

# CHAPTER I

## INTRODUCTION

### **1.1 General Background**

The present world is the world of Advertisement. Advertisement plays a crucial role in the promotion of Business Organization. Advertisement consist of non-personal presentation of products or services through paid media like Television, Radio, Newspapers, Magazines, Hoarding board, Internet etc. Advertisement influences consumer's attitude and purchase behaviour in a variety of consolidated manner.

Advertisement is main tool of informing, convincing, influencing and persuading to the targeted segments and it plays a significant role on brand choice of consumer product. Advertising is the method of communication which is one of the important and effective means to make know about the product, price and quality to the consumers.

Advertising is a vital part of promotion mix. It is used to promote goods, services, ideas, images, issues and people. That is why: advertising plays a vital role in marketing especially in purchasing and providing information to a large number of scattered masses in different region of a country. Now a day's advertising is not only used by business or profit earning organization, Government but also by political candidates for attracting voters.

Advertising is form of communication used to persuade evidence (viewers, readers or listeners) to take some action with respect to products, ideas or services. Most commonly, the desired result is to drive consumer behaviour with respect to commercial offering, although political and ideology advertising is also common.

Advertising messages are usually paid by sponsors and viewed via

various traditional media including mass media such as newspaper, magazines, television, commercial radio advertisement, outdoor advertising or direct mail or new media such as websites and text message.

The advertiser needs comprehension of psychology. The effective advertising needs to be familiar with certain effects that lead to certain response. Advertising needs is a method of communication, which is one of the most important aspects of human behaviour.

Advertising is the major form of promotion in international as well domestic marketing. People generally buy product only after knowing about it. That is today world is the world of advertisement. Without advertisement success of product or person or organization is rare.

Advertising is bringing a product (or service) to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another product. Advertising is typically done with signs, brochures', commercials, direct mailing or e-mail messaging or personal contact etc.

In the world of advertising history, it is found that in 15<sup>th</sup> century, signs over shops and stalls seem naturally to have been the first efforts in the direction of advertisement. Modern advertising developed with the raise of mass production in the late 19<sup>th</sup> and 20<sup>th</sup> centuries. In 2010 spending on advertisement was estimated at \$500 billion worldwide.

Before television, radio occupied the powerful media over a period of fifty years from 1920s to 1970s. Its supremacy has slashed by the arrival of the greatest and latest rival namely, Television by 1950s in America and its impact was so deep that within a decade it was spread over to European countries as well as in Asia and other developing countries too,

and our country Nepal is not an exception. In Nepal television was first commissioned in 2041 B.S. in the name of Nepal Television (NTV) and started only in 2044 B.S.

Television advertising is similar to Radio Advertising in the sense of relaying a specific sales pitch in a limited amount of time. Most television ads are either 30 or 60 seconds in duration, long enough to give the viewers pertinent information or create a specific opinion of the product or service, but not long enough to lose the viewer's attention. Television commercials are generally placed at strategic breaks during the main programming and the few minutes until the top of the next hour.

Advertisers' pay television stations to "drop" the commercials during a set number of local breaks, which is why viewers tend to see more locally produced commercials during overnight or afternoon hours. During prime time hours, commercial breaks are generally filled with spots produced for national or regional clients.

Advertisement is not new for us: today we read, see and hear various types of advertisements through mass media. Advertisement has become an organ of our life and society. Today we use some particular goods and services because advertisement inspires us to do so. We make our decision to buy some particular goods and services after seeing and hearing its advertising. Knowingly or unknowingly we are inspired by advertisements.

## **1.2 Development of Advertising in Nepal**

There are no records of any kind that tell us about the origin and history of Nepalese advertisements. The earliest form of advertising may thus be taken as the trumpet blowing tradition of kings and maharajas to disperse royal messages. The advent of Mass Communication in Nepal can be said

to have been through such official proclamations, which were usually accompanied by the use of musical instruments like drums or trumpets. The age-old oral tradition of promotion by vendors selling their wares in the market can also be taken as another early form of advertising.

The popular Nepali proverb 'Bolneko Pitho bikchha, Nbolneko Chamal Pani Bikdaina' points out that the Nepalese society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product cannot be sold if the marketer fails to advertise about it. It shows that advertising has been deep rooted in our culture and was prevalent long back. Certainly, other form of communication did advertising in those days. News spread by rumors. Government used public announcers to communicate information and orders.

Later written government orders and information were posted on the walls where all the people could see them. Actually, we still can see this practice in Nepal as well as other countries

The history of Nepalese advertisement is not so old. After the restoration of democracy in 1990, the role of effective advertisement was used simply as a means to provide some information to public. As Nepal trade within country and other countries increased, advertisement became more influential as more of different commodities from different nations were introduced to Nepalese market.

The Gorkhapatra daily has remained the government-owned newspaper. Although it had commenced its publication as a weekly paper in its earliest phase, it was made daily in 1961. This newspaper served the hereditary Rana rule at first. After hereditary Rana rule was gone in 1951, it served the partyless Panchayat rule run by absolute monarchy from 1961 to 1990. It, similarly, has worked as the government mouthpiece

from 1990 onwards. It was not until much later that the paper began to advertise about the commodity in Nepal.

The history of radio in Nepal starts along with the, government-owned Radio Nepal. But we can also find the history of other radio broadcasting stations before radio Nepal which was used for the revolution against the Rana Regime. It was known as Nepal Prajatantra Radio. In 1950, the Nepali Congress Party and freedom fighters began radio transmissions called *Prajatantra Nepal Radio* from Biratnagar, an eastern city in Nepal. This program was used to broadcast their activities as well as other information which encouraged the general people to support their movement against the Rana rulers. When Nepali Congress' campaign succeeded, the new government shifted the radio program to Kathmandu. Later on it was renamed Nepal Radio and it ultimately became Radio Nepal.

Only when Radio transmitter was brought to Kathmandu in 1952, April 2, Radio Nepal became formally established. It was established as the only radio service provider. Only 250 watts was used to broadcast and was only broadcasted four and half hour on a day. Later in 1953, it started its Medium Wave and in 1956, it started Short Wave transmission too.

Until 1995 Radio Nepal was the only radio station to broadcast in Nepal. Then frequency modulation (FM) radio technology entered Nepal. Therefore this year is also remarked as the starting of FM broadcasting in Nepal.

In 1997, Nepal adopted community radio. Radio Sagarmatha 102.4 MHz is the first independent community radio station not only in Nepal but in all of South Asia. It was established by the Nepal Forum of Environmental Journalists (NEFEJ) in May 1997. It has been always in

the front lines of the fight for the freedom of expression and right to information of Nepalese citizens.

The history of advertising agencies in Nepal was started after establishing advertising agency in 2017 B.S. With the national daily Gorkhapatra churning out advertisements on a regular basis, the advertising sector caught momentum, and the next major development came in the form of an advertising agency, Laxman Upadhaya's Nepal Advertisers. The main objective of the agency was to publish flashy and attractive advertisements in the print media. Three years later, following in the footsteps of Upadhaya, Keshav Lamichane started Nepal Printing and Advertising Agency owned by Keshav Lamichane. This agency held the accounts of prime clients like Janakpur Cigarette Factory, Royal Nepal Airlines Corporation and Nepal Bank Limited.

### **1.3 Statement of Problem**

Advertising helps to lower the prices due to mass selling. It also encourages competition and that too leads to lower price. By lowering the price, greater sale will be achieved. Advertising in addition to its direct job of selling or painting out the desirable features of commodity or service and showing the potential buyers how they can desire satisfaction from purchase, it can also do an indirect job of selling by persuading the public view with special favor not only a particular brand but the market of the brand a well. In this way, advertisement helps to create goodwill of a particular product.

It is very necessary to find out the effect of the advertisement on the consumer so that the sale rate of commodity is increased. The more effective the advertisement the more selling takes place. Furthermore the effect of advertisement differs from the types of consumer. And what type of advertisements should be made to keep up with the most of the

consumers. It is also necessary to know what types of consumer are expected to buy the particular types of commodity. All these things should be taken into account to increase the interest of advertisement. Advertiser should have all good information about the effect of its advertisement so that more interesting type of programs can be produced to attract its audience.

But in Nepal, the advertisers are advertising their product without considering the consumer behaviour. They do not consider about the consumer's deceive, regarding advertising and effect of advertising on buying attitudes of customers. That is why the advertisement fails to increase the goodwill of products among customers, but the trend is slowly changing nowadays.

Therefore, the present study focuses to analyze the effectiveness of television advertisement and its impact on consumer behaviour of Anarmani V.D.C. Besides that, they should be further analyzed the viewer's attitudes, their comments and suggestion through different sector of viewers which would be helpful to both advertisers and viewers in future.

#### **1.4 Objectives of the Study**

The main objective of this study is to analyze the impact of Television Advertisement to consumer buying behaviour and other specific objectives are as stated as follows:-

1. To analyses the viewership and impact of Television Advertisement.
2. To examine the consumer preference regarding the most effective media for Advertisement.
3. To examine how the different group of people perceive and react

Television Advertising.

4. To evaluate the impact of the celebrity endorsement on the buying behaviour.

### **1.5 Significance of the Study**

The present world is full of advertisement. Advertisement no longer only provides commodity information but more than that. They have become a part of life. Advertising is no longer merely information oriented. For the sake of making consumers well informed, it is becoming more important in advertising to provide suggestion on various aspects of daily life. Advertisement help to collect information and knowledge needed to make pleasant for this different advertising media were used such as indoors, outdoors, direct and display. Among different media the merit of Television Advertisement is: it attracts the attention of the people vision, sound, motion, selective and flexible, mass communication etc. and at present, this advertising media has the weakness of shortest life, culture problem, time taxing, costlier, limited area, etc. So, this study will help to find the impact of television advertisement on the resident of Anarmani V.D.C.

### **1.6 Limitations of the Study**

No study can be free from its own limitations. So, the present study has also some limitations. Reliability of statistical tools used and lack of research experience are the major limitations and some other limitations can be enlisted as follows:

#### **a) Limited scope of the study**

This study is based on the Television Advertisement in Anarmani V.D.C. This study will presented simply to fulfill the partial



requirement of M.B.S. program.

**b) Financial & Time Constraints**

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

**d) Sample Size**

Due to time & resource constraints, only around one hundred respondents will be selected while using sampling technique.

**e) Lack up of up-to-date Data**

The study will be primarily based on the secondary data source such as related books, journals, newspapers, websites and thesis submitted by different students on related matters to the Faculty of Management, T.U. The up-to-date and complete data are very difficult to obtain due to inability of providing the required data by concerned authority. Variations in the data itself are also found when comparing with different sources. So, the reliability of conclusion of the study depends upon the accuracy of secondary and primary data.

**1.7 Organization of the Study**

The study will be comprised into five chapters. The titles and the contents of each of those chapters are summarized as below:

**Chapter I: Introduction**

The first chapter deal with the subject matter consisting introduction, development of advertisement in Nepal, the historical development of Television advertisement, meaning and some definitions of advertising, statement of problem, objective of the study, significance of the study,

limitations of the study and the organization of the study.

## **Chapter II: Review of literature**

The second chapter is concerned with the review of literature. Review of literature will be done from the various sources such as books, newspapers, journals, websites, dissertation submitted to Institute of Management etc.

## **Chapter III: Research Methodology**

Research methodology refers to the various sequential steps to be adopted by a researcher in studying a problem with certain objectives in view. Research methodology describes the methods and process applied in the entire subject of the study.

The third chapter describes the research methodology adopted while carrying out the research, which will include research design, sources of data, population and samples, method of data analysis etc. The study is based both on primary and secondary data. Primary data is collected through questionnaire and interview with different people and secondary data are collected from documents related to TV, newspapers, magazines, various *website*, dissertation submitted to the Institute of Management, etc.

## **Chapter IV: Presentation and Analysis of Data**

The fourth chapter is concerned with the analytical framework. Data collected from questionnaires is tabulated and analyzed according to objective. The main aim to do this is to know the views of different level of people about Television advertising and its impact on consumer behaviour.

## **Chapter V: Summary, Findings and Recommendation**

The fifth chapter summarizes the main conclusion of the study and offers suggestions, recommendation and other supportive document has also been incorporated for further improvement and conclusion of the study.

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Introduction

The concept of marketing has change drastically now. The change in turn not only invented sophistical tools and techniques and effective strategies for successful marketing but also made the marketing most competitive field.

Now marketing emphasis in society. The marketing philosophy of all the organization is societal marketing concept. *"The societal marketing concept holds that the organization's task is to determine the needs, wants and interest and to deliver the desired satisfaction more effectively than competitors in a way that preserves or enhances the consumer's and society's well being"*. (Philip Kotler, 2000:p.25)

Different definitions of marketing by different authors:

*"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."* (Approved October 2007, American Marketing Association Board of Directors)

**The Chartered Institute of Marketing** defines marketing as *"The management process responsible for identifying, anticipating and satisfying customer requirements profitably"*.

If we look at this definition in more detail Marketing is a management responsibility and should not be solely left to junior members of staff. Marketing requires co-ordination, planning, implementation of campaigns and a competent manager(s) with the appropriate skills to ensure success.

**Philip Kotler** defines marketing as *"Marketing is a social process by*

*which individuals and groups obtain what they need and want through creating and exchanging products and values with other."*

Marketing is the analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organization's offering in terms of the target markets' needs and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service the markets. (Philip Kotler)

**P.Tailor** of [www.learnmarketing.net](http://www.learnmarketing.net) suggests that '*Marketing is not about providing products or services it is essentially about providing changing benefits to the changing needs and demands of the customer (P.Tailor 7/00)*'

*"The commercial functions involved in transferring goods from producer to consumer."* **American Heritage Dictionary.**

*"Marketing is how you tell your story to attract customers, partners, investors, employees and anyone else your company interacts with. It's the script that helps users decide if they'll welcome you into their lives as a staple, nice-to-have or necessary annoyance. It's the way that everyone interacts with your brand. It's impression, first, last and everything in between."* **Jeff Cutler** – Executive Vice President and General Manager, Vitals.com.

*"Marketing today is finally customer-focused. Social media made that happen. Markets are once again conversations. Marketing is about knowing the market, creating the right product, creating desire for that product and letting the right people know you have it. The old adage that says, "If you build a better mousetrap people will beat a path to your door" doesn't hold true without marketing. You might indeed have a*

*better mousetrap, but if people don't know you have it, and they don't know where your door is, there will be no path beating and no conversation going on."* **Sally Falkow** – APR, PRESS FEED

Today all the marketing activities revalue in the consumer and various advancement made in marketing has established consumer as the sovereign power in the marketing world. So, in order to be successful accordance with marketing, products must be produced according to the need of the consumers' interest of the society. The firm's ultimate success depends primarily on how well it performs in the market place. In the present modern business world understanding of the consumer choice, purchase decision making process or understanding of the consumer behaviour is most necessary to become successful marketer.

## **2.2 Advertising**

Advertising is a favorable representation of product to make consumers, customers and general public aware of the product. It lets the potential buyers, general public and end users to be aware and familiar with the brands, their goods and services. Before going on to the importance of advertising, we would have an introduction to advertising first.

The word advertising is derived from two Latin word "Ad" means "towards" and "verto" means "turns". So, the meaning of advertising is to turn people's attention to the specific thing. In other word, advertising is to draw attention of the people to certain goods, service, or ideas. Most advertising is to stimulate people to buy a particular branded product offered for sale by a particular seller.

Advertising can be defined as a paid form of non – professional but encouraging, complimenting and positively favorable presentation of goods and services to a group of people by an identified sponsor. It does not include distribution of free samples or offering bonuses, these are

sales promotion. In simplest words advertising is introduction, to consumers and general public, of services and goods.

Many people think that advertising a product means to sell it. But real aim of advertising is to make general public and potential buyers, aware of goods, products and services available under a brand.

Advertising, in fact, is proper promotion of the products not selling of item. By means of it organizations can give proper information about their brands to the costumers and consumers. Good advertising helps to increase sale and assist salesman to sale goods and services. It facilitates general people to buy advertised brands. Potential buyers are more interested in buying those brands which are advertised in an attractive manner.

Advertising can form a connection between company and customers. It won't be wrong in calling advertising a means of communication between companies and their customers. Advertising does not give a proper awareness of brands but a nice introduction of companies as well. Attractive advertising increases the demands of public which directly boost sales of the brand.

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

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

"Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."(Bovee, 1992, p. 7)

### **2.3 Importance of Advertising**

In a successful business, advertising play an essential and important role. Though advertising does not mean selling of products and services but it helps in increasing your sells. Advertising create awareness in people. When general public be conscious to the products, services and goods under the brands and pursuit people towards brands and make them buying better brands.

Advertising can be used to create brand awareness in general public and to make business more popular within the circle of potential buyers. Advertising, in a straight line, increases profit of the companies by escalating its revenue. The expenditure made on advertisement can turn as good boost in earnings.

#### **a) Advertisement is important for customers**

Just imagine television or a newspaper or a radio channel without an advertisement! No, no one can any day imagine this. Advertising plays a very important role in customers' life. Customers are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the product even if the product was for their benefit. One more thing is that advertising helps people find the best products for themselves, their kids, and their family. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending their valuable money. Thus, advertising is important for the customers.

**b) Advertisement is important for producers and sellers**

- ) Advertising plays very important role for the producers and the sellers of the products, because:
- ) Advertising helps increasing sales
- ) Advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition.
- ) If any company wants to introduce or launch a new product in the market, advertising will make a ground for the product. Advertising helps making people aware of the new product so that the consumers come and try the product.
- ) Advertising helps creating goodwill for the company and gains customer loyalty after reaching a mature age.
- ) The demand for the product keeps on coming with the help of advertising and demand and supply become a never ending process.

**c) Advertisement is important for the society**

Advertising helps educating people. There are some social issues also which advertising deals like child labor, liquor consumption, girl child killing, smoking, family planning education, etc. Thus, advertising plays a very important role in society.

**2.4 Media of Advertising**

Media of advertisement means communication by which advertising message conveyed to the audience are called 'Media of Advertising'. It includes both electronics and non-electronic means of communication.

There are various media options available to the advertiser. The



advertising media can be grouped into the four broad categories.

**i. Indoor Advertising Media:**

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

**ii. Outdoor Advertising Media:**

- a. Posters
- b. Sky writing
- c. Hoarding Board
- d. Sand witch men
- e. Electric/ Electronic Signs
- f. Traveling display

**iii. Direct Media:**

- a. Envelop Enclosures
- b. Broad Sides
- c. Book-lets
- d. Sales letters
- e. Gift-novelties
- f. Package inserts

**iv. Display Media:**

- a. Window Display Mobiles

- b. Mobiles
- c. Counter displays
- d. Exhibitions and trade fairs

(C.N. Santoki, 1999)

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

#### **2.4.1. Newspaper**

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

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

The newspapers are classified in terms the bases of coverage, frequency and language. Here coverage means geographical and subject coverage.

On the basis of area a newspaper can be national, regional and local. In Nepal National and daily newspapers are: The Gorkhapatra, The Kantipur, The Rising Nepal, The Naya Patrika, The Nepal Samachar Patra, The Kathmandu Post, Annapurna post etc and weekly newspaper was Punarjagaran, Dristi, Astha, Janadesh, Bimarsha, Budhabar, Nepal National, etc. We have two daily newspapers published by government. They are The Gorkhapatra and The Rising Nepal. And many other newspapers published in private sector are available in Nepal for advertising.

### **Advantages of Newspaper Advertising**

1. There are widely read by the people simply because they carry news.
2. Advertising can choose a suitable newspaper to meet the expected readers.
3. It is believed that the newspaper can be read minimal wastage in advertising.
4. It is mass media which penetrate every segment of society.
5. Newspaper is a local medium, covering a specific geographic area, which are both a market and a community of people having common concerns and interests.
6. Newspapers are timely since are primarily devoted to the news.
7. Planning is advocated not necessary in case of advertising.

### **Disadvantages of Newspaper Advertising:**

1. The life of the newspaper is very short.
2. Display possibilities are limited because of rough paper.

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

#### **2.4.2. Magazines**

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

#### **Advantages of Magazines Advertisement**

1. The life of magazines is long in comparison to the newspaper, every morning there is a fresh issue of newspaper but magazines are read over a month at leaguers.

2. Almost all the members of the family read the magazines they also pass it to the friends, while newspapers attract the attention of elders only.
3. Magazines are often stored for reference and therefore the advertisements are remembered longer.
4. Magazines are printed in better paper enabling more artistic and colorful production of the advertising copy.

### **Disadvantages of Magazines Advertisement**

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

### **2.4.3 Television**

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

### **Advantages of Television Advertisement**

1. Television advertisement reaches extremely to a large audience.
2. It uses picture, print, sound and motion for effective result.

3. It can target specific audiences.
4. Television is highly flexible and selective media, which can be used locally, regionally, nationally and internationally.
5. It is considered as a best advertising media ever invented because it is a means of actual demonstration into the houses of the prospect customers.

### **Disadvantages of Television Advertisement**

1. It is high cost to prepare and run advertisements, short time exposure and perishable.
2. The audience is low in developing countries because of the low range of telecasting.
3. It is also very costly medium of advertising, so small advertiser cannot afford to advertise their product and services in it.
4. The commercial message has a very short life. Once it is viewed and heard, it is gone.

### **2.4.4 Radio**

The radio broadcasting is one of 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 programs aimed at creating mass awareness. The people in the hilly areas and many remote villages have no access to motor able roads, communication and entertainment facilities Illiteracy being a common feature among the people, little use of newspaper, no link to satellite channels and other frequencies are not able to reach them. Therefore, the radio has been the most suitable means of disseminating information and

providing entertainment to the people in Nepal.

### **Advantages of Radio Advertisement**

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

### **Disadvantages of Radio Advertisement**

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

sources.

### **2.4.5 Direct Mail**

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

#### **Advantages of Direct Mail Advertisement**

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

#### **Disadvantages of Direct Mail Advertisement**

1. Its appeal is restricted to those, to whom the materials are sent and wide coverage is not possible except at a huge cost.
2. Postal delays in delivers can also hurt the timing of the message.
3. There is high possibility of time literatures being thrown away without having been read.
4. Due to the high illiteracy rate of our country it is not an effective medium for advertisement.



## **2.4.6 Websites**

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

### **Advantages of Websites Advertisement**

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

### **Disadvantages of Direct Mail Advertisement:**

1. Advertising in websites can be very expensive for the advertiser.
2. Only educated people who can use computers can be given

information

3. Internet is not accessible in many parts of our country so it is not suitable for poor and low rate of literacy countries.
4. Internet subscription is expensive so only rich people can afford it.

## **2.5 Advertising agency**

An advertising agency or ad agency is a service business dedicated to creating, planning and handling advertising (and sometimes other forms of promotion) for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients.

Advertising agency is a business that assists advertisers in all stages of the advertising process – from account management and planning to message creation, media planning, and research (Bergh & Katz, 1999, p.29). In another words, advertising agencies are service companies that specialize in planning and execution of advertising programs for their clients (Belch & Belch, 1990, p.61-63). An advertising agency acts on the basis of an assignment placed by the client in which the client also delegates some decision making authority to the agency (Mills, 1990). In most cases the agency makes the creative and media decisions. Often it supplies supporting market research as well, and may even be involved in the total marketing plan. The activities undertaken and the amount of autonomy allowed to the agency vary from one relationship to another (Aaker & Myers, 1987, p.10). Advertising services can be defined as packages of activities that are offered to other companies and which concern the planning, production and / or delivery of advertising. Advertising services are bought and designed to improve the purchasing company's performance and well-being (Wilson, 1982).

Advertising is expected to influence the attitudes, intentions and behaviour of the client's customers and thus increase sales and contribute to the growth of the client company.

The core of any service is linked to the benefit it offers to the buyers. Therefore in buying advertising services, companies are purchasing knowledge and creativity embodied in individual people. Creativity is the heart and soul of advertising services and consequently a vital resource in every business relationship (Halinen, p.28).

An advertising agency's main purpose is to create ideas. The creative department is responsible for bringing an advertising campaign to life. The ideas are turned into actual advertising messages designed to target relevant audiences to inform them the benefits offered by a particular product or service. The creative team consists of the copywriter and art directors. The copywriter is the writer in the team that conceive the ideas for the ads and write the headlines, subheads, and body copy (the words creating the message). They may also be involved in deciding the basic appeal or theme of an ad campaign and prepare a rough initial visual layout of the ad commercial. The art director is responsible for how the advertisement looks. The art director prepares drawings that show what the ad will look like and from which the final artwork will be produced then it is translated into commercials whether in print (magazines, newspapers, billboards etc.) or electronic (Television, radio etc.) productions. The creative department work together to develop ads that will communicate the creative strategy for the client's product or service (Belch & Belch, 2001, p.82).

## **2.6 Why Companies use the services of Advertising Agencies?**

The main reason why companies are using advertising agencies services is that agencies provide them with the services of highly skilled

individuals who are specialists in their chosen fields. An advertising agency staff include account manager, artists, writers, media analysts, researchers, and others with special skills, knowledge and experience that can help market the companies' (clients') products or services.

Another reason for using an advertising agency is they can provide an objective viewpoint of the market and its business to companies that are not subject to internal company policies, biases, or other limitations. Advertising objectivity is necessary to maintain an independent and unbiased view of the marketplace and the consumers for companies (Wells, Burnett & Moriarty, 2000. p.79). The advertising agency can bring on the extensive range of experience it has gained while working on a diverse set of marketing problems for its various clients. For example, an advertising agency that is handling a travel related account may have individuals staffs who have worked with other travel related accounts like airlines, travel agencies, hotels, cruise ship companies etc. (Belch & Belch, 2001, p.79). The agency may have experience in the company's industry and may even have previously worked on the advertising accounts of the company's competitors; therefore the agency can provide them with insight into the industry and possibly the competitions.

The following are some reasons why companies should hire and use advertising agency services:

- ) Advertising agencies are the communication specialists.
- ) With expanding marketing dimensions businesses have increased problems with marketing communication. Advertising agencies have the experience and know-how to decrease these problems with improved performance and efficiency.
- ) Advertising agencies understand the fundamentals of integrated

marketing communications and the consumer buying process.

- ) Advertising agencies have the experiences and contacts to put companies' business ahead in the marketing communications field.
- ) Advertising agencies have the experience and talent to effectively engage and inform companies' customers about the services or products.
- ) Advertising agencies have experience with other similar companies' products and services.
- ) An advertising agency can afford more communication specialists than a company can because advertising firms spread the cost over many accounts.

#### **Advantages of using Advertising Agency Services**

- ) By using an advertising agency, a company's business will stand apart and above the competition.
- ) Advertising will discourage and intimidate the competition.
- ) By using an advertising agency, a company's business will retain corporate identity and customers will be reminded of their product or service.
- ) When entering new markets, advertising agencies can educate prospects about the benefits and features of a company's product or service.
- ) Advertising promotes consumer good will and can increase employee morale.
- ) Advertising builds relationships with companies' prospective customers while maintaining strong relationships with current customers.

- ) Advertising agencies work rigorously to meet and exceed company's needs and expectations.
- ) Using an advertising agency will help company's business reach its marketing goals.
- ) Advertising agencies can strategically position company, services, and products in the market.
- ) Advertising agencies can re-position the competition, their services, and their products placing the client's company ahead in the market.
- ) Advertising agencies can help companies generate revenue by building awareness of their product or service and therefore increasing sales.

### **2.6.1 Importance of Advertising Agencies**

Many of the firms have their own department of advertising whose aim to advertise the company's merchandise and services to the potential buyers and make general consumers aware of different aspects of their brand.

While, on the other hand, many organizations depends upon advertising agencies for promoting their brands and services with are available under their roof for the consumers' disposal. Organizations are supposed to pay a certain amount to those agencies for the promotion of their brand name.

Advertising agencies have expert consultants and executives to make proper strategies to promote your brands. They are always there to suggest, help and make most of your advertising cost by promoting your brand on right place by appropriate means at suitable time for apt duration.

Advertising, in fact, is proper promotion of the products not selling of item. By means of it organizations can give proper information about their brands to the costumers and consumers. Good advertising helps to increases sale and assist salesman to sale goods and services. It facilitates general people to buy advertised brands. Potential buyers are more interested in buying those brands which are advertised in an attractive manner.

Advertising can form a connection between company and customers. It won't be wrong in calling advertising a mean communication between companies and their customers. Advertising does not give a proper awareness of brands but a nice introduction of companies as well. Attractive advertising increase in demands of public which directly boost sales of brand.

## **2.7 Consumer**

'The "consumer" is the one who consumes the goods and services produced. As such, consumers play a vital role in the economic system of a nation because in the absence of the effective demand that emanates from them, the economy virtually collapses' *Wikipedia, encyclopedia.*

It is unthinkable without the consumer because all the production, distribution and marketing of goods and services is done to serve the consumer and from the services profit is abstracted which is very important for the survival of any firms; either production oriented or service oriented.

## **2.8 Consumer Behaviour**

Consumer behaviour is often misconceived as only useful to the sophisticated and bigger cooperation. Nothing could be further from the truth. After all, consumer behaviour can teach companies of all sizes

about the consumption pattern of their consumers as well as the internal and external influences that affect the customers. Consumer behaviour is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behaviour.

When you understand the behaviour of consumers, you can create products and services that provide the consumers with more value. And then you can market those products and services in ways that the consumers understand. The whole point of studying consumer behaviour is to motivate customers to purchase.

Consumer behaviour represents the study of individuals and the activities that take place to satisfy their realized needs. That satisfaction comes from the process used in the selecting, securing, and using the products and services when the benefits received from that process meet or exceed consumers' expectation. In other words, when an individual realizes that he has a need, the psychological process starts the consumer decision process. Through this process, the individual sets out to find ways to fulfill the need he has identified. That process includes the individual's thoughts, feelings, and behaviour. When the process is complete, the consumer is faced with the task of analyzing and digesting all the information, which determines the actions he will take to fulfill the need.

To simplify the explanation even further, you can think of consumer behaviour as the process that determines the why, what, who, when, and how of what a consumer purchases. Consumer behaviour answers the following questions:

- a) Why do consumers buy?
  - ) To reinforce self-concepts
  - ) To maintain their lifestyles



- ) To become part of a group or gain acceptance in a group they
- ) already belong to
- ) To express their cultural identity

b) What internal and external factors influence their purchase?

Each consumer is influenced internally by his own attitudes, personality, perceptions, self-concepts, and emotions. He also must deal with external influences, such as household structure, group association, and cultural beliefs.

c) Who do they buy from?

Consumers purchase from businesses that fulfill their psychological needs by making them feel welcome, understood, important, and comfortable.

d) When do they buy?

Consumers buy based on their consumption patterns, which are determined by their family life cycles and household structures

e) How do they purchase?

Consumers go through a decision-making process that guides them in their purchases. This process takes into account both internal and external influences of the consumer.

Consumer behaviour provides a wealth of information about the individuals that purchase your products and services. When you understand a consumer, you can speak directly to him and his needs. This special communication not only increases the consumer's ability to understand the value in your product, but it also increases sales. Consumers buy what they understand and what they see value in. Consumer behaviour also provides you with insight on how to create an

effective marketing strategy. After all, if you don't understand your consumers, how can you market to them?

## **2.9 Review of related Studies in Nepal**

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

**1) Navin Pandey**, A study of "**The Role of Advertisement on Consumer Behaviour**", with Special Reference to (Electronic Media). Degree Dissertation submitted to TU, Kathmandu, 2008.

### **The objective of the study**

1. To analyses the effectiveness of Electronic Media Advertising.
2. To identify the present situation of Electronic Media Advertising in Nepal.
3. To know what kind of Electronic Media Advertising consumer prefer and why?
4. To examine how the different group of people perceive and react Electronic Media Advertising.
5. To know the role of advertising on consumer buying behaviour
6. To make suitable suggestions & Recommendations.

### **The major findings of the study**

1. Most people of all level of age, education and gender watch television advertisement and they try to know more and more information from the advertisements.
2. Most people buy the product when they need it, but sometimes people buy product after induced by advertisement and similarly some people buy the products and services because of both the reasons.

3. Among various advertising media like newspaper, magazines, radio, television, poster and cinema, most of the people gave top priority to television advertisement than any other media because of facilities like audio and visual.
4. Most of the people under the study think that repetition of an advertisement attracts their attention than the non-repeated ones.
5. Advertisement what comes on Nepali channels are not very liked by the people under the study.
6. Under the gender factor, both male and female prefer to watch good wording advertisements equally.
7. Considering the education factor of the people under the study, uneducated and above graduate people prefer good wording advertisement where as people below SLC, SLC and graduate people prefer simple and entertaining advertisements.
8. Considering the age factor of the people under the study, children prefer musical and entertaining advertisements, young age and old age prefers good wording advertisements.
9. Most people feel inclined to buy product when they watch television advertisement
10. Most people prefer to choose advertised product if the price and quality of both the product are the same.
11. The information which consumer gets from advertisements are not credible because they don't get the quality in products, what advertisement says, which means consumers are deceived by advertisements.
12. Many people think that the price of advertised products is higher than the not advertised products.

13. Most people said that advertisements helped to recall brand of products while purchasing them.

2) The other study on "**Role of FM Radio Advertising and Its Impact on Consumer Behaviour**" by Mr. Hari Prasad Upreti.

**It has the following objectives**

1. To identify the present situation of advertising of Radio Bageshowari FM, Nepalgunj.
2. To identify the consumer preference in various types of advertisement broadcast from Bageshowari FM.
3. To examine how the different group of people perceive and react about FM's advertising.
4. To evaluate the roles of advertisements in consumer behaviour made by Bageshowari FM.

The major findings of the study are:

1. 56% of the people hear Radio Bageshowari FM in Nepalgunj and its surrounding VDCs.
2. 70% housewives have 1-7 pm is applicable time to hear Radio Bageshowari FM although 55% pedestrians have 8-12 am.
3. News is a most wanted program for all types of the listeners broadcasting from Radio Bageshoari FM.
4. Considering the profession level of the people mostly housewives prefer good wording and simple advertising, students prefer, pedestrian and rickshaw puller prefer simple advertisement.

5. Considering the age factor of the people mostly young prefer musical and entertaining advertisement and old age people prefers simple advertisement.
6. Considering the education factor of the people mostly uneducated, SLC & PCL and graduate people prefers entertaining advertisement where as other people like below S.L.C., and above graduate level prefers simple advertisement.
7. Considering the gender (sex) factor female prefers entertaining where as male prefer to hear simple advertisement.
8. Most people buy any product when they need that, but sometimes people buy product after inspired by advertisement and similarly, some people buy product because of both reason.
9. Among the advertising media (i.e. daily news paper, weekly & bi-weekly news paper, Poster & pamphlet, magazines, cinema and Radio Bageshowari FM), most of the people gave first priority to Radio Bageshowari FM advertisement than other because of its wide coverage.
10. Most people think that repetition of an advertisement attracts their attention than non repetition one.
11. The information which consumer gets from advertisement is not credible, because they don't get quality in product, what advertisement says. It means consumers are deceived by advertisement.
12. Considering the categories of Radio Bageshowari FM advertisement, most of the people gave first preference to so so followed by few are good and few are boring, attractive and quite

good. It means Radio Bageshowari FM advertisements are good but not excellent or consumers are not fully satisfied.

13. Most people feel inclined to buy product when they hear advertisement broadcast from Radio Bageshowari FM.

14. Most of the people prefer to choose advertised product if price and quality are same.

15. Most people responded that advertisement help to recall brand or product name while buying.

16. Many people think that the price of advertisement product will be higher than the price of not advertised product.

17. Most of the people of all level (i.e. profession, gender, age and education) hear Radio Bageshowari FM advertisement and they try to know more and more information from advertisement.

**3) The other study on "Advertising through T.V.: Impact on Consumer Behaviour" by Ram Bhakta Ghimire, 2000.**

**Objectives of the study are listed as follows:**

- 1) To identify the present situation of T.V advertising of NTV.
- 2) To know what kind of advertising they prefer.
- 3) To know how the different group of people perceive the advertisement from television and their reactions about advertising.

**The findings of the study**

- 1) Mostly children, young and old age people prefer musical advertisements where as other prefer good wording advertisement.
- 2) Considering the education factor of the people, mostly below SLC, SLC and uneducated people prefer musical advertisement where as other people prefers good wording advertisements.

- 3) Considering the sex, female consumers prefer musical advertisements rather than the advertising with good wording and vice versa.
  - 4) Mostly people gave 1<sup>st</sup> preference to advertisement from T.V followed by Newspaper, radio, Magazine, Cinema respectively.
  - 5) Many people watch NTV advertisement.
  - 6) Most of the people buy the products when they need and watch the advertisements.
  - 7) Repetition of the advertisement attracts people's attention.
  - 8) Few T.V ads are good and few are boring
- 4) The other study on "**Radio Advertising and Its Impact on Purchasing Act in Consumer Good**" by **S. K. Upadhyaya**:

**The objectives of the study**

1. To study the availability and comparative cost of different forms of advertising on Nepal.
2. To study the impact of Radio Advertising on the consumer.
3. To study the change in sales of firms due to the radio advertising.

**The findings of the study**

- 1) Both consumers and advertisers consider the need of advertising specially (media) in the present context of Katmandu market.
- 2) For promoting product advertising is a main method for the producers.
- 3) Of all the advertising media available in the market, radio advertising is ranked top in the list.
- 4) The major percentage of listens radio advertising seldom. The percentage of regular listeners is very few.
- 5) The effective forms of media to reach the heart of consumers are Radio, Cinema and Periodicals which ranked first, second and third respectively.

5) The other study on "**Communication Effects of Advertising and Brand Preference**" made by **Mr. Laxmi Prasad Baral** has following objectives:

1. To examine the effectiveness of advertising.
2. To understand advertising and brand preference.
3. Which is the popular media of advertising? and
4. What are their strengths and weakness while advertising of instant noodles?

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

#### **The major findings of the study**

1. Instant noodles are in different product life cycle and they require different media and techniques of advertising in different stage.
2. There is a high degree association between brand preference and advertisement qualities.
3. The advertisements are still traditional and ordinary in nature and style.
4. It is necessary that advertising should be more attractive, informative and enjoyable both reader as well as listeners
5. Advertising should be constructed for the long term impression by making more moral and social responsibility.
6. While selection advertising media the marketer should clearly analyze the objectives of advertising.
7. The message and media should be unique and distinctive according to the requirement of the target market.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter deals with method and techniques which are used in this study. This study is based on both primary and secondary data. Primary data are collected by taking interview to different people and secondary data are collected from newspapers, magazines, documents related Television Advertisement, few dissertations submitted to the faculty of management of T.U.

#### **3.2 Research Design**

There are many types of research design such as historical research, descriptive research, developmental research, survey research, co-relation research, case study research, qualitative research, departmental research, conclusive research etc. In the study, I had used descriptive research 'Research Design'. The main aim of the study is to elaborate the Television Advertisement and its consequences on the consumer of Anarmani V.D.C.

In this, impact of TV advertising has been evaluated. The opinions of people about TV advertising have been gathered. Hence, for this both questionnaire and published data are used. The questionnaire has been prepared in such a way that will help to find the different types of advertisement which are preferred by people, the peoples reaction about advertisement, buying habits of advertised products, cause of product buying, consumer's favorite advertising media, reaction about repetition of advertisement, categories of advertising by people, impact of media on human mind, different information provided by advertisement and its comparative benefits, ability to recall commercial and other benefit of

advertisement besides product awareness.

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

### **3.3 Population and Sampling**

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

### **3.4 Data collection Procedure**

Both primary and secondary data is used for the study. Questionnaire is used to collect the primary data and secondary data is collected from different sources like books, magazines, newspaper, websites etc. formal and informal talks with the concerned authorities is also helpful to obtain the additional information of the related problem. The collection of data is done on the basis of different factors found in most of the samples of the population. The total samples are classified on the basis of different attributes and consumer habits. Firstly, the sample is classified on the basis of age into five different groups. The sample will be classified on the basis of age into five different groups. Group A (below 10), Group B (10-15), Group C (16-25), Group D (26-35), Group E (36-45) and Group F 45 above. There are approximately 15 samples in each group. The

motive behind classifying the sample age wise is to collect data belonging to all age groups There is no upper limit in the last group i.e. F. The samples below 10 years are also considered in the population. The populations under the study are also classified on the basis of level of education. There are five different categories on which the total population will be classified on the basis of education attained or literacy level.

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

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

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

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

(iv) Graduate level represents those samples of the total population, who have completed their graduation. The total number of population falling under this category is twenty.

(v) The above graduate level represents those sample of the total population who have already passed the masters level of education in any discipline. There are twenty people falling under this category.

### **3.4. Data Analysis Procedure**

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

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

### **3.5 Statistical Tools and Techniques used**

This research has used mainly descriptive statistics tools such as percentage and different types of diagrams which are enlisted below:

- i) Percentage
- ii) Pie Charts
- iii) Bar Chart

## **CHAPTER IV**

### **ANALYSIS AND INTERPRETATION OF DATA**

#### **4.1 Introduction**

The previous chapters incorporated Introduction of the studies, Review of Literature and the Research Methodology employed in the study respectively. This chapter incorporates analysis and interpretation of data. The data and information collected from the various sources are presented, analyzed and interpreted in this chapter for attaining the stated objective of the study. The data and information collected from the respondents are presented interpreted and analyzed according to the research questions formulated for this study.

Altogether 100 respondents have been selected for the study. A questionnaire has been developed for the purpose of data collection and it has been distributed to various age groups, education level and gender level.

#### **4.2. Preference of TV Program (Age, Education and Gender)**

The tasks given below present the preference of T.V. program among different age group.

## 4.2.1 Age Level Preference of T.V Program

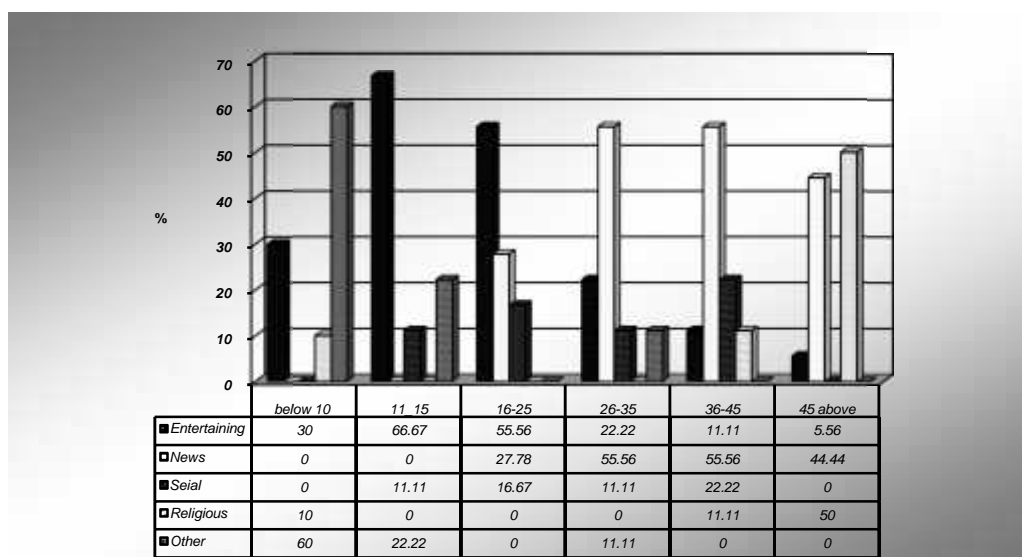
**Table no. 1**

Description	Entertaining		News		Serial		Religious		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Below 10	3	30	-	-	-	-	1	10	6	60	10
10-15	12	66.67	-	-	2	11.11	-	-	4	22.22	18
16-25	10	55.56	5	27.78	3	16.67	-	-	-	-	18
26-35	4	22.22	10	55.56	2	11.11	-	-	2	11.11	18
36-45	2	11.11	10	55.56	4	22.22	2	11.11	-	-	18
Above 45	1	5.56	8	44.44	-	-	9	50	-	-	18
Grand Total	32		33		11		12		12		100

Source: Field Survey, 2012

**Figure no. 1**

### Age Level Preference of T.V Program



The above table and figure reveals the age level and television program preference of selected people of each group. According to above table, 30% of the people that are (below 10) years of age prefer entertaining program, 10% prefers religious program and 60% prefers other program.

The reactions of people those who fall in age group of (11-15) prefer mostly entertaining program i.e. 66.67% people prefer it. 11.11% people like serial and 22.22% prefer others program. Analysing age group between (16-25), 55.56 % prefer the program that is entertaining, 27.78 % prefer news and 16.67% prefer serial episode. In the group of 26-35 age groups, 22.22% of them prefer entertaining program. Group of (26-35) and (36-45) years 55.56% prefer news. 11.11% likes serial and others equally. Under the age group of (35-45), 11.11%prefer entertaining and religious, 55.56% prefer news and balance 22.22% prefer serial. The respondents of age group (above 45) years, 50% of them prefer religious program, 44.44% prefer news and remaining 5.56% prefer entertaining programs.

From the above table and diagram, we can conclude that majority of respondent of age group (11-15) and (16-25) prefer entertaining programs, (16-25) and (26-35) prefer News programs and (above 45) prefer religious programs.

#### 4.2.2 Education Level Preferences of T.V Programs

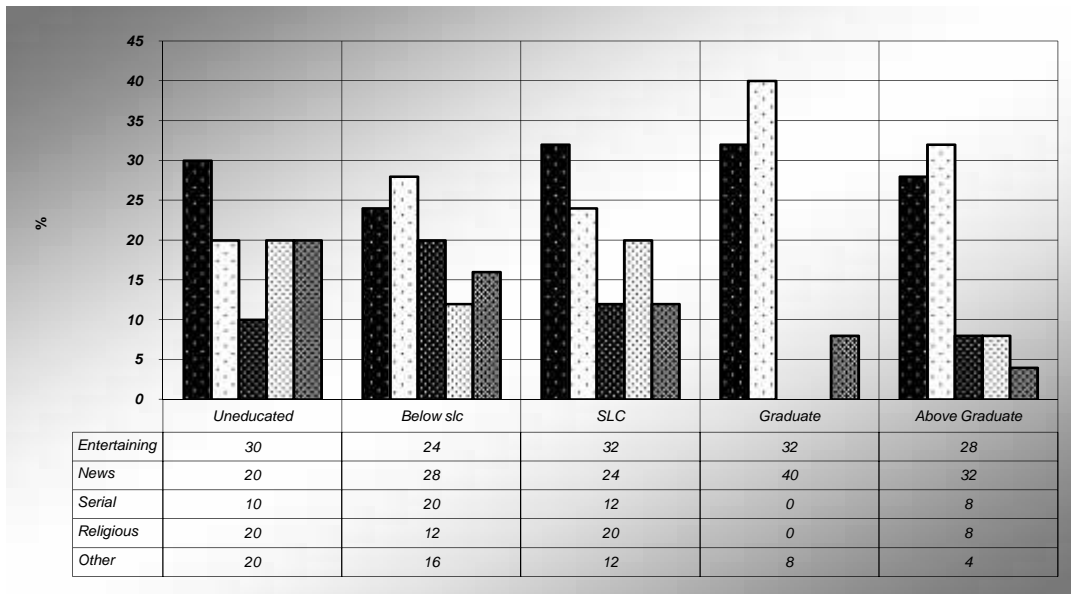
**Table no. 2**

Description	Entertaining		News		Serial		Religious		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Uneducated	3	30	2	20	1	10	2	20	2	20	10
Below SLC	6	24	7	28	5	20	3	12	4	16	25
SLC	8	32	6	24	3	12	5	20	3	12	25
Graduate	8	32	10	40	0	0	0	0	2	8	20
Above Graduate	7	28	8	32	2	8	2	8	1	4	20
Grand Total	32		33		11		12		12		100

Source: Field Survey, 2012

**Figure no. 2**

**Education Level Preferences of T.V programs**



The above table and diagram reveals the education level and T.V program preference of selected 100 respondents. According to the table 30% of uneducated people prefer entertaining program. News, religious and others program are liked by 20% of each group. The reaction of people those who fall in group of (below S.L.C), 24% prefer entertaining program, 28%, 20%, 12% and 16% prefer news, serial, religious and other program respectively. 32% of people who fall in (S.L.C) and (Graduate) prefer entertaining program. (Graduate) people don't prefer serial and religious program. 40% of (Graduates) and 32% of (Above graduate) people prefer news program.

From the above table and diagram, we can conclude that different people of different educational background have their own preference of T.V programs.



### 4.2.3 Gender level preferences of T.V programs

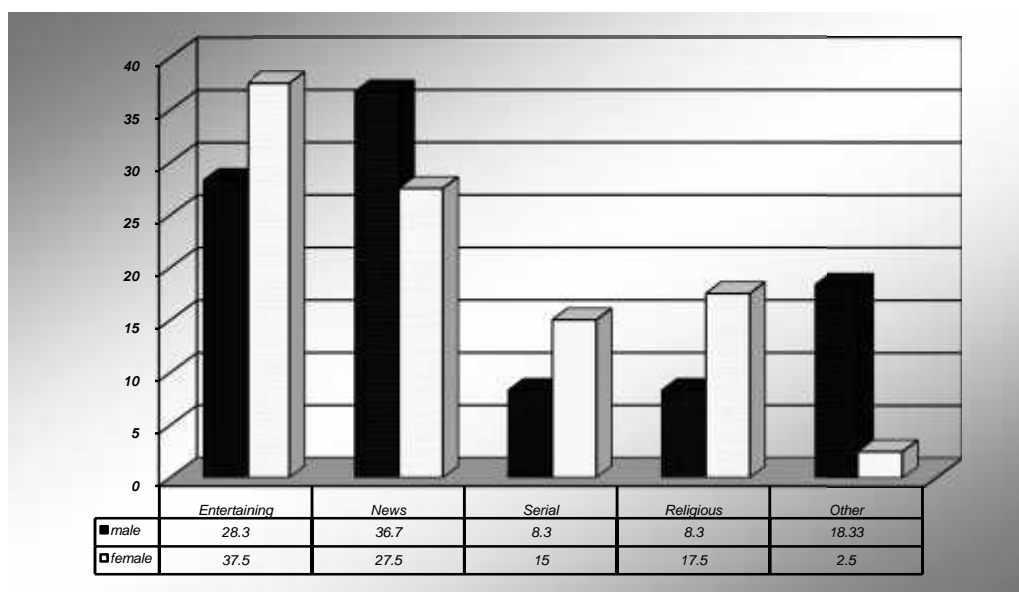
**Table no.3**

Description	Entertaining		News		Serial		Religious		Others		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Male	17	28.3	22	36.7	5	8.3	5	8.3	11	18.33	60
Female	15	37.5	11	27.5	6	15	7	17.5	1	2.5	40
Total	32		33		11		12		12		100

Source: Field Survey, 2012

**Figure no. 3**

**Gender level preferences**



The above table and diagram reveals the preference of T.V programs according to the gender. Out of 60 male 28.3% prefers entertaining program, 36.7% prefer news, and 8.3% of the gents prefer both serial and religious. 18.33% of male like other program not listed in the questionnaire.

Regarding the female, 37.5% prefer entertaining program and 27.5% prefer news while 17.5% prefer religious program.

From the above table and diagram, we can conclude that most of the both male and female prefers News and Entertaining programs.

### 4.3 Consumer Reaction when advertisement comes from the T.V (Age, Education and Gender)

#### 4.3.1 Reaction when advertisement comes from the T.V according to Age:

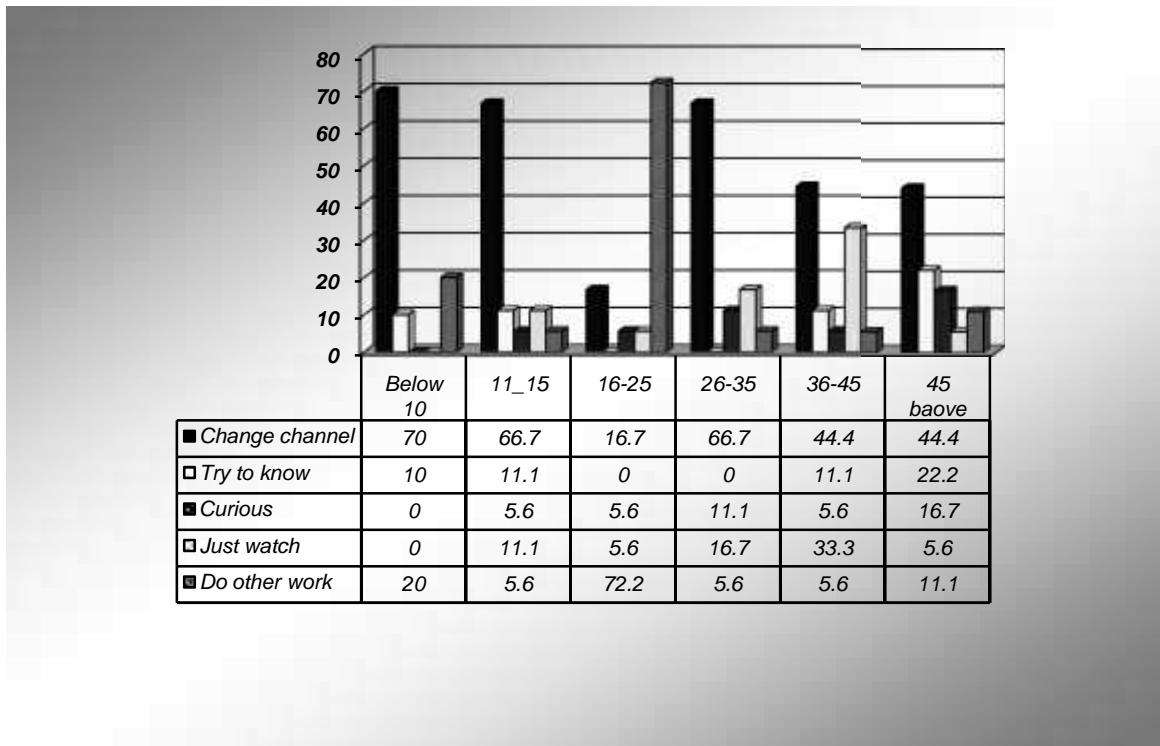
**Table no. 4**

Description	Change the channel		Try to know		Curious		Just watch it		Do other work		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Below 10	7	70	1	10	-	-	-	-	2	20	10
10-15	12	66.7	2	11.1	1	5.6	2	11.1	1	5.6	18
16-25	13	72.2	1	5.6	1	5.6	-	-	3	16.7	18
26-35	12	66.7	-	-	2	11.1	3	16.7	1	5.6	18
36-45	8	44.4	2	11.1	1	5.6	6	33.3	1	5.6	18
Above 45	8	44.4	4	22.2	3	16.7	1	5.6	2	11.1	18
Grand Total	60		10		8		12		10		100

Source: Field Survey, 2012

**Figure no. 4**

**Age level wise Reaction when advertisement comes from the T.V**



The above table reveals reaction of different age groups when advertisement comes from the television. The reaction of respondent who fall in group (below 10), 70% people change the channel and 10% try to know what the ad wants to communicate the message, while 20% do other work at that moment. Among the respondent who fall in group of (10-15), 66.7% people change the channel, 11.1% try to know about it while only 5.6% respondents are curious about the advertisement. 72.2% of respondent who fall in group of (16-25) change the channel when ad appears and only 5.6% are curious about the ad and try to know about the ads. Analysing the age group of (26-35), 66.7% change the channel when advertisement comes. 44.44% of age groups that fall on (30-45) and (Above 45) change the channel.

From the above table and diagram, we can conclude that most of the respondents change the channel when advertisement appears on the T.V. and only few are curious and try to know what the ad wants to

communicate.

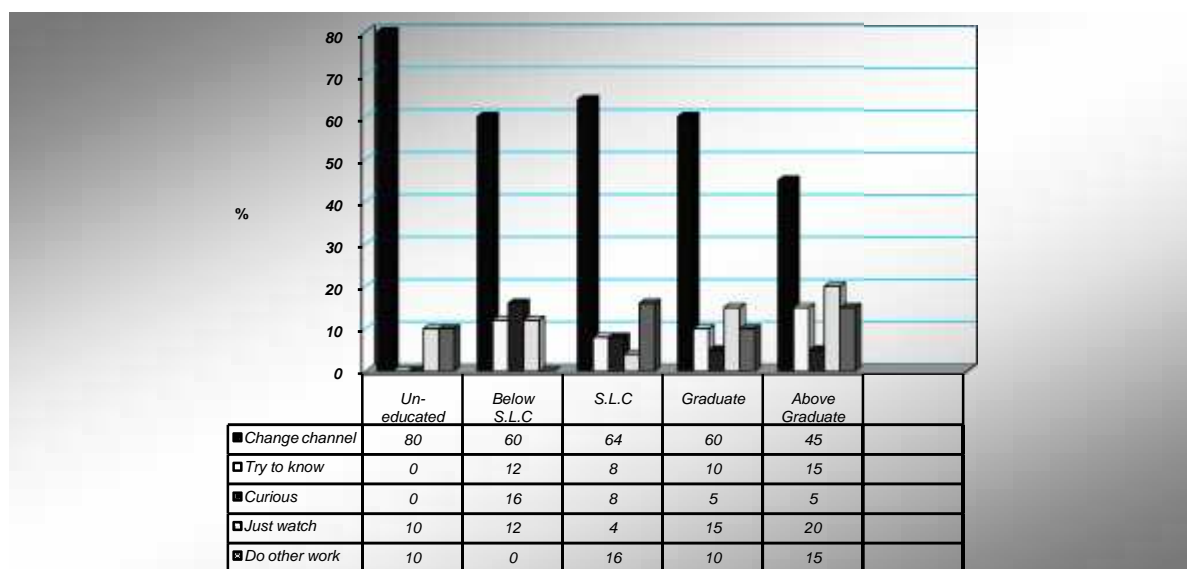
### 4.3.2 Education Level wise Consumer Reaction when advertisement comes from the T.V.:

**Table no. 5**

Description	Change the		Try to know		Curious		Just watch it		Do other work		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Un-	8	80	-	-	-	-	1	10	1	10	10
Below S.L.C	15	60	3	12	4	16	3	12	-	-	25
S.L.C	16	64	2	8	1	8	1	4	4	16	25
Graduate	12	60	2	10	1	5	3	15	2	10	20
Above Graduate	9	45	3	15	1	5	4	20	3	15	20
Total	60		10		8		12		10		100

Source: Field Survey, 2012

**Figure no. 5 Education Level wise Consumer Reaction**



The above table and figure reveals the response of different respondents

according to the education level when advertisement comes. Among the different group, 80% of an (uneducated) people change the channel when ad comes in the television, while only 10% are curious about the ad and rest 10% do other work at that time. 60% of respondent who fall under (Below S.L.C) and (graduate) change the channel when ad comes. Among all the respondent 15% above graduates people try to know what the ad wants to tell. 15% of (Graduate) and 20% of (Above Graduates) just watch the advertisement.

From the above table and diagram, we can conclude that most of the respondents, i.e. 60% of the total respondents change the channel when ad comes. And only total of 40% either try to know about the ad or are curious or just watch it.

#### 4.3.3 Gender wise consumer reaction when advertisement comes

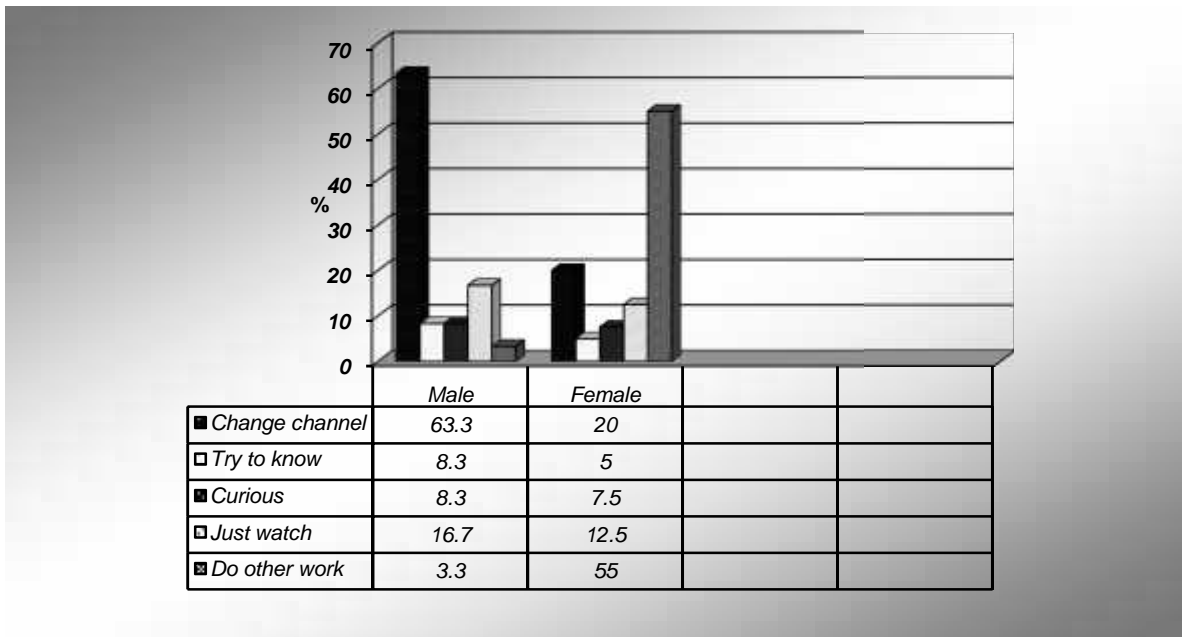
**Table no. 6**

Description	Change the channel		Try to know		Curious		Just watch it		Do other work		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Male	38	63.3	5	8.3	5	8.3	10	16.7	2	3.3	60
Female	22	55	5	12.5	3	7.5	2	5	8	20	40
Total	60		10		8		12		10		100

Source: Field Survey, 2012

**Figure no.6**

**Gender wise consumer reaction when advertisement comes**



The above table and diagram reveals the reaction of male and female respondents when advertisement comes from the television. 63.3% among the male respondent change the channel when the ad comes. 8.3% of them try to know what the advertisement wants to say and the same 8.3% of respondents are curious about the ad, 3.3% of the male respondents do other work when advertisement comes. Analysing the female respondents 55% change the channel, 12.5% try to know about the ad, 7.5% are curious about it and 20% female respondents do other work when ad comes.

From the above table and diagram, we can conclude that majority of both male and female change the channel when advertisement comes. Comparison to male viewers, female viewers

## 4.4 Preference of T.V advertisement (According to Age, Education and Gender)

### 4.4.1 Age level and Preference of T.V Advertisement

Table no. 7

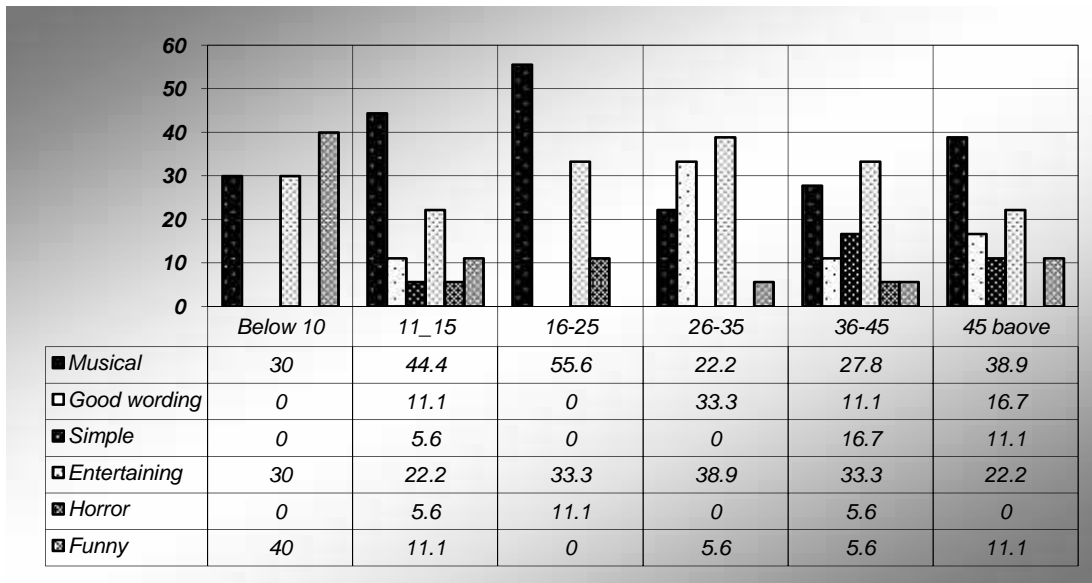
Description	Musical		Good Wording		Simple		Entertaining		Horror		Funny		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Below 10	3	30	-	-	-	-	3	30	-	-	4	40	10
10-15	8	44.4	2	11.1	1	5.6	4	22.2	1	5.6	2	11.1	18
16-25	10	55.6	-	-	-	-	6	33.3	2	11.1	-	-	18
26-35	4	22.2	6	33.3	-	-	7	36.9	-	-	1	5.6	18
36-45	5	27.8	2	11.1	3	16.7	6	33.3	1	5.6	1	5.6	18
Above 45	7	38.9	3	16.7	2	11.1	4	22.2	-	-	2	11.1	18
Total	37		13		6		30		4		10		100

Source: Field Survey, 2012

The above table demonstrates the age level and preference of advertisement among different age group. According to above table, 30% of the respondents (below 10) years prefer both musical and entertaining advertisement, while 40% of respondents prefer funny advertisement. The reaction of people those who fall in age group of (10-15) prefer musical advertisement mostly, 44.4% people like it. 55.6% respondent who fall in group of (16-25) prefer entertaining advertisement while none of them prefer good wording, simple and funny advertisement. The respondents who fall under the group of (26-35) and (Above 45) do not prefer horror advertisement. It has been presented with the help of the multi bar diagram below.

**Figure no. 7**

**Age level preference of T.V Advertisement**



From the above table and diagram, we can conclude that age groups (Below 10) prefer funny type of advertisement. Most the respondents love musical and entertaining advertisement.

**4.4.2 Preference of T.V Advertisement according to Education**

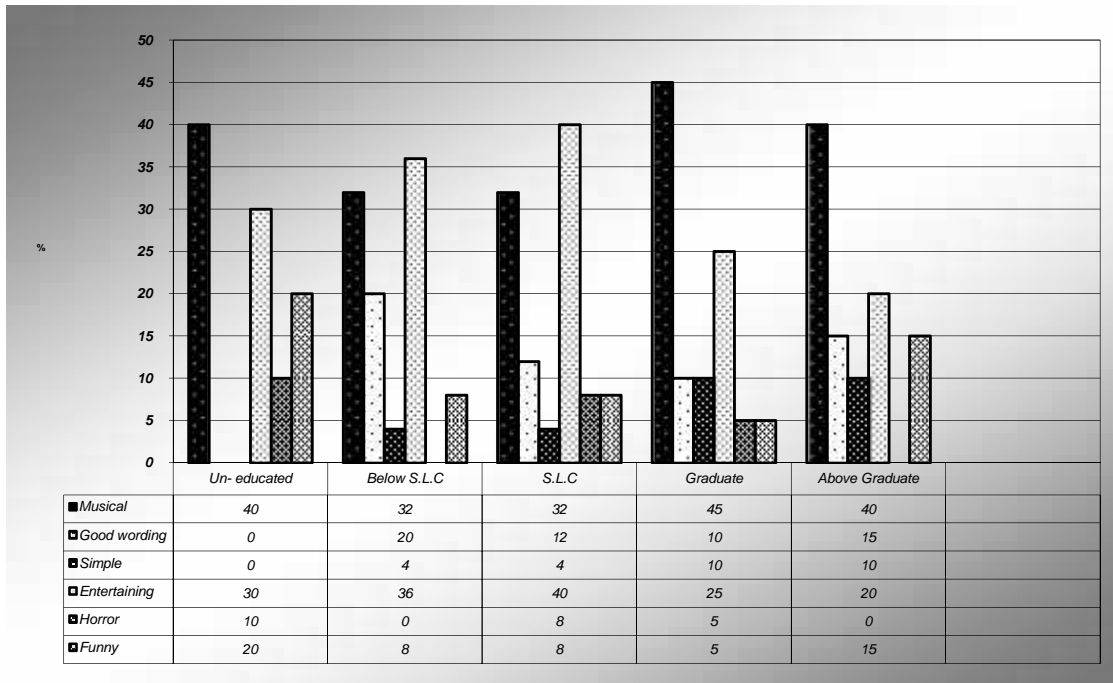
**Table no. 8**

Description	Musical		Good Wording		Simple		Entertaining		Horror		Funny		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Uneducated	4	40	-	-	-	-	3	30	1	10	2	10	10
Below S.L.C	8	32	5	20	1	4	9	36	-	-	2	8	18
S.L.C	8	32	3	12	1	4	10	40	2	8	2	8	18
Graduate	9	45	2	10	2	10	5	25	1	5	1	5	18
Above Graduate	8	40	3	15	2	10	4	20	-	-	3	15	18
Total	37		13		6		30		4		10		100



**Figure no.8**

**Preference of T.V advertisement according to Education**



The above table and bar diagram reveals that among 10 people, those who are uneducated, 40% of them prefer good musical advertisement, 30% prefer entertaining, 10% prefers both horror and funny advertisement. Those people who fall under (Below SLC), 32% of them prefer musical, 20% prefer good wording and likewise 36% prefer entertaining advertisement. The group who have the qualification of SLC, 32% prefer musical advertisement, 40% prefer entertaining advertisement. The graduate people and above graduate people highly prefer musical advertisement i.e. 45% and 40% of them prefer respectively. The above table and figure also demonstrate that uneducated and above graduate people prefers to watch good wording advertisement.

From the above table and diagram, we can conclude that viewers prefer musical, entertaining and good wording advertisement.

#### 4.4.3 Gender wise preference of Television Advertisement

**Table no.9**

Description	Musical		Good Wordin		Simple		Entertaining		Horror		Funny		Total
	No.	%	No	%	No.	%	No.	%	No.	%	No.	%	
Male	22	36.7	5	8.3	4	6.7	20	33.3	3	5	6	10	60
Female	15	37.5	8	20	2	5	10	25	1	2.5	4	10	40
Total	37		13		6		30		4		10		100

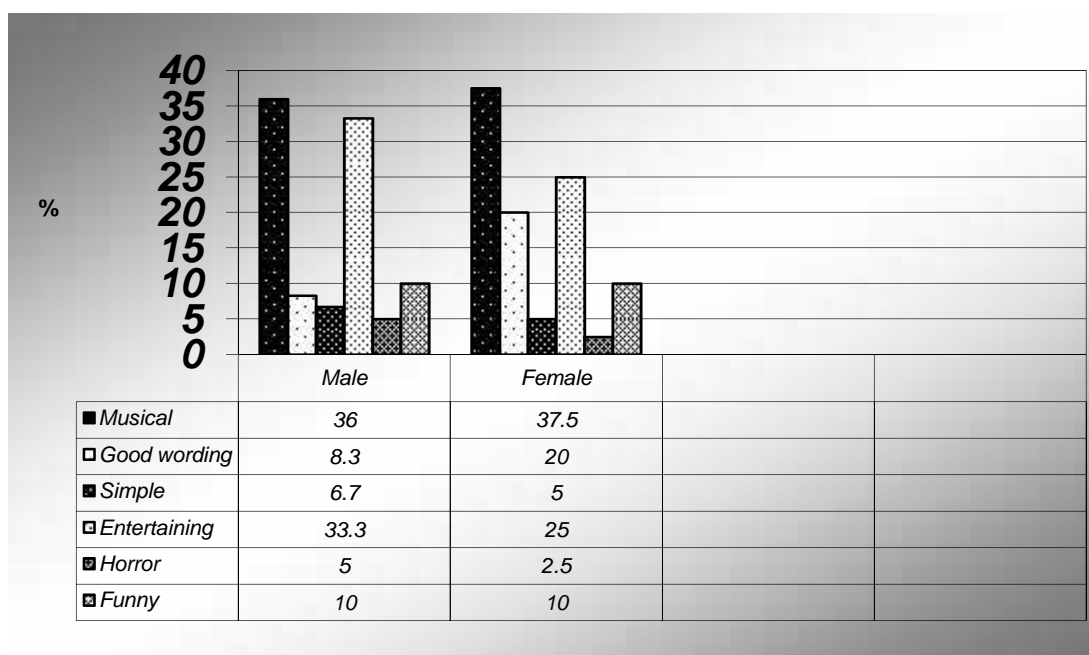
Source: Field Survey, 2012

The above table reveals the preference of advertisement according to gender. Out of 60 male, 36.7% love musical advertisement while following it, 33.3% prefer entertaining and only 10% prefer funny advertisement. Analysing the female respondents, 37.5% prefer musical ad, while 25% prefer entertaining and 10% prefer funny ad where as 20% prefer good wording advertisement.

From the above table and diagram, we can conclude that both male and female respondents prefer musical, entertaining and good wording advertisement.

**Figure no. 9**

**Gender wise preference of Television Advertisement**



**4.5 Television watching habit (Age, Education and Gender)**

**4.5.1 Television watching habit according to Age.**

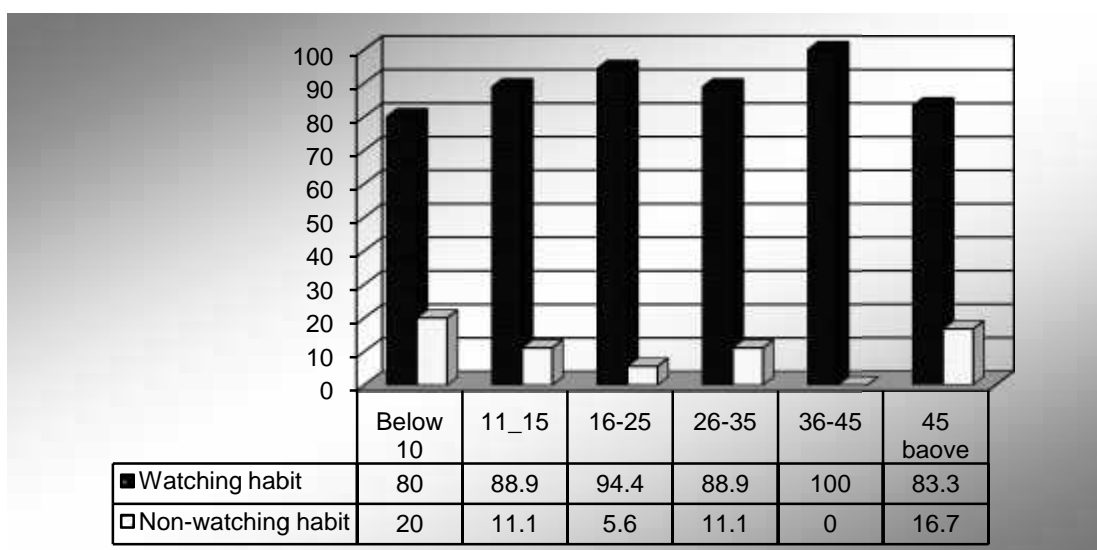
**Table no. 10**

Description	Watching Habit		Non-watching Habit		Total
	No.	%	No.	%	
Below 10	8	80	2	20	10
10-15	16	88.9	2	11.1	18
16-25	17	94.4	1	5.6	18
26-35	16	88.9	2	11.1	18
36-45	18	100	-	-	18
Above 45	15	83.3	3	16.7	18
Grand Total	90		10		100

Source: Field Survey, 2012

**Figure no. 10**

**Television watching habit according to Age**



The above table and diagram reveals that all level of age persons are highly interested in watching television. The age group below 10, 80% are TV watching habituated, age level between 10-15, 88.9% are habituated, 16-25 are 94.4%, 26-35 are 88.9% habituated in watching television. The age groups of 36-45, 100% of them are habituated.

**4.5.2 Television watching habit according to Education**

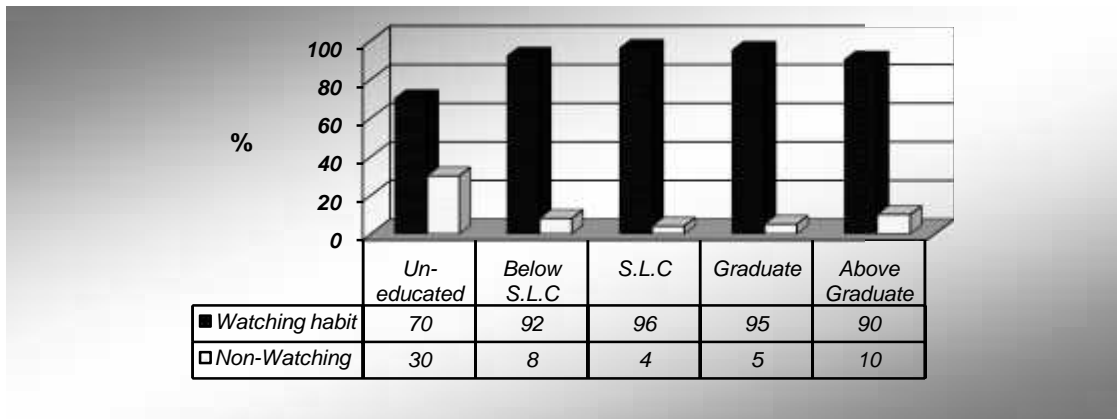
**Table no.11**

Description	Watching habit		Non-watching		Total
	No.	%	No.	%	
Uneducated	7	70	3	30	10
Below S.L.C	23	92	2	8	25
S.L.C	24	96	1	4	25
Graduate	19	95	1	5	20
Above Graduate	18	90	2	10	20
Total	91		9		100

Source: Field Survey, 2012

**Figure no. 11**

**Television watching habit (Education)**



The above table and diagram shows that 70% uneducated, 92% under SLC, 96% SLC, 95% graduate and 90% above graduate people were in habit of watching television advertisement. This shows that most of the respondents are habituated of watching television. The above data is presented in the following diagram.

**4.5.3 Television watching habit (Gender)**

**Table no. 12**

Description	Watching habit		Non-watching Habit		Total
	No.	%	No.	%	
Male	54	90	6	10	60
Female	36	90	4	10	40
Total	90		10		100

Source: Field Survey, 2012

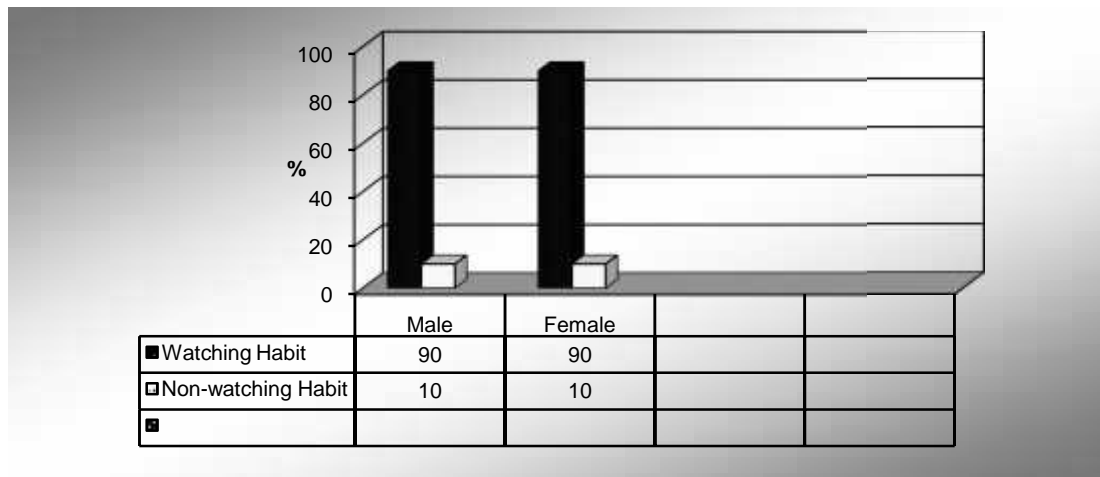
The above table demonstrates that both 90% male and female were habituated of watching television advertisement. While going through above table we can also conclude that television advertisement is very good media for communicating information to all level of people whether they are young or old, educated or uneducated, male or female.

The above explanation is also shown on the multiple bar diagram as

follows.

**Figure no. 12**

**Television watching habit (Gender)**



**4.6 Reason for Buying Product**

**Table no. 13**

Description	No. of Respondents	Percentage (%)
Advertised Inclined to Buy	22	22
Need it.	70	70
Any Other	8	8
Total	100	100

Source: Field Survey, 2012

People buy the product because they need it, but different people buy different products of different brand and quality. Why does this happen? To know this, the following question was asked to different level consumer. Why do you buy a product? And their choices were given to them as:

1. Advertisement induces

2. Need it and

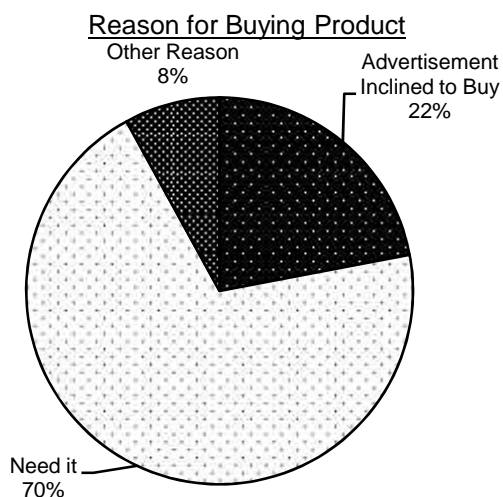
3. Any other

While going through the responses, it was found that advertisement induced only 22% of them, 70% buy the product because they need the product and the remaining 8% buy the product because of other reason.

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

**Figure no. 13**

**Reason for Buying Product**



**4.7 Consumer prefers Advertised Product or Non Advertised ?**

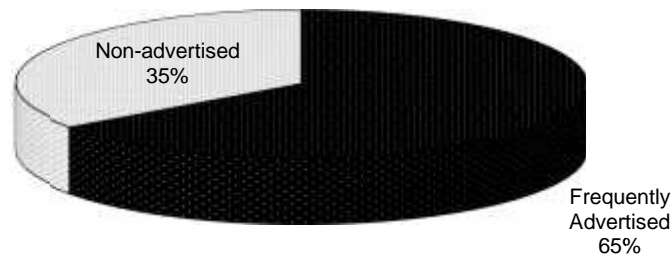
**Table no. 14**

Description	No. of Respondent	Percentage (%)
Frequently Advertised	65	65
Non-Advertised	35	35
Total	100	100

Source: Field Survey, 2012

**Figure no. 14**

**Consumer prefers Advertised Product or Not Advertised.**



In the above table and diagram, the response of question, which product do you prefer to buy, the advertised one? or the product that is not advertised? The response was that 65% prefer the product that was advertised and 35% of the respondents chose the product that was not advertised in the television.

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



## 4.8 Media Preferred by Consumer for Advertisement

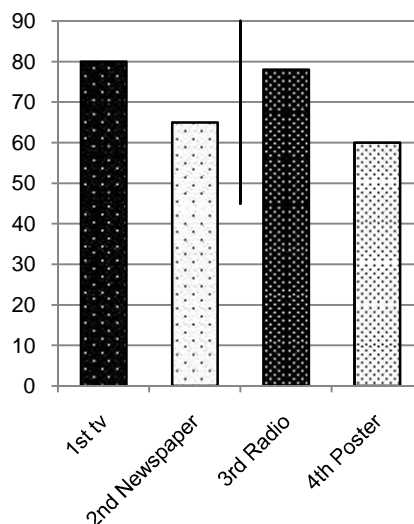
**Table no. 15**

Description	Rank						Total
	1	2	3	4	5	6	
T.V	80	15	5	-	-	-	100
Newspaper	4	65	10	18	3	-	100
Radio	12	10	78	-	-	-	100
Internet	-	5	6	17	62	10	100
Magazines	-	-	-	5	10	85	100
Poster	4	5	1	60	25	5	100

Source: Field Survey, 2012

**Figure no. 15**

### Media Preferred by Consumer for Advertisement



The above table and pie-chart reveals the preference of respondents and the media advertisement. While going through the table out of 100 respondents, 85 preferred TV as the most important media for the

advertisement. The TV followed by Newspaper that is 65 preferred as the second important media for the advertisement. Magazines were least preferred by the consumer.

#### 4.9 Advertisement Attracts Attention or Not.

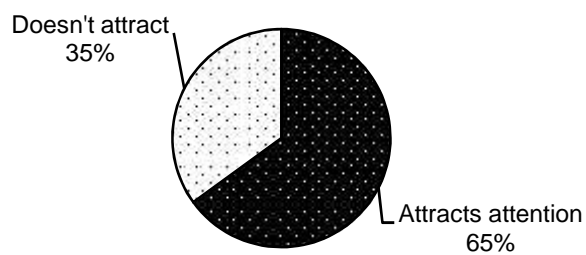
**Table no. 16**

Description	No. of respondents	Percentage (%)
Attracts attention	65	65
Doesn't attract	35	35
Total	100	100

Source: Field Survey, 2012

**Figure no. 16**

#### **Advertisement attracts attention or not.**



The above table and figure demonstrate that 65% respondents' attention is dragged by the advertisement and remaining 35% respondents are indifferent. From this we can conclude that advertisement is helpful for the promoting the product.

#### 4.10 Is Advertisement Helpful to Fulfill the Needs or Not?

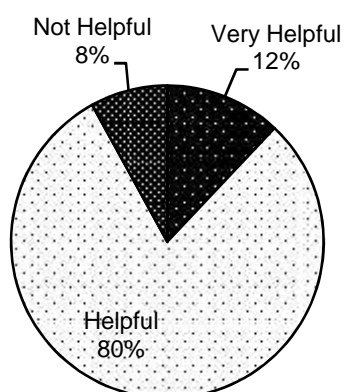
**Table no. 17**

Description	No. of Respondents	Percentage (%)
Very Helpful	12	12
Helpful	80	80
Not Helpful	8	8

Source: Field Survey, 2012

**Figure no. 17**

#### Is Advertisement helpful to fulfill the needs or not?



The above table and diagram illustrates that most of the costumers fell advertisement helpful in buying decision making process. 12% regard advertisement as very helpful to fulfill need, 80% accept that advertisement is helpful and only just 8% think it is not helpful.

#### 4.11 Is Advertisement Able to Generate the Curiosity About the Product?

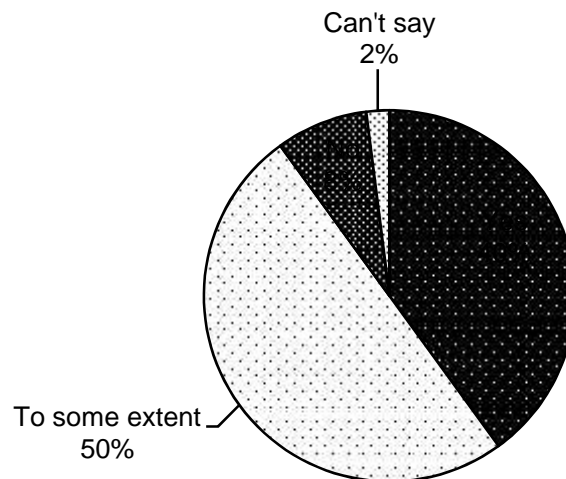
**Table no. 18**

Description	No. of Respondents	Percentage (%)
Yes	40	40
To some extent	50	50
No	8	8
Can't say	2	2

Source: Field Survey, 2012

**Figure no. 18**

**Is advertisement able to generate the curiosity about the product?**



The above table and diagram reveals that the advertisement is able to generate curiosity about the product because 90% has given the positive answer. That means that the advertisement generates curiosity about the product while 8% do not believe that advertisement generates curiosity

and 2% of them can't say about it.

#### 4.12 Consumer Opinion regarding " Advertisement Make Consumer Buy any Product"

**Table no. 19**

Description	No. of Respondents	Percentage (%)
Yes all product	10	10
Most product	70	70
No	8	8
Can't Say	10	12

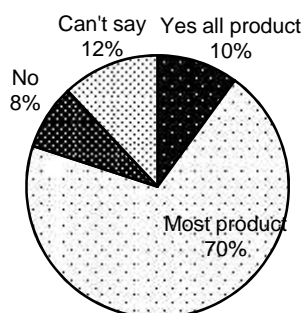
Source: Field Survey, 2012

The above table explores that, 80% consumers believe that advertisement makes buy any advertised product while 8% consumer consumers do not believe that ad can make them to buy any product.

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

**Figure no. 19**

#### Consumer Opinion Regarding " Advertisement Make Consumer Buy any Product"



#### 4.13 Repetition of Advertisement Attracts Consumers or Not

**Table no. 20**

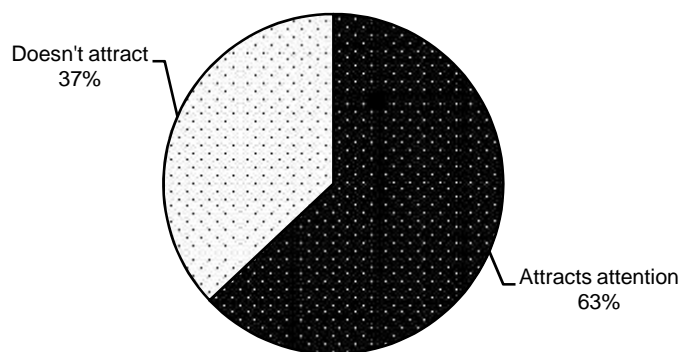
Description	No. of Respondents	Percentage
Attracts Consumer	63	63
Does not attract	37	37
Total	100	100

Source: Field Survey, 2012

The above table reveals the reaction of people about the repetition of advertisement on television. 63% respondents have given positive answer while 37% are negative. This reveals that repetition of advertisement attracts consumers' attention to some extent. The above data is illustrated with the help of following pie chart.

**Figure no. 20**

#### Repetition of Advertisement Attracts Consumers or Not:



#### 4.14 Does Advertisement Helps to Recall Brand or Product Names or Not?

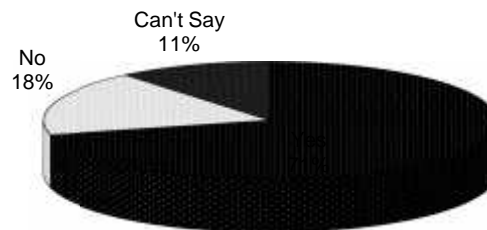
**Table no. 21**

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

Source: Field Survey, 2012

**Figure no. 21**

#### Does Advertisement Help to Recall Brand and Product Names?



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

behaviour.

#### 4.15 Are Advertised Goods More Expensive then Not Advertised Goods ?

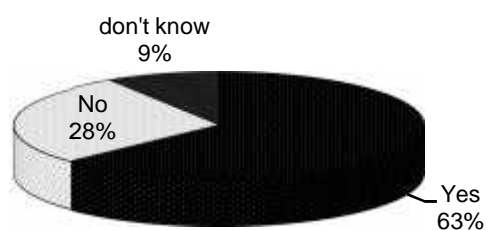
Table No. 22

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

Source: Field Survey, 2012

Figure no. 22

#### Are Advertised Goods More Expensive then Not Advertised Goods ?



Most of the people think that advertisement does increase the price of the product to some extent. To know the opinion of consumers regarding this matter the following question was asked to all the 100 respondents. Do you think that the price of advertised goods will be higher than the price of not advertised goods? The above response shows that 63% of the general people do think that the advertisement does increase the price of the goods and services. 28% of the respondents don't think that the price of the advertised goods are higher than the non advertised goods and the



people falling in this category are mostly above graduate and graduate people and 14% of the people had no idea whether the advertisement increased the price of the goods and services or not. Hence from the above table we can say that majority of the people think that the advertisement increases the price of the product and services.

**4.16 Has consumer bought the product viewing celebrity using the product in the television advertisement?**

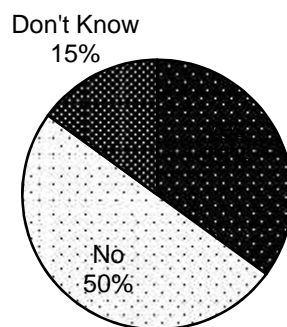
**Table No. 23**

Description	No. of Respondents	Percentage
Yes	35	35
No	50	50
Don't Know	15	15

Source: Field Survey, 2012

**Figure no. 23**

**Has consumer bought the product viewing celebrity using the product in the television advertisement?**



The above table and pie chart reveals that 30% of people buy product viewing celebrity using the product in the television advertisement, 55%

do not buy just viewing them and 15 % do not have any idea regarding about it.

From the above table and diagram, we can conclude that use of celebrity had little influence on the buying behaviour of the people which is slowly increasing.

#### **4.17 Major Findings**

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

1. Most people of all level of age, education and gender watch television advertisement and they try to know more and more information from the advertisements.
2. Most people buy the product when they need it, but sometimes people buy product after induced by advertisement and similarly some people buy the products and services because of both the reasons.
3. Among various advertising media like newspaper, magazines, radio, television, poster and cinema, most of the people (80%) gave top priority to television advertisement than any other media because of facilities like audio and visual.
4. Most of the respondents change the channel when advertisement appears on the T.V. and only few are curious and try to know what the ad wants to communicate.
5. Most of the people under the study think that repetition of an advertisement attracts their attention than the non-repeated ones.
6. Under the gender factor, both male and female prefer to watch musical and entertaining advertisement.

7. Considering the education factor of the people under the study, most of the education level people prefer to watch musical and entertaining advertisement.
8. Considering the age factor of the people under the study, children prefer musical, entertaining and funny advertisements, young age people prefer musical and entertaining advertisement and old age prefers musical, good wording advertisements.
9. Few people are only inclined by advertisement while buying; most of them buy because they need it.
10. Most people prefer to choose frequently advertised product if the price and quality of both the product are the same.
11. The information which consumer gets from advertisements is not credible because they don't get the quality in products, what advertisement says, which means consumers are deceived by advertisements.
12. Many people (63%) think that the prices of advertised products are higher than the not advertised products.
13. Most people (71%) said that advertisements helped to recall brand of products while purchasing them.
14. Most of the people attention is dragged by the advertisement.
15. Majority of the people think that the advertisement increases the price of the product and services.
16. Use of celebrity has some influence (35%) on the buying behaviour of the people.

## **CHAPTER V**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

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

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

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

Real marketing situation study is important in marketing and advertisement field. It helps to study the target audience choices, preferences, tastes, desires and their regular media habits. This information provided by the target audiences becomes very useful while determining advertisement for promoting the product. Moreover, the nature and types of commercials preferred by the customers, emphasis they provide for different product features, their likes and dislikes for a

particular product, their expectation towards advertisement in future, the ability of the current advertisement to influence the customers, etc could be easily ascertained through this type of research activity, if conducted in mass selling. This information becomes very useful in better understanding of the market situation and in clarifying the proverb "King of the marketplace".

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

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

## **5.2 Conclusion**

This research study is basically focused on the impact of Television Advertisement to consumer behaviour of Anarmani V.D.C (Birtamode, Jhapa). Hence, this medium of advertising is considered as the most effective and most of the advertisers use this medium nowadays. Television advertisement combines the merits of both radio and cinema where people can see and hear the advertisement message in their homes. It is also more effective than radio advertisement for deaf and illiterate people. Television advertising is the fastest means of communication even in the remote villages, where there is no access of roads and it is equally effective for

illiterate people or in the places where there is no circulation of newspapers. Different group of people, whether they are old or young, educated or uneducated, male or female prefer to watch television advertisement than other media and also are impressed by them and purchase goods. But consumer wants only those types of television advertisement that is informative, attractive, demonstrative, credible, relevant, full information about the product. Thus, in this age of consumerism, advertisements should present the true fact of the products in an attractive way for a long term business.

### **5.3 Recommendation**

Consumers are the sovereign power of the modern marketing world. The product and services manufacturer today are not the ones that the manufacturers want to sell, but the ones that consumer want to buy. The consumers are always right. Every successful product in the modern marketing world in an embodiment of the consumer needs, wants, prestige, preference, satisfaction, aspiration and mental horizon. Hence, understanding the consumer needs, wants, satisfaction, preference, aspiration and mental horizon or understanding the consumer in total is the success of today's business. From the above findings regarding the population under the study, the following recommendation can be made to the advertisers and manufacturing units before advertising any product or services.

1. Advertisers have to advertise their product considering their targeted consumer, such as if the targeted consumer are children i.e. below 15 then advertisement should be musical, funny and entertaining. If the targeted consumers are below SLC level then advertisement should be musical and entertaining.
2. Advertisers have to advertise their product, considering their targeted consumer such as; if the targeted consumers are young, old, graduate

then advertisement should be entertaining.

3. Television advertisement must provide full information about the product, so that consumer can know everything about the product or service, such as price, quality, quantity, manufacturing date, expiry date etc.
4. All level of people whether they are young, old, educated or uneducated and male or female are interested to watch television advertising because television has both audio and visual facilities. So, it is better to use television-advertising media than any other to convey message effectively to the target audience.
5. Some advertisements are exaggerated, which is not a good practice and they lose the faith of consumers. Thus, to gain faith, advertisers must advertise their products with true information.
6. In comparison to unadvertised product people prefer to advertise ones so advertisement should be frequently telecasted to attract consumer's attention.
7. Advertisement generates curiosity about the product and also helps to remember product or brand name while buying it. So advertiser should make those kinds of advertisement that can generate curiosity and make it memorable to the consumers.
8. Consumer are highly introduced about the product through advertisement, it is only one such type of tool which reaches to the mass economically, so marketers are suggested to advertise their products through modern effective electronic media i.e. Television.
9. At the time, when the consumer are already familiar about the product its brand then the producers are suggested to provide very entertaining types advertisement which creates positive image towards the products.

Dear Ladies and Gentlemen!

This is the preparation about the Research Thesis on '**ROLE OF ADVERTISING AND ITS IMPACT ON CONSUMER BEHAVIOUR**', as a part of the requirement for Masters of Business Studies [MBS] students of Tribhuvan University. I request you to co-operate by filling up the questionnaires. I shall be grateful to have your opinion in this regard.

Thanking You,

Barun Prasai

1. **Name:** .....
2. **Gender:** Male [ ] Female [ ]
3. **Age:** 10 below [ ] 10-15 [ ] 16-25 [ ]  
26-35 [ ] 36-45 [ ] Above 45 [ ]
4. **Education:** Uneducated [ ] Below SLC [ ] SLC [ ]  
Graduate [ ] Above Graduate [ ]

**The set of following question mentioned below is related to analyze the consumer behavior and their opinion regarding television advertisement.**

- 1) Do you love watching Television Program?  
a) Yes [ ] b) No [ ]
- 2) If yes, what kind of program do you watch?  
a) Entertaining [ ] b) News [ ]  
c) Serial episode [ ] d) Religious program [ ]  
e) Others (if any) [ ]
- 3) What is your reaction when advertisement comes?  
a) Change the channel [ ] b) Try to know what it wants to say [ ]  
c) Curious about the ad [ ] d) Just watch the ad [ ]  
e) Do other works [ ]



- 4) What kind of T.V advertisement do you prefer generally?  
*[You can choose multiple objective from the below list]*
- a) Musical [    ]                      b) Good wording [    ]  
c) Simple [    ]                      d) Entertaining [    ]  
e) Horror [    ]                      f) Funny [    ]
- 5) Do you think repetition of an advertisement attract your attention?  
a) Yes [    ]                      b) No [    ]
- 6) How would you categories most of the T.V ad as?  
a) Very helpful to fulfill your need [    ]    b) Helpful to some extent [    ]  
c) Not helpful at all [    ]
- 7) Do you think advertisement generate curiosity about the product?  
a) Yes [    ]    b) To some extent [    ]  
c) No [    ]    d) Don't have idea [    ]
- 8) You generally buy product because.....  
a) Advertisement inclined me to buy [    ]    b) Need it [    ]  
c) Any other reason.....
- 9) What product do you generally prefer to buy?  
a) Frequently advertised [    ]    b) Not advertised [    ]
- 10) Have you bought any product after getting information from T.V ad?  
a) Yes [    ]    b) No [    ]    c) Can't say [    ]
- 11) Do you think that advertisement make consumer buy any product?  
a) Yes, all products [    ]    b) Most products [    ]  
c) No [    ]    d) Can't say [    ]
- 12) Which media of advertisement do you think most effective according to your preference?  
*[Please rank 1 to 6 according to your preference. 1 for most preferred and 6 for least preferred]*
- ) Television .....  
) News paper .....  
) Radio .....  
) Internet .....  
) Magazines .....  
) Posters and hording board.....

13) Do think that the price of advertised goods will be higher than non-advertised goods?

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

14) What kind of product do you like to buy having same price and quality?

- a) Branded [ ]      b) Non branded [ ]

15) Do you think advertisement is helpful to recall brand or product name while buying product?

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

16) What is your opinion regarding the use of celebrity in the ad?

a) To attract viewers attention [ ]      b) To show their product superior [ ]

d) Present trend/fashion [ ]      c) Don't have idea [ ]

17) Have ever bought the product viewing celebrity using the product in the television advertisement?

- a) Yes [ ]      b) No [ ]      c) Can't say [ ]

**The following question set is related to discover the behavior of consumer after observing the advertisement.**

1) What is your most favorite brand? Give the name:

- a) Instant noodles 1]..... 2]..... 3]..... 4].....  
5].....
- b) Tea 1]..... 2]..... 3]..... 4].....  
5].....
- c) Bathing soap 1]..... 2]..... 3]..... 4].....  
5].....
- d) Tooth paste 1]..... 2]..... 3]..... 4].....  
5].....
- e) Shampoo 1]..... 2]..... 3]..... 4].....  
5].....

2) Have you ever happened to notice the ad of following items on television ad?

- a) Instant noodles i] Yes [ ]      ii] No [ ]
- b) Tea i] Yes [ ]      ii] No [ ]
- c) Bathing soap i] Yes [ ]      ii] No [ ]
- d) Tooth paste i] Yes [ ]      ii] No [ ]
- e) Shampoo i] Yes [ ]      ii] No [ ]

- 3) List the name of brands you are using at present.
- a) Instant noodles ....., ....., ....., .....
  - b) Tea ....., ....., ....., .....
  - c) Bathing soap ....., ....., ....., .....
  - d) Tooth paste ....., ....., ....., .....
  - e) Shampoo ....., ....., ....., .....
- 4) Do you feel inclined to buy an alternative brand when you see an ad of an alternative brand on television?
- a) Highly inclined [    ]            b) Inclined    [    ]
  - c) Not so inclined [    ]            d) Indifferent [    ]
- 5) Have you ever bought the substitute product of another brand or company after seeing an ad on television?
- a) Yes [    ]            b) No [    ]
- 6) Which one of the factors makes you switch to alternative brand?
- a) Price activity                      [    ]
  - b) Advertisement                    [    ]
  - c) Quality of the product            [    ]
  - d) Desire to taste new brand        [    ]
- 7) Do you feel being deceived by advertisement after using the product?
- a) Yes, all the time [    ]            b) Most of the time [    ]
  - c) Sometimes            [    ]            d) No                      [    ]
- 8) If other competing brands offer some specials deals like *coupons, free samples, discount, attractive gift offer* etc. what would you do? Would you leave your favorite brand and switch to alternative? Give answer in *Yes* or *No*.  
 Ans:.....

**The set of questions mentioned below is related for developing recommendations and marketing strategies.**

1) "Advertisement is very important to all the producers and consumers of goods and services". Do you agree with the statement? Give answer in 'Yes' or 'No'.

.....

2) If 'yes' can you list the some of the reasons?

a) Important for the Producers.

.....

b) Important for the consumers.

.....

3) What is your comment regarding the T.V ad currently shown in between different programs?

.....

4) What recommendation would you like to give to the sponsors and televisions operators?

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