

CHAPTER - I

INTRODUCTION

1.1 Background of the Study

Financial and business activities play a role of catalyst in the process of economic development of a country. Industrialization is key factor in the process of economic development and its importance as a means of achieving economic growth and prosperity has long been recognized in the economic literature. Different types of industries are producing different products to fulfill the diverse needs of the consumers. Production of goods and services only, does not guarantee success in business world. When the goods have been produced, people must be communicated about the products and persuade them for their acceptance. People do not accept the product unless they realize about the benefits from the usage of the products. This offering of the products or services to the consumers is only possible through promotion. Promotion is not a single activity but a series of activities. Advertising is one of the most important activity of promotion and it is also the very important aspect of marketing programme.

“The term advertising is derived from the origin Latin word ‘advertoe’ which means to turn the attention.” Every piece of advertising turns the attention of the readers, listeners or the viewers toward a product, a service or an idea. Therefore, it can be said that anything that turns, the attention about a service, an idea might well be called advertising.

Advertising is a major form of promotion in international as well as domestic marketing. People generally buy a product only after knowing about it. That is why; advertising plays a vital role in marketing especially in purchasing and providing information to a large number of scattered mass in different regions of the country. Advertising is a tool of the mass selling and an indispensable medium.

It can bring the message to millions of people at the same time, while it is not so in case of personal selling, store display etc.

The task of circulating special message or information about some products or services to the general public or certain group of people is called advertising. It draws attention of somebody towards something. This type of information or message is communicated to create demand for the products or services produced for sale. Mostly, sales department makes advertising. Attractive figure, language, style, color, model, photo, cartoon, etc. are used for advertising any product. So, advertisement is said as 'an art of motivation.' Such advertisement plays an important role in business world.

Advertising is one of the ways of promoting products, services and ideas among various ways. It influences consumer attitude and purchase behavior in a variety of consolidated manner. The main purpose of advertising is to persuade the consumer to buy the products and services and increase of productivity, increases sales and profit, minimizes sale and distribution cost and heightens the reputation and goodwill of the company. The other purposes can be to inform the consumer about the products availability, features, use etc. Sales do not occur automatically but has to be pushed towards the consumers through the use of different tools of the promotional blend like advertising.

Advertising is used by different organizations in different ways. A large company set up its own advertising department whose job is to develop the total budget, help develop advertising strategy, select media approve advertising agency. However, most companies use an outside advertising agency to help them create advertising campaigns and to select and purchase media.

Advertising has multiple objectives and roles in persuading the consumers. It is essential to manufactures, whole-seller, and even to the retailer and it assist to excel the sale of products and services. Many specific communication and sales objects can assigned to advertising. The degree of effectiveness of advertising is determined by the satisfaction of consumer. The objectives of advertising can be

classified with respect to its aim as informing, persuading and reminding. It is made according to the product life cycle, if the product is in introduction phase, optimal advertising is to inform and if the product is in maturity phase then persuading advertisement is optimal.

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

Advertising is the means by which we make known what we have to sell or what we want to buy. (Jefkins, 1985\14)

Many important decisions have to be made before undertaking the advertising program. It is certainly one of the most important complex decision areas facing business executives. Crucial decision areas in developing advertising program include setting the advertising objectives, deciding on the advertising message, deciding on the media and evaluating the effectiveness of advertising.

Media are the instruments or the way through which the advertisement messages are put before the public. Various types of advertising media are active in the sector. Precaution should be kept in mind to choose right means otherwise even the most excellent advertising ideas will be result less if they are not supplied through the right media to the right readers, viewers, listeners or passers-by.

Though the experience of advertising in Nepal is quite short as compared to other developed countries around the globe, but even in this short duration of time, it has had a remarkable growth. The reason behind such a vertical growth is that the firms understood the importance of the advertising. Similarly, there has been a fierce competition in the product line too, so advertising has given a best alternative for these business firms position their products in upper hand strategically in the market place.

Consumers are the king in marketing. They are the decision maker to buy or not to buy the products and services. Consumer behavior is the attitude, feeling, perceptions, norms and values of the consumers towards the products and services.

It indicates the consumer response of any particular brand form and services. Consumer behavior can be defined as the process where the individuals decide whether, what, when where, how and from whom to purchase goods and services. A consumer buying behavior is influenced by economic, cultural, social, personal and psychological factors.

Economic Factors: Buying decision of consumer's are directly or indirectly influenced by economic factor. That is, level of income, liquid assets, savings, attitude towards spending and economic conditions.

Cultural Factors: Culture, sub culture and social class are particularly important in buying behavior. Culture is the fundamental department of a person's wants and behavior. The growing child acquires a set of values, perceptions, preferences and behaviors through his or her family and other key institutions.

Social Factors: In addition to cultural factor's, a consumers behavior is influenced by such social factors as reference groups, family and social roles and statuses.

Personal Factors: Buyer's decision are also influenced by personal characteristics. These include the buyers age and stage in the life cycle, occupation, economic circumstances, lifestyle, and personality and self concept.

Psychological Factors: A person's buying choices are influenced by four major psychological factors - motivation, perception, learning and beliefs & attitudes.

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

1.2 Impact of Consumer Behavior

Why should managers, advertisers and other marketing professionals bother to learn about consumer behavior? Very simply, understanding consumer behavior is good business. The basic marketing concept states that firms exist to satisfy needs. Marketers can only satisfy these needs to the extent that they understand the consumers who will use the products and services they are trying to sell.

Consumer response is the ultimate test of whether a marketing strategy will succeed. Thus, a marketer should incorporate knowledge about consumers into every facet of a successful marketing plan. Data about consumers help organizations to define the market and identify threats to and opportunities for a brand. And, in the wild and wacky world of marketing, nothing is forever - this knowledge also helps to ensure that the product continues to appeal to its core market. (Soloman 2011\9)

As our society evolves from a mass culture where many consumers share the same preferences to a diverse one where we have almost an infinite number of choices, it's more important than ever to identify distinct market segments and develop specialized messages and products for those groups.

Many of the important demographic variables that make consumers the same or different from others. We consider other important characteristics that are a bit more subtle, such as differences in consumers' personalities and tastes that we can't objectively measure yet may be tremendously important in influencing product choices.

Consumers of different age groups obviously have very different needs and wants. Although people who belong to the same age group differ in many other ways, they do tend to share a set of values and common cultural experiences that they carry throughout life. Likewise, genders also influence the marketing strategy. We start to make gender distinctions at a very early age - even diapers come in pink

versions for girls and blue for boys. Many products are made to target either men or women.

A person's family and marital status is yet another important demographic variable because this has such a big effect on consumers' spending priorities. Not surprisingly, young bachelors and newlyweds are the most likely to go to bars, concerts and movies and consume alcohol. Families with young children are big purchasers of health foods and fruit juices, whereas single-parent households and those with older children buy more junk food. Older couples and bachelors are most likely to use home maintenance services.

People who belong to the same social class are approximately equal in terms of their incomes and social standing in the community. They work in roughly similar occupations and they tend to have similar tastes in music, clothing, leisure activities and art. They also tend to socialize with one another, and they share many ideas and values regarding the way one's life should be lived. The distribution of wealth is of great interest to marketers because it determines which groups have the greatest buying power and market potential.

Consumers also have very different lifestyles, even if they share other demographic characteristics such as gender or age. The way we feel about ourselves, the things we value, the things we like to do in our spare time - all of these factors help to determine which products will push our buttons or even those that make us feel better.

Marketers carefully define customer segments and listen to people in their markets as never before. Many of them now realize that a key to success is building relationship between brands and customers that will last a lifetime. Marketers who believe in this philosophy, called relationship marketing, interact with customers on a regular basis and give them reasons to maintain a bond with the company over time. (Soloman 2011\14)

1.3 Statement of the Study

In the present day situation advertising is a compulsion to any business organization because of high competition and sophistication. Advertising plays a vital role in promotion efforts by familiarizing, awaring, informing and influence the consumers to buy the products and helps them in buying decision. In developed countries huge expenditure is made on it, and a market without it is unimaginable. However, in the countries like Nepal, where the development of market is still at preliminary stage, the role of advertising is still limited. In fact, advertising in Nepal is still at beginning stage and the patterns and methods being used are ordinary in nature. In addition, there are several constraints such as undeveloped media and apathy of consumers towards it.

It is very necessary to find out the effect of the advertisement on the consumer behavior so that the sale rate of commodity is increased. The more effective the advertisement the more selling takes place. Furthermore the effect of the advertisement differs from the types of the consumer. It is also necessary to know what types of consumer are expected to by the particular types of commodity. All these things should taken into account to increase the interest of advertisement.

Advertising has become an integral part of the budget. Business organizations always measure cost benefits in relation to their investments. If the advertisement programs do not give any benefits to the organization, then it is better to eliminate the whole program.

In Nepal, the advertisers are advertising their products without considering the consumer behavior. They do not consider about the consumers' desire, regarding advertising and effect of advertising on buying attitudes of consumer, this is why the advertisement fails to increase the goodwill of products among customers.

An effective advertising program is that which can accomplish the assigned promotional task. Advertising by its definition, is persuasive communication and

its objective is to turn the potential buyers into the actual one. Advertising should add to the marketability of the product.

1.4 Objective of the Study

The main objectives of this media are to identify effective media among electronic and non-electronic, depending on consumer's preference and media habit. However, main objective are:

1. To analyze the role of advertising in Nepalese market.
2. To evaluate the impact of advertisement on consumer buying behavior.
3. To know the impact of advertising on sales.
4. Do consumers give more importance to advertising rather than any other promotional tools while making selection decision ?

1.5 Significance of the Study

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

It is hard to make sale of products and services without advertising. Advertising is essential to inform, persuade and remind to the consumers. Various media are used by the company. Every year many manufacturing, and trading organizations have been investing millions rupees only for advertising of their products. Unfortunately a proper research regarding advertising media has not been properly analyzed and evaluate. So this thesis is also important for the researcher because it is the

requirement of Central Department of Management to completed M.B.S. and it may prove a literature to the further researchers to conduct the researches relating to this aspect.

1.6 Limitations of the Study

Although pious efforts have been made to research the objectives of the study, the following limitations can not be ignored.

1. This study covers only impact of advertising on consumer buying behavior.
2. The study is based on the primary data.
3. The field survey is confined to the Kathmandu Valley so it may not be reflecting the exact case of whole Nepalese population.
4. Because of lack of research in this topic, the secondary data are limited within few research.
5. This research has completed in a short time span and money to complete as requirement of masters degree.

1.7 Organization of the Study

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

The second chapter is the review of literature which includes theoretical concepts of advertising. In this concept of advertising the matter presented is the definition of adverting, the historical background, various advertising media available in Nepal, present advertising situation, the overview of previous related thesis etc.

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

The fourth chapter is the analysis and interpretation of data deals with the issues identified in the introduction. What has been analyzed, how it has been analyzed, and what has been found are the concerns of this chapter. This chapter deals mainly with the issues in the light of the theoretical perspectives.

The last chapter consists of summary, major findings, conclusions and recommendation. Besides these chapters, bibliography and appendices have also been affixed at the end.

CHAPTER - II

THE REVIEW OF LITERATURE

2.1 History of Advertising

Though advertising, in its present form, is the product of the current century, as a business force it is not a new tool. It has the longest history taking us back to the history of mankind and human civilization. Though we fail to answer the question as to the exact age of advertising, it can be said that advertising began the moment the man discovered the art of communication. Historical document and archaeological researches have confirmed the existence of advertising in the ancient times. Advertising by 'word' of mouth is probably earliest form of advertising because oral skills were developed will before reading and writing did. Advertising was given the commercial status the day he entered in to the process of exchange (C.N. Sontakki, 1999).

Advertising has a more important position in the United States than anywhere else. Great Britain is the second, and non-English speaking nations are poor in the field of advertising. The knowledge of psychology and art of printing were not developed. Hence in old days, advertising was more passive and extremely limited in its scope. The earliest forms were sign board and writing on the all of prominent buildings. Shouting loudly the price and description of the article to be sold was the only method of attracting public attentions. The effect of the old type of advertising was not so active and dynamic as it is today, with the publication of newspaper and development of the modern technique of printing, a new era dawn for advertising, which now became more colorful and attractive. The popularity of this art was delayed till education made progress and the reading habit had made sufficient progress. The means of communications had to be developed before advertising over a wide area could become possible. Modern advertising is a product of industrial revolution of the nineteenth century. Before transportation and communications were developed, means of public expression were limited.

But the desire to broadcast ideas was always there, although yearly attempts to influence the action of his fellows go back to the beginning of the recorded history (Coller's Encyclopedia, 1957). The industrial revolution had secured a tremendous change in marketing, manufacturing of printing machines made possible the selection of suitable type to tender effective appearance to advertisement.

During the 16th century, the newspapers were the largest among the print, and these newspapers were in the form of newsletters. The first news letter was started in 1622 in England later half on the 16th century witnessed newspapers in the form of news books and by the middle of the 17th century there were special advertising periodicals. By 1675, newspapers were well-established in England undertaking advertising on a regular basis (C.N. Sontakki, 1999).

The age-old principle of "Cavet Empotor" ruled the transactions and the advertising that was stored to was untruthful. That is why, the people did not believe totally in the advertisement message given. Buyers were cautious and diligent in buying the goods so advertised. The 19th century was marked by a new friend of brand advertising. Magazines both weekly a monthly-started catching the imaginations of the people by the popularizing the brads. This is the period that welcomed windows and counter displays (Exhibitions and trade fairs, C.N. Sontakki, 1999).

Up to the First World War, the newspaper and magazines were considered as the principal media of advertising. In the period of great depression, that ensued after the first Great war there started a keen competition among the manufactures in inducing them, on the one hand, to generate internal economics and on the other hand, to seek newer methods of developing markets. Many new forms of advertising came into use in this period. Advertising was developed on scientific lines, and widespread use was made of modern photography and art printing. The most typical development was through cinema slides and electric signs. Increasing attention and interest in this direction gave rise to a class of advertising exports and specialists in the technique to advice business man in respect of their publicity

programmes. Phenomenal sums of money were spent in both the purchases of advertising space and developing suitable advertising medium. The progress was accelerated by modernization of the newspapers with enormous circulation, often by political and social consciousness growing among the people. Every opportunity was used for advertising purpose. Desire and illustration were used to give life effect to an advertising message, and efforts were made to make it aesthetically pleasing.

During the Second World War people were informed of war developments through shorts films, and thus, a field of advertising was developed. Today big and reputed firms carry on the propaganda for their products by meeting their audience in cinema houses. Where short and interesting story films are exhibited to emphasize the advertising message. Now film publicity has become popular and it has got tremendous significance in developing countries like India, Pakistan, Burma and even in Nepal also (B.N. Ahuja and S.N. Chabra, 1995).

The current is marked with the advent of two fascinating media of communication namely, the radio and the television. Americans have the credit of having the radio first. It dominated from 1922 to 1947 and from 1948 onwards, television took over. Radio advertising has edge over print publicity that is capable of reaching the millions of illiterate people as it 'voice' advertising. Television has been powerful mean of advertising since 1950s and has grown in importance with its color effect and is going of rule for few more decades to come. If these are major indoors colorful media, the outdoor advertising has its own developments such as traveling displays, and Sandwichman (C.N. Sontakki, 1999).

Thus the advertising industry started with 'barkers' and has culminated into a very powerful mass of communication. It is an industry of multimillion rupees employing millions, making the entire world of business to dance to its tunes. It has become a veritable boon to the world of business a boon of public relation and boon of public service. That is why, it has fortified its stay in future.

2.2 Development of Advertising in Nepal

The Nepali proverb "Bolneko pitho bikchha nabolneko chamal pani bikdaina" points out that the Nepalese society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product can not be sold if the marketer fails to about it. It shows that advertising has been deep-rooted in our culture and was prevalent long back. Certainly, advertising in those days was done in other forms of communications. News spread by rumors. Government used to public announcers to communicate information and orders. Even in the late Rana period, public announcers went through the streets announcing the opening and closure of gambling periods during the Laxmi Puja and on the other occasions. There used to be such announcements were known as "Jhali" and announcing "Jhali Pitne" perhaps the announcers came with an instrument of the same name and beat while making announcement.

Written government orders and information were posted on the walls were all the people could see them. Actually, we still have this practice in Nepal, and in many other countries.

Even after the restoration of democracy, the role of effective advertisements still had not flourished in Nepal. Advertisements were used simply as a means to provide some information to the public. The notion of public appeal creation of demand, and attraction of need to wants were out of question. Later, as Nepal's trade with other countries increased, advertisement became more and more influential as more of different commodities from different nations were introduced into Nepalese market.

The Rising Nepal was first established in the year 1957 B.S. At first, it is used to be called the Gorkhapatra only. It was not until much later that the paper began to advertise about commodities in Nepal.

The history of Radio Broadcasting in Nepal starts from Magh, 2007 B.S. At first, the radio broadcast was made from the Premises of the Raghupati Jute Mills at

Biratnagar on 41 Mulreband on 2007, Chaitra 20 (2 April, 1952) a broadcasting station was established in Singh Durbar Isckool Ghar (School Building) under the name of Nepal Radio. One and half-hour daily programme of Hindi record songs and advertisements was broadcasting from the beginning during the afternoon transmission and the advertisements were handled through commercial department.

The history of advertising agencies in Nepal was started after establishing advertising agency in 2017 B.S. At that time advertising was only about the official notice and information and number of advertisers were also very few. Advertising was rarely done in private newspaper while advertisement from Radio Nepal was not in practice.

The History of Television broadcasting in Nepal starts from Paush, 2041 B.S. in the name of Nepal Television and starts to telecast the programme in the 2042 B.S. while the Commercial Telecasting started only in 2044 B.S.

The History of FM (frequency modulation) programme broadcasting in Nepal starts from Kartik 2052 B.S. (16th November 1995).

2.3 Consumer Behavior

We define consumer behavior as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs. Consumer behavior focuses on how individual consumers and families or households make decisions to spend their available resources (time, money, effort) on consumption-related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluated it after the purchase, the impact of such evaluations on future purchases and how they dispose of it.

While all Consumers are unique; nevertheless, one of the most important constants among all of us, despite our differences, is that we are all consumers. We use or consume on a regular basis food, clothing, shelter, transportation,

education, equipment, vacations, necessities, luxuries, services and even ideas. As consumers, we play a vital role in the economy - local, national and international. To succeed in any business and especially in today's dynamic and rapidly evolving marketplace, marketers need to know everything they can about consumers - what they want, what they think, how they work and how they spend their leisure time. They need to understand the personal and group influences that affect consumer decisions and how these decisions are made. And, in these days of ever-widening media choices, they need to not only identify their target audiences, but they need to know where and how to reach them. (Schiffman, Kanuk and Kumar, 2010\5)

In its broadest sense, the term consumer behavior describes two different kinds of consuming entities - the personal consumer and the organizational consumer. Organizational consumer includes profit and not-for-profit businesses, government agencies and institutions (schools, hospitals and prisons), all of which must buy products, equipment and services in order to run their organizations. Despite the importance of both categories of consumers - individuals and organizations, we focus on the individual consumer, who purchases for his or her own use or for household use.

In Nepal still consumer behavior has not been properly taken into account while creating and offering market mixes. So, Indian and foreign competitors have been taking advantage of new market opportunities in Nepal. Nepali marketers know very little about the consumer behavior at every stage of the consumer buying process. They also have not given proper attention to the psychological and social factors that influence consumer behavior, likewise economic, demographic and cultural factors have been dominant in the design of the marketing mixes. In recent years, the advent of global enterprises and cable television has brought some consciousness about the need for better understanding of consumer behavior. The emergence of marketing research organizations is likely to promote marketing research about behavior of Nepalese consumers. (Agrawal 2009\172)

2.3.1 Consumer Buying Behavior

Buying behavior is the decision process and act of the costumers involved in buying and using products (Philip Kottler). Consumer behavior is the process where the individual decide to what, when, where how and from whom to purchase goods and services. Buyer behavior refers to the buying behavior of consumers.

2.3.2 Consumer Buying Process

Consumers buy products for ultimate use. They are faced the decision to y or not to buy several times a day. It is important to understand how they actually make their buying decisions. The buying process influences their buying decisions. Consumer buying process varies with the type of buying decision. Buying decisions can be classified into:

- a. Low Involvement Purchase
- b. High Involvement Purchase

a. Low Involvement Purchase: It involves routine purchase decision. Products are repeatedly purchased as a habit. Consumers are familiar with the product. Many brands, low risk, small amount of money, short purchase time, passive interest in product information, positive attitude toward the product, short term product benefits and limited interest in the product characterize low involvement purchase. Examples are a cup of tea, loaf of bread.

b. High Involvement Purchase: I involves extensive decision making. The buying behavior is complex. Consumers are unfamiliar with the product. Few brands, high risk, large amount of money, long purchase time, active interest in product information, uncertain attitude toward the product, long term product benefits and high interest in the product characterize high involvement purchase. Examples are car, motorcycle, house, computer etc.

Stages of Consumer Buying Process

There are five stages in the consumer buying process.

- a. **Need Recognition:** The buying process starts when the consumer recognizes a need. The need can be activated by internal stimulus such as hunger and thirst. It can also be activated by external stimulus such as advertisement and window display. Activated needs drive the consumers to products. This stage identifies specific needs.
- b. **Information Search:** After need recognition, consumers search information about products. The information can be about features, advantages and benefits of the products this stage identifies product alternatives through:
 - i. **Internal Search:** Consumers scan their memory of previous experiences about products.
 - ii. **External Search:** Consumers seek information from:
 -) *Personal Source:* Friends, family, relatives, associates.
 -) *Market Sources:* Advertising, sales force, middlemen, packaging.
 -) *Public Source:* Media like television, radio, newspapers, internet, consumer interest groups and government.
 -) *Experiential Sources:* Handling, examining testing the product by the consumer.

The time spent on information search depends on low involvement or high involvement nature of buying decision.

- c. **Evaluation of Alternatives:** After identifying product alternatives, consumers evaluate them. They use evaluation criteria to find out which of them will best satisfy their needs. There is no one single evaluation criterion for this purpose. Evaluations are influenced by:
 - i. **Product Attributes:** Consumers view product as a package of attributes. They can be features, brand, price, quality, service, performance, warranty.

They evaluate products in terms of attributes that they perceive as important. Attributes of competing products are also compared.

- ii. Brand Beliefs:** Consumers use their brand beliefs to evaluate products. Brand beliefs are shaped by past experiences and opinions of family, friends and reference group.
- iii. Utility Function Attributes:** The utility function is the expected total satisfaction. Consumers have utility function for each product attribute. They arrive at some preference towards the utility function of alternative brands. They develop purchase intention.

This stage provides the consumer with a clear set of product and brand preferences.

- d. Purchase Decision:** After evaluating alternatives, consumers make the purchase decision. They actually select the product or brand. Purchase decision is influenced by:
 -) Payment method, warranties, delivery, after-sales service and installation.
 -) Purchase intention developed during evaluation of alternatives.
 -) Social influence from family, friends, co-workers.
 -) Situational factors that increase the level of risk.
- e. Post Purchase Behavior:** After purchasing the product, the consumer may be satisfied or dissatisfied. Satisfied consumers continue to purchase and develop brand loyalty. Dissatisfied consumers stop purchasing the product. They dissuade others from buying it. If performance exceeds expectations, the consumer is delighted.

When consumers experience anxiety over their purchase decision it is called cognitive dissonance. Marketers should take steps to reduce this anxiety through follow-up, post-purchase services, speedy handling of consumer

grievances and persuasive communication. They should constantly monitor this post purchase behavior.

2.4 Meaning of Advertising

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

Before knowing the definition of advertising we should address the difference between advertising and advertisement. It Consists of activates advertising involved in presenting to a group a non personal, oral or visual openly sponsored message called as advertisement, is disseminated through one or more media is paid for by identified sponsor (Stanton, 1977\537).

This definition clearly distinguished between advertising and advertisement. Advertising is simply a message, but advertisement is a process. This process includes programming the series of activities which is necessary to plan and prepare the message and get it to intend market. Other points are that advertising is used to help sell products and services. The buyer makes five decisions in the affirmative in marketing a purchase in any one is missing; he does not buy which he has said yes to all five a purchasing result. These five decisions related to need product source price and time (Littlefield and Kirkpatrick, 1971\165).

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

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

The American marketing association defines advertising as “any paid form of non personal presentation of goods, services or ideas for action openly paid for by identified sponsor” (Koirela, 1997\259-260).

A writer has described the difference between advertising and sales promotion in his book “sales promotion in Nepal” as sales promotion and advertising differ in terms of objectives as well as the frequency duration and purpose of users. Advertising informs, persuade, and remind the target market. Whereas sales promotion goes to encourage purchase by the brand loyal consumers and attracts news and competitors brand users. For effective sales promotion are required creative talent, time and money. It became expensive with frequent operation. While excess sales promotion with respect to a branded product may hurt that products brand image. Advertising crates awareness in the market place and may be repeated designed to create and image of or to carry a sales message about a product or service to the consumer, while sales promotion is as activity and used to generate and immediate sales of the product or service” (Koirala,1991\28-29).

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

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

“Advertising that induces a change in sales of perception of the product is a milestone for brand” (Katmandu post, 2004\1).

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

2.5 Role of Advertising

Advertising plays an important role to generate awareness regarding the products, services. It helps to educate people to have the knowledge about the product and

services. It plays a significant role to uplift sales volume and helps to generate more profit there on as well. Advertising is an aim at the promotion of ideas, goods or services by an identified sponsor or the firm and thus, there will be some certain purpose to do so by the very firm or organization. And the belief in doing so is to create an impact of the intention of the sponsor through advertising among the target groups.

Advertising helps target group buy remember the specific products and services and even it helps to ring a change in the attitude and buying behavior of the consumers. It is a basic tool of marketing for stimulating demand and influencing the level and character of demand. Besides these roles, some other specific roles are performed y an advertising which are as follows:

2.5.1 Marketing Role

It is all about developing connectivity with people. So, marketing is the process a business uses to satisfy customer's needs and wants through goods and services by understanding their needs, values, beliefs, behaviors and aspiration. Marketing also includes a method for communicating this information to the consumer called marketing communication. Marketing communication consists for several related communication techniques, including advertising, sales promotion, public relations and personal selling. The role of advertising, within marketing is to carry persuasive message to actual and potential customers.

2.5.2 Communication Role

Advertising is a form of mass communication. It transmits different types of market information to match buyers and sellers in the market place. Advertising both informs and transforms the product by creating an image that goes beyond straight forward facts.

2.5.3 Economic Role

There are two points of view about how advertising affects an economy. In the first, advertising is so persuasive that it decreases the likelihood that a consumer

will switch to an alternative product, regardless of the price charged. By featuring other positive attributes and avoiding price, the consumer makes a decision on these various non price benefits. The second approach views advertising as a vehicle for helping consumers assess value, through price as well as other elements such as quality, location and reputation. Rather than diminishing importance of price as a basis for comparison, advocates of this school view the role of advertising as a means to objectively provide price value information, there by creating a more rational economy.

2.5.4 Societal Role

Advertising also has several social roles. It informs us about new and improved products and helps us compare products and features and make informed consumer decisions. It mirrors fashion and design trends and adds to our aesthetic sense. Advertising tends to flourish in societies that enjoy some level of economic abundance, in which supply exceeds demand. In these societies, advertising moves from being informational only to creating a demand for a particular brand. Despite the social roles it plays but the critics argue that advertising repeatedly has crossed lines of reflecting social values and creating social values influencing vulnerable groups, such as young teenagers, too strongly.

2.6 Classification of Advertising

The word advertising is often preceded by an objective that indicates the kind of advertising being discussed. To understand what advertising is, it is classify and there by learn some basic terminology.

2.6.1 Classification by Target of Audience

Advertising is always aimed at a particular segment of the population. When you see advertise that don't appeal to you, sometimes it is because the advertisement is aimed at a group of people to which you do not belong. For example, an advertisement on television for a new launching detergent cake might have no meaning to the teenager rather housewives. On the other hand a low level civil

service holder might not be interested about the advertisement of motor-bike and car.

There are many classifications of target audiences. The two major are consumers and business.

Consumer Advertising: Most television, radio, newspaper and magazine advertise are for consumers. They are sponsored by the manufacturer of the product or the dealer who sells the product. They are usually directed at the ultimate consumer of the product or at the person who will buy product for someone else.

For example, a magazine advertisement for Coca-Cola may be aimed at both the purchaser and consumer. A commercial for the baby food (like Cerelac) on television is aimed at the purchaser not the consumer of the product.

Business Advertising: Business advertising is often said to be invisible because, unless you actively involved in some business, you are likely to see it. Business advertising on the other hand tends to be concentrated in specialized business publication or professional journals. In direct mail pieces mailed to business establishment or trade shows like Trade Exhibition is good example of business advertising. In the same way, industrial advertising is aimed at individuals in business who buy or influence the purchase of industrial goods.

2.6.2 Classification by Geographic Area

The advertising for a dress shop would e most likely to run in the local area near the store. On the other hand, advertising for many other American products can be seen in foreign countries from America to Asia. There are four classifications of advertising based on geography.

International Advertising: International advertising is advertising directed at foreign markets. For example: Coca-Cola, Pepsi, Konica, Philips etc.

National Advertising: Advertising aimed at customer in various regions of the country is called national advertising and its sponsors are called national advertiser. The majority of advertising we see on prime time network television is national advertising.

Regional Advertising: Many products are sold in only one area or region of the country. The region might cover several states but not the entire nation. Advertising of such kinds, we found in India and USA.

Local Advertising: Many advertisers such as department stores, automobile dealers and restaurants have customers in only one city or local trading area. For these, local advertising media is selected like FM radio because of limited coverage.

2.6.3 Classification by Medium

Advertising can be classified on the basis of the medium used to transmit the message. An advertising medium is any paid means used to present an advertisement to its target audience. The principle media used in advertising are newspapers, magazines, radio, television, direct mail etc.

2.6.4 Classification by Function or Purpose

Another way to classify advertising is on the basis of the sponsor's general objectives. Some advertising, for example, is designed to sell the product where as some is not.

Product Versus Non-product Advertising: Product advertising is intended to sell product or services. As advertise of Close-up Tooth Paste and nursing home is designed to sell their product and service where as advertise of arts and charities are known as non-product advertising.

Commercial Versus Non-commercial Advertising: A commercial advertisement promotes goods, services or ideas for a business with the expectation of making a profit. A non-commercial advertisement is sponsored by or for a charitable institution, civic group or religious or political organization.

Direct Action Versus Indirect Action Advertising: Some advertisements are intended to bring about immediate action and some are that attempt to build the image of a product of familiarity with the name and package are seeking an indirect action. Their objectives are to influence readers, viewers and listeners to purchases a specific brand.

2.7 Objectives of Advertising

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

Every stage of product life cycle need advertising but volume of it may be low and high depending upon the nature and stages. Advertising creates demand for the goods and market it possible for the introduction of mass production, installation of up to date machinery and consequent reduction of cost of the articles. Advertising is beneficial not only to the producer and retailer but also to the consumers.

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

- It helps to introduce of new product
- It helps retailers in multiplying sales
- It assists to increase the demand of the product
- It helps increase goodwill of the company
- It conveys message to the prospective consumers
- It helps increase of public awareness

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

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

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

In other hand consumer behavior is a function of a complex process so it is difficult to say that advertising is only on variable that influences the behavior of the consumer. Advertising objectives can also be classified as per their objectives in terms of informing, persuading or reminding. Example of information type objectives includes making prospective consumer aware of a new product announcing a new price and explaining how a product works. Persuading objectives include attempting to build brand preference and loyalty and changing a consumer's attitude about particular bran characteristics. Objective having to do with reminding includes communication telling consumers where and when to buy the product (Boyd, Westfall and Stasch, 2002\731).

2.8 Marketing and Advertising

Management usually divides the various functions of their business into three broad areas: production, finance and marketing. Among these areas, marketing is

one of the most important and critical area. It is about connecting with people. Whether classify people as consumer, or 'a target group', or 'a segment', marketing is about understanding their needs, beliefs, behaviors and aspiration. It is about the matching company's capabilities with customer's want. Thus, marketing refers to all business activities aimed at (a) finding out who customers are and what they want (b) developing products to satisfy that customer's need and desires and (c) getting those products on to the customer's hands. In it is a simplest term, 'marketing is the process that companies use to satisfy their customer's needs and make a profit.'

According to American Marketing Association (AMA), "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives". This definition has been widely accepted by academics and practitioners. In the above definition, there are many activities mentioned like pricing, promotion and distribution. Among these, promotion is one of the important activities which give a way to communicate with the firm's audiences to achieve certain sales. Promotion has been defined as 'the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea'. (American Marketing Association, 2003/201)

Advertising is defined as a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. So, the standard definition of advertising has six elements. First, advertising is a paid form of communication. Second, not only is the message paid for, but the sponsor is identified. Third, most advertng tries to persuade or influence the consumer to do something, although in some cases the point of the message is simply to make consumers aware of the product or company. Forth, the message is conveyed through many different kinds of mass media, and fifth, advertising reaches a large audience of potential customers. Finally, because advertising is a form of mass communication, it is also non-personal.

Many companies widely practice advertising. It is undoubtedly the most visible component of the promotion plan, but we should remember that advertising is just one type of promotion available to the firm.

In others words it refers to the marketing related communication between the seller and the buyer. In the words of Pickton and Broderick, promotion is usually replaced by the term marketing communication that also describes one of the key areas of marketing.

So, in short marketing communication is the conversation between a brand and it's audience. So, this is a way in which a firm attempts to inform, persuade, incite and remind consumers directly or indirectly about the brands they sell.

2.9 Advertising and Consumers

The role of advertising cannot be under-estimated in intelligent or selective buying. The present day complex world of industry has been able to provide with the largest possible varieties of products to such an extent that consumers are at sea to decide. Further each producer claims that his product is far superior to others.

The main proposes of advertising is to persuade the customer to buy the product or services. The effectiveness of the advertising depends upon the quality of the advertisement. In this way there is direct relationship between the advertising and customers. So it is very important to know the consumer's behavior before advertising.

In fact, today advertising has not only an informative device. Its purpose is not only to inform but also to persuade. Hence, these two things are interlinked. It is very difficult to separate them. The statement in the advertising should be more informative; language used in advertising should be forceful to create curiosity to see the product and keen desire to buy it. The success of advertising is judged from the favorable reaction of the customer.

The advertisers want best bargain for his money or increase their revenue. Skill in advertising lies in increase the revenue by selling more products or services. The communicator must start with the audience, because the audience determines what is to be said, how it is to be said and who is to say it. So it is very important to know what kind of message is more effective for communicating the target audience. Advertising should be so simple that the target audience could know about it easily.

A study about the consumer behavior is necessary. Psychological, sociological, cultural and anthropological factors of the society should be studied before designing the message for advertising. It is very important to know who are the target customers like children, adult, men, women, educated, uneducated etc. So the effective advertising can be made, if not, there will be only waste of money and time.

Advertiser should not give any false information about the goods or services, which creates risk for the users.

2.10 Reason for Advertising

The main reason of advertising is to stimulate primary demand. Where as it helps to boost-up the direct sells and at the same time the image of the company or business firms.

Companies advertise because they have something they want to sell and someone else has something to buy. They may want to give something away, seek or exchange or invite donor or gifts. They advertise, or make known our offers or needs. They bring together people who would not otherwise know of the existence of those able to supply and those with demand.

2.11 Advertising Media and their relative Advantages and Disadvantages

There are many media for advertising. Manufacturers are using different types of advertising media to communicated information about their products and services.

We are here discussing about some of the advertising media and their advantages and disadvantages.

2.11.1. Newspaper

The newspaper has become an integral part of the almost every community; it is really hard to image life without newspaper in news a day. It takes its place alongside office, schools, campus, banks and departmental stores as a necessary adjunct to living. It is an essential as a good cup of tea in the morning or even more important than tea to start the day. "News paper is one that gives news, views, views, ideas, interpretations, opinions, comments and explanations regarding the social, economic, political, educational, moral, cultural, ecological, methodological, development and the like (C.N. Sontakki, 1997) It entertains and enlightens of all the media, newspapers considered as a backbone of advertising programme as it has continued to remain the most powerful message carrier.

The newspaper in particular provides a unique, flexible medium for advertisers to express their creativity. The newspaper is a mass medium that is read by almost everybody. Newspaper is major community servicing medium today for both news and advertising.

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

Advantages

1. There are widely read by the people simply because they carry news.
2. Advertising can choose a suitable newspaper to meet the expected readers.
3. It is believed that the newspaper can be read minimal wastage in advertising.
4. It is mass media which penetrate every segment of society.

5. Newspaper is a local medium, covering a specific geographic area, which are both a market and a community of people having common concerns and interests.
6. Newspapers are timely since are primarily devoted to the news.
7. Planning is advocated not necessary in case of advertising.

Disadvantages

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

2.11.2. Magazines

The medium can seldom be used for strictly local coverage but it is more suitable to regional and national advertising programmes, magazines offers different advantage. They are flexible in both readership and advertising. Though magazines advertiser can reach any market segment in terms of different demographic variables like age, income, occupation, education, educational level, sex and so on. they offer unsurpassed availability of color, excellent reproduction quality, believability and authority, permanence and prestige at the efficient cost. However, they require long lead time, they have problems offering reach and they are subject to many heavy and the cost of advertising competition and the cost of advertising in some magazines is very high (Shrestha, 1997).

Advantages

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

Disadvantages

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

2.11.3. Cinema

In cinema advertising, short and interesting story films are exhibited to emphasis the advertising message. In the backward country like Nepal where the literacy if low, this method of advertising has got tremendous significance.

Advantages

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

Disadvantages

1. It is limited to only urban areas.
2. It can access to only rich people.
3. Some people think that watching cinema is itself bad. So any advertisements that come on cinema may be regard bad by them.

2.11.4. Radio

The radio broadcasting is the cheapest, quickest and widely covered means of mass communication in Nepal. In the difficult geographical structure like Nepal Radio broadcasting has proved a very effective and efficient medium in disseminating information, educating people and entertaining the message. It has been providing various programmes aimed at creating mass awareness. The people in the hilly areas and many of the remote villages have no access to motor able roads, communication and entertainment facilities. Illiteracy being a common feature among the people, little use of newspaper, which has very delayed and little circulation. Therefore, the radio has been the most suitable means of disseminating information and providing entertainment to the people.

Advantages

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

Disadvantages

1. Radio advertisement has no visual excitement, short exposure time and perishable message.
2. It has difficulties to convey complex information.
3. It has lack of illustration through which it is impossible to illustrate the product.
4. Advertising message can be carried only to these who have radio set.
5. It is costly media of advertising than newspapers and magazines.
6. Radio advertising is not suited to all types of product. Goods of frequent purchase and rapid turnover may be advertised on radio with good results. Good advertised must range within every day orbit of the listeners. If the wrong type of product is advertised on the radio, it will give bad result and also waste of circulation.

2.11.5. Direct Mail

Direct mail is the utilization of the postal to distribute advertising materials and sales literature to customers and prospective buyers. The message is planned to go directly from the advertiser to the customer. The advertiser opportunity to expand or contact the number of names to be used and to stop and starts his programmes at will, makes direct mail advertising highly flexible (Shivajee, Thapa: 1990).

Advantages

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

Disadvantages

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

2.11.6. Television

Television has become the most effective media for advertisement these days. Audio visual, pictures dynamic activities, colored background etc. can be presented effectively through television. All potential customers can see, hear and understand these types of advertisement. This types media can directly carry the massage to the customers and induce them to buy and use the product or services. People can see and hear the television advertisement message in their home.

Advantages

1. Television is a flexible media. Message can be made brief or short, according to time and situation and necessity.
2. It becomes possible to show the newly invented/developed products or services and recent events taken place all around the world on television.
3. Audiovisual, symbols, pictures, slogan, music song, etc. can be presented effectively to make the customers remember the messages.
4. Songs, music, sweet vocal, scene and picture, talks, conversation, short description, or entertaining activities can be communicated to attract the attention of the customers or potential customers.
5. As message or information is communicated through television, it covers wide area and a large number of audiences can get, learn and understand the message and description of the products or services advertised.

Disadvantages

1. Television media becomes very expensive, provides very short time and communicates message within very little time, this medium becomes useful to leave effect for short time only.
2. As the cost of television media becomes high, small companies hardly become able to communicate message, description or information through it. Preparation of message or information to be communicated through television needs hard labour and takes long time; it needs planning and proper implementation.
3. The life of television advertising becomes short and momentary effect, and only limited numbers of audiences can get information or message from television. So, its area also becomes narrow.
4. Television advertising becomes meaningless in the backward and remote areas where electricity is not available.
5. Television advertising is only effective inside homes, it may be musical, attractive and enjoying, but it is impossible outside home. The target customer cannot get message or information if they are out of their home.

2.11.7. Frequency Modulation (FM)

This is the newest and fastest growing media in the developing countries. Its appeal directly reaches into the ear of the listeners. Hence, medium of the advertising access even in difficult circumstances in effectively. Most of the advertisers use this medium these days for mass dissemination of their product.

Advantages

1. FM advertisements can target specific audiences.
2. It can be placed quickly and easy understand for illiterate community also.
3. It can use sound humor intimacy effectively in local languages.

4. FM advertisement can take information of local product to millions of people through sound, which make it more personal than the printed word.
5. Postured and the signboards may be seen and not read, and so also the advertisements in the newspapers and magazines. While the FM appeal directly reaches to a large number of people thus makes for mechanization of selling, this is very essential in these days of mechanized production.

Disadvantages

1. FM advertisement has no visual excitement, short exposure time and perishable message.
2. It has difficulties to convey complex information.
3. It has lack of illustration through which it is impossible to illustrate the product.
4. Advertising message can be carried only to these who have radio/FM set.
5. Radio advertising is not suited to all types of product.

2.12 Advertising Media Available in Nepal

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

Now various media are available in the Nepalese market. The individual advertising situation largely determines the complexity of media selection. A retailer in a small town where there is only a weekly newspaper does not have much of a problem. However a retailer in a major metropolitan area has the problem of choosing media from among newspaper, radio, television, outdoor, transit, and direct mail. The problem of media selection is even more complex in the case of the national advertiser who sells to a broad national market. What type of media should be used magazines? If woman magazines, which specific ones lady's home journal. Mc call's good housekeeping if newspaper in which cities? If

television a nationwide network or stations which local coverage in individual markets? What network? What stations?

There are no rules of thumb or set formulas for solving these selection problems. Each advertising situation presents its own unique set of circumstances. Each type of medium has its own character and each specific medium in turn differs from the next. There is no single best medium for all advertising situations. Each media decision must be made in light of particular requirements of a particular situation. Even competitors selling the same products to nearly the same markets use different media strategies (Sandage Vernon and Rotzoll, 1996\437).

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

At present, Nepal has various media options available to the advertiser. Media selection is concerned with selection of the most efficient and cost efficient and cost effective advertising media. Media research helps the advertisers to identify the various media available in a target market, their coverage circulation, cost and impact. The present status of various media in Nepal is analyzed here.

2.12.1. Nepal Television (NTV)

Nepal Television is perhaps one of the youngest television stations in Asia. It started as a project in January 1985 under the sixth development plan (1980-1985) in which a provision was made "to undertake feasibility study of the establishment of television in the country and to begin TV transmission service at selected places if found feasible from economic and technical stand point." Despite doubts felt by

many, it began its experimented transmission for Kathmandu valley in a very modest manner with VHS equipment and in the UHF band. In those days there were only about 400 TV sets, the majority of which were used basically for video purposes. Some of these receivers were also used receiving Doordarshan signals. The thirst of these TV programmes was growing, when Nepal TV went on air with its thirty minutes transmission, the number of TV sets increased dramatically. A 100 watt transmitter was then set up to cover Kathmandu valley during this experiment transmission, Regular transmission of two hours commenced by the end of 1985. In February of 1986, it becomes a full- fledged corporation under the communication Act of His Majesty's Government. Established as an electronic medium to enhance the country's socio economic development, Nepal Television currently covers around 41% of the country's geographic coverage and 62% of the population. Now, it is gearing up for coverage expansion thru establishment of TVROs and expected to cover 100% of the land areas within two years (www.ntv.org, 15 February 2008).

Terms and Conditions of Advertisement of Nepal Television

The terms and conditions were effective from 2064 Srawan.

1. Advertisements are accepted in Nepali and English languages only.
2. Payments in full must be made in advance for any advertisement order.
3. All materials for commercial time must conform to the requirements of the censor policy of HMG.
4. The decision of NTV for approval of materials will be final and shall not be contested by the agency or advertiser. NTV reserves the right to refuse to transmit any advertisement material or programme without assigning any reason. In such cases NTV will refund the money paid for the order.
5. NTV reserves the rights to change the rates and conditions without any prior notice. However, NTV will allow advertisers 10 days from the date of announcement of changes in rates and conditions to cancel or amend their orders.

6. Advertisements order in written form should reach NTV's Business Division one day before transmission date. Twenty-five percent extra will be charged for orders for same day transmission.
7. Ten percent VAT will be charged on above rates.
8. Agency commission will be as per NTV's rules.
9. Apart from above conditions, NTV's business guidelines will govern all the business dealings (www.ntv.org, 15 February 2008).

2.12.2 The Radio Nepal

The Radio Nepal was established on the 20th Chaitra, 2007 B.S. (01 April 1951). Initially, the transmission covered duration of U.S. hours through a 250 watt transmitter. Over the years, the Radio Nepal has strengthened its institutional capacity and diversified itself in terms of programme format, technical efficiency and nationwide coverage. The Radio Nepal now has programmes on the short wave as well as on the medium wave frequencies and most recent development is the launching F.M. channel covering the Kathmandu valley and its adjoining area (Radio Broadcasting Service Radio Nepal, 2052).

Terms and Conditions of Advertisement of Radio Nepal

The terms and conditions were effective from 2064 Shrawan.

Radio Broadcasting Service reserves the right to change the slots/spots through the relevant time period for which the charge is made unless they are fixed spots and special position of broadcast are prearranged.

1. All materials and script for commercial time must confirm to the requirements of the censor. The decision of Radio Nepal will be final and will not be contested by the agency/advertiser. The agency and advertiser will be responsible for all materials transmitted under the contract and agree to indemnify Radio Nepal against all actions, claims and demands brought or made against Radio Nepal be reason of the said transmission or

transmissions including but obstructing the generality of the foregoing, all libel or slander, actions or claims brought or made against Radio Nepal by reason of the said transmission.

2. Radio Nepal reserves the right to refuse to transmit any advertisement, material without assigning any reason.
3. Radio Nepal reserves the right to change the rates and conditions without prior notice.
4. Radio Nepal reserves the right to discontinue, postpone or cancel any programme, without prior notice to agency/advertiser. In such cases, Radio Nepal will allow agency/ advertiser to either cancel the contract or accept other alternatives.
5. Commercials tending to praise one's own product while running down the products of competitors or commercials with such an intention will not be accepted for broadcast.
6. Advertisements tending to have and adverse impact on the society or those that contain obscene words or those ending to perpetuate superstitions will not be broadcast.
7. Advertisements which give false and confusing prices of guarantee advertisements of goods whose name and formats is copied from other products will not broadcast.
8. Advertisement of medicines which claim to defiantly cure certain disease will not be accepted.
9. Commercials of goods carrying foreign trade marks and brand names but manufactured in Nepal must be submitted with a copy of the industrial development.
10. Commercial recorded outside of Radio Nepal will be subject to quality test before acceptance.

11. The condition of tape:
 - a. The margin from the start of the tape to the beginning of the recorded material should be at least fifteen seconds.
 - b. Spacing in between two advertisements should be 10 to 15 seconds. Tape not confirming to the above specification will be rejected (Rate Card, Radio Nepal, 2063/64).

2.12.3 The FM Programme

In Nepal, the residents of Kathmandu have gotten so used to a range of FM radio broadcasts that they tend to forget that as late as October 1995, Radio Nepal was the only radio station that broadcast programs from within Nepal. On 16 November of that year, Radio Nepal started FM Kathmandu (100 MHz) with its own programs. After being on air for some months, FM Kathmandu's program slots were sold to various private operators and this arrangement continues to date with Classic FM having recently bought all broadcast hours.

With countries like India and Sri Lanka in the region that have enjoyed a much longer tenure of democratic freedoms, one would have expected either of them to have hosted the FM revolution in South Asia. But in all of the countries in the region, FM radio has gone the furthest in Nepal because of the relatively more flexible legal regime for broadcast media. On 18 May 1997 Radio Sagarmatha FM 102.4 (owned by the NGO Nepal Forum of Environmental Journalists or NEFEJ) became the first independent station to get a license. It started its technical testing phase four days later and its regular broadcast on 24 March 1998. Some months later, on 14 October 1998, Kantipur FM 96.1 became the first independent commercial station to go on air (now on 24 hours a day). This was followed by the launch of another commercial station, K.A.T.H. FM 97.9 (owned by Image Channel FM) on 7 January 1999. Eight months later, on 18 September 1999, Metro FM 106.7 (owned by Kathmandu Metropolitan) started its operation. In September 2000, another commercial radio, Himalayan Broadcasting Corporation FM 94,

went on air. From January 2001, one of the former slot operators of FM Kathmandu, Hits FM 91.2, has started its technical testing broadcast.

Three FM stations outside of Kathmandu started broadcasting regular programs in the year 2000. Radio Lumbini FM 96.8 in Manigram near the central Terai town of Butwal is owned by Lumbini Information and Communication Cooperatives Limited. Radio Madanpokhara FM 106.9 in the village of Madanpokhara in Palpa district in central Nepal is owned by the locally elected village development committee and the commercial Manakamana FM 92.9 in Hetaunda in the central Terais owned by Creative Eyes Multimedia and Entertainment Company. Apart from Radio Madanpokhara, all the other FM stations are located in urban Nepal.

Since 2002, Association of Community Radio Broadcasters (ACORAB) Nepal established as a network of more than 85 Community Radio Stations across Nepal. It is a common forum for enhancing the capacity of Community Radios to enable them to contribute towards strengthening democracy, enhancing people's participation in the ongoing transitional processes and supporting community-led development initiatives. ACORAB also plays the role of safeguard against the suppression of marginalized voice of the people and restriction of the freedom of expression of the Community Radios. Therefore, ACORAB undertakes to disseminate pertinent contemporary information through airwaves and reach more than half of the Nepalese population across the country for the social transformation and peace building process (www.acorab.org).

Today business organization, non-business social organization, political organization and governmental and non-governmental organizations are also using advertising as tools of promoting and presenting goods and services as well as political candidates for votes.

Radio advertising plays a vital role in marketing where television is not reached; the main cause of this is it gives information to a large number of people than through print medium of advertising.

According to the policy of Nepal government, the private sector has been provided time and programmes. As the open policy of Government of Nepal, FM radio can be heard even in the inaccessible places of the country. Even in difficult circumstances FM radio played the vital role to sensitize people. An example can be taken from people movement 2062-63.

2.12.4 Other TV Channels (except NTV)

Part of Kantipur Publications, Kantipur Television launched in July 2003. This Television Network is Nepal's pre-eminent television station, beaming 24/7 to more than a hundred countries across the Pacific, the Indian subcontinent and the North America. During its seven years of transmission, Kantipur Television has grown significantly and has carved a niche in the broadcasting history of Nepal. It has achieved a milestone in its stand of credible news and information and classy entertainment programs. Its objective is to provide a television service that informs, entertains and inspires viewers with a Nepalese perspective in the changing context. (www.kantipurTV.com)

Part of Image Group of companies, Image Channel is a relatively old & popular TV station that now broadcasts 24 hours. It has mixed sort of programs, from news to entertainment and informational.

Avenues Television (ATV) is one of the most popular and leading news channels in Nepal. It is a satellite (free to air) channel and its signals are available with a receiver in 56 countries. ATV had started its transmission since July 16, 2007. Avenues Television has established a unique and informal way in news delivery in Nepal. This is a trend settler television in Nepalese television history as all of the emerging channels are following the pattern established by ATV. (en.wikipedia.org)

Sagarmatha Television (STV), is a Nepali Television channel from Nepal established in July, 2007. It is a News channel and broadcasted in Nepali language. STV is a Leader in Live and breaking news telecast and prompt information delivery of current affairs in Nepal. STV uses bureaus in all districts and overseas

countries and makes every effort to keep the viewers informing from uniquely different angles. Its Headquarter is in Rudramati Marg, Babarmahal, Kathmandu. It has the slogan “Tapaiko Tesro Aankha” (Your Third Eye). This is the only one channel that broadcasts news in more than five ethnic language (Tamang, Magar, Gurung, Maitheli and Newar). (www.sagarmatha.tv)

ABC Television is a Nepali Television channel from Nepal established in 2008. It's a News channel and broadcasted in Nepali language. It is one of the popular televisions among four News televisions in Nepal. Its Headquarter is in Kathmandu. It has the slogan “Ganatantra Nepalko wastawik Samachar” (Real News of Republic Nepal). (en.wikipedia.org)

Terai Television is a privately owned television channel in Nepal. It is the first 24 hour satellite entertainment & news channel in Nepal. It has the headquarter outside of Kathmandu Valley, in Birgunj, which falls in Terai region of Nepal. Terai Media Network has launched ‘Terai Television’, the first regional broadcaster in Nepal. Besides news, the channel will focus on serials, reality shows, social awareness programme, cinema and sports. The channel will target audience from the Terai region, Nepal and some parts of India- Bihar and Uttar Pradesh.

Channel Nepal is the first Nepali Satellite TV channel, which caters for viewers across Asia and the Pacific. Owned by Jamim Shah, a renowned media entrepreneur, this channel is committed to provide entertainment, information and knowledge programming (including current affairs and views from Nepal and the rest of the world) to the Nepalese living abroad. Channel Nepal is more entertainment oriented. Music videos are probably the best part of Channel Nepal. (nepalsites.blogspot.com)

Nepal 1 is the first Nepali language Satellite Channel from India. Nepal 1 is primarily targeted towards homes of the Nepalese community in North Bengal, Sikkim and North Eastern States in India, the whole of Nepal, Myanmar, and Malaysia, right up to Hong Kong. Nepal 1's line-up is designed for family viewing

with its programming schedule of diverse news, sports, movies, comedy and investigative specials live from Nepal. (en.wikipedia.org)

Himalayan Television is a privately owned television channel which is established in 2010. It has the slogan “Samriddha ra Shantiko Ahayan” (Campaign for Prosperity and Peace).

Except them many others TV channel available in Nepal. That is National TV, News 24, Mountain Television, TV Filmy, Makalu Television etc.

2.12.5 The Newspaper

The newspaper has become an integral part of the life of almost every community. It is really hard to imagine life without newspaper in this situation. It has covered the places on office school campus bank and good cup of tea in the morning or even more important than tea to start the day, the newspaper is a mass medium that is read by almost everybody and everywhere. Newspaper is major community serving medium today for both news and advertising.

Newspaper Nepalese news is undoubtedly a recent phenomenon. Unlike the United States, magazines entered the field of journalism prior to the advent of newspaper in Nepal. The prior of Nepalese journalism was Motiram Bhatt a Nepali poet who edited and published the first Nepali monthly Gorkha-Bharat-jeevani printed at Banaras in the year of 1896. It was Motiram Bhatt who collaborated with Krishna Dev Panday in setting up the pashupati press. The first print in Katmandu, A monthly Sudha Saghar was printed and published in that press in 1898. The same pashupati press printed the first paper Gorkhapatra during the premiership of Dev Shamsheer Jung Bahadur Rana in 1901 (Khatri, 2033).

In 1662 A.D. the Gorkhapatra was set up to run the paper on commercial basis with public participation. Gorkhapatra Corporation expanded its field by publishing Rising Nepal Daily and the Nepalese perspective in English. Unfortunately, Nepalese perspective is out of print these days. These days Gorkhapatra printed daily and reaches to most of the districts in the kingdom. There are many local papers daily weekly monthly and so many magazines in

Nepal, which published the advertisement in black and white and colour attractive forms.

The newspapers are classified in term the bases of coverage, frequency and language. Here, coverage means geographical and subject coverage. On the basis of the area a newspaper can be national regional and local. In Nepal national and daily newspaper are: The Gorkhapatra, The Rising Nepal, The Kantipur Daily, The Kathmandu Post, The Samacharpatra, The Rajdhani Dainik, The Himalian Times etc. and weekly newspapers are: The Samakalin, Dashanter, Punarjagaran, Drishti, Astha etc.

2.12.6 The Magazines

This medium can seldom be used for strictly local coverage. But it is more suitable to regional and national advertising programs, magazines offer different advantages. They are flexible in both readership and advertising. Through magazines advertiser can reach any market segment in terms of different demographic variables like age, income, occupation, education level, sex and so on. They offer different color, excellent reproduction quality, believability and authority, permanence and prestige at an efficient cost. However, they require long lead time, they have problems offering reach and frequency and they are subject to heavy advertising competition and the cost of advertising in some magazines are very high.

In the same way, magazines are selective in the nature of their audience, since each magazine or group of magazines appear to reader with a particular interest. Advertisement can be designed to reach farmers, bankers, teachers in face hundred of groups with special interest.

Magazines are more selective in the nature of their audience. In selecting magazines for advertising, the media buyer must consider the publications circulation, its readership and its cost and mechanical requirements.

There are so many weekly, monthly magazines in Nepal, which published the advertisements in black and white, and color and attractive forms.

Now a days, Gorkhaptra Cooperation also publishing magazines. They are Madhuparla Youbamanch, Muna, etc.

2.12.7 Other Media (poster/pamphlets/billboard/hording board etc.)

Expect then above advertising media there are so many other advertising media used in Nepal like billboard, hording board, banners, posters, pamphlets etc. These types of advertising media offer the lowest cost per message delivered.

Poster, pamphlets, banners are the oldest and popular medium. Advertisement is done through pasting posters and pamphlets on the public walls, posits at public places where crowds of people pass through. Such advertise are either printed or written in attractive letters. In this medium sweet, simple and short words or language is used to make the people understand clearly.

Attractive advertising message can be communicated by setting up billboards or hording boards at big use stops, stadiums, road junctions, by passes, shops etc. Technical persons, artists and designers prepare such boards with attractive words and sign with different colors paper. Such board or paintings attract the attention of the passers-by. This method of circulating message makes the people create positive attitude in the people towards the products or services.

These medium offers others attractive features like include instant broad coverage, very high frequency, great flexibility and impact. Drawbacks include the necessity for brief message, the limitation for reaching narrow demographic groups and the lead time required. In addition, the high initial preparation costs and difficulty of physically inspective each billboard or hording board discourage some advertisers. In Nepal, liquor, cosmetic product, soft drinks have bulk of those advertising.

Beside this, electrical signs, travelling display, sandwich man media are also use according to the nature of business or product.

2.13 Review of Previous Studies

There are some similar studies which had been conducted previously about advertising in Nepal. Professionalism and highly advanced marketing and advertising practices have not institutionalized here in Nepal. However, the Nepalese Business Environment is also influenced and the entrepreneurs have recognized the need of advertising.

The related literatures which are similar to advertisement have been reviewed and from these literatures, their objectives, findings and method were noted as follows:

The first study on advertising field is conducted by **Ghimire, 2000** “**Advertisement through Television: Impact on Consumer Behavior**” has the following objectives:

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

The major findings of this study are

- Advertisement help to recall the brand or product name while buying.
- Mostly children, young and old age people prefer musical advertisements where as others prefer good wording advertising.
- Considering sex, female consumer prefers musical advertisement rather than advertisements with good wording and vice-versa, while considering the education factor people below SLC and uneducated people prefer musical advertisement.
- Repetition of advertisement attracts people’s attention and people prefer to choose advertised product, if the price and quality of both product re same.

- Most of people gave first preference to advertisement from TV followed by newspaper, radio, magazine, cinema respectively and may people watch NTV advertisement.

The next study done by **Pandey in 1980 “Advertising in Nepal”** (Degree Dissertation Submitted to IBACPA) has the following objectives:

- To identify the present position of advertising in Nepal.
- To find out the existing patterns and brands.
- To identify the constraints hindering the use of advertising as an effective method of promotion.
- To suggest measure to enable advertng to play its role effectively.

The major findings of this studies are

- Advertising is main method of promotion practiced in the country.
- Effects of advertising is generally not evaluated.
- Advertising in the company is handled by persons in the senior position, when there is a separate advertising section in the company.
- The advertising programs are not well coordinated with other elements of marketing and promotional strategy.
- In regard to the services rendered by the advertising agencies none are full service agencies and except a few agencies concentrating on inserting the advertisements prepared by the advertisers and specialists service groups such as block makers, printers, artists etc.
- Publication media, radio and cinema are the most used media for commercial advertising. But there are few alternatives. The Gorkhapatra is the only medium with any significant circulation.
- Advertisements related to business are presented in simple language and are found to be more effective.

- Both the advertisers and the advertising agencies recognized the need for advertising in the present context of their markets in Nepal.
- The advertisers advertising agencies and the mass media are yet to create an environment of mutual understanding and help.
- Advertisers think that advertising has favourable impact on their customers, sales and profits. Customers responds are favorable to advertising through most of them are economically backward and uneducated.

The another thesis by **Thakur, 2001** “**The Role of Advertising on Brand Loyalty**” (with special reference to soft drink) has the following objectives:

- To analyze the effectiveness of advertising on brand loyalty of consumers product.
- To evaluate the role of advertising for brand loyalty in Nepalese Market.
- To determine consumers’ importance to advertising and other promotional tools while making selection decision.

The major findings of this study are

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

The next research had been conducted on the topic **“Radio advertising and its impact on purchasing act in consumer goods”** by **Upadhyaya, 1981** has the following objectives:

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

Major finding of this study are:

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

In the next study which was done on the topic **“A comparative study on the Effectiveness of promotional tools on sales”** by **Mool, 2003** have the following objectives:

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

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

Major finding of this study are:

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

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

CHAPTRE - III

RESEARCH METHODOLOGY

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

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

In this study, the research methodology includes

- Research design
- Population and sampling
- Source of data
- Data collection procedure
- Analysis Techniques
- Data processing

3.1 Research Design

Research design is the specification of methods and procedures for acquiring the information needed. It deals with what procedure. If research design is good, it ensures that the information obtained is relevant to the research question and collection by objective and economical procedures. Research design is the plan, structured and strategy of investigation conceived so as to obtain answer to research questions and to control variance. The plan is the overall scheme or program of research and it includes an outline of what the overall scheme or program of research and it includes an outline of what the investigator will do from writing the hypothesis and operational implication to the final analysis of the data. According to Pauline Y. Young, researched design is “The logical and systematic planning and directing a piece of research” (Thapa and Basmet, 2002/61)

The present study is based on survey research design. In this, role of advertising and its impact on consumer buying behavior has been evaluated. Hence, for this questionnaire are used. The questionnaires have been prepared in such a way that help to find the different types of advertisement which preferred by people, people's reaction about advertisement, buying habits of advertised products, causes of product buying, categories of advertising by people, impact of media on human mind, different information provided by advertisement and its comparative benefits and other benefit of advertisement besides product awareness.

The entire questionnaires are objective, which have been prepared to collect the scope of improving advertisement and need to adopt to the changes as per the public opinion. The data collection work is conducted at Kathmandu Valley. So collected data may differ from the other parts of the country. Most of the questionnaires are filled by the respondents themselves with the help of researcher. The data collected are strictly their opinion and habit.

3.2 Population and Sample Size

It is difficult to collect information from all the consumer so that sample has been taken by using random sampling method. Research population for the study has been the consumers and the business involved people (involved in media and advertising agencies) of Kathmandu Valley. So, the research population has been, in business, different media (radio, television, newspaper, advertising agency etc.) and the people for the research population are the consumer of different brands of products and service. It has been conduct only few media and advertising agencies as research sample.

3.3 Source of Data

The present study is basically conducted on primary data there is less use of secondary data. Depending on the nature of data and information following sources have been utilized.

Primary Sources: Primary data has been collected through questionnaire for different level of people, i.e. different gender, occupation, education level, different attitudes and beliefs, which are taken from different age group.

Secondary Sources: As a regard supporting literature, relevant books, websites, thesis, newspaper etc. have been used.

3.4 Data Collection Procedure

The study is based on primary data. So, two sets of questionnaire were prepared - one for the consumers and the next for the different media and advertising agency. The questionnaire is prepared to support the objective of this research. Which questionnaires are distributed to the different consumers, to the personnel of the different media and advertising agencies and interviews are performed with the managers and other staff of the companies.

3.5 Analysis Techniques

In order to accomplish the objective of the study various tools (percentage, diagrams, pie chart) have been applied for the purpose of analysis. The result of analysis has been properly tabulated, compared, analyzed and interpreted.

Multiple bar-diagrams: Diagrams are visual aids which give a bird's eye view of a set of numerical data which show the information in a way that enables us to make comparison between two or more than two sets of data. Diagrams are in different types. Out of these various types of diagram one of the most important form of diagrammatic presentation of data is multiple bar diagram which is used in cases where multiple characteristics of the same set of data have to be presented and compared.

Pie-diagram: A pie-diagram is a widely used aid that is generally used for diagrammatic presentation of the values differing widely in magnitude. In this method all the given data are converted into 360 degree as the angle of a circle is 360 degree and all components of the data are presented in terms of angles that total 360 degree for one set of data.

Percentage: Percentage is one of the most useful tools for the comparison of two quantities or variables. Simply, the word percentage means per hundred. In other words, the fraction which 100 as its denominator is known as a percentage and the numerator of this fraction is known as rate of percent. This tool also has been used here.

3.6 Data Processing

Both the primary and secondary data have been collected according to need of the research. The information collected from field survey has been used to prepare table, figures by sorting.

Different sets of table have been prepared for every important questionnaire. Simple listing method is used for the tabulation of data and different responses made by them are presented on percentage basis as well.

CHAPTER - IV

PRESENTATION AND ANALYSIS OF DATA

This part of the study contains the presentation and analysis of data. The main objective of this part is to analyze the view of different people regarding advertisement.

The sample population of the study was 100 respondents belonging to different profession, having different level of income, education, attitudes and beliefs. It has taken the respondents of 17-48 years age as its population. Out of them almost 55% was female population. The views of people have been analyzed as follows:

4.1 Consumers Preference on Advertisement

The table below shows the people's advertisement preference. The sample size of total people is 100. The detail situation of response has been presented in table - 4.2 below:

Table – 4.1
Consumers Preference on Advertisement

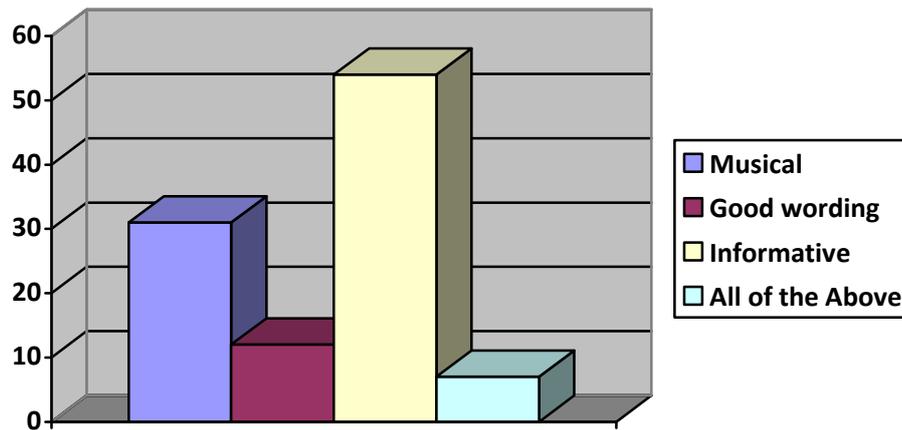
Options	No. of Respondents	Percentage
Musical	31	31%
Good wording	12	12%
Informative	54	54%
All of the above	7	7%
Total	100	100%

(Source: Primary Source)

It was found that different people are preferred informative advertisement mostly (54% of sample) whereas there are scores of respondents who prefer the musical advertisement 31% to good wording advertisement 12% and quite insignificant

percentage of respondents out of the total sample prefer all types of advertisement (i.e. 7%). In total, the informative advertisements are the most preferred followed by musicals.

Figure – 4.1
Consumers Preference on Advertisement



4.2 Consumers Advertisement Watching/Reading/Listening Habits

The table below presents the consumers advertising watching/listening/reading habits when the advertisement appear or hear.

Table – 4.2
Consumers Advertisement Watching/Reading/Listening Habits

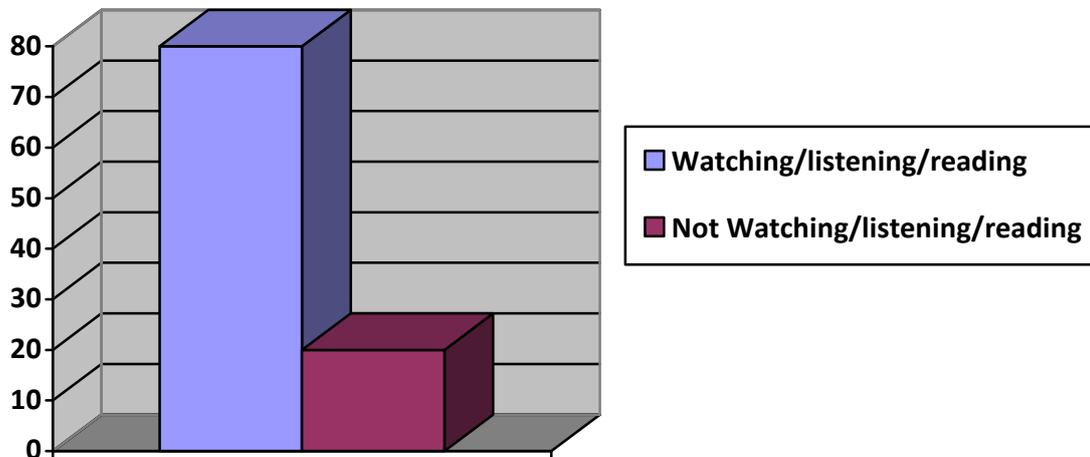
Options	No. of Respondents	Percentage
Watching/Listening/Reading	80	80%
Not Watching/Listening/Reading	20	20%
Total	100	100%

(Source: Primary Source)

The above table shows that the habit of people watching, listening and reading advertising. Among the respondents of the sample population 80% of people are found to have the habit of watching/listening/reading advertisement. Likewise, 20% respondents are found not to have the habit of watching/listening/reading advertisement. Above data present through multiple bar diagram as below:

Figure – 4.2

Consumers Advertisement Watching/Reading/Listening Habits



4.3 Consumers Reaction to the Advertisement

The different people react to the advertisement differently like some of them ignore the advertisement, some of them tries to know what advertise meant, some of them may be curious about the advertisement whereas some of them just watches the advertisement. The situation of consumers' reaction is presented in table – 4.3:

Table – 4.3

Consumers Reaction to the Advertisement

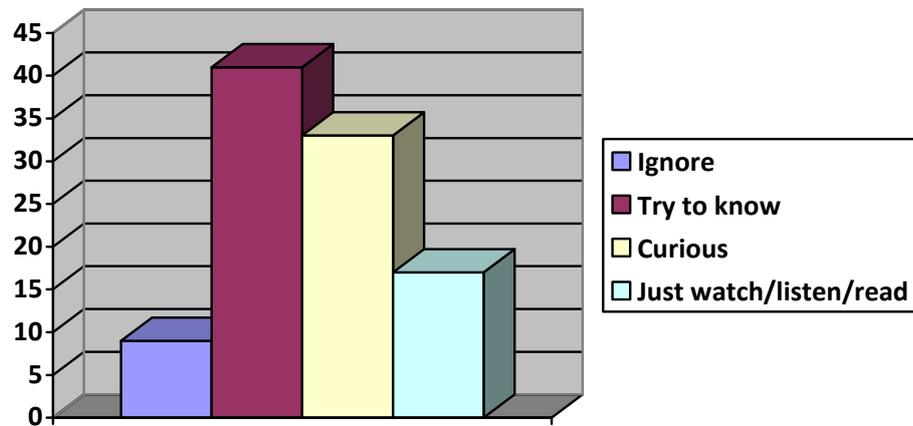
Options	No. of Respondents	Percentage
Ignore	9	9%
Try to know	41	41%
Curious	33	33%
Just watching/listening/reading	17	17%
Total	100	100%

(Source: Primary Source)

The above table shows that the total sample populations have not same opinion to the advertisements. Among the respondents most of the respondents were found to

be conscious only with the meaning to advertisement i.e. they try to know the meaning of advertisement (i.e. 41%). Very few number of respondents were found to be avoiding the advertisement (i.e. 9%) and 33% were highly interested to the advertisement while 17% were found to be dull audience or listeners. This is presented in below with the help of multiple bar diagrams.

Figure – 4.3
Consumers Reaction to the Advertisement



4.4 Effect of Advertisement on Consumer’s Purchasing Decisions

The consumers buying decisions is depends upon various factors like advertisement influence them to buy that product by introducing that product or that product was needed for them etc. The result of consumer’s reaction in this regard is presented in table below:

Table – 4.4
Effect of Advertisement on Consumer’s Purchasing Decisions

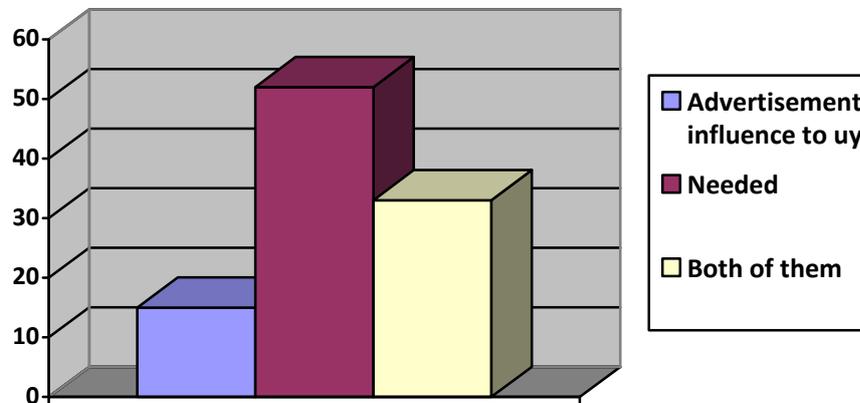
Options	No. of Respondents	Percentage
Advertisement influence to buy	15	15%
Needed	52	52%
Both of them	33	33%
Total	100	100%

(Source: Primary Source)

The above table shows that out of total respondents, 15% respondents were found to be the consumers of the product because they were influenced by the advertisement. 52% responded that they became customer of the product because of their need not due to the effect of advertisement whereas 33% customers were found to support both of the reasons. Thus, from this above result is can be concluded that majority of the respondents used the particular product to fulfill their needs.

Figure – 4.4

Effect of Advertisement on Consumer’s Purchasing Decisions



4.5 Consumers Preferences to the Product

Consumer prefers different product by considering various factors. Advertisement is also one of the important factors which affect the consumer’s preferences of the particular product. The results of consumers preference to the various type of product is presented in table below:

Table – 4.5

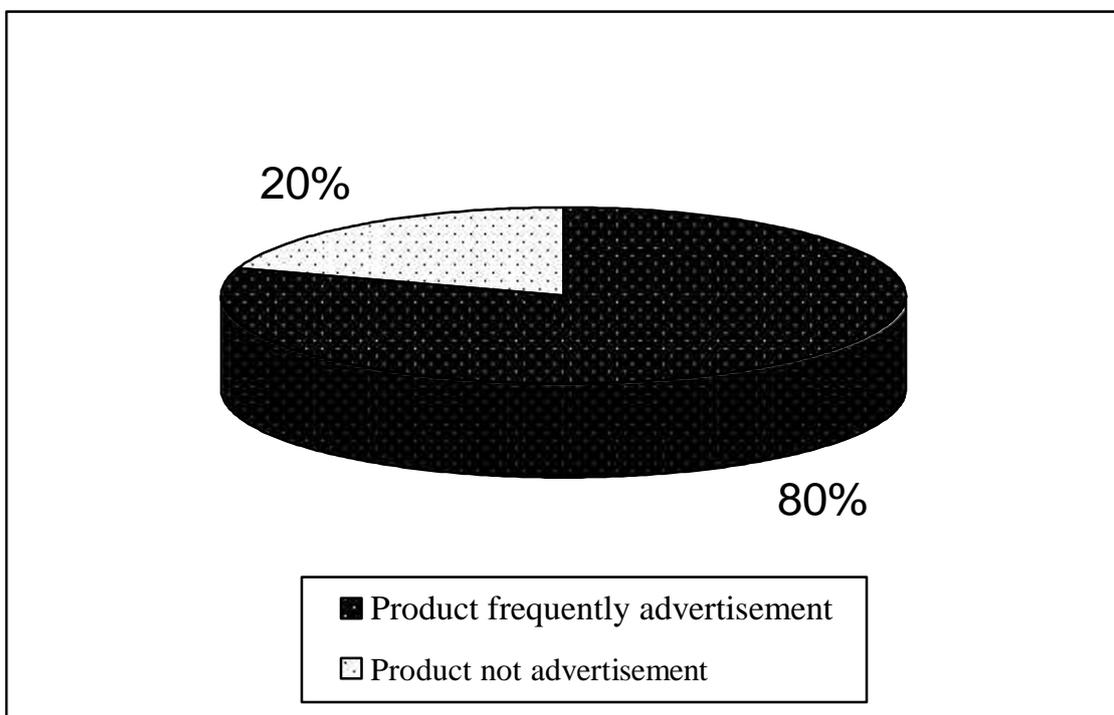
Consumers Preferences to the Product

Options	No. of Respondents	Percentage
Product frequently advertisement	80	80%
Product not advertisement	20	20%
Total	100	100%

(Source: Primary Source)

The above figure shows clearly and briefly the number of consumer's preferences to the product. Out of the total 100 respondents, 80% responded that they prefer the frequently advertised product whereas 20% respondents responded that they prefer to buy the product that is not advertised. From the above analysis it can be concluded that majority of the consumers give the priority or preference to the frequently advertised product.

Figure – 4.5
Consumers Preferences to the Product



4.6 Expectation of Consumer from Advertisement

Different people expecting from advertisement differently like some of them wants to know about the product and services, some of them wants to know about consumption of product or services etc. The situation of consumers' expectation is presented in table – 4.5:

Table – 4.6

Expectation of Consumer from Advertisement

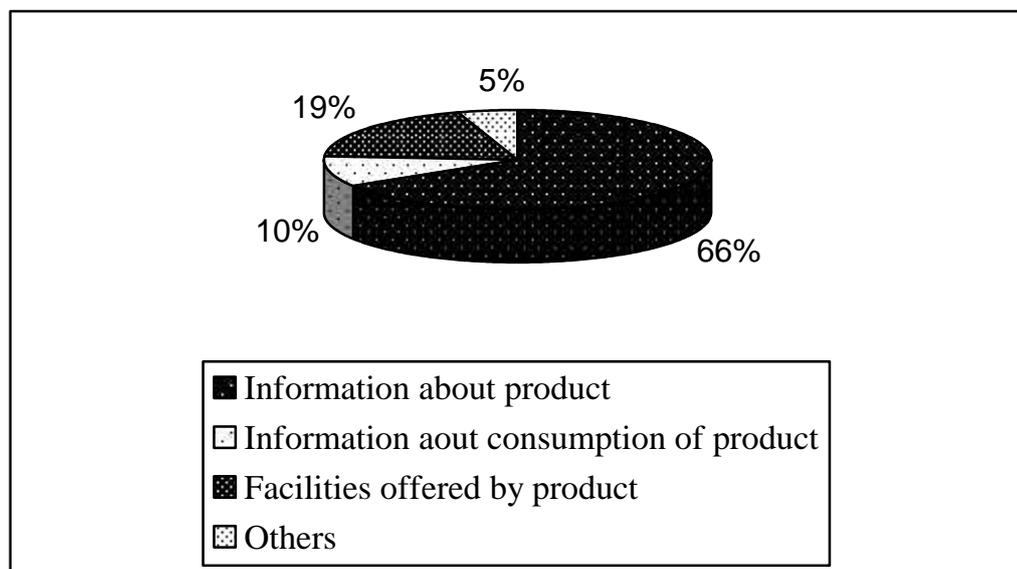
Options	No. of Respondents	Percentage
Information about product	66	66%
Information about consumption of product	10	10%
Facilities offered by products	19	19%
Others	5	5%
Total	100	100%

(Source: Primary Source)

Information about the product and services has been the main quest for the respondents (66% of total sample) in an advertisement where as few of them, compared to above, prefer to know about the facilities offered by the products and services and information about the way of consumption of that product and services in an advertisement 19% and 10% respectively but very few of them i.e. 5% of the respondents expect some other in an advertisement shown by the table. So this clearly depicts that the majority of the respondents are sensible and want to remain aware about the products they purchase.

Figure – 4.6

Expectation of Consumer from Advertisement



4.7 Impact of Repeated Advertisement to Attract the Consumers Attention

The repeated advertisement of various products and services through various media of advertisement sometimes attracts the customer's attention whereas sometimes that fails to attract. The impact of the repeated advertisement to attract the consumer's attention is presented in table below:

Table – 4.7

Impact of Repeated Advertisement to Attract the Consumers Attention

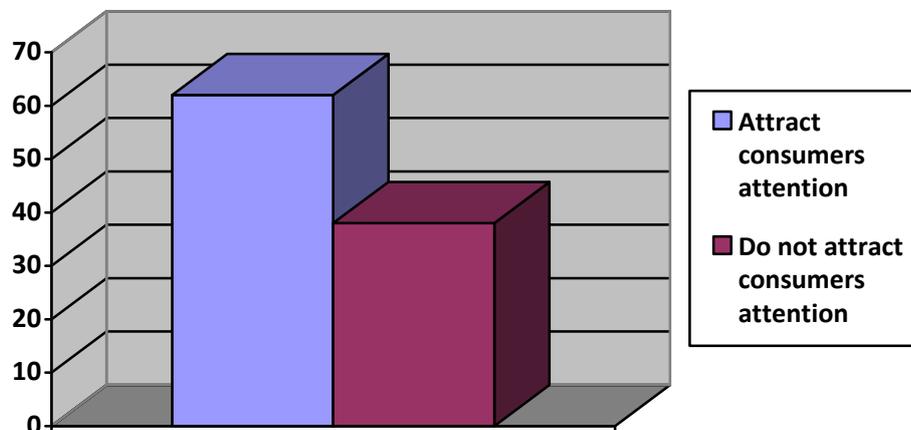
Options	No. of Respondents	Percentage
Attract consumers attention	62	62%
Do not attract consumers attention	38	38%
Total	100	100%

(Source: Primary Source)

The above figure shows the number of consumers being attracted by repeated advertisement in different media. Among the total 100 respondents, most of the respondents, 62% were found to be attracted by the repeated advertisements whereas 38% respondents were seemed to have no effect of the advertisement. It shows that most of the advertisements are proved to be fruitful to attract the consumers.

Figure – 4.7

Impact of Repeated Advertisement to Attract the Consumers Attention



4.8 Consumers Response to the Adequacy of Advertisement

Consumers can receive various useful information regarding the product's usefulness or benefits, using techniques and its effects on their daily life etc. from the advertisement. The situation of consumer's response regarding the adequacy of advertisement is presented in tale below:

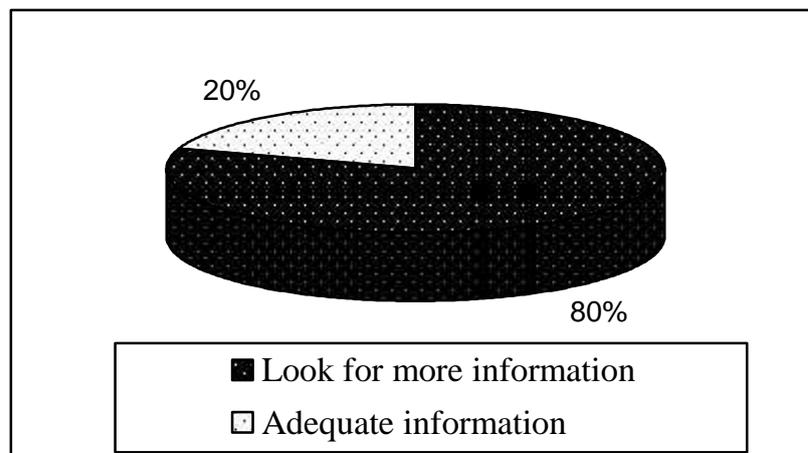
Table – 4.8
Consumers Response to the Adequacy of Advertisement

Options	No. of Respondents	Percentage
Look for more information	80	80%
Adequate information	20	20%
Total	100	100%

(Source: Primary Source)

The above table shows in brief the consumer's reaction to the adequacy to the advertisement. Among the total 100 respondents, 80% respondents wanted some more information to be added in the advertisements whereas for 20% responded that the content of the advertisements were adequate i.e. they are fully satisfy with information received from the advertisement of particular product.

Figure – 4.8
Consumers Response to the Adequacy of Advertisement



From the above analysis it can be concluded that majority of consumers seem willing to add additional information in the advertisement so that the

advertisement would be adequate enough to accomplish the demand of the consumers.

4.9 Consumers Preference to the Product having same Quality and Price

Consumers may give different preference to the product having same price and quality due the effect of advertisement. The results of consumer’s preferences towards such product due the impact of advertisement can be presented as follows:

Table – 4.9

Consumers Preference to the Product having same Quality and Price

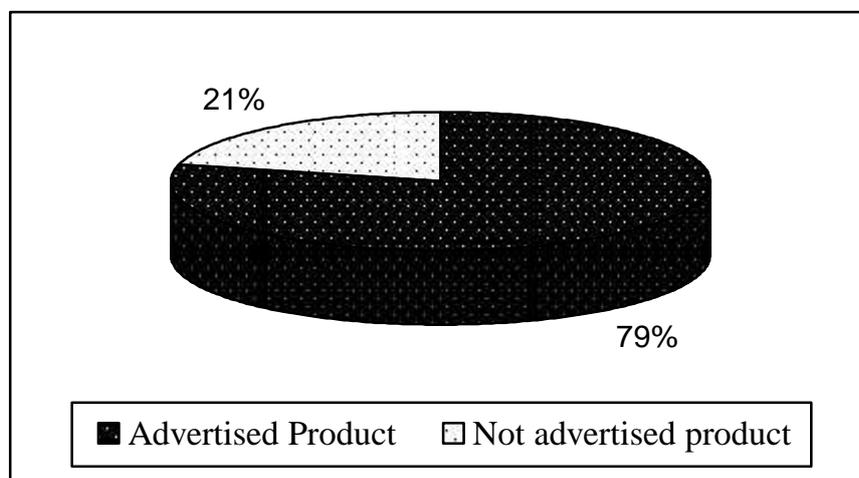
Options	No. of Respondents	Percentage
Advertised product	79	79%
Not advertised product	21	21%
Total	100	100%

(Source: Primary Source)

The above table shows the preference of consumers to the product having same price and quality out of the total 100 respondents 79% respondents give preference to the advertised product whereas 21% respondents give preference to not advertised product. It proves that advertised products gave good preference from the consumers.

Figure – 4.9

Consumers Preference to the Product having same Quality and Price



4.10 Impact of advertisement on Consumers

Some advertisements create positive impact among the consumers regarding the advertised product and service while sometimes it may fail for this. The results of survey on this regard are presented in table - 4.10:

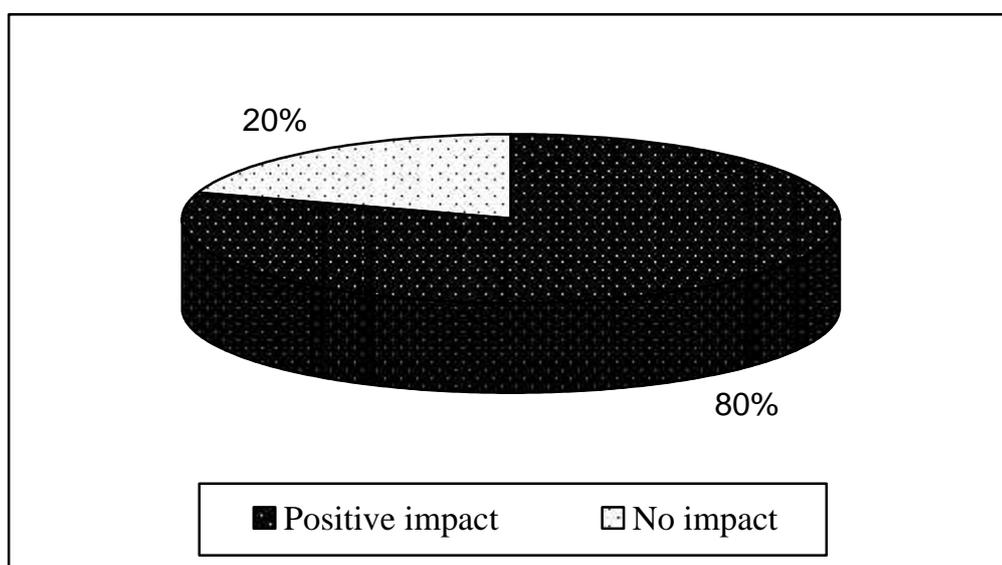
Table – 4.10
Impact of Advertisement on Consumers

Options	No. of Respondents	Percentage
Positive impact	80	80%
No impact	20	20%
Total	100	100%

(Source: Primary Source)

The above table shows the impact of advertisement on different consumers. Among the total respondents 80% respondents responded that advertisement could leave good impact upon them about the advertised product and services whereas 20% respondents opined that advertisement could not leave any impact upon them. It proves that advertisement has played important role to leave positive impact towards the majority of people.

Figure – 4.10
Impact of Advertisement on Consumers



4.11 Role of Advertisement to make the Purchase Decision

Sometimes advertisement may play important role to introduce the product or services and influences for purchase whereas sometimes it may fail for this purpose. The result survey in this regard is presented in table below:

Table – 4.11
Role of Advertisement to make the Purchase Decision

Options	No. of Respondents	Percentage
Purchase	21	21%
Do not purchase	15	15%
Indifferent	64	64%
Total	100	100%

(Source: Primary Source)

The above table shows the role of advertisement to attract the consumers. From the analysis it can be found that, out of the total respondents, 64% respondents could not say whether they decide to buy the product and services or not after they saw/listen the advertisement and only a few percent of people i.e. 21% opined that they will purchase the product and service after they saw/listen the advertisement. However, 15% respondents said that they will not purchase. It proves that advertisement helped to the majority of consumers to recall the brand's name to a greater extent but the purchase decision is not fully depends upon the advertisement.

4.12 Factors Influence to Buy the Product

Many factors influences to the consumer to buy the product and services. The results of the factors that affect the consumers to purchase the products are presented in table below:

Table – 4.12

Factors Influence to Buy the Product

Options	No. of Respondents	Percentage
Quality/Brand	57	57%
Price	20	20%
Scheme	10	10%
Advertisement	13	13%
Total	100	100%

(Source: Primary Source)

The above table shows the factors which influence customers to buy the products and services. From the table, majority of the respondents 57% responded that they are influenced by the quality and brand to purchase the product whereas 20% are influenced by price. 10% are influenced from the scheme attached in the product and rest 13% are influenced to buy from the advertisement of the product.

4.13 Effective Medium for Advertisement through Media People

There are various types of means of advertisement available in the market like newspapers, magazines, television, radio, pamphlets, hording board etc. According to media's people the situation of consumer's preferences to the various means of advertisement is presented in table below:

Table – 4.13

Effective Medium for Advertisement

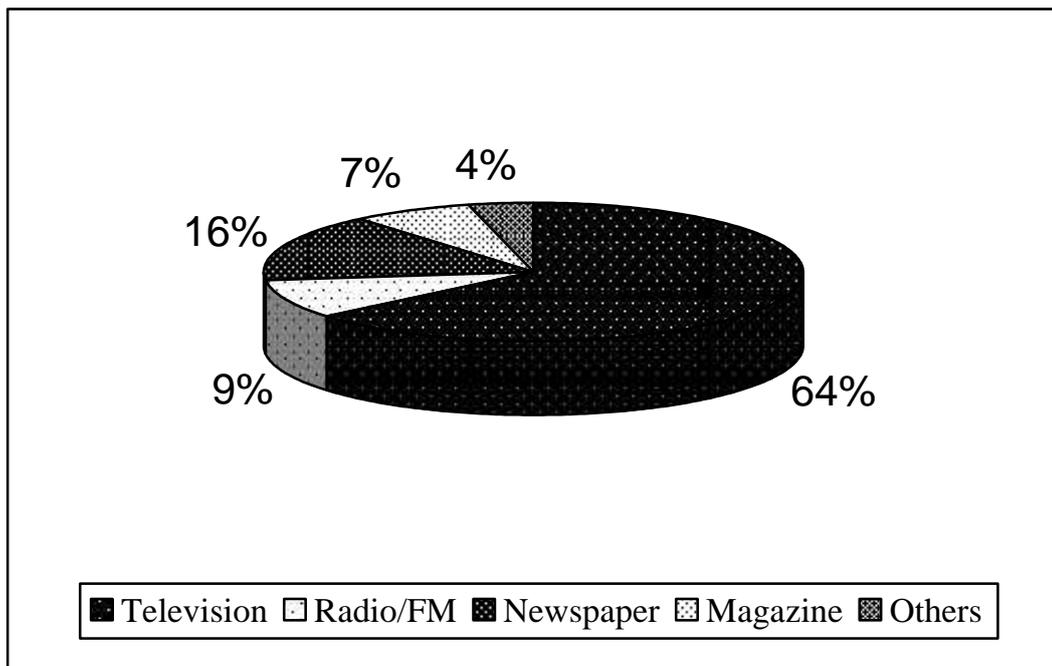
Options	Percentage
Television	64%
Radio/FM	9%
Newspaper	16%
Magazine	7%
Others	4%
Total	100%

(Source: Primary Source)

The above statistics presents the percentage of respondents who think the effective medium of advertisement. Out of the total respondents, majority of respondents 64% think that most effect medium is television whereas rest of the respondents opined that radio/FM, newspaper, magazine and others by 9%, 16%, 7% and 4% respectively.

From the above analysis it can be concluded that television advertisement seems to be the most effective means or media which plays crucial role to enhance the market of the products manufactured. This can be represented in pie chart as below:

Figure – 4.11
Effective Medium for Advertisement



4.14 Relationship between Advertising and Consumers Buying Behavior from the Point of View of Media People

Some media’s people think that advertising have relation to consumers buying behavior and some people do not think so. The table below presented the view of media’s people about relationship between advertising and consumers buying behavior.

Table – 4.14

Relationship between Advertising and Consumers Buying Behavior

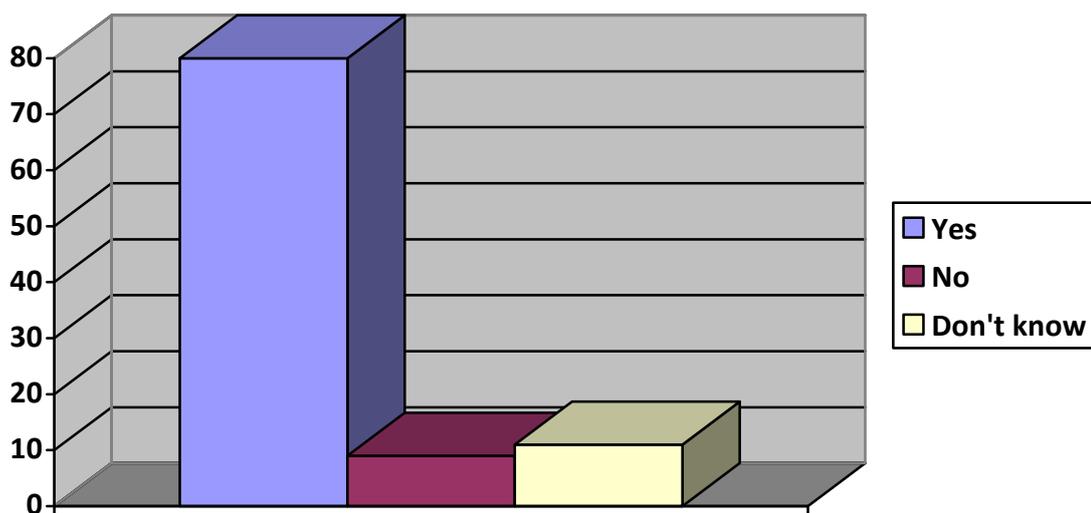
Options	Percentage
Yes	80%
No	9%
Don't know	11%
Total	100%

(Source: Primary Source)

Most of the respondents i.e. 80% on the table believe that advertisements drive the consumer to change their buying behavior or to behave synchronizing with the advertisements and on the other hand 9% of the respondents show rigidity to change the consumers buying behavior according to the advertisements but on the contrary, quite significant total of the sample i.e. 11%, do not have any idea about it. So this shows that most of the respondents find a positive relation between the advertising and the buying behavior of consumers.

Figure – 4.12

Relationship between Advertising and Consumers Buying Behavior



4.15 Role of Advertising Media and Agencies in Advertisement through Media People

Advertising media and advertising agencies are very important for advertisement. Advertising is nothing without advertising medium. So, below table shows the role of advertising media and agencies in advertisement.

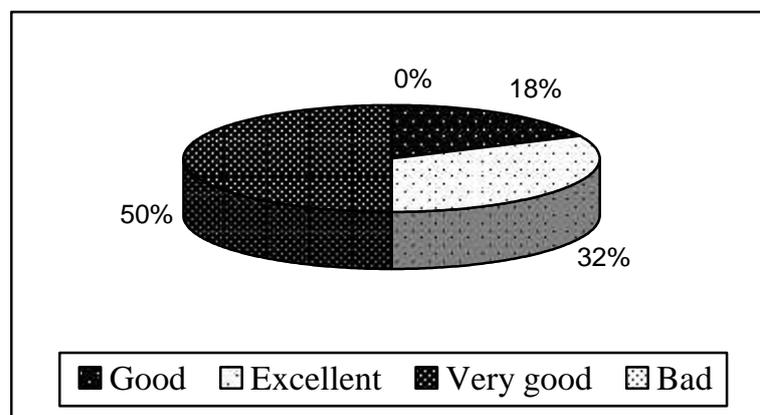
Table – 4.15
Role of Advertising Media and Agencies in Advertisement

Options	Percentage
Good	18%
Excellent	32%
Very good	50%
Bad	0%
Total	100%

(Source: Primary Source)

The above table shows that, out of the total respondents half respondents (50%) are opinioned that role of advertising media and agencies is very good in this present context. No one think that they have bad role on advertisement. However, 32% respondents think that they have excellent role on advertisement and 18% of respondents think they have good role in advertisement which is presented in chart as follows:

Figure – 4.13
Role of Advertising Media and Agencies in Advertisement



4.16 Point of View of Media People on Effective Promotional Activity for Product

There are so many promotional activities for the product promotion. Among them some are more effective for product and some are less effective than other. According to respondents the effective promotional activity for product is presented in table - 4.16:

Table – 4.16
Effective Promotional Activity for Product

Options	Percentage
Discount offer	7%
Advertisement	43%
Low price	25%
High quality	15%
Others	10%
Total	100%

(Source: Primary Source)

From above statistics, it represents the effective promotional tools for product. Out of total respondents of different media and advertising agencies, most of them 43% think advertising is the more effective activity than other promotional tools. Likewise, among the respondents 25% think that low price is the effective and some other respondents (15%) think that high quality of product is better than other. Very few number of respondents think that discount offer is effective promotional activity among all others promotional tools.

4.17 Major Findings of the Study

The major findings of the study are as follows:

- The above study shows that the respondents preferred informative advertisement mostly i.e. 54% and it is followed by 31% of musical

advertisement whereas 12% of respondents prefer good wording advertisement and 7% of respondents prefer all the advertisement i.e. informative, good wording and musical.

- In relation to the advertisement watching, listening and reading habits, majority of the respondents (80%) were found to have the habit of reading, watching and listening advertisement. Only 20% not have the habit of watching, listening and reading advertisement.
- The result regarding the consumer's opinion on advertisement indicated that majority of the respondents (41%) found that they are try to know about the meaning of advertisement. Likewise, among the respondents 17% were found to be dull audience or listeners, they just watch or read the advertisement. Very few percent of respondents (9%) ignore the advertisement.
- The result regarding the effect of advertisement on consumer's purchase decision majority (52%) of respondents opinioned that they became consumer of the product or service because of their need not due to the effect of advertisement whereas 33% consumers were found to support both of the reasons. Thus, form this result it found that majority of the respondents used the particular product to fulfill their needs.
- In context to the consumer's preferences to the advertise product or not advertised product, majority of the respondents (80%) were found to prefer the frequently advertised product. i.e. most of the consumers give the priority or preference to the frequently advertised product and then not advertised product.
- In subject to the impact of repeated advertisement to attract the consumer's attention most to the respondents (62%) were found to be attracted y the repeated advertisement. It shows that repeated advertisements are proved to be fruitful to lure the consumers.
- In relation to the consumer's response to the adequacy of the advertisement, majority (80%) of the respondents seek some more information to be added in the advertisements. It indicates that the information included in advertisement is not sufficient to influence the consumer and they are willing to add additional

information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the consumers.

- In subject to the preference of consumers to the product having same price and quality, most of the respondents (79%) gives preference to the advertised product as compare to non-advertise product through they are similar in nature. It proves that advertised products get good preference from the consumers.
- With respect to the impact of advertisement on different consumers out of the total respondents most of the respondents (80%) responded that advertisement could leave good impact upon them about the product. It proves that advertisement has played important role to leave positive impact towards the majority of people.
- In relation to the effective means for advertisement, majority of respondents (64%) were found to think that the television advertisement is most effective than other and few of the respondents think that radio/FM, magazine, newspaper and other media are very less effective. From the above analysis it is found that television advertisement seems to be the most effective and popular means or media which plays crucial role to enhance the market of the goods manufactured.
- In subject to the role of advertising agencies and media on advertising, most of the respondents (43%) think advertisement is the most effect tools for the promotion as compare to other promotional activity. Few numbers of respondents think that discount offer and other promotional tools are effective. It proves that without advertisement product cannot be success in market in this present context.
- The result regarding the role of advertising medias and advertising agencies on advertisement, out of the total respondents half respondents (50%) are opinioned that they have very good role in advertisement and no one (0%) think that they have bad role on advertisement. However, 32% respondents think that they have excellent and 18% of respondents think they have good role in advertisement which indicates that media and advertising agencies play a vital role in advertisement.

CHAPTER - V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The means of advertising presents the most persuasive possible selling messages to the right prospects for the products or services available in the market at the lowest possible cost. Thus the advertising should be planned and created to achieve the most results at the least cost. Since the main objective of advertising is to create demand and sell the products or services, it has to be appealing and attractive. But unlike the salesman who sells in a fact-to-face or even voice-to-voice situation, advertising sells in a broadcast fashion to numbers of prospects whose identity may or may not be known and who may be close at hand or at a distance. The message broadcasted through effective means reaches to the large number of potential buyers at a time. Advertising has remarkable flexibility and range of operation. It is not possible to use all these versatile and flexibility of the advertisement in most cases in Nepal due to the limited infrastructure and facility available throughout the country. This study will be a useful basis for the academicians and manufactures to know market situation and consumers behavior towards their products.

As per the information and communication technology based changing situation, advertising approach is growing day by day in Nepal. Advertising is widely used by business, government and social organizations. The selection of appropriate advertising means and their effectiveness to create good impression of the various consumers is unknown. Thus, this study has attempted to assess the role of advertisement and impact of advertising on consumer buying behavior. It is envisaged that the findings and recommendations of this study will be instrumental resource for the advertisers and advertising agencies working in the marketing sector in relation to improving their advertising policy and strategies.

The main objective of this study is to assess the impact of advertising on consumer buying behavior and their response with reference to Kathmandu Valley. And, the specific objectives are to: (a) to analyze the role of advertising in Nepalese market (b) to evaluate the impact of advertisement on consumer buying behavior (c) to know the impact of advertising on sales and (d) do consumers give more importance to advertising rather than any other promotional tools while making selection decision?

Advertisement help to sale more and more product, which leads the producer to mass production, which creates job opportunities to the unemployed population of the country and certainly increase the living standard of those people. Thus advertisement directly effect in develop the economy of the country. The study regarding the role of advertising and impact of advertising in consumer buying behavior would perhaps be an innovative step in the field marketing in Nepal. To achieve the objectives of the study required data are collected from primary sources through questionnaire. In total 100 responses covering the differing age groups, gender, educational background, different profession, income level etc. are collected by using various tools to analysis the data to achieve the objectives of the study.

5.2 Conclusion

Generally, people buy product after only knowing about it and advertisement plays vital role to provide information. A consumer may impress himself/herself by advertising and then motive himself/herself to purchase product. In this way, there is direct relationship between advertising and consumer.

This study is focused in role of advertisement and its impact on consumer buying behavior. The findings of the hole study has been concluded that majority of the people have advertisement watching/listening/reading habits and majority of the people of different age group, different gender, different profession, having different level of income, education, attitudes and beliefs prefer to the informative advertisements as compared to others types of advertisements which indicates that

informative advertisements are more popular among the people than other advertisements. In addition to this, majority of the people prefer the product and services which is frequently advertised rather than not advertised product but most of them purchase the product and services due to their necessity not due the influence of advertisement.

Likewise, advertising media and advertising agencies play vital role in advertisement in this present context of Nepali market. Among several of advertising media television advertising is more popular means of advertisement than all others types of advertisement medias. This study find a positive relation between the advertising and sales of any product and services, so it can be concluded that advertising has a prominent role over the sales of products and services. Thus, in conclusion we can say that advertisement seems to be the most popular promotional tool for the different product and services which plays crucial role to attract the minds of people, influence their preference toward the products and services thereby enhances the market and possibility of greater sales for the goods manufactured.

5.3 Recommendations

On the basis of the findings of the study, following recommendations can e proposed for consideration:

- The study shows that majority of respondents of different age group, gender, various educational backgrounds, different profession prefers informative advertisement rather than other advertisement. So, the manufactures as well as advertiser should consider informative from or program while broadcasting the advertisement for promoting their products.
- The study shows that majority of the respondents have advertisement watching/reading/listening habits is popular on consumers. So, the advertiser and producer should give preference to the advertisement.

- The analysis shows that the information included in advertisement are not sufficient and majority of the respondents are willing to get the additional information. Thus advertisers, manufactures or producers should include sufficient information so that consumer can be satisfied regarding the matters.
- The study indicates that most of the consumers prefer advertised products rather than not advertised products and it also indicate that advertisement draw the attention of the consumers. Hence, all manufactures should advertise their product to expand the market share.
- The study indicates that the advertisement of any product leaves the good impact with consumer behavior regarding the product but to some extent their purchase decision is depends upon the need of the consumers. So, while advertising the product or service all manufactures and advertisers should try to create the necessity of the product through effective presentation of product and product related information in advertisement.
- The advertisement is very much effective to leave a positive impact upon consumer regarding the product and majority of the respondents prefer the quality and brand of the product or service rather than other variables. So, all manufacturers of products and services should produced a product having good quality and advertise their product effectively which helps to increase their market share rapidly.
- The study shows that among the different advertising media television advertising is the more effective medium then other medium. Thus advertisers should advertise their products or services through these media to enhance the market of their products.
- The advertising media and agencies have very good role in advertisement. So, manufactures cannot ignore the advertising media and agencies because without these medium and agencies they cannot able to do advertise their product and services.
- The analysis shows that the advertisement is very much effective promotional tools for the product. So, all manufacturers of products and services should focus more on advertisement than other promotional activities of promotion.

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APPENDIX - I

Questionnaire for Consumers

Dear Respondents,

In the process of preparing my thesis work I am collecting the data and information related to subject on "**Role of Advertising and Its Impact on Consumer Buying Behavior**" for the research work in partial fulfillment of the requirements for the degree of Master of Business Studies (M.B.S.) and it would be great value of your help in this research work, if you could help me by filling up the following questionnaires.

Name:

Address:

.....

Age:

Sex: Male/Female

Occupation:

Please tick () the answer.

1. Do you have advertisement watching/listening/reading habit?
 - (a) Yes []
 - (b) No []

2. What kind of advertisement do you prefer?
 - (a) Musical []
 - (b) Good wording []
 - (c) Informative []
 - (d) All of the above []

3. How do you react when you see/listen the advertisement?
 - (a) Ignore []
 - (b) Try to know the message of the advertisement []
 - (c) Curious about advertising than the product []
 - (d) Just watch/listen/read the advertise []

4. Do you think that the advertisement has positive impact on you?
 - (a) Yes []
 - (b) No []

5. If yes, than what do you seek in the advertisement?
 - (a) Look for more information []
 - (b) The information are enough to know about product []

6. Is there any role of advertisement to make your purchase decision?
 - (a) I purchase the advertised product []
 - (b) I don't purchase []
 - (c) I am indifferent []

7. What do you expect from advertisement?
 - (a) Information about product []
 - (b) Information about consumption of product []
 - (c) Facilities offered by product []
 - (d) Others []

8. Does repetition of an advertisement attract your attention?
 - (a) Yes []
 - (b) No []

9. You buy a product as a result of
 - (a) Advertisement influence to buy []
 - (b) Need it []
 - (c) Both of them []

10. Which product do you prefer to buy?
- (a) Frequently advertised []
 - (b) Not advertised []
11. Which factor helps you to make purchase decision?
- (a) Quality/Brand []
 - (b) Price []
 - (c) Scheme []
 - (d) Advertisement []
 - (e) Others []
12. If there are same kinds of product in the market in terms of quality and the price, which one would buy?
- (a) Advertised []
 - (b) Not advertised []
13. Have you bought any product after getting information from advertisement?
- (a) Yes []
 - (b) No []
 - (c) Can not say []

APPENDIX - II

Questionnaire for Media and Advertising Agencies

Dear sir/madam,

I am student of MBS of Shanker Dev Campus, Putalisadak, Kathmandu. I am writing a thesis entitled "**Role of Advertising and its Impact on Consumer Buying Behavior**". It is sure that my research work will not be completed without your kind co-operation. I would like to assure you that information obtained from your company will be used only for academic in this thesis. Therefore, I request you to answer the following question and tick () where necessary.

1. What do you think the most effective promotional activity for product?
 - (a) Discount offer []
 - (b) Advertisement []
 - (c) Low Price []
 - (d) High quality []
 - (e) Others []

2. In your view which advertisement media is most effective for advertise?
 - (a) Television []
 - (b) Radio/FM []
 - (c) Newspaper []
 - (d) Magazine []
 - (e) Others []

3. How is your role in advertisement in this present context?
 - (a) Good []
 - (b) Excellent []
 - (c) Very good []
 - (d) Bad []

4. Do you find a relationship between advertisement and consumer's buying behavior?

(a) Yes []

(b) No []

(c) I don't know []

5. If yes, How do you find?

(a) Good []

(b) Excellent []

(c) Very good []

(d) Bad []

6. Do you think that sale is influence by advertise?

(a) Yes []

(b) No []

(c) I don't know []

7. If yes, how consumer influenced through advertising? Explain.

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