31.25% like funny ads in T.V. Majority of the people having education level S.L.C, intermediate, bachelor and post graduate want to view funny ads in T.V. and the percentage of their preference are 47.05%, 50%, 70% and 85.71% respectively. Post graduates do not like musical ads in television.(Table-4.5)
- 5) Majority of male respondents i.e. 65.71% prefer funny ads. Majority of female respondents like musical ads followed by funny ads, the percentage of their choices are 36% and 32% respectively.(Table-4.6)
- 6) The study shows that majority (51.67%) of people under study try to know what the ads want to say when ads appear in their T.V. Only 18.33% feel curious by watching the ad and 13.33% just watch the ads without any interest or reaction. But 16.67% respondents change the

- channel when ads appear in T.V. The habit of turning off the T.V. due to broadcast of ads is not found among any respondent.(Table-4.7)
- 7) The majority (50%) of `people under 16 years age just watch the ads without any interest, 40% of them change the channel if ads appears in T.V. Nobody feel curious about the ad in this group. Most of the respondents of 16-25, 26-35 and 36-45 and above 45 years old try to know what the ads want to convey and their percentage are 50%, 53.85%, 54.55% and 83.34% respectively.(Table-4.8)
 - 8) 6.25%, 17.65%, 40%, 20% and 14.29% of people below S.L.C., S.L.C., intermediate, bachelor and post graduate level respectively feel curious by watching the ads. But majority of them try to know what the ads want to say, their percentage are 43.75%, 70.59%, 40%, 50%, 42.86% respectively.(Table-4.9)
 - 9) In the study 64% female and 42.86% male try to know what the ad wants to say. Other 16% female and 20% male feel curious about the ad. The habit of changing of channel is found more in male (20%) than in female (12%). (Table-4.10)
 - 10) The majority of people i.e. 56.67% buy the product only when they need where as 6.67% percent buy the product because ads induce them to buy. Remaining 36.67% people buy the product because of both the reason i.e. needs and impact of advertisement. (Table-4.11)
 - 11) The study shows that 85% of people under study buy the product which is regularly advertised remaining 15% prefer to buy the product which is not advertised. (Table-4.12).
 - 12) 58.33% of respondents said that repetition of television ads attract their attention towards the product while 41.67 % said that repetition of ad doesn't draw their attention. (Table-4.13)
 - 13) Majority (80%) of respondents believe that ads haven't deceived them where are 20% think that they are misinformed by the ad. (Table-4.14)

- 14) Majority (51.67%) of respondents seek for more information regarding the advertised product and feel that the information conveyed through the present T.V. ad is insufficient where as remaining 48.33% are satisfied with what they receive. (Table-4.15)
- 15) Most of the people evaluated television advertisement as satisfactory which is 36.66% and other 31.67% respondents feels attractive, 20% people feel boring too. Only 11.67 percent respondents said that the present T.V. ads are genuine. (Table-4.16)
- 16) Majority (51.67%) of people are inclined to buy the product by watching the ads. Among the respondents 15% feel highly inclined towards the advertised product. But there are some consumers who are indifferent to the ads, the percentage of them are 25% and other 8.33% are totally indifferent towards the advertised product. (Table-4.17)
- 17) If the price and quality of both the advertised and not advertised product are same then most of the people i.e. 91.67% buy the advertised product where as 8.33 % buy the product which is not advertised. (Table-4.18)
- 18) Majority (65%) of consumers said that the ad shown on T.V. make them curious about the product. (Table-4.19)
- 19) Majority i.e. 81.67% of respondents are persuaded by T.V. ad to buy the advertised product. The remaining 18.33% said that they are not influenced by the advertisement to buy the product. (Table-4.20)
- 20) Majority (86.67%) of people in the study accepted that advertised helps them to remember the brand name where as 13.33% said that ad doesn't help them to remember brand name of a product. (Table-4.21)
- 21) Most (80%) of the respondents do not think that advertised product will have higher price than not advertised one. Other 13.33% said that price will be higher in case of advertised product. Remaining 6.67% said that they have no idea about this. (Table-4.22)

- 22) Majority (76.67%) of consumer do not find any difference in quality of advertised and not advertised product. But 3.33% believe that the quality of advertised product is not as good as not advertised one. Remaining 20% said they don't know whether quality of advertised and not advertised product have difference or not. (Table-4.23)
- 23) Majority i.e. 65% people said that television is the best medium for advertisement. Remaining 28.33% have chosen radio, 5% and 1.67% have chosen print media and hoarding board respectively as the best medium of advertisement. (Table-4.24)
- 24) 61.67% feels that the message of T.V. ad is according to consumers' need, others 38.33% respondents think that they are not. (Table-4.25)

5.2 Conclusions

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

- 1) From the study the types of television advertisements preferred by urban consumer is found out.
 - i) Among different types of T.V. advertisement, majority of people prefer funny type of advertisement.
 - ii) Respondents below 16 years old like musical ads more than other types of ad. But majority people of age above 16 up to 45 years old prefer to funny type of T.V. ads. Majority of respondents above 45 years old like to watch funny ad in T.V. but same percentage of respondents belonging to this age group do not have any specific choice, they like to view all types of ad displayed in television.
 - iii) Most of the people having education below S.L.C. level prefer musical ads but major percentage of people with education background S.L.C., intermediate, bachelor and post graduate like funny ads the most.
 - iv) Among the types of advertisement female prefer musical advertisement more than other types but male like funny ads the most.

- 2) It is found out from the research about how different group of people in urban areas perceive and react about the T.V. advertisement.
- i) Among the respondents majority of people try to know what the ad wants to say.
 - ii) Majority of respondents of age below 16 years old just watch the advertisement without any attention about the message conveyed through the ad. No one feels curious about the ad in this group and the habit of changing the channel is also common in them.
 - iii) When the ad appears in the television most of the people of age above 16 years old try to know what the ad wants to say.
 - iv) Majority of the respondents of age group 16-25 and 26-35 try to know what the advertisement wants to say, among this group second major percent of respondents are curious about the ad also.
 - v) Nobody turn off the T.V. when ad appears in T.V.
 - vi) Majority of respondents belonging to education level below S.L.C. try to know what the ad wants to say but in this education group there are some respondents who just watch the advertisement without any interest and some of them change the channel when advertisement displayed in the T.V. They are in second and third highest proportion in the group respectively. Only few percentages of people are curious about ad in this group.
 - vii) Most of the respondents having intermediate level of education background are seemed to be curious about the advertisement and also same percent of them try to know what the ad is about.
 - viii) Respondents having S.L.C., bachelor and post graduate level of education mostly try to know what the about is about.
 - ix) Females are more conscious about the T.V. advertising.

- 3) From the study the effectiveness of T.V. advertising and its impact on the buying habit of the consumer of urban areas are analyzed.
- i) Majority of people watch television advertisement.
 - ii) Female have the habit of watching T.V. ads more than male.
 - iii) Majority of people buy the product only when they need but few buy purchase it because ad tempts them to buy. There are also some consumers who buy the product because of both the reason i.e. influence of advertisement as well as their requirement.
 - iv) People prefer to buy the product which is regularly advertised than the product which is not advertised.
 - v) Response towards advertising believability is satisfactory. Majority of people believe that T.V. advertisement doesn't deceive but still there are some people have doubt about the misguidance of the advertisement.
 - vi) Repetition of advertisement attracts majority of consumers' attention towards the product. Consumers are more likely to remember the advertised product if the advertisement is repeated more often i.e. product is frequently advertised.
 - vii) The information conveyed through the present T.V. advertisements is insufficient because majority of people seek for more information regarding the advertised product.
 - viii) Most of the people said that the present T.V. ads are satisfactory only and some people feel boring also. An advertisement best work only when viewers feel that they are genuine and attractive.
 - ix) Television ads are capable to induce curiosity among the consumers towards the product but the study shows that advertisers have to work harder to increase consumers' curiosity towards advertised product.
 - x) Television ads have positive influence on the buying habits of consumer and persuade them to buy the advertised product.

- xi) It is found that advertised helps the consumer to remember the brand name.
- xii) Majority of consumer do not think that advertised product will have higher price than not advertised one.
- xiii) Similarly majority of consumer do not find any difference in quality of advertised and not advertised product.
- xiv) Most of consumer feels that the message in the T.V. ads is according to consumers' need but some people think that they are not. So the message should be easy to understand focused on the product.
- xv) From the view of consumer also television is the best medium for the advertisement of a product. It is also found from the study that television is the most influential medium of advertising.

In conclusion, television is one of the most popular medium of advertising in the urban area of Nepal. Consumers have positive attitude towards the television advertising. In the present study it is found that most of the consumers prefer to watch T.V. ads and also the ad is able to drag the consumer up to the market to buy the advertised commodity.

We can say that consumers buying behaviour is highly influenced by the advertising. All commercials economic activity is directed towards the satisfaction of consumers wants and needs, an understanding of consumer, their habits, their preference, their background the force that motivate them should be kept in the primary importance by the marketers and advertisers.

5.3 Recommendation

Today's customers are harder to please. They are smarter, more price conscious, more demanding and less forgiving and approached by more competitors with equal better offer. In order to please and persuade today's customers advertising should be of interest to the viewers and audience. Television advertising can work best than other means of advertising to draw consumers' attention.

It is found that different age, group of people have different choice and interpretation regarding the presentation of T.V. ads so the advertiser have to consider about the interest, feelings of the consumers for effective advertising.

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

- 1) The study shows that majority of the respondents of different age group and educational background prefers funny advertisement on T.V. so to attract consumers' attention advertisers should made funny types of ads. Use of humour in advertising certainly attracts attention of the viewers. It is also observed from the study that majority of people below S.L.C. level of education and below 16 years old like musical ads. Thus if the target consumers are of these group musical ad is more effective.
- 2) Most of respondents of age below 16 years old just watch the advertisement. Nobody feels curious about the ad in this group and the habit of changing the channel is also prevalent in them. Thus for a child product the ad should be child oriented to attract their attention.
- 3) It is found that majority of male prefer funny ads but females prefer musical ads so if the product is advertised only to attract female consumer the advertiser should make their ads in the musical form.
- 4) The study shows that high percentage of people prefers regularly advertised product than non advertised one. It is also true that without advertising, there is no business at all in the present global age of marketing so advertising should be widely used by the business organization in order to increase their sales.
- 5) It is found from this research that most of the people buy the product only when they need. Only few percentages of respondents said that they buy the product because ads induce them to buy. Advertiser should

try to create the necessity of the product and in order to persuade more consumers the ads should be of interest to them.

- 6) Most of respondents said that ads have not deceived them but still there are some people who believe that ads deceive them. Deceiving and misleading ad has negative impact on consumers so to win consumers believe the advertiser should be conscious on quality of product and the ad should reveal the true aspect of the product only without deceiving the consumer to retain them for the future also.
- 7) It is shown from the research that respondents are willing to get additional information concerning the various aspects of the products. So producer and advertiser should deliver sufficient information so as to make the product more familiar and acceptable to the consumer.
- 8) In this study majority of consumer categorized the T.V. ads as satisfactory. Only a few people placed them in genuine and some feel bored by watching the ads. Thus, it is essential to the advertiser to make their advertisement genuine.
- 9) Advertising strategy should be made on the basis of target consumers.
- 10) It is essential to gather consumers' opinion on the ad's content to implement particular advertising strategies so advertisers are recommended to conduct research from time to time to have proper understanding of consumers' view regarding advertising.
- 11) Television is the most popular mass medium in the urban areas of Nepal. Thus advertising through the television have more impact on consumers than other media since it is family medium and T.V. ads carry sight, colour, sound, and motion together. Thus choosing television as the major advertising media is the best option for the business organization, advertisers etc. in order to influence consumers' behaviour.

BIBLIOGRAPHY

Books

- Agrawal, Govinda Ram, *Marketing Management in Nepal*, Kathmandu, M.K. Publisher and Distributors, 2000.
- Ahuja, B.N. and Chhabra S.S., *Advertising*, New Delhi, Surget Publication, 2/e, 1995.
- Chunawalla, S.A. and Sethia K.C., *Foundation of Advertising: Theory and Practice*, Mumbai, Himalaya publishing house, 4th revised edition, 1998.
- Jefkins, Frank, *Advertising*, New Delhi, MC Millan India Ltd., 3/e 1999
- Kotler, Philip, *Marketing Management*, New Delhi, Prentice Hall of India, Millenium Edition, 2000.
- Kothari, C.R., *Research Methodology: Methods and Techniques*, Wishwa Prakashan, New Delhi, 2/e, 2000
- McCarthy, E.Jerome and Perreault, Jn, William D., *Basic Marketing: A Management Approach*, Universal Book Stall, New Delhi, 9/e, 1988
- Lee Monle and Johnson, Carla, *Principles of Advertising*, Viva Books, New Delhi, 2003
- Schwartz, David J. *Marketing Today, a basic approach*, Harcourt Brace Jovanovich, Inc., USA, 2/e, 1977
- Schiffman, Leon G. and Kanuk, Leslie-Lazar, *Consumer Behaviour*, New Delhi, Prentice-Hall of India (Pvt.) Ltd., 6/e, 1997.
- Kazmi, S.H.H. and Satish, K.B *Advertising and Sales Promotion*, 2/e Excel Books, New Delhi
- Sontakki, C.N., *Advertising*, New Delhi, Kalyani Publishers, 1/ed 1989.
- Stanton, Willian J., *Fundamental of Marketing*, New York, Mc Graw Hill, 5/e1985.

Dissertations

Dahal, Kanchan "*Effect of advertising on buyers' behaviour*" degree dissertation, submitted to Office of the Dean, Faculty of Management, P.G. Campus Biratnagar, T.U., 2008

K.C., Narendra Kumar "*Advertising through electronic and non-electronic media and impact on consumer behaviour*" degree dissertation, submitted to Office of the Dean, Faculty of Management, P.G. Campus Biratnagar T.U., 2008

Rijal, Arjun, "*Advertisement impact on brand choice of convenience goods*", degree dissertation, submitted to Office of the Dean, Faculty of Management, P.G. Campus Biratnagar , T. U., 2007

Encyclopedia D.V.D.

Encyclopedia Britannica. Ultimate Reference Suite. Chicago: Encyclopedia Britannica, 2009

Encyclopedia Encarta, Microsoft® Student 2008 [DVD]. Redmond, WA: Microsoft Corporation, 2007, Microsoft ® Encarta ® 2008.

Web site

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

QUESTIONNAIRE

Advertising through Television: Impact on Consumer Behaviour in Urban Areas

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

8. If any advertisement interests you what do you do?
- I) You look for further information what is advertised []
- II) What you received is enough. []
9. How do you separate most of the T.V. advertisement?
- I) Genuine [] II) Attractive []
- III) Satisfactory [] IV) Boring []
10. Do you feel inclined to buy when you watch any advertisement on T.V.?
- I) Highly inclined [] II) Inclined []
- III) Indifferent [] IV) Highly indifferent []
11. If there is same type of products in market in terms of quality and price which one do you buy?
- I) Advertised one []
- II) Non advertised []
12. Does advertisement on T.V. generate curiousness about the product?
- I) Yes []
- II) No []
13. Have you brought any product after getting information from advertisement?
- I) Yes []
- II) No []
14. Does advertisement help you to remember brand name of product?
- I) Yes []
- II) No []
15. Do you think that the price of the advertised good will be higher than the price of non advertised product?
- I) Yes []
- II) No []
- III) Don't know []

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

I) Yes []

II) No []

III) Don't know []

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

I) Television []

II) Radio []

III) Print media []

IV) Hoarding board []

18. Do you think that most of the advertisements you watch on T.V. communicate the exact message that you need?

I) Yes []

II) No []

Profile of the respondent

a) Name of respondent:

b) Which of these categories best describes your age?

i) Below 16 []

ii) 16-25 years of age []

iii) 26-35 years age []

iv) 36 -45 []

v) 46 or above []

c) Which of these categories best describes your education background?

i) Below S.L.C. []

ii) S.L.C. []

iii) Intermediate []

iv) Graduate []

v) Post graduate []