

**A STUDY ON THE IMPACT OF TELEVISION  
ADVERTISING ON SALES IN KATHMANDU DISTRICT  
(A CASE STUDY OF KANTIPUR TELEVISION)**

**A THESIS**

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## RECOMMENDATION

This is to certify that the thesis

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Entitled:

**A STUDY ON THE IMPACT OF TELEVISION  
ADVERTISING ON SALES IN KATHMANDU DISTRICT  
( A CASE STUDY OF KANTIPUR TELEVIION)**

Has been prepared as approved by this Department in the prescribed format of Faculty of Management. This thesis is forwarded for examination.

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and we found the thesis to be the original work of the student written according to the prescribed format. We recommended this thesis to be accepted as partial fulfillment of the requirements for Master of Business studies( M.B.S ).

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## DECLARATION

I hereby, declare that the work reported in this thesis entitled “ A Study on the Impact of Television Advertising on Sales in Kathmandu District” submitted to the Research Department of Nepal Commerce Campus, Min Bhawan, Kathmandu, Faculty of Management, Tribhuvan University (T.U) is my original work done in the form of partial fulfillment of the requirements for the Master of Business Studied (MBS), under the supervision of Dr. Vishnu Khanal, Associate Professor, Nepal Commerce Campus, Tribhuvan University.

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Old Baneshwor, Milan Chowk

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## ABBREVIATIONS

<b>T.V</b>	Television
<b>K.T.V</b>	Kantipur Television
<b>N.T.V</b>	Nepal Television
<b>ABC</b>	ABC Television
<b>B.S</b>	Bikram Sambat
<b>i.e.</b>	That is
<b>Ads</b>	Advertisement
<b>PVT</b>	Private
<b>AMA</b>	American Marketing Association
<b>AAAN</b>	Advertising Agencies Association of Nepal

# Chapter I

## 1.0 INTRODUCTION

### 1.1 Background of the Study :

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others. <sup>1</sup>

Marketing starts with human needs. People have various needs<sup>2</sup>. For a hungry person food is a very need. An American wants hamburger. A Nepali wants a plate of momo specific products satisfy wants. Need exists in the individual. They are not influenced by marketing. Marketing influences wants through the provision of specific products. Marketing also influences demand through the offer of appropriate products.

Here a product is anything that can be offered to satisfy a need or want. Products can be goods, services and ideas. Goods like physical goods i.e. food, computer, books, cosmetics etc. services like computer training, car repair, Mahajodi Comedy etc. and ideas like environment protective, family planning, property rights to women etc.

The current marketing structure has become highly competitive. Markets have a wide range of product and service offerings from local, national and internal sources. Customers exercise their choice with the objective of getting maximum value and satisfaction. Buyers form an expectation of value from each product. If the performance falls short of expectation the customer is dissatisfied. If the performance matches the expectation they satisfied and delighted if the performance exceeds expectations.

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<sup>1</sup> Philip Kotler, 2003, **Marketing Management**, Singapore: Pearson Education,P 54

<sup>2</sup>.Govinda Ram Agrawal , 2006, **Marketing Management in Nepal** , M. k Publisher,Kathmandu,P 60

The importance of marketing is increasing day by day as the boundary of the world is getting closer and closer. Technological advancement and discoveries have made the world a reachable place within a click of the button. Liberalization and globalization have made us to enjoy the every bit of facilities produced in one corner to another but it also creates the room for competition. Only those products and services will come into existence if they are able to sustain in the cut throat competitive environment. Whatever, produced and made should be easily accessible to the people and come into their noticed, otherwise it will be of no use.

In that sense media is the best form of communication to make the people aware of their services and product. In Nepal the first newspaper was published in 1901 A.D by the autocratic Rana family which ruled the country for 104 years. And it was under their supreme control. Even after 2007 democracy, media could not freely make their activities as per the demand and need of time. So during those time Nepalese did not have any right to choose the best media they desired for and looked for. It is only after the restoration of democracy in 1990 that the Nepalese press became independent and vibrant. Many private print media, private Frequency Modulation Radio station, and electronic media have been launched to entertain and to inform the people as per their need and want.

There is no doubt that, in twentieth century the media became the most powerful tool to reach people. It is a kind of Communication Bridge between people and producers. With the development of different technologies we can find different media such as television, radio and print media. The selection of media by people depends upon various factors. Thus it is very important to select particular media. So media planning is needed. The media planning is helpful to select the particular media to provide information to the right people in the right place at the right time.

Mass media was gifted on the Nepali soil early as one and half century ago. Compared with the four and half century long history of world media, the history of development of mass media in Nepal is undoubtedly a recent phenomenon. Communication did exist

even during the most primitive times as it does even now when tremendous changes have come up in this field as a result of the feasts accomplished in the field of science and technology.

### **1.1.1 Different form of media:**

#### **(A) Printed Media**

The first newspaper, in the modern sense, is said to have appeared in the Netherlands in the year 1529 AD. Archer's weekly news first published in May 23, 1622 is however regarded as the earliest genius newspaper. Nepal was late by 279 years in entering the field of newspaper. "History of Nepalese newspaper is undoubtedly a recent phenomenon. Unlike the United States, magazines entered the field of journalism prior to the advent of newspaper in Nepal. The pioneer of Nepalese journalism was Moti Ram Bhatt, a Nepali poet, who edited and published the first Nepali monthly "Gorakha-Bharata-Jeevani" printed at Banaras in the year of 1886. It was Motiram Bhatta who collaborated with Krishna Dev Pandey in setting up the Pashupati Press, the first print in Kathmandu. A Nepali monthly Sudha Saga was printed and published in that press 1898. The same Pashupati press printed the first paper Gorkhapatra during the premiership of Dev Shamsher Jung Bahadur Rana in 1901.

In 1662 AD, the Gorkhapatra Corporation was set up to run the paper on commercial basis with public participation. Gorkhapatra Corporation expanded its field by publishing Rising Nepal daily. The newspaper has become an integral part of the life of almost every community. It is really hard to imagine life without newspapers in news a day. It takes its place alongside office, schools, campus, bank and department stores as a necessary adjunct to living. It is as essential as a good cup of tea in the morning or even more important than tea to start the day. "Newspaper is one that gives news, views ideas interpretations-opining comments and explanations regarding the social development and the like. It entertains and enlightens of all the media, newspapers considered as the 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 and everyday. Newspaper is major community serving medium today for both news and advertising.

The newspapers are classified in terms the bases of coverage, frequency, and language. There coverage means geographical and subject coverage. On the basis of area a newspaper can be national, regional and local. In Nepal National and daily newspaper are: The Gorkhapatra, The Kantipur, The Rising Nepal, The Sagarmatha, The Kathmandu Post, Himalayan Times etc. and weekly newspaper are the Punarjagaran, Dristi, Astha, Deshantar, Bimarsha, Budhabar etc. We have two daily newspapers published by government they are Gorkhapatra and The Rising Nepal. And many other newspapers published in private sector are available.

## **(B) Electronic Media**

### **(1) Radio**

Radio Nepal was established in April 1951 (20 Chaitra, 2007 BS), with the intention of providing news, information and entertainment to the people of Nepal. Before the establishment of Radio Nepal, Prime Minister Padma Shumsher gave permission to Nepali citizen to own radio on 1994 BS. After seven years in 2003 BS, first radio was broadcasted from Nepal Electricity Corporation. Nepali citizen acquired right to own radio by the law made on 2004 BS.

The Radio broadcasting is the cheapest and quickest and widely covered means of mass communication in Nepal. In the difficult geographical structure like Nepal Radio broadcasting has proved a very effective and efficient medium in disseminating information, educating people and entertaining the message. It has been 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 the 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 in Nepal.

## **(2) Television**

This is the newest and fastest growing media in the developed countries. It appeals directly reaches into the ear and eyes of the viewer. Television is the best form of media to attract the large amount of people at a time. It reaches to the concerned viewer within a second so that there will be lesser chance of loss of time. Nepal Television started functioning first on experimental basis and later regularly for half hour duration from 17 Magh, 2041. It started on Poush 14, 2042, as regular broadcasting. It is converted in corporation on the basis of corporation Act, on 2042. With the restoration of democracy in the country, many private sectors like Channel Nepal, Nepal One, NTV Metro, Image Channel, Avenues TV, Sagarmatha TV, ABC TV and Kantipur Television etc. are launched. With the limited market in view, these media are making their money counts by providing lots of information and choices to the consumers. Advertising is the best way to create public awareness.

### **1.1.2 Role of the Media in Product Promotion:**

Advertising informs the potential consumer what the product is about by description, by depicting or just by demonstration. It thus communicates the ideas about the product in order to motivate consumers towards its purchase. It is one of the strategical tools available to businessman to convey his/her desired message to the destined recipients. Advertising cannot itself cause sale but helps to contribute towards sales success. The most common objectives of advertising are as follows.

- To promote or motivate a prospect to find out more about a product or service
- Create awareness
- Remind and reassure
- Induce preparedness to try
- Educate or convey information



- Project a new brand image
- Project a corporate image

Therefore advertising is a company's effort to increase sales by making consumers and prospects aware about the product. To inform them advertisements should be broadcasted or published through the right media at the right time.

## **1.2 Statement of the Problem:**

Advertising has been one of the important parts of our life. Everyday people are exposed to different advertising through different media. The world of modern business is complicated, complex and very elaborate. Competition is highly increasing in every sector. So, in this context, organizations have been confronting a very tough situation to sell their products in the market without hurdles.

Media selection decision is a key advertising decision for any organization. It is based on the media research inputs. This type of research helps to study the target audience's choice, preference, tastes, and desires about the media and to identify their media habits. This information provided by the target audiences becomes very useful while determining media for promoting the product. The study identifies the listening/reading/watching habits of the people and the most effective media for advertisement.

The problem of the study on the impact of Television Advertising on sales to the viewer's in Kathmandu district. New Baneshwor, a well civilized and Sundarimal a rural village, two differently categorized places are selected. People of urban place enjoy the facilities provided by the media. They are free about their selection. Whereas people of rural still have problem regarding right information.

In this context for the business organization, what are the best media to reach the targeted group so that they can promote their product by selecting the right media at right time and at right place.

Here, the focus of the study is to look after the effects on sales by advertisement. So, The prime concern of this study would be to find out the effectiveness of the advertisement in terms of the message understood by the viewers and its effects on their buying behaviour, the investments the investment's productivity in advertisements due to the sales generated there on and to reach a conclusion regarding the accomplishment of the advertising campaign comparing it to it's mission and the objectives. So, this research would like to find the solution of the following problems:

- I. Is advertising practiced appropriately in Nepal?
- II. Does advertising help to increase sales?
- III. Is the expense in advertising in Nepal effective?
- IV. Does advertising have any impact on sales or not?
- V. Do Nepalese people take advertising in a positive way in recent days?

### **1.3 Objectives of the Study:**

The general objective of this study is to identify listening, watching, reading habit of the people. The specific objectives are as follows:

- 1. To identify the popular advertising media in Kathmandu district.**
- 2. To find out the most effective media for advertising.**
- 3. To find out the Impact of Kantipur Television viewer on Sales**
- 4. To know the behaviour of people regarding media selection.**
- 5. To identify the best media to reach the targeted group.**
- 6. To suggest to all concerned for the improvement based on research finding.**

### **1.4 Significance of the Study:**

To the knowledge of researcher Marketing Management relies heavily on research. Marketing decision makers make their marketing plans and controls based on research results. Analyzing marketing opportunities is one of the major activities carried out under marketing management .An analysis of people regarding media selection helps marketing

decision makers to select the particular media to provide information to the right people in the right place at the right time.

Besides it provides literature to the researchers who want to carry out further research in this field. The findings of this research would definitely contribute something towards research in this field.

An analysis of people regarding media selection refers to total number of people in an area which is two differently categorized places are selected. Research studies dealing with development of market potentials is one of the most common activates under taken by a marketing research unit.

Clearly, the result of this research study would benefit the marketers of media selection.

### **1.5 Limitations of the Study:**

Since the survey covers only in the selected areas of the Kathmandu valley, so the result may not be equally applicable to the other parts of the country. Eighty respondents were included for primary data collection by interviewing people through questionnaires. Time and research constrain was one of the major limitation of this study. All the variables are equally important while selecting any particular media, but in this study only one variable media habit of the people had been considered.

The accuracy of this study would depend on the actual secondary data available from the management of the company and the respondent's .And this study would only be concerned in fulfilling the requirement in MBS. Besides than aforementioned limitations, fallowing are the few more constraints for conducting this research:

1.5.1 It has to be completed within the stipulated time frame so it may not be that apprehensive.

1.5.2 Although Research Population is the whole population of Nepal but the sample for the research may not reveal the exactness of the whole population.

1.5.3 It has been done single- Handedly, so the effort of a certain number of manpower may not be reflected.

1.5.4 Last but the least financial resource has been one of the major constraints to conduct thesis research that has significantly affected to carry on this research in huge extent.

## **1.6 Organization of the Study:**

According to the generally prescribed format, the entire study has been organized into five different chapters as follows:

- Chapter -1 Introduction
- Chapter -2 Review of the Literature
- Chapter -3 The Research Methodology
- Chapter -4 Presentation and Analysis of Data
- Chapter -5 Summary, Conclusion and Recommendations

The **First** Chapter deals with the general background shedding lights on media development and its contributions, problem of the study, significance of the study, Objective of the study, Limitation of the Study and organization of the study.

The **Second** Chapter includes to the Review of Literature which includes the review of books and related Studies. Besides, previous thesis and project works related to the subject matter of the study will be briefly reviewed. Also some related articles in journals, newsletters and bulletins would be reviewed.

The **Third** Chapter is Research Methodology which includes Research Design, Population and Sampling, Nature and Sources of Data, Selection of the Study Sampling Procedure and Sample Size, Questionnaire and Method of Data Analysis.

The **Fourth** Chapter is Comprehensive one which provides the Data Presentation, Analysis and Findings in a logical manner. It contains description of present media market scenario analysis on behaviour pattern of people in regarding media selection, as well as Impact of Television Advertising on Sales to the Viewers in Kathmandu District, people survey analysis etc.

The **Fifth** Chapter Concludes with the Summary, Conclusion and Recommendations. It will be based on Analysis of Data and Study done in Previous Chapters.

## CHAPTER II

### 2.0 REVIEW OF LITERATURE

#### 2.1 Conceptual Framework:

This chapter provides, mainly, information regarding advertisement and its impact on sales. Moreover, the earlier studies related to research problem through different source, have been reviewed and it is a way to discover what other research in the area of the problem has uncovered so, the earlier studies related to the topic have been reviewed to develop a through understanding and insight so that it has been a point of departure for this study. For this purpose, various books, journals, past theses are reviewed. This study has reviewed the available national and international literatures.

##### 2.1.1 Advertising:

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.

Advertising is a paid communication of company message through personal media. It is one of the four major tools to target buyers and publics. It consists of non – personal forms of communication conducted through paid media under clear sponsorship<sup>3</sup>.

People generally buy a product only after knowing about the attributes of that particular product. So, advertising plays a vital role in marketing, especially, in looking and providing information to a large number of scattered masses of probable buyers in different regions of the country.

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<sup>3</sup> Philip Kotler,2001, **Marketing Management**, Millennium Edition, Singapore,P.578

Advertising objectives can be classified according to their aim as it is to inform at the pioneering stage of product, similarly it is even done to persuade the buyers at the competitive stage of the product by informing more about the comparative advantages of the product over other similar product, and finally it is also done to remind and it is used at the maturity stage of the product or if the product is a market leader. Due to the rapid urbanization growth, there has been a significant change in the society, customer, viewers, economic status, awareness level and this has also cast a change in eating habits of Nepalese people.

### **2.1.2 Promotion:**

Promotion is one of the key elements in the marketing mix. “Promotion is the element in the marketing mix that serves to inform, persuade, and remind the market of a product and/or organization selling it, in the hopes of influencing the recipient’s feelings, beliefs, or behavior.”<sup>4</sup>

### **2.1.3 Sales Promotion:**

Sales promotion is a collection of selling activities like the use of contests, coupons, sample distribution, premiums, and price offs, sponsorship of special events in store demonstrations, international trade fairs and exhibitions etc.

### **2.1.4 Marketing:**

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives<sup>5</sup>. The process involves planning and implementation of the marketing activities, such as conception, pricing, promotion and distribution of products

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<sup>4</sup> William J. Stanton et al, 2008 **Fundamentals of Marketing**, 10<sup>th</sup> ed., Mc Graw Hill International, p.461.

<sup>5</sup> Peter D. Bennet (ED), 1995 **Dictionary of Marketing Terms**, AMA, Chicago, USA, p.421.

(ideas, goods and services). Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others.<sup>6</sup>

Since human needs and wants varies according to their wish and behaviour. Human has unlimited desires so marketing is the best way to inform about the products/services. Marketing needs lots of managerial and strategies because the success and failure of the product and services depend fully on it.

### **2.1.5 Customer:**

Customers are the king of business. There are different kinds of customer are found in the market. To develop the high quality goods and to serve it in the market is the main objectives of business man and to satisfy all the customer is main goal.

### **2.1.6 Buyer:**

Buyer means who buys goods in the market. Buyer always wants high quality and branded goods in the market. There are different kinds of buyer found in the market.

### **2.1.7 Public Relation:**

The basic philosophy of public elation is that if the image of the company is poor in society, no other marketing efforts including quality product and service can satisfy the customers. The main objectives of public relation are to secure mutual understanding with the publics and obtain goodwill from them.

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<sup>6</sup> Kenneth E.Clw,Donald Baack,2006,Integrated Advertising Promotion,Marketing Communication,Prentice hall of India, Delhi Second Edition,P.5



### **2.1.8 Personal Selling:**

Personal selling is sometimes called the 'last 3 feet' of the marketing function, because 3 feet's the approximate distance between the sales person and the customer on the retail sales floor as well as the distance across the desk from the sales representative to a prospective business customer<sup>7</sup>.

The main objective of public relation is to secure mutual understanding with the publics and obtain goodwill from them.

### **2.1.9 Demand:**

By demand we mean the various quantities of goods and services available in the market. Demand and supply are closely related. If demand is high then supply of goods is also high, and if demand fall the supply of goods also falls. So, there is positive relation between them.

### **2.1.10 Media:**

Media is the medium of informing the products/services to the people. There are different form of media existed in our society and people have lots of choice regarding media. In Printed Media we have newspapers, magazines etc. In electronic media i.e. TV, radio etc. from these medium business organization keep informing their product and services to people. With the changing pace of time and demand, the people choices may vary accordingly. Media selection is the key process as the human behaviour and customers' satisfaction highly depends on it.

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<sup>7</sup> Kenneth E. Clow, Donald Baack, 2006, **Integrated Advertising Promotion, Marketing Communication**, Prentice Hall of India, Second Edition, P.5

## **2.2 Role of Advertising:**

A product or a service an idea manufactured or generated are even at it's best, cannot be sold on it's own and advertising plays a pivotal role to make those products, services or ideas known to the target group. This lets people have all the information regarding the attributes of these products.

So, it plays an important role to generate awareness about the products , services, it helps to educate people to have the knowledge about the product and the services .It Plays a n importance 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 that 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. And the intentions vary from one firm to another like awareness generation, educating people, or to generate more sales through advertising so without any specific objectives no firms go for advertising and if the advertising campaign is successful then it imparts a favorable impact in the target groups and it retards the level of positive impact generation if it isn't a successful campaign.

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

### **2.2.1 The 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, wants, values, beliefs, behaviors and aspiration . The particular consumers at whom the company directs its marketing effort constitute the target market.

The tools available to marketing include product, its price, and means used to deliver the product or the place. Marketing also includes a method from communicating this information to the consumer or viewers is called marketing communication. Marketing communication consists of several related communication techniques, including advertising, sales promotion, public relations and personal selling. The role of advertising within marketing is to carry persuasive messages to actual and potential customers. One advertising campaign that has been very effective is the 'It's what's for dinner campaign, started over 20 years ago when the America's Beef producer's trade association decided that the decline in beef consumption, due to consumer's concern for personal health, had to be reversed. Starting with TV commercial, featuring the voice of actor Robert Mitchum, America learnt that beef went along mom and apple pie. Since that initial ad, beef consumption has stabilized and increased twelve percent.<sup>8</sup>

### **2.2.2 The 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.

### **2.2.3 The Economic Role:**

There are two points of view about how advertising affects an economy. In the first, advertising is too 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, thorough price as well as other elements such as quality, location and reputation. Rather than diminishing importance of price as a basis for comparison,

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<sup>8</sup> Ibid, P.13-14

advocates of this school view the role of advertising as a means to objectively provide value information, there by creating a more rational economy.<sup>9</sup>

#### **2.2.4 The 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 or 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 form being informational only to creating a demand for a particular brand.<sup>10</sup>

#### **2.3 Advertising as a Part of Communicating Information:**

Communication occurs when the messages that was sent reaches its destination in a form that is understood by the intended audience. Communication can be done only when there are involved two or more than two parties involved. Communication is defined as transmitting, receiving and processing information. This definition suggests that when a person, group, or an organization attempts to transfer an idea or message, the receiver (another person of group) must be able to process that information effectively. A Model of communication is presented below:

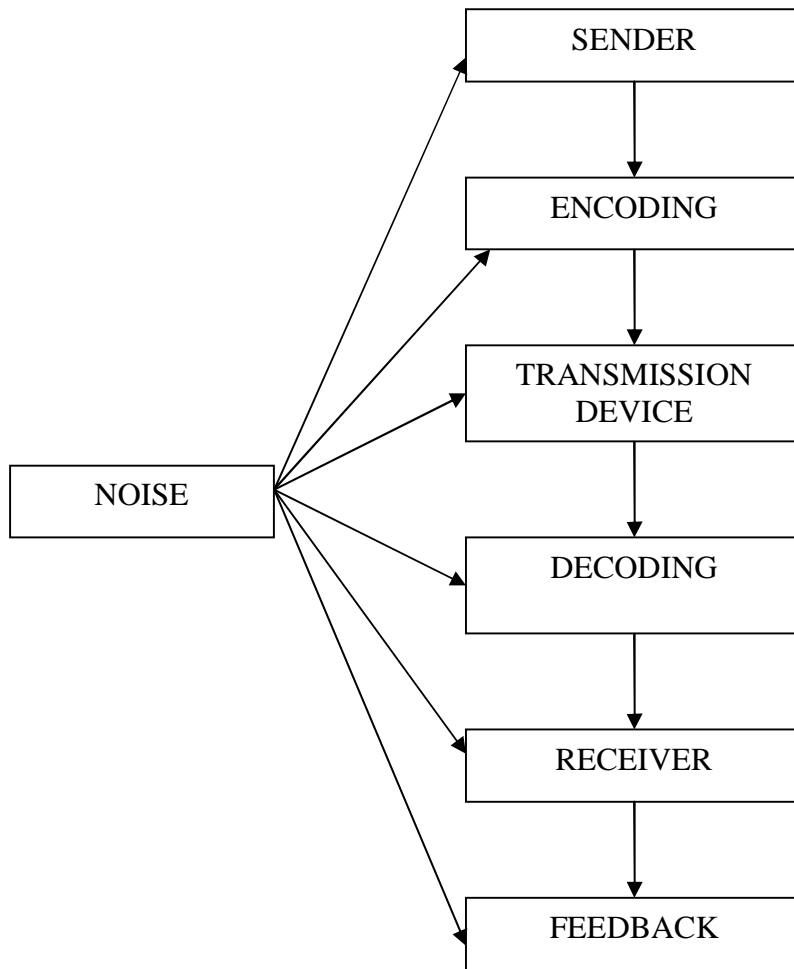
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<sup>9</sup> Ibid, P.14

<sup>10</sup> Ibid, P.15

**Figure No. 2.1**

**The Communication Process**



*Source: Kenneth E.Clow, Donald Baack, Integrated Advertising, promotion and marketing communications*

An illustration can be useful in demonstrating the communication process used to market a variety of goods and services. Let us assume some one plan to buy a Television of branded quality.

The **senders** are companies that manufacture and sell TV sets.

New balance, Samsung, Daewoo, Konka, Sony all try to concentrate the customer's attention. In most cases these firms hire advertising agencies to construct messages. An account manager serves as a major contact between the shoe company and the ad agency. In other situations the firm may have its own in house marketing group.

**Encoding** the message is the second step in the communication of a marketing idea. Some one must take the idea and transforms it into an attention getting form, through an advertisement or some other verbal or non- verbal medium. An advertising creative usually performs this role. Messages travel to audiences through various transmission devices .The third stage of the marketing communication process occurs when a channel or medium delivers the message. The channel may be a television carrying an advertisement, a bill board, and a Sunday paper with a coupon placed on it, or a letter to the purchasing agent of a large retail store. The TV sets ads are transmitted through various magazines.

**Decoding** occurs when the message touches the receiver's senses in some way. Some consumers will hear and see a television ad others will handle and read a coupon offer. It is even possible to smell a message. A well – placed perfume sample may entice a buyer to purchase both the magazine containing the same sample and the perfume being advertised.

Quality marketing communication occurs when customer (The Receiver) decode or understands the message as it was intended by the sender. In the case of TV sets advertisements, effective marketing communication depends up on receivers getting the right message and responding in the desired showroom's, communication refers to how the firm wants the target group to hear, listen, see or understand the specific

advertisements in a way that firm expects it to be in relation to the exactness in the reciprocity of responses from the target group.

## **2.4 Functions and Types of Advertising:**

Advertising is a complex because so many advertisers try to reach so many different types of audience. This clearly indicates that advertising shoulders important functions for the firms and some of the significant functions of it are presented below:

### **2.4.1 Functions of Advertising:**

Even though each ad or campaign tries to accomplish goals unique to its sponsor, advertising performs these basic three functions given below.

- a. Inform:** This kind of advertising is executed in the pioneering stage of a product category where the objective is to build primary demand.
- b. Persuade:** This becomes important in the competitive stage, where a company's objective is to build selective demand for the particular brand. For example, Chivas Regal attempts to persuade consumers that it delivers more taste and status than other brands of scotch whiskey.
- c. Remind:** It is an important with mature products. A related form of advertising is reinforcement advertising, which seeks to assure current purchasers that they have made the right choice.<sup>11</sup>

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<sup>11</sup> Philip Kotler, Op.cit, p.557

## 2.4.2 Types of Advertising:

- a. **Brand Advertising:** The most viable type of advertising is a consumer, or brand advertising. Brand advertising focuses on the development of a long term brand identity and image.
- b. **Retail or Local Advertising:** Agent deal of advertising focuses on retailers or manufactures that sell merchandise in a restricted area. In the case of retail advertising. The message announces facts about products that are available in nearby stores. The objectives tend to focus on simulating store traffic and creating a distinctive image fir the retailer. Local advertising can refer to a retailer or a manufacturer or distributor who offers products in a fairly restricted geographic area.
- c. **Political Advertising:** Politicians use advertising to persuade people to vote for them or their ideas, so it is an important part of the political process that permits candidate advertising. Critics worry that political advertising tends to focus more on image than on issues, meaning that voters concrete on the emotional art of the message or candidate, often overlook important differences.
- d. **Directory Advertising:** Another type of advertising is called directory advertising because people refer it to find out how to buy a product or service. The best known form of directory advertising is the yellow pages, although there are other kinds of directories such as trade directories, organization directories, and so forth.
- e. **Direct Response Advertising:** Direct response advertising can use any advertising medium including direct mail, but the message is different from that of national and retail advertising in that it tries to stimulate a sale directly. The consumer can respond by telephone or mail and the product are delivered directly to the consumer by mail or some carrier.



- f. Business-to-Business Advertising:** Business-to-business advertising includes only message directed at retailers, wholesalers and distributors and from industrial purchaser and professionals such as lawyers and physician to other businesses, but not to general consumers. Advertisers place most business advertising in publications or professional journals.
  
- g. Intuitional Advertising:** Institutional advertising is also called corporate advertising .These message focus on establishing a corporate identity or wining the public over to the organizations point of view. Many of the tobacco companies are running ads that focus on the positive things they are now doing, and ads for America's pharmaceutical companies are also adopting that focus.
  
- h. Public Service Advertising:** public Service Announcements (PSAs) communicate a message on behalf of some good cause such as driving under the influence or preventing child abuse. There advertisements are usually created by adverting professionals free of charge and the media often donate the space an time.
  
- i. Interactive Advertising:** Interactive advertising is delivered to individual customers who have access to a computer and the internet. Advertisers use web pages, banner ads, and e-mail to deliver their messages. In this instance, the consumer can respond to the d or ignore it.

## **2.5 Advertising Program:**

Advertising is part of a sound marketing plan. A well-planned advertising program continuous and has a cumulative effect .So, it should include in corporate planning. Advertising campaign is the creation and execution of a series of advertisements to communicate with a particular target audience. Understanding specific consumer problems is often the key to developing an appropriate advertising campaign

.Advertising campaign represents an important means by which organizations communicate with their customers, both current and potential. According to Bendixen (1993), the specific objectives of an advertising campaign may adopt many forms, such as to:

- Create success of a new product or brand
- Inform customers of a features and benefit of the product or brand
- Create the desired perception of the product or brand
- Create preference for the product or brand
- Persuade customers to purchase the product or brand

Such objectives are all aimed at a higher purpose of enhancing the buyers' response to the organization and its feelings so as to achieve profitable sales in the long run. All the managerial should give an effort for planning and execution of advertising program as ideas and proper planning is what makes an effective advertisement. They should proceed to make the five major decisions in developing an advertising program known as the five Ms. (P. Kotler, 1981).

- a. **Mission:** What are the advertising objectives?
- b. **Money:** How much can be spent?
- c. **Message:** What message should be used?
- d. **Media:** What media should be used?
- e. **Measurement:** How should the results be evaluated?

**Figure No. 2.2**

**Steps of Advertising Program**



*(Source: P.Kotler, 1981)*

**a. Mission: Advertising Objective**

An advertising objective is a specific communication task to be achieved with a specific communication task to be achieved with a specific target audience during a specified period of time .Advertising objectives would be to inform, persuade and to remind.

**b. Money: Set the Advertising Budget**

Marketer should remember that the role of advertising is to create demand for a product. The amount spent on advertising should be relevant to the potential sales impact of campaign. Setting the advertising budgets is not easy .How can businesses

predicts the right amount to spend, which parts of the advertising campaign will work best and which have relatively little effect.

### **c. Message : Determine the key Advertising Message**

Spending a lot on advertising does not guarantee success. Research suggest that clarity of the advertising message is often more important than the amount spent. The advertising message is often more important than the amount spent. The advertising message must be carefully targeted to impact the target customer audience. A successful advertising message should have the following characteristic:

**Meaningful:** Message must be meaningful

**Distinctive:** Capture the customer's attention

**Believable:** A difficult task, since research suggests most consumers doubt the truth of advertising in general.

### **d. Media : Decide which Advertising Media to be Used**

There are a variety of advertising media from which to choose. A campaign may be one or more of the media alternatives. The key factors in choosing the right media include.

**Reach:** what proportion of the target customer will be exposed to the advertising?

**Frequency:** how many times will the target customer are exposed to the advertising message?

**Media Impact:** where, if the target customer sees the message – will it have most impact?

Another key decision in relation to advertising media related to the timing of the campaign. Some products are particularly suited to seasonal campaigns on television

(e.g. Christmas hampers) whereas for the other products, a regular advertising campaign throughout year in media such as newspapers and specialist magazine is more appropriate.

#### **e. Measurement: Evaluate Advertising Campaign**

The evaluation of an advertising campaign should focus on two key areas.

**The communication effect:** is the intended message being communicated effectively and to the intended audience.

**The sale effect:** has the campaign generated the intended sales growth. The second area is much more difficult measures.

Among these five programs, measurement i.e. testing the advertisement effectiveness is very important, yet every difficult part of advertising management .It is advertising research that determines gap between the promise and the result achieved. Most of the measure of advertising effectiveness is of an applied nature, dealing with specific advertisement and campaign. All major advertising campaign will be evaluated by research.

## **2.6 Effectiveness of Advertising:**

Today, advertising finds itself in a serious blind. With a down economy, the tragedy of 9/11, and new technology that may threaten the way advertising operates, there is a need to rethink advertising as a strategic alternative. Advertising will only survive and grow if it focuses on being effective. All advertisers are expecting specific results, based on their stated objectives. Clients expect proof, and for the most part, that proof must lead to or actually produce sales. It is no longer acceptable to tell a client, “Our ads work, we just don’t know how, when, and with what results.”

Only the advertiser (and the supporting ad agency) knows whether the ad campaign reached its objectives, and whether the ad truly was worth the money. But are all award-winning ads effective ads? Not necessarily. In August 1996, Nissan launches one of the most memorable advertising campaigns in automobile history. Lively, music-filled commercials featured dogs, dolls, a grinning Japanese man, and the friendly tagline, “Enjoy the Ride”. Time magazine named the best commercial of the year. Nissan poured \$330 million into the campaign.

Effective ads work on two levels. First, they should satisfy consumers’ objectives by engaging them and delivering a relevant message. And, as we said, the ads must achieve the advertiser’s objectives. Initially, a consumer may be interested in watching an ad for its entertainment value or satisfy her curiosity. If the ad is sufficiently entertaining, she may remember it. However, she may then learn that the ad relates to a personal need and provides relevant information about how to satisfy that need. The ad may also offer enough incentive for the consumer to risk change because it shows her how to satisfy her needs in a manageable way. Further, ads may reinforce her product decisions and remind of how her needs have been satisfied.

The advertiser’s objectives differ from the consumer’s. Ultimately advertisers want consumers to buy and keep buying their goods and services. To move consumers to action, they must gain their attention. They must then hold their interest long enough to convince them to change their purchasing behaviour, try their product, and stick with their product. Three broad dimensions characterize effective advertising: strategy, relativity and execution. This study highlights these three dimensions:

### **2.6.1 Strategy:**

Every effective ad implements a sound strategy. The advertiser develops the ad to meet specific objectives, carefully directs it to a certain audience, creates its message or speak to the audience’s most important concerns, and runs it in media (print, broadcast or the internet for instance) that will reach its audience most effectively.

### **2.6.2 Creativity:**

The creativity concept is the ads central idea that grabs your attention and sticks in your memory. A concern for creative thinking drives the entire field of advertising .Planning the strategy calls for imaginative problem solving: the research efforts need to be creative and the buying and placing of ads in the media require creative thinking. Advertising is an exciting field because of the constant demand for imaginative solutions to media and message problems.

### **2.6.3 Execution:**

Finally, effective ads are well executed. That means that the details, the photography, setting, printing, and the production values all have been fine –tune. Many of these techniques are standard in the industry, such as the use of products created by Adobe, a popular computer graphics software manufacturer.<sup>12</sup>

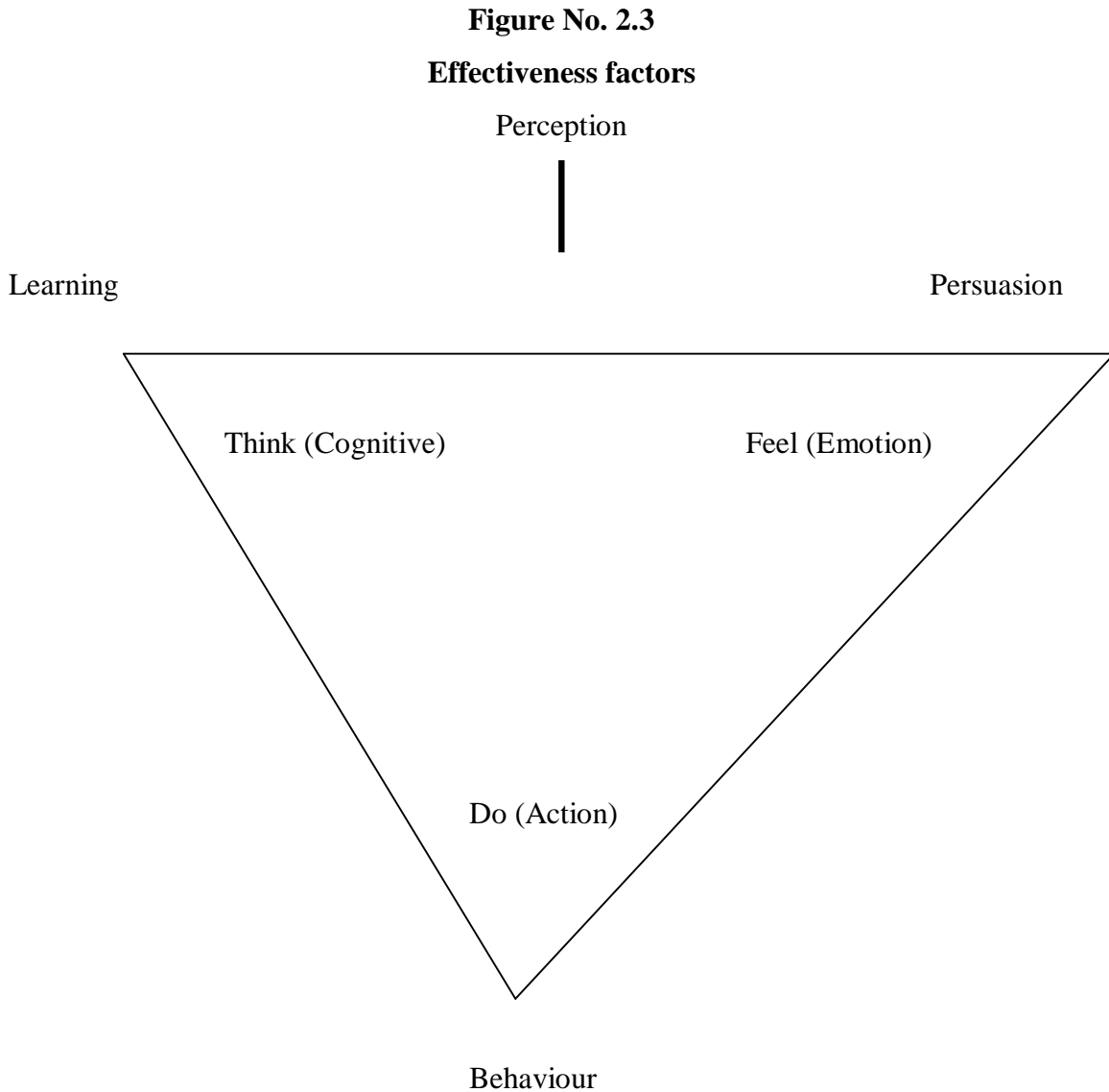
Good advertisers know that how you say something is just as important you say, what you say comes from strategy, whereas how you say it is a product of creativity and execution. Strategy, creativity and execution all contribute to whether and ad wins as award. But, as noted in the ‘A matter of Principle’ box, winning awards is only important if advertising advertisements/campaign to be considered effective, they are not isolated. They depend on the types of impacts advertisers hope to create in the minds of the people who read, view or listen to the ads.

Understanding the various types of intended effects that typically are the goals of advertising is the way we evaluate whether an ad is effective .However, effectiveness only occurs to the degree that certain effects- such the impact or results of a message are accomplished .In order, then, to understand what effectiveness means in advertising, we need to have an idea of the key effects, or results that advertising can typically

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<sup>12</sup> Wells, Burennett, Moriarty, Loc.cit, P.6

accomplish. A simplified model of a set of typical effects that advertisers hope to achieve is presented below:



**Source:** WELLS, BURENETT. MORIARITY

In this model, first level is perception, which means the advertiser hopes the ad will noticed and remembered. Then there are two categories of effects that are either focused on learning, which means the audiences will understand the message and make the correct associations or persuasion, which means the advertiser, hopes to create or change attitudes and touch emotions. The last major category of effects is behaviour getting the



audience to try or buy the product, or perform some other action .In advertising strategy and planning these effects are referred as objectives. Every advertiser, deep down inside, hopes or assumes that each ad will produce sales. However, we know that to get the sale, there are communication activities that need to take place and these are often the best indicators of the success of an advertising message, because other marketing variable may have more impact on sales. The relationship may be casual- the ad created a significant volume in sales response – or it may only make a partial contribution or lead prospects part of the way to sales. It may also reflect the kinds of communication effects that message can be expected to deliver, such as understanding or conviction.

In addition, two other assumptions must be considered in analyzing advertising objectives. First, advertising communication objectives are delivered from the company's marketing objectives, so, if any restaurant has an objective to increase market share by 5 percent, this should have a direct impact on the stated communication objectives .In other words, the advertising objectives are designed to contribute to the accomplishments of this market share objective. The second assumption is that any of the communication objectives may be legitimate, even the ones that aren't focused directly on a sale. For example, Expedia.com is a new consulting company and it views its advertising as a way to draw to itself, create name recognition and create understanding of the products and services it sells. The key effects from figure 2.3, which are use to determine the effectiveness of an advertisement, are further explained in the table number 2.2:

**Table No. 2.1**  
**Message Effectiveness Factors**

<b>Key Message Effects</b>	<b>Surrogate Measures</b>	<b>Communication Tools</b>
Perception	Exposure Attention Interest Memory: Recognition/Recall	Advertising Media, Public Relations Advertising; Sales Promotion Advertising; Sales Promotion; Public Relations
Learning	Understanding Image and Association Brand Links	Public Relations, Personal Selling; Direct Marketing; Advertising Advertising; Public Relations, Point of Purchase Ads
Persuasion	Attitudes: Form of Change Preference /Intention Emotions and Involvement Convictions: Belief, Commitment	Public Relations; Personal Selling; Sales Promotion Advertising; Public Relations; Personal Selling Events Personal Selling; Direct Marketing
Behaviour	Trial Purchase Repeat Purchase, Use More	Sales Promotion; Personal Selling; Direct Marketing Sales Promotion; Personal Selling; Direct Marketing Sales Promotion; Personal Selling; Direct Marketing

*Source: WELLS, BURENETT. MORIARITY*

Here the key categories of message effects are listed down the left side. The second column is labeled 'surrogate measures' and refers to the way advertisers evaluate how well the advertising worked, how –effective the advertising was in meeting its objectives. The advertising industry, led by agencies, has developed a set of measures that are indicators of these key effects. The exact terminology will vary, but the effectiveness of most advertising is evaluated based on such factors as consumer's exposure, attention, interest and so forth.

The next column lists the communication tool or tools that may be most appropriate for achieving the objective. Even though this study focuses on advertising, we recognize that advertising is just one part of the market communication mix, along sales promotion, public relations, direct marketing, events and personal selling. There are communication objectives that are more effectively accomplished through advertising, but there are situations where other communication tools may be more effective.

An examination of Table 2.2 shows that advertising is effective in accomplishing several objectives for instance, creating exposure, attention and awareness. It is also good at providing a reminder to the customer and encouraging repurchase. However, other marketing communication tools, such as sales promotion, are better at getting people to respond with a purchase or other types of actions. Most advertisers try to measure the communication effect of an ad- that is, its potential effect awareness, knowledge or preference. They would also like to measure the ad's sales effect. And the main objective of this study is to measure the sales effects of the advertising.

Where communication – effect research seeks to determine whether an ad is communicating effectively. Called copy testing it can be done before an ad is put into media and after it is printed or broadcast. There are three major methods of advertising presenting. Direct rating, recall, post testing etc.

## **2.7 Public Awareness and Knowledge:**

Advertising helps to generate awareness about the products, services or ideas to the target group of the customers by letting them know that such products, services or the ideas do exist around them. It plays so important role in the context of the people like Nepalese about awareness generation among the people as most of them are ignorant and inaccessible due to the situational, geographical and political advertises .It may be commercial awareness regarding the products, services or the ideas or non commercial awareness like health awareness, educational awareness, awareness regarding their rights etc.

Which, eventually will help to educate the target group of the customers to enhance more knowledge about the products, services and the idea?

Where it helps them have more information regarding the attributes , features, price , availability of such products so that consumer can buy the best one that exactly fits the deficit and needs . Collectively advertising is one of the major tools to generate a public awareness and to educate more to have more knowledge about the products, services and the ideas.

## **2.8 Media Business in Nepal:**

Media is the medium of informing the products/services to the people. There are different form of media existed in our society and people have lots of choice regarding media. In Printed Media we have newspapers, magazines etc. In electronic media i.e. TV, radio etc. from these medium business organization keep informing their product and services to people. With the changing pace of time and demand, the people choices may vary accordingly. Media selection is the key process as the human behaviour and customer's satisfaction highly depends on it

In the past decade Nepal has recorded one of the highest urbanization growth rates among the South Asian countries. This has led to major changes in the society, customer, economic status, awareness and virtually all aspects of the unprecedented in the nation's history.

The changes in the looking habits of Nepalese people and the continuous progress towards a cosmopolitan's society are unprecedented. In terms of programmes, the news, comedy serials, teleserial (television) have launched and advanced by incorporating several new programmes from all around the world. It has been apparent for some years that increasing time pressure on viewers has been the main force behind a shift away from typical Nepali programs.

Due to gaining popularity in the media sector many media houses live telecast programs at their channels. Different types of programs are broadcasted on TV channels and many viewers see that program at their own way by which other sectors also developed and recognized by everybody.

Kantipur TV is launched in the year 200/03/29 B.S. which is situated at Tinkune near Kantipur Publication which shows us quality programs by which it gains more money and goodwill at the business sector. Many sponsors want to advertise their product items in Kantipur TV which shows the first choice is it.

As per reports shown in the latest edition of the Boss Magazine, it has been revealed that the Kantipur TV leads business with any business product and services where as other channels (media) stand at third fourth in its business in Nepal. So this is a clear indicator which makes us believe that the media sector business is soaring higher and higher every year. Recently ABC broadcast their program on TV set by launching own channel to meet the increasing demand of the people which is mainly based on news. Despite Nepal is facing a serious recession in most of the business and the economy also but still demand for these kinds of media are ever increasing. Basically, Media marketing companies are shifting their emphasis on pull strategy instead of push strategy. The pull strategy selling is one that requires high spending on advertising and consumer promotion to build up consumer demand for a product. Marketers are emphasizing more on consumer schemes,

media advertisement etc. And in present condition without pull strategy nobody survives and grows in market.

## 2.9 Review of Previous Related Studies:

According to Marketing Management by **Phata Bahadur K.C.**<sup>13</sup> “In marketing communication process, after coding the information right and effective media is selected. Radio, television, newspaper, movies, postering, packing, brand etc are the popular forms of media. The nature of information and the behavior of targeted group play a vital role in selection of media. Identification of the Target group is the key and primary process in the development of the effective communication. It involves the findings of their need, importance, primary factors and their perception towards their daily life style.”

In **Govind Ram Agrawal's** Marketing in Nepal<sup>14</sup> “buying behavior is a very complex process. No two customers always behave in the same way. Buying behavior influences customer's willingness to buy and buying behavior itself is influenced by different types of media or it can be said it function vice versa. The other factors that influences buying behaviors are: Economic factors, demographic factor, psychological factor and socio-cultural factors. In study of media behavior the research must consider above factors.”

According to **Lars Perner's**<sup>15</sup> marketing and consumer behaviour teaching materials: The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

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<sup>13</sup> Phata Bahadur K.C.,2055, **Marketing Management** ,Kathmandu, Bidhyarthi Pustak Bhandar, Kathmandu,P65

<sup>14</sup>Dr.Govind Ram Agrawal,1999,**Marketing in Nepal**, Kathmandu:Educational Enterprises,Kathmandu,P59

<sup>15</sup> Online: [www.Search Consumerpsychologist.com](http://www.Search Consumerpsychologist.com)

The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);

The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);

The behavior of consumers while shopping or making other marketing decisions;

Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;

How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and

How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Understanding these issues helps us adapt our strategies by taking the consumer into consideration. For example, by understanding that a number of different messages compete for our potential customers' attention, we learn that to be effective, advertisements must usually be repeated extensively. We also learn that consumers will sometimes be persuaded more by logical arguments, but at other times will be persuaded more by emotional or symbolic appeals. By understanding the consumer, we will be able to make a more informed decision as to which strategy to employ.”

## **2.10 Review of Related Studies:**

Only few researchers have been conducted in this area of media planning and selection. An attempt was made to review some of the research, which has been conducted in this field.

**Pradip Parajuli**<sup>16</sup> has conducted a research on a study of FM Radio's performance and audience's attitude in rural and urban area of Kathmandu. In this research he has pointed out some features and problem of FM station's performance and attitude of its audience's

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<sup>16</sup> Parajuli, Op.cit. (f.n.2)

in rural and urban area. The main objective of his study was to explore the cause of the relative popularity of FM radio programmers and thus identify the listening habits, perception of the audience about FM radio program performance and the pattern of message reception by the different target group. He has concluded that advertisement through FM is not successful in influencing the audience.

The major findings of his research were:

- Large majority of the respondents is a regular listener. But audiences are unable to define different name of FM broadcasters. They think there is no variance between the broadcasters.
- Respondents were popularly listening to FM radio in the evening.
- Most teenagers' listen to FM stations. Their desired information was about music and sports.
- Advertisement through FM was not successful in influencing the audience. There was no any habit or behavior hanged after hearing advertisement.

He has recommended some measures on the basis of his study. They were:

- The FM program should focus its efforts to reach people of rural area, higher age group, female and people with low literacy.
- FM radio program should include contents related to information about music, information about sports, special announcement, governmental information, population education etc. in a balanced manner.
- Different time blocks suitable to different categories of listeners, FM radio broadcasters should design and schedule its program considering suitable time to its target listeners.

The study conducted by **Jyoti Sharma**<sup>17</sup> on a comparative study on television advertisement (with special reference to NTV) focused on the watching habit of people

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<sup>17</sup> Jyoti Sharma, 2002 **A comparative Study on Television Advertisement with Special Reference to NTV**, an unpublished Master's Degree Dissertation, Submitted to Central Department of TU, p 25



and perception of the audience about Nepal Television. The objective of the study was to find out NTV's program and its effectiveness as the media for advertisement. In the study it has been concluded that TV is the most effective media than other media.

Some major findings of the study were:

- Large percentage of viewers watches TV daily. This indicated that TV is an effective medium of advertisement.
- It can also be said that the most preferable time to watch NTV is from 8-9 PM. Therefore, advertisement should be positioned in that time.
- The data shows that large percentage of respondents buy product after seeing advertisement in NTV. Therefore the effects of advertisement in Nepalese views are positive.
- In light of above analysis it is clear that large percentage of respondent says that effective media of advertisement is TV.

The following points were recommended by her for NTV to increase the watching habit of people:

- Most of the viewers watch NTV at 8-9 PM, therefore NTV should transmit advertisement in that time and NTV should give attractive programs to make use of that time.
- NTV should find out what the viewers expect from a particular type of program on the basis of that which it can improve its forth-coming programs. It should transmit variety of entertainment programs and the current news at the regular interval.

Another study conducted on 2001 by **Binayak Dhungana**<sup>18</sup> on Choice of media for promoting product has written that the different population shows different attitudes

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<sup>18</sup> Binayak Dhungana, 2001 **Choice of Media for Promoting Product**, An unpublished Master's Degree Dissertation, Submitted to Central Department of TU, p 45

towards the same message of information aired, telecasted and published. Thus, the understanding of attitudes and its study becomes important while choosing any media for placing commercial of any particular product. The nature of product like san dislikes of the product and the consumers' reaction are considered as the main determinants on choosing any media for position the product. The main objective of this research is to analyze the different tastes, attitudes and preference of the customers regarding media uses leading to the proper choice of media for promoting any product.

Some of the major findings were:

- The role of media can't be determined by the study of single variables. The variables like entertainment, information, product awareness, political information and mixed information etc. all have their importance but their relative importance differs significantly.
- Different people under the sample have different media habits. Thus, the meaning of mass media for each of them is different.
- Radio remains the most popular mass media with 42.7% using it among the population under study. Television is second popular with 36.6% and newspaper remains the third and least popular media with 20.7% in terms of regular media habits. The uses of other were at very low level. Thus are not considered as effective media.
- While determining the media habits of the population 40.28% said they are habituated to listening of the radio regularly. The most popular station nation wide is radio Nepal other 36.11% said they watch television regular. The most popular telecasting stations remain the Nepal television. Rest 23.61% said they have a habit of reading different newspaper regularly. The most popular among the newspaper is Kantipur National daily from Kantipur Publication.
- The preference and choice of media for different customers are different. Their buying capacity is determined by level of living standards and their respective earning capacity.

From this study the following recommendations can be made to the advertiser and manufacturing units:

- The population under study showed different reasons for choosing any particular media as their source of information. They provided different logic and reasoning for liking any particular media to another. Some preferred media for entertainment; some preferred that media as major source of information, some for budget. But most of the respondents wanted both the information as well as entertainment from particular media they choose. While making any commercials, the advertisers should study the liking and expectation of the customers in the advertisement.
- Media planning process becomes complicated process because the different populations have different media habit and choices. Thus the media planner should be quiet clear or have quiet distinctive idea of identifying its potential customers. The media choices differ from one target group to another as per their media habits.

The thesis submitted in 2005. A study on promotional effectiveness through Television by **Amrita Adhikari** found that most of the people i.e.98%of people have their own T.V. set at their home and access to cable network and interested watching news and then serials. In context of Nepali channel, Nepal Television is the biggest player with 56.3% of viewer ship and then come Kantipur 23.7% and Channel Nepal 8.3%.

Similarly, another Ph.D. thesis entitled consumer's impact through Electronic Media Advertising, in 1996 A case of Nepal, by **Bhoja Raj Aryal**, concluded that there is positive relationship between advertisement and sales volume.

## **2.11 Basic Features of This Study:**

Definitely, a study is conducted to find out certain objectives and that is totally up to the intention of the researcher about what does he/she want to find out to present

those findings in a generalized way. So a research is done in an area where the things which are not covered before by any other studies or the areas may be a new one completely.

Similarly to carry out this study has been also guided by a distinct objectives and it has some distinct features that has been the sole reason for these study to be undertaken. The basic features of this study are to:

1. Present the impacts of advertising on consumer's attitude and behaviour,
2. Assess a comparative analysis of media (Kantipur Television) in terms of performances in the market.

## CHAPTER III

### 3.0 RESEARCH METHODOLOGY

Stating in a narrow sense, research means to search again. Research is a systematic and organized effort to investigate a specific problem that needs a solution. Thus, the entire process by which we attempt to solve problems or search the answers to questions is called research.

Where as methodology is a set of methods and principles used to perform a particular activity. So, combining research methodology is systematic and organized effort to investigate a situation (problem) by a set of methods to reach a solution of the particular problem. So, this very chapter has been one of the most important and critical steps that set an overall framing for conducting the whole research to reach the solution of the problem. Further more, it includes the following:

#### 3.1 Introduction:

This section describes the research procedure. The research procedure includes overall research design, the sampling procedure (describing sample and population ) and the data collection method ( i.e. how and by what means and from where data were collected) Besides, this section also highlights data analysis tolls and procedure . Methodology followed for this research is not free from certain limitations which would be included here. Last but not the least, a quick review of related studies is also including in this section.

### **3.2 Research Design:**

Research Design means definite procedure and technique which guides to study and profound ways for research viability. This study is based on description of media users, their perception, habits and patter of message reception from radio, newspaper and the television. This research is also exploratory because attempts have been made to explore the economic, education level of the respondents of Kathmandu District. It is obvious that methodological framework of the present research is basically exploratory cum descriptive in nature only due to this reason this research tries to fulfill the gap of knowledge on the sector of media habit of people.

### **3.3 Research Methods:**

As per the need and nature of the business, there are some methods for testing advertising effectiveness which are presented below but the main focus of this study has been given to the comparative analysis of media (Kantipur Television) in terms of performances in the market.

#### **3.3.1 Recall Test:**

Recall test is conducted by providing the respondents some contextual cues on the basis of which they are expected to recall the advertisement. The cue can be in the form of the name of the news paper or magazine in which the advertisement was published or the television which carried the advertisement related information recalled by the viewers/ consumer.

#### **3.3.2 Recognition Test:**

Recognition test are generally conducted to test the effectiveness of print advertisement .Under this method, the selected respondents are given the print mediums, in which the

advertisement was published. They are asked to identify a particular advertisement published or broadcasted in the media.

### **3.3.3 Inquiry Test:**

The oldest and still the most popular method of testing advertisements is by the number of inquires. It is controlled experiment conducted in the field.

### **3.3.4 Triple – Association Test (TAT)**

This test is done to know whether the prospective /viewers consumer know the brand of product/media or not.

### **3.3.5 Sales Test:**

Since the ultimate objective of any advertising campaigns is an increase of sales, an ideal test would be one that measures, not the number who see and read, or the number who inquires ,but the number of actual sales that result from an advertisement .

### **3.3.6 Attitude Tests:**

Advertising effectiveness can be derived from different mediator. IT has been most common in advertising research to examine the effectiveness of the advertising by means of the attitude concept. Attitude is defined as ‘an individual’s internal evaluation of an object’.

## **3.4 Population and Sample:**

Population of this research categorized into two places one is well civilized (Urban) and another is rural one. Two spots namely Baneshwor ward no. 10 as a symbol of urban area and Sundarijal VDC as a symbol of rural area were purposely selected.

Baneshwor is a diverse and densely populated settlement where various ethnic groups live whereas; Sundarijal has a nice scenery place with typical Newari, Brahmin settlement. Altogether 100 samples would be taken. Among them 50 samples from each place would be taken. A male and female from each house were selected as purposive sampling

### **3.5 Nature and Sources of Data:**

Customer field survey is the source of Primary data. Questionnaire is administered to the samples and important first hand response was obtained.

To meet the above mention objectives, data for the study would be collected both from secondary sources as well as from primary sources through a field survey in the selected areas of the Kathmandu District.

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### **3.6 Data Collection Technique:**

To collect the actual information about the media habit of people the questionnaire was developed and other relevant questions would be asked in the spot directly. So here the emphasis will be given to respondents background i.e. age, sex, marital status, education etc., media habit, perception about media, and message reception through advertisement.

### **3.7 Tools for Analysis:**

This study would mainly base on primary data from the field visit, interviewing and questionnaire survey. The collected information would be presented in appropriate table. They were categorized and tabulated according to the objective of the study.

The collected data and information were manually processed and analyzed in a descriptive way.

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### **3.8 Data Presentation, Analysis and Findings:**

The presentation and analysis of data would be done by organizing, tabulating and assessing financial results. Different tables and diagrams are drawn to make the results very simple and easily understandable.

## CHAPTER IV

### 4.0 DATA PRESENTATION AND ANALYSIS

The presentation and analysis of data consists of organizing, tabulating and assessing financial results. Different tables and diagrams are drawn to make the results very simple and easily understandable.

#### 4.1 Background:

The chapter 'Presentation and Analysis of data' is the integral part of the study. The main purpose of analysis of the data is to change it's unprocessed from to an understandable presentation as the data collected from the primary source and secondary source is in the raw and is an unprocessed form. So this step is a processing step for all the raw data in to précised form to draw a clear idea about the study. The analysis of data consists of organizing the raw data gathered at first and then tabulating that data in a scientific manner so that the presentation of the data becomes clear and simple, and finally performing statistical analysis to test the reliability and validity of the data.

Description and result of the primary data and secondary data are presented\ed here. On the other hand interpretation and analysis of the data are presented in this chapter. Different tables are used to make the result more clear, explanatory and transparent.

#### 4.2 Presentation of the Primary Data:

This segment consists of the presentation of the primary data collected through the questionnaires in the tabulated and graphical notation form with the description of each information gathered serially matching with the order of the objectives of this study. Hence, the collected primary information is presented below in the following way:

#### **4.2.1 Introduction of the Study Area:**

This section provides brief information about the study areas. The study sites were Sundarijal VDC and KMC-10, Baneshwor.

#### **4.2.2 Baneshwor, KMC-10**

Baneshwor, Kathmandu Metropolitan City Ward No. 10 is situated at Eastern side of Kathmandu City. Ward no. 10 is bordered by ward no. 34 Minbhawan in east, Anam Nagar Ward no. 32 and Thapathali Ward no. 11 in west, Old Baneshwor Wad no. 9 in north and Lalitpur District in south. The total population of this ward is 25,977 in 6,168 households. Among them number of male are 14,168 and female are 11,809<sup>19</sup> (data sources CBS, 1999:820).

Former Mahadevsthan VDC was converted as Wad no. 10 of KMC. Baneshwor seems as a residential area of Kathmandu City. Dhobi Khola flows in Western side and Bagmati river flows in Southern side of this wad. There are many roads in this ward. The main road linked to Old Baneshwor to Shankhamul, Lalitpur and another one Tribhuvan Highway linked. Transportation facilities are available in form of bus, trolleybus, taxi, microbus etc.

There were very few local inhabitants; most of the people had migrated. This area has high diversity in culture, ethnicity and language due to migrant from different part of Nepal. Population of this place is increasing every year. Nowadays this ward is the densest populated area in the valley. The majority of the people are Brahmin and Chherti. Numbers of Newar are very low. Almost all people speak Nepali language; few of them speak Newari and other languages.

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<sup>19</sup> C.B.S. *Population of Nepal by District and Village Development Committees/ Municipalities*, (His Majesty Government, 1999)

Baneshwor, KMC-10 ward is an urban city of Nepal. There are few local farmers. People there have different types of occupation. Most of them are service holders, businessmen and cottage industrialists. Some of them are doctors, engineers and few of them are social workers. Most of the people having house at the roadside have shops and their additional source of income. Health situation is very good condition. Big hospitals and nursing homes close by this ward, besides there were many medical clinics available. The level of education in this ward is satisfactory. Majority of the people are educated.

Although people work hard and are busy on their occupations, they relax during the holidays. In the evening, young men sit together in open area for chat and gossip. But most of the migrated households watch TV, films, reading newspapers, magazines and listen to radio with their family in the evening.

#### **4.2.3 Sundarijal VDC<sup>20</sup>**

Sundarijal, a dense medieval Newari settlement is situated on the south-east part of Kathmandu Sub-metropolitan City almost on the south-east edge of Kathmandu Valley. It is situated at about 6 km from the city area. Total land occupied by the VDC is 2.72 square kilometers whereas the ancient settlement covers only about 0.20 square kilometers. The rest is covered by very beautiful setting of agricultural fields with terraced paddy fields in the north and plain mustard seed fields, sugarcane, maize etc in the south. The altitude of the VDC is 1320 to 1358 meter from mean sea level.

The VDC is bounded politically in the west by Sivapuri, in the south by Gokarna, in the east by Salinadi and in the west by Bagmati (Manahara Khola) River. The main settlement of the VDC is situated almost in hill ridge, with plain land or slopes virtually separated physically for agriculture. More than 90% of the total land of VDC is covered by very fertile land with beautiful landscape. The very dense settlement is almost in the middle of the VDC area and looks too ancient to be altered with. Sundarijal is being known for its rich in natural beauty since very ancient time.

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<sup>20</sup> Urban Planning, 1<sup>st</sup> yr Sept. 2002 “A report on Village Profile of VDC” Kathmandu, TU Institute of Engineering College, Department of Architecture, P

The National Census held in 2001 has published the outcome of the statistical data collection and can be summarized of Sundarijal are as following –

Table No. 4.1  
National Census Table

Serial No	Particulars	Facts
a.	Total number of households	640
b.	Total number of families	825
c.	Total population	4471 (2274 M & 2197 F)
d.	Literate population	3069 (68.63 %)
e.	Farming as occupation	91.50 %
f.	Business & Service as occupation	9.50 %

The biggest ward is ward number 1 with a population of 862 and smallest is ward number 8 with a population of 243. Most of the residents within the VDC are Newar; however few households are of other ethnic group. The most surprising thing of Sundarijal is that it has got complete two sets of ward areas within the same VDC. A ward within the settlement again is repeated separately for the agricultural land. Hence, the VDC has total of 18 ward areas instead of the customary 9. The cadastral mapping of the settlement area has not been done, so the residents do not possess their owners' certificate for the houses where they are living.

The settlement of Sundarijal VDC is a typical Newari cluster with high population density. The houses are clustered in a group with narrow streets and lanes and situated on elevated land above Bagmati River. The main occupation of the residents of the village is agriculture with less employment in business, industries and services. The level of employment in institutions and governmental organization is significantly low. There is a marked deficiency of infrastructures. Poor solid waste management system and pathetic

sanitation is clearly evident. The condition of road within the core area is not good. The existing side drains are all filled up with agricultural by-products and excreta. Stone pavements are not in good condition and walking along the very narrow side lanes sometimes feel like gone to ancient Stone Age time.

Most of the residents are facing unemployment due to the lack of skills. They are solely dependent upon agriculture. Due to the competition the resort and hotel is facing, the making of famous culture and tradition entertaining . There are four schools which seem sufficient at the moment, but leaving the school early is the scenario due to the difficulty of sustaining the cost associated with education as well as due to the necessity of performing other household works.

Since the village is much closed to the Capital, it enjoys every bit of facilities that are easily available like TV, Radio and newspapers.

### **4.3 Characteristics of Respondents:**

The purpose of this chapter is divided into two sections to discuss the characteristics of the 100 respondents out of which 50 male (50%) and 50 female (50%). The first section of the chapter discusses the demographic characteristics and second section discusses the socio economic characteristics.

#### **4.3.1 Demographic Characteristic:**

This includes age, sex and marital status of the respondents, which are as follows:

##### **4.3.1.1 Age**

From each household two person (under 25 and above 25 years of age, one male and one female) were taken as a purposive sampling. So there were 50% under 25 years of age and 50% of above 25 years of age.

**Table 4.2: Percentage Distribution of Sampled Population by Age**

Age Group	Male (N=50)	Female (N=50)	Total in %
Under 25	20 (40%)	30 (60%)	50
Above 25	30 (60%)	20 (40%)	50
	50	50	100

Source: Field Survey 2008

Among them, 40% of males were under 25 years of age and 60% were above 25 years of age. Same as 60% female were under 25 years of age and 40% female were of above 25 years of age.

#### 4.3.1.2 Sex

From rural and urban area of Kathmandu, 25 households from each area with one male and one female were taken as purposive sampling.

**Table 4.3: Percentage Distribution of Sampled Population by Sex**

Age Group	Rural(N=50)	Urban(N=50)	Total in %
Male	25 (50%)	25 (50%)	50
Female	25 (50%)	25 (50%)	50
	50	50	100

Source: Field Survey 2008

There are 50% of both male and female from both rural and urban areas. So there are altogether 50% of male respondent and 50% of female respondent.

#### 4.3.1.3 Marital Status

Table 4.4 shows that a great majority of the male respondent (60%) was married as compared to the females (53.34%). The table also shows that the majority of the female (46.66%) was unmarried as compare to the males (40%).

**Table 4.4: Percentage Distribution of Sampled Population by Marital Status**

Age Group	Male(N=50)	Female(N=50)	Total in %
Married	30 (60%)	27 (53.34%)	56.67
Unmarried	20 (40%)	23 (46.66%)	43.33
	50	50	100

Source: Field Survey 2008

Altogether 43.33% of respondent were unmarried and 56.67% were married.

#### 4.4 Socio-economic Characteristics:

This section discusses the socio-economic characteristics of the respondents. These characteristics are analyzed by residence, caste, education, occupation and economic condition of the respondent.

##### 4.4.1 Residence

From rural area and urban area of Kathmandu, 50 households (with eligible two persons) were taken as a purposive sampling, 25 households each from rural and urban areas have been taken.



**Table 4.5: Percentage Distribution of Sampled Population by Residence**

Residence	Male(N=50)	Female(N=50)	Total in %
Rural	25 (50%)	25 (50%)	50
Urban	25 (50%)	25 (50%)	50
	50	50	100

Source: Field Survey 2008

Table 4, shows that half of respondents (50%) were from rural and rest (50%) respondent were from urban area. Among them half of the respondents (50%) were male and another half (50%) were female each from urban and rural area.

#### **4.4.2 Education**

Educational level of Nepal is not satisfactory; however the literacy rate of the country is increasing. According to the 2001 census the literacy rate is 53.74% where as male 65.08% and female 42.49% are literate. The table 5 shows that a majority of the urban respondents 63.33% were higher educated as compared to the rural respondents 6.67%. Similarly, majority of the urban respondents 23.33% were middle educated as compared to rural respondents 20%. Likewise, 10% urban respondents were lower educated where as 26.67% rural respondents were lower educated. Larger number of rural respondents are literate i.e. 16.67% than urban respondents (3.33%). Altogether large majority of urban respondents 63.33% were higher educated and large majority of rural respondents (30%) were illiterate.

**Table 4.6: Percentage Distribution of Sampled Population by Education**

Education	Rural			Urban		
	Male	Female	T %	Male	Female	T %
Higher	3 (13.33%)	X	6.67	17 (66.67%)	15 (60%)	63.33
Middle	5 (20%)	5 (20%)	20	5 (20%)	7 (26.66)	23.33
Lower	9 (33.33%)	5 (20%)	26.66	3 (13.33%)	2 (6.67)	10
Literate	3 (13.33%)	5 (20%)	16.67	X	1 (6.67)	3.33
Illiterate	5 (20%)	10 (40%)	30	X	X	X
Total	25	25	100	25	25	100

Source: Field Survey 2008 (X-----Not Found) \*Higher----Graduate & above

\*Middle----Intermediate

\*Lower-----Class VIII to SLC

\*Literate----Up to class VII

Rural part of Nepal is still backwards in education. The education of the study area of rural part seems not satisfactory even it is quite linked with modern facilities of education because there were just 13.33% male who have higher level of education where as there were no any female who has higher level of education. Similarly illiteracy level was high in rural women (40%) and rural male (20%) whereas, there were no illiterate male or female in urban area.

#### **4.4.3 Occupation**

Nepal is an agricultural country. So the majority of people are engaged in agriculture. With the advancement towards industrialization, percentage of people engaged in agriculture is decreasing and people involvement in other sectors is increasing.

**Table 4.7: Percentage Distribution of Sampled Population by Occupation**

Occupation	Rural			Urban		
	Male	Female	T %	Male	Female	T %
Household	X	2 (6.67%)	3.33	X	8(33.33%)	16.67
Agriculture	7(26.67%)	12(46.67%)	36.67	X	X	X
Service	3 (13.33%)	2 (6.67%)	10	11(45%)	3(13.33%)	36.67
Business/Industries	5 (20%)	1 (6.67%)	13.33	4(13.33%)	5(20%)	16.67
Wage/Labor	5 (20%)	5 (20%)	20	X	X	X
Student & others	5 (20%)	3 (13.33%)	16.67	10(41.67%)	9(33.33%)	30
Total	25	25	100	25	25	100

Source: Field Survey 2008

Regarding their occupation, as shown on above table 3.33% from rural area and 16.67% from urban area female respondents were household workers. There were large number of respondents (36.67%) from rural area who were engaged in agriculture. Similarly majority of urban respondents (36.67%) were engaged in service whereas, 16.67% from urban area and 13.33% from rural area were in the business and industries sector. Likewise 20% rural respondents work as wage and labour. Similarly 16.67% rural respondents and 30% urban respondents were students.

There were no male household workers. Similarly there were no male and female from urban area in agriculture. There were no male and female in wage and labour group from urban area. Altogether there were large majority of male (36.67%) from urban area were service holder and large majority of rural respondents were engaged in agriculture.

#### **4.5 Using Pattern of Electronic Media:**

This section provides information on listening, watching and reading habit of people. It also explains reason for using particular media as well as explains their media behaviors.

#### 4.5.1 Media Behavior

To find out the media behavior, the respondents were asked, “Which media do you prefer?” the data obtained from the respondents have been provided in the table. According to the Table 4.8 TV is the most powerful media both in rural and urban area having 55% audience, after that radio is in second place having 23.33% listeners after then newspaper comes in third place, having readership of 21.67%.

**Table 4.8: Percentage Distribution of Sampled Population by their preferred Media**

Media	Rural	Urban	Total in %
Radio	17(33.33%)	7(13.33%)	23.33
TV	27(53.33%)	28(56.67%)	55
Newspaper	6(13.33%)	15(30%)	21.67
Total	50	50	100

Source: Field Survey 2008

The survey also revealed that different residence of respondent had varying preference to media. Most of the respondent of urban area (56.67%) preferred to TV as a best media. Secondly 30% of respondent indicated newspaper and low percentage of respondent (13.33%) reported radio. In the case of rural area, the survey revealed that most of the respondent 53.33% prefer to TV as a best media, secondly 33.33% respondent indicated radio and low percentage of respondent (13.33%) reported newspaper as there is a larger number of illiterate people in rural area

#### 4.5.2 Causes of Using Television and Radio:

There was little variation on the using pattern of media of the respondents. Some use them as a source of information where as some use them as a source of entertainment. The following Table 4.9 is prepared according to the information provided by the respondents.

**Table 4.9: Percentage Distribution of Sampled Population by Causes of Using TV and Radio**

Causes	TV			Radio		
	Rural	Urban	T %	Rural	Urban	T %
For entertainment	27(53.33%)	30(60%)	56.67	15(30%)	8(16.67%)	23.36
For advertisement	X	X	X	X	X	X
To pass time easily	3(6.67%)	7(13.34%)	10	5(10%)	7(13.34%)	11.67
For information	20(40%)	13(26.67%)	33.33	27(53.33%)	23(46.67%)	50
Not answered				3(6.67%)	12(23.34%)	15
Total	50	50	100	50	50	85.03

Source: Field Survey 2008

According to Table 4.9, large majority of respondent 56.67% watch Television for entertainment. Where as 33.33% respondents watch TV for information. Only 10% watch TV to pass their time easily. Similarly 50% respondents listen to radio for information. Likewise 23.36% respondents listen to radio for entertainment and only 11.67% respondent listen to pass time easily. Nobody watch TV and listen to radio just for advertisements. Altogether 15% respondents did not respond to caused for using those media. From this study it can be said that people take television as a source of entertainment and radio as a source of information.

#### **4.5.3 Causes of Reading Newspaper:**

Newspapers provide information on current affairs and other relevant articles. Some respondent read newspaper for classified advertisements. It is useful only for the literate people so it has not been popular in remote areas where literacy rate is very

low. Table 4.10 shows that causes of reading newspaper according to the information provide by the respondents.

**Table 4.10: Percentage Distribution of Sampled Population by causes of reading Newspaper**

Reason	Rural	Urban	Total in %
For current news & affair	7(13.34%)	25(50%)	31.67
For information	8(16.67%)	10(20%)	18.33
For classified advertisement	3(6.67%)	8(16.67%)	11.67
Not answered	32(63.33%)	7(13.34%)	38.33
Total	50	50	100

Source: Field Survey 2008

According to the table 4.10, 31.67% respondents read newspaper for current news and affair, 18.33% respondents read newspaper for information and only 11.67% respondents read it for classified advertisement. It is known from the above data that only 61.67% read newspaper because 38.33% did not respond to the question.

#### 4.5.4 Best Time for Watching TV and Listening Radio:

Respondents were asked about their suitable time in which they can watch TV or listen to radio. They were also asked about what types of program do they want at that time. Their answers have been organized in Table 10 below.

Table 4.11: Percentage Distribution of Sampled Population by Best Time for Watching TV and Listening Radio

TV				Radio			
Time	Rural	Urban	Total %	Time	Rural	Urban	Total%
M(7-8)	25(50)	25(50)	50	M(6-7)	27(53.33)	17(33.33)	43.33
D(11-4)	8(16.67)	12(23.33)	20	D(11-4)	18(36.67)	13(26.67)	31.67
E(5-7)	28(56.67)	23(46.67)	51.67	E(5-7)	23(46.67)	8(16.67)	31.67
N(8-10)	28(56.67)	37(73.33)	65	N(9-11)	8(16.67)	8(16.67)	16.67

Source: Field Survey 2008

(figures in parenthesis are in percent)

- \*M----Morning
- \*D----Day
- \*E----Evening
- \*N----Night

Table 4.11 shows that 65% respondents watch TV at the time 8 PM to 10PM. At that time they preferred serials and news. Similarly 51.67% respondents watch at 5PM to 7Pm and their choice of programs are sports musical program and cartoons. 50% respondents watch at 7AM to 8AM and the program they wanted to watch at that time are religious program and news. Only 20% respondents watch TV at 11AM to 4PM and the program they want to watch at that time are serials and program elated to housewives.

Similarly, 43.33% respondent listened radio at 6AM to 7AM and the programs they want to listen at that time are news and r4eligious program. 31.67% listen radio at 11 AM to 4 Pm and the program they preferred is music along with household tips. Again 31.67% listen radio at 5 PM to 7Pm and the program they like to listen are news, sports related and talk shows. Only 16.67% listen radio at 9PM to 11PM and the program they want at that time are romantic songs.

#### 4.5.5 Respondent's Favorite Channel:

There are over a half dozen Nepalese channels which can be viewed according to ones choice. The table 11 below lists the answers to the question which channel they lie the best.

**Table 4.12: Percentage Distribution of Sampled Population by Respondent's Favorite TV Channel and radio Station**

TV				Radio			
Station	Rural	Urban	Total%	Station	Rural	Urban	Total%
Kantipur	15(30)	12(23.33)	26.67	Kantipur	25(50)	25(50)	50
NTV	32(63.33)	25(50)	56.67	HBC	5(10)	5(10)	10
Nepal 1		5(10)	5	HITS	3(6.67)	5(10)	8.33
others	3(6.67)	8(16.67)	11.67	Others	13(26.67)	3(6.67)	16.67
				Not Ans.	4(6.67)	12(23.33)	15
Total	50	50	100	Total	50	50	100

Source: Field Survey 2008

(figures in parenthesis are in percent)

According to Table 4.12 26.67% respondents watch Kantipur TV whereas large majority of respondents 56.67% watch NTV. Only 5% respondents watch Nepal 1 but 11.67% respondents watch miscellaneous (Image, Channel Nepal and some foreign channels) channels. In rural areas there are only viewer of Kantipur and NTV but in urban area some respondents only watch foreign channels like Star plus, BBC, Sony, discovery, Sports Channel etc.

At present there are 11 FM Stations, among them 50% respondents listen Kantipur FM, then after only 10% respondents listen HBC FM and 8.33% respondents listen HITS FM. Remaining 16.67% respondents listens miscellaneous stations like Times FM, Sagarmatha FM, and Classic FM. These stations have very low listeners below than 5% so all kept in one group. 15% respondents do not listen to any stations.



#### 4.5.6 Favorite TV and Radio Program:

Different television channels are showing different types of program to attract their audience. In today's busy life audience have very little time for TV s it utilized there free time they need informative and entertaining programs.

**Table 4.13: Percentage Distribution of Sampled Population by Respondent's Favorite TV and Radio Program**

TV				Radio			
Program	Rural	Urban	Total %	Program	Rural	Urban	Total %
Tito Satya	18	17	35	Radio News	17	11	28.33
Disha Nirdesh	10	8	18.33	No Tension	12	3	15
Pawan kali	7	8	15	SSMK	10	7	16.67
Ktv News	13	12	25	Others	8	17	25
Not Answered	2	5	6.67	Not answered	3	12	15
Total	50	50	100	Total	50	50	100

Source: Field Survey 2008

\*SSMK----Sathi Sanga Manka Kura

In the above table, 35% respondents' favorite TV program is Tito Satya. After that NTV news is the second favorite program of 25% respondents'. Disha Nirdesh is liked by 18.33% respondents. 15% respondents said that pawan kali is their favorite program. Remaining 6.67% respondents didn't respond as they are not satisfied by any program.

Similarly from different stations, different program can be listened. The program which is listened by large number of listeners that became the best. From this survey Radio news became most popular program among all FM stations. Above table shows that 28.33% respondents' favorite program is radio news. After that 16.67% respondents listen SSMK, and then no tension is listened by 15% respondents. 25% respondents listen to miscellaneous program, which has very low listeners below then 5% so all have been kept in one group. Table 10 shows that 11.67% listen radio to pass the time. Due to this

reason there is no large number of regular listeners. Remaining 15% did not give any response.

#### 4.5.7 Subscription of Newspaper:

In today's busy life mostly in urban area, newspaper is the basic source of news and information. So it has become a necessity more than a fashion to subscribe newspaper.

**Table 4.14: Percentage Distribution of Sampled Population by Subscription of Newspaper**

Newspaper	Rural	Urban	Total in %
Kantipur	2	17	18.33
Annapurna Post		13	13.33
The Himalaya Times		8	8.33
others		12	11.67

Source: Field Survey 2008

Above table shows that only one respondent from rural area has subscribed Kantipur daily. Sundarijal is a VDC where most of the people depend on agriculture, so their income is very low. Therefore they can't afford to subscribe the newspaper. Few respondents want to subscribe the newspaper but due to inaccessibility they cannot do so. In urban area most respondents (18.33%) have subscribed Kantipur daily, after those 13.33% respondents have subscribed Annapurna post daily and only 8.33% respondents have subscribed The Himalaya Times.

#### 4.5.8 Advertisement through TV/Radio/Newspaper:

Utility of any advertisement depends upon the message reception through advertisement given by any media by the consumers and prospects. In order to assess the message reception of advertisement through TV/Radio/Newspaper, all the respondents were asked "had they watch/heard/read any advertisement?" A large majority of respondents replied

positively. It is seen from the table given below that the success of advertisement in radio is lesser than TV and greater than newspaper.

**Table 4.15: Percentage Distribution of Sampled Population by Respondent's Response on Advertisement given through TV/Radio/Newspaper**

	TV			Radio			Newspaper		
	Rural	Urban	Total%	Rural	Urban	Total%	Rural	Urban	Total%
Yes	42	47	88.33	22	28	50	12	35	46.67
No	8	3	11.67	23	7	30	7	8	15
Not Ans.				5	15	20	32	7	38.33
Total	50	50	100	50	50	100	50	50	100

Source: Field Survey 2008

Above table shows that 88.33% respondents watch advertisement on TV, while rest 11.67% respondents changed the channel when advertisement comes. For radio 50% respondent listened the advertisement and 30% did not listened the advertisement in radio whereas 20% respondents did not listened radio. For newspaper 46.67% respondents read advertisement. 15% respondents' did not read advertisement in newspaper whereas rest 38.33% respondents did not read newspaper.

In other hand respondents were also asked to name any one advertisement that they remember the most. For TV among 53% respondents who watch advertisement, only 75.47% respondents mentioned clearly about the advertisement given through TV. This percent is little bit lower in radio listeners i.e. 70% (out of 30 listeners) whereas only 53.57% (out of 28 readers) newspaper readers remember the advertisement given in the newspaper. This data shows that TV has large reminding capacity to its audience than in other Medias because it has audio, video appealing at a time so anyone can remember it for a longer period of time. In case of audio they only listened but they did not feel about it. Most of the respondents said that they just read newspaper for the current affairs and

news, so advertisement given in newspaper does not affect them. As it has no sound and visual effect its remaining capacity is also very low.

#### 4.5.9 Usefulness of Advertisement Given Through TV/Radio/Newspaper:

This study also attempts to assess the usefulness of advertisement. For this respondents were asked, “Is the advertisement given through these media is useful to you?”

**Table 4.16: Percentage Distribution of Sampled Population by Usefulness of Advertisement**

Extent of Usefulness	TV			Radio			Newspaper		
	R	U	T %	R	U	T %	R	U	T %
Very useful	3	3	6.67	3	2	5	3	12	15
Somewhat	22	35	56.67	20	25	45	7	23	30
Not Useful	25	12	36.67	24	12	35	8	8	16.67
Not Answered				3	11	15	32	7	38.33
Total	50	50	100	50	50	100	50	50	100

Source: Field Survey 2008

It is known that Nepal is an underdeveloped county, so unemployment is a common problem. Table 4.16 shows that 15% respondents said advertisement through newspaper is very useful because they read newspaper for job vacancies. Whereas this rate is very low in TV (6.67%) and in radio (5%). 56.67% respondents said that advertisement given through TV is somewhat useful to them because they get information about the product at the same time they can see the product also. 45% and 30% respondent said that advertise give though radio and newspaper is somewhat useful to them but large majority of respondents said that the advertise given through any media is useful to them.

#### 4.5.10 Influence of the Advertisement:

Main objective of the advertisement is to influence their target customers. Therefore, this study also attempts to assess the influence of advertisement. In this connection,

respondents were also asked had they ever influenced by the advertisement. The survey showed that only 30% respondents were influenced by the advertisement given through TV. In case of radio advertisement 21.67% respondents and for newspaper only 15% respondents were influenced by advertisement. On the other hand, attempt has also been made to assess the behavior/habit changed after influenced by advertisement. Only few of them reported that there was some change on habits or behavior after watching the advertisement. But majority of the respondents reported that there were no habit or behavior changed after watching/hearing/reading and advertisement. 21.67% respondents said that TV advertisement is success to influence them by changing their behavior. This rate is very low for radio and newspaper advertisement, i.e. 15% respondents for each media said that their habit/behavior changed after hearing/reading the advertisement.

These respondents have said that advertisement has played vital role to make positive attitude towards that product. They look that product in the market and if necessary they buy it. Most of the respondents who read newspaper said that they were influenced by the advertisement like “vacancy” and apply for that post. Other advertise through newspaper does not influence them.

#### **4.6 Major Findings:**

1. Different people under the sample have different media habits, thus the meaning of media for each of them is different.
2. Television remains the most popular mass media with 55% using it among the population under study. Radio is second popular with 23.33% and newspaper remains the third and least popular media with 21.67% in terms of regular media habits.

3. 56.67% respondents said they take television as a source of entertainment likewise 50% respondents said they take radio as a source of information.
4. While determining the media habits of the population, out of 55% respondents, 56.67% said they like Nepal Television. 50% out of 23.33% respondents said they listen to Kantipur FM. Most popular among the newspaper is Kantipur National daily from Kantipur Publication as it has 18.33% subscriber ship.
5. 65% watch TV at 8 PM-10PM, for radio most of the listeners (43.33%) listen at 6 AM-7AM.
6. Tito Satya is the most favorite program among the Nepali channel; likewise Radio News from FM radio is the most listening program.
7. Advertisement at television seems to be more successive than in other media because 88.33% watch advisement at television. While this rate is low in ratio, i.e. 50% listen advertisement for radio and 46.67% read newspaper advertisement. 21.67% said advertisement for TV influenced them and has changed there behavior. 15% respondents for each remaining media said that their habit/behavior changed after hearing/reading the advertisement.
8. This study reveals that TV is the more successive for product promotional and advertisement purpose. After the TV, radio and newspaper both are equally successive in the field of advertisement but both media has different target group.

## CHAPTER V

### 5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Summary:

Marketing is indispensable in today's market. Only those firms which have a sound marketing strategy can exist in market. Marketing is about understanding needs and wants of consumer. To know their needs and wants, communication is very important. Promotion is about the company's communication with customers / viewers. It has been a fact that products just can be sold because of attractive prices alone, where to generate sales and profits, the benefits of the products have to be communicated to the customer.

Advertising is the best way to communicate and reach to mass it directs a message at a large numbers of people with a single communication. Effective advertising should generate awareness of both company and the product, it should help to create an interest and desire for product and stimulate regular and potential customers to purchase the products. The main purpose of this study was to analyze impacts of Television advertising on sales of Kantipur television.

This report has given the current picture of people's preference on media. Different people have different media habit and meaning of media for each of them might be different. Some take media as source of information, while some take it as a source of entertainment. The media owner has ability to serve and meet the requirements of the media users, which make them the best in the media market.

## 5.2 Conclusion:

Advertisement is just a tool to inform public about market availability, nature of product, its price and usefulness. Just the increment in promotional budget cannot boost the sales of the product. Every product has its target group. The success of advertisement depends only when it reaches to its target group.

Business organization should study the media habit of the people before advertising in any media. It is worthless if target costumers do not get the information at right time. So the research should be done in media habit. Since media selection is complex process for marketer and advertiser, the choice of media should be made out with thoughtful practice. Since nature of product, target market, literacy level, buying habits and level of income disposable in the hands of customer determines the choice of media; it becomes necessary for advertisement planner to plan their placement of advertisement accordingly.

This study shows that TV is the most powerful media both in rural and urban area. Respondents are also able to recall the advertisement given through TV even after the long time. This study reveals that TV is the ideal media for the advertisement as it has both audio and visual appeal. In the context of developing country like Nepal where literacy rates and per capita income are low, radio will lead vital communication medium. So it is beneficial for business promotion too, as it has wide coverage. Newspaper is widely used in urban areas where education level is good. Newspaper advertisement is suitable for that type of product whose target group is educated.

Differences in the level of education, occupation, living standard and busying habits of the population of rural and urban makes differences in their media habit and media references.



### 5.3 Recommendations:

After studying the media habit of the people following points are recommended to the business organization to choose the particular media.

1. Television is suitable medium for any type of advertisement. Radio advertisement is suitable for especially in rural areas and newspaper advertisement is useful for literate people. But one of the most effective media is Kantipur TV.
2. Most of the respondents take TV as a source of entertainment so advertisement should be transmitted along with that program which gives entertainment to their audience.
3. Most of the respondents take radio as a source of information so advertisement should be broadcasted within news based program.
4. Tito Satya, Pawan kali, Call Kantipur is favorite program among Nepali channels so business organizations can sponsor that program. In radio the sponsor Radio News as it is liked by large number of listeners.
5. For Television 8PM-10PM and for radio 6AM-7AM is peak hour so advertisement is effective during that time.
6. Advertising should be focused in fulfilling the need of the viewers in a proper way to make them watching their TV habit more by changing their attitude and changing their channel wise by which only selection channel is Kantipur TV for everyone or every body.
7. Kantipur TV should provide with more informative advertisement about their channel.
8. Kantipur TV needs to upgrade the quality program (Serials, Comedy, Talakative shows) etc.

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## Appendices

### Instrument used for Primary Data Collection; Questionnaires

Dear Respondents,

My name is Ayan Bhattarai. I am studying at Nepal Commerce Campus at the moment. As a requirement for the partial fulfillment of the degree of Masters of Business Studies, I am conducting a research entitled “**A study on the impact of Television Advertising on Sales in Kathmandu District**”. You have been watching, observing and reading scores of advertising on sales of media (Kantipur TV). In this context few questions are listed below, so I would kindly ask for your quick response to the following question.

1. Do you see Television?

- a. Yes            b. No            c. Sometimes

2. Do you think that to watch TV is important?

- a. Yes            b. No            c. I don't know

3. Which Channel does you like the most?

- a. K.T.V            b. NTV            c. ABC            d. Others

4. Which media do you like the most?

- a. Radio media            b. T.V. media            c. Others

5. Which program do you want to see form T.V?

- a. To know everything            b. Only about news  
C.Entertaining program            d. Comedy program

6. Which program would you prefer from Kantipur T.V?

- a. News      b. Comedy Types      c. Advertisement about the products  
d. Call Kantipur      e. Pawan Kali      d. Others

7. What Kind of program do you prefer?

- a. Romantic      b. Musical      c. Informative      d. Others

8. Which factor helps you to watch TV?

- a. Information      b. Entertainment      c. News & Events

9. Which channel do you prefer and why?

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10. What types of Program do you prefer in TV?

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11. Why do you watch this (Channel) TV?

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12. Do you think tat Television affects viewer's attitude and behaviour?

- a. Yes      b. No

13. Which Medias is most effective in Nepal?

- a. Radio      b. T.V      c. News Paper      d. Others

14. Any suggestion for Media:

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## Description of Respondent

Name:

Age :

Gender:

Occupation: