

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The last decade of the 20th century witnessed remarkable impact on advertising due to rapid strides in technology. It is difficult to determine exactly what the decades in this new century will bring. However, what looks certain is that there will be much greater consumer involvement and control and some degree of two-way communication. With the opening up of economies, mass marketers will continue to increase their operations on a worldwide basis. More and more global players will increasingly adjust their strategies to a local market, country-based or region-based and advertising will increasingly acquire local color. Further progress in artificial intelligence will add a totally new dimension to advertising and its planning. There will be major career opportunities to talented people in electronic media. There will be a number of challenges unique to the coming generation and with these challenges there will be opportunities responsibilities and rewards that advertisers of the past could not have imagined.

Advertising is an important tool for services marketers to market their services to consumers. Indeed, many of the largest advertisers in industrialized countries are services marketers. For example, in the United States, five of the top ten advertising categories are from the service industry: retail, business and consumer services, entertainment and amusements, travel, hotels and resort, and direct response companies. The total advertising expenditure of these five industries amounted to \$23,186 million in 1995 (*Advertising Age*, 1996).

Advertising is a form of communication intended to promote the role of a product or service to influence a particular cause to gain political support, to advance a particular cause or to elicit some other response desired by the advertiser, (New Encyclopedia Britannia, 1979).

Advertising communicates a message including the name of the product or service and how that product or service could potentially benefit the consumer. However, Advertising does typically attempt to persuade potential customers to purchase or to consume more of a particular brand of product or service. Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes. Advertising has become increasingly prevalent in modern societies. A person can hardly move in the public sphere or use a medium without being subject to advertising. Advertising occupies public space and more and more invades the private sphere of people. "It is becoming harder to escape from advertising and the media while public space is increasingly turning into a gigantic billboard for products of all kind.

Advertising is the most popular promotional tool in Nepal. It is growing very rapidly over the years with the increasing consequences of globalization. It is widely used by business, government and social organizations. Advertising is a very important role of media to the service provider firms like Commercial Banks and financial institutions to reach their target customers or clients.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". Nepalese marketers use a variety of media for advertisement. Some of the widely used media for advertising by the commercial banks in Nepal are:

- i. Print Media : Newspapers, Journals, Newsletters, Brochures.
- ii. Visual Media : Billboards, Displays, Point of Purchase Display.
- iii. Audio Media : Radio, Cassette Players.
- iv. Audio Visual Media : Television, Video Tapes, Cinema
- v. Internet : E-mail, Websites

Besides, there are ads in schools, airport lounges, doctor's offices, movie theaters, hospitals, gas stations, elevators, convenience stores, on the Internet, on fruit, on

ATMs, on garbage cans and countless other places. There are ads on beach sand and restroom walls.

In the market of commercial banks effective transmission of communication is a vital need. Being a service providing firms, they need to communicate with the present and potential clients or their customers. Banks have to have information about the market relating to what kind of service they need, at what duration of time, in what way and in what terms and conditions. With this information it could inform the clients about the availability of service. In absence of this information, service providing firms like commercial banks cannot meet the demands of the client who will only buy the service they already must know.

At present there are thirty two numbers of Commercial Banks in Nepal. All the banks have chosen to promote their brand and products through different mean of advertisement. Increasing cut- throat competition among the similar types of products of every commercial bank has triggered the use of attractive and effective advertisement for increasing the sales, brand image and profit in the long run.

The institutional network and volume of the financial system has expanded and diversified during the past decade in Nepal. Now a day many modern and facilitated commercial banks institutions have been established. thirty two commercial banks are working in the financial sector along with other different class financial institutions under the guidance of Nepal Rastra Bank. The number of banking institutions between the years 2012 is listed below:

Financial Institutions	Year 2012
Commercial Banks	32
Development Banks	78
Finance Company	89
Micro-Finance Institutions	21
NRB Licensed co-operatives (Performing Limited Banking Transactions)	16
NRB Licensed NGOs (Performing micro finance activities)	47
Total	283

Source: Economic Survey, Fiscal Year 2011/12

Commercial banks are those institutions that perform all kind of banking function such as accepting deposits advance loans creating and advancing loan agency function etc. they provide short-term, medium term and long term loans to trade and industry,

With regards of commercial bank it has been concluded that "Commercial bank undertakes that payment of subscriptions, premium, rents and collection of cheques, bills, promissory notes etc, on behalf of its customers. It also acts as correspondents or representative of its customers other banks and financial operations."

From the above definitions it can be concluded that commercial banks are those financial institutions which performs widest range of economics and financial function of any business firm in the economy more over they also provide technical help and suggestions relating to administration suggestion and safe keeping of valuable collection of bills, cheques, overdraft facilities and provide modern banking facilities to industries and commerce are also carried out by those banks.

Function of commercial banks

-) Creating money
-) Accepts deposits
-) Facilitating for the financing of foreign trade
-) Payment mechanism
-) Safe keeping of valuables
-) Extension of credit.

The issues of promotion are becoming more and more complicated as more and more commercial banks have been emerging in Nepalese banking industry. In contrary, Nepalese banking sector is evidencing stagnant market for investing and providing the services. Purpose of this study is to gain a better understanding of advertising used as the effective promotional tool on part of Commercial Banks in Nepal. This study shows that the most important mode of advertising in order to bring in deposits and mobilize healthy lending by brand establishment. Adaptation of advertisement is performed to a great extend due to customers' different preferences and expectations

as well as condition of country's economic situation. However, commercial banks attempt to standardize the advertising activities as much as possible in order to reduce costs and reach economies of scale.

1.2 Statement of the Problem

Advertising is the most important factor for the stakeholders of the bank. Though several commercial banks have been established in Nepal within a very short period of time, it has been observed that commercial banks are now operationally more efficient having a superior performance in comparison to government and semi-government banks. However, despite the claims, the real evaluation needs to be done with a proper response to the marketing environment by managing environment, responding strategically and influencing directly, designing organization in a flexible mode or by maintaining social responsibility.

In today's context, banking industry has been growing in a big and faster trend. In this regard this also pasteurizes the fact that supply has exceeded the demand. Due to increment in customer choices and desires, marketing of Commercial Banks require a lot of advertising to communicate to the customers. In order to attract new customers and retain the older ones bank has to carry along vigorous advertising policy so as to sustain with a remarkable position in the banking industry.

This study answers whether the marketing strategy includes advertisement as a core policy of commercial banks. This study also investigates the target market for a particular product of commercial banks. These following problems are identified for this study.

- How much of the cost has been mobilized towards the advertising activities for the bank?
- Which mode of advertisement has been chosen as the most effective in promoting the bank's products??
- Whether the advertisement of products and services are sustainable in the competitive market or not?

- What is the customer's attitude towards advertisement of banks?

Above, mentioned questions have been answered during the research period.

1.3 Objectives of the Study

The basic objective of the study is to highlight the practice of advertising activities of the Commercial banks. Effective advertisement helps to sustain the competitive market and attend the goals of commercial bank. The broad objectives of this study are as follows:

- To assess and analyze essential of advertising in service providing institution like banks;
- To examine the current advertising activities of Commercial Banks;
- To explore the existing pattern of advertising of Commercial Banks;
- To evaluate the effects of advertisement on products or services targeted to the customers

1.4 Importance of the study

Advertising is any paid form of non personal communication by an identified sponsor to promote products. It is an efficient tool to reach numerous buyers at low cost. The study of advertising activities of Commercial Banks may be useful to all the parties who are interested. Firstly, the shareholders of these banks will be benefitted by this study. Advertisement helps them by creating awareness about the financial performance of their bank i.e., how well their funds are being utilized and to what extent they are gaining. This study also helps the management to look into whether the performance of their bank is better or worse than their competitors. It will show the management gap which can be corrected.

Stakeholders of this bank will also be benefited by this study. It will provide them with information regarding the performance of the bank. This study tries to point out measures to eliminate the problems and obstacles of advertising faced by banking sector. Advertising makes widespread services distribution possible and also shortens

the distance between the service provider and the customer. Another importance of advertising is to build brand preference. This study will deal on the bank's preference and help to analyze and confirm the transactional decision on of Commercial Banks.

1.5 Limitations of the Study

The study is limited to the randomly selected commercial bank in Nepal and is confined only to the advertising activities of those Banks. Followings factors have limited the scope of the study:

- Only few Commercial Banks is taken into consideration in the study.
- This study is based on Kathmandu valley. The questionnaires have been distributed and collected from respondents of Kathmandu.
- The study focuses on advertising aspects of banking products and services only.
- The study is based on the primary data.
- The study is based on very limited variables.

1.6 Organization of the study

This study is divided into five chapters which are as follows:

First chapter deals with the introduction that includes background of the study, statement of problem, and objective of the study, Importance of the study Limitation of the study and Organization of the study.

Second chapter deals with the available literature review. It includes review of books, review of journals and articles, review of other relevant bank's reports and review of previous thesis. This chapter also describes a chronological presentation of the conceptual setting in the subject matter of the study.

Third chapter explains the research methodology used in the study. It consists of research design, sample and population, sources of data, method of analysis and advertising tools to measure advertising activities.

Forth chapter deals with the presentation and analysis of relevant data and information through definite course of research design. The chapter also presents the rules relating the advertising activities.

Fifth chapter is concerned with the summary of the study along with various suggestions and recommendation for improving future advertising policies of the bank and conclusion drawn from the study about advertising activities.

At the end of the study bibliography, appendix and other supporting documents have also been incorporated.

CHAPTER TWO

REVIEW OF LITERATURE

2.1 Introduction

Literature here means the related printed materials about the subject matter of the research work. It may be in various forms like books, booklets, thesis reports etc. There are two types of literature; viz. research literature and conceptual literature. Research literature includes the studies made earlier which are simpler to the one proposed. Conceptual literature includes the concepts and theories about the subject. Review of literature is vital which is doing research work as it gives the findings of the previous studies. The chapter has been divided into two parts as:

- a. Conceptual review or Conceptual framework of advertising;
- b. Review of previous studies regarding advertising activities in different firms.

In this connection, the researcher has reviewed various literatures in the form of books written by various prominent authors, published newspapers, journals, browsing materials from the concerned websites, previous dissertation in the relevant subject etc.

2.2 Conceptual framework

2.2.1 Promotional strategies for Commercial Banks

Promotion is according to Brassington & Pettitt (2000) the direct way in which an organization communicates the product or services to its targeted customers. Within the banking Industry in Nepal, promotion is used in many different ways (Meidan, 1996). Brassington & Pettitt (2000) has categorized the promotional tools into five main elements;

- Sales Promotion,
- Public Relations,
- Personal Selling,

- Direct Marketing, and
- Advertising

2.2.1.1 Sales Promotion

Sales promotion is different tactical marketing techniques with mostly short-term incentives, which are designed to add value to the product or service, in order to achieve specific sales or marketing objectives. Furthermore, it possesses two distinctive qualities. Firstly, it provides a “bargain chance”, since many sales promotion tools have an attention-gaining quality that communicates an offer that will not be available again to purchase something special. The disadvantage, however, is that although they appeal to a wide range of buyers, many customers tend to be less brand loyal in the long run. Secondly, if sales promotions are used too frequently and carelessly, it could lead to insecure customers, wondering whether the service is reliable and reasonably priced.

2.2.1.2 Public Relations

The essence of public relations is to look after the nature of quality of the relationship between the organization and its different publics, and to create a mutual understanding. Public Relation covers a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news, as well as for crisis management, such as damage limitation. Moreover, commercial banks can attend trade exhibitions to create stronger relationships with key supplier and customers as well as enhancing the banks presence and reputation within the market. Another part of public relations is the publicity gained through magazines. Commercial banks obtain considerable publicity in so called quality press, such as different financial journals. In popular newspaper the publicity is, in contrary to the quality press, often negative from the bank’s point of view. The importance of public relations is being increasingly attended, and banking services often have public affairs officers, working actively to generate publicity.

2.2.1.3 Personal Selling

Personal selling is a two way communication tool between a representative of an organization and an individual or group, with the intention to inform, persuade and remind them or sometimes serve them to take appropriate actions. Furthermore, personal selling is a crucial element in ensuring customers' post-purchase satisfaction and in building profitable long-term buyer-seller relationship built on trust and understanding.

The relationship between the salesperson and the customer is perceived as being of great importance for the marketing of a bank. Hence, the sales force within the banking industry needs not only to be trained in art of selling, but also to be aware of all the services available and be able to clearly explain what each service offers. Sales force has a vital role in enhancing bank's reputation by looking after its customers.

2.2.1.4 Direct Marketing

Direct marketing is an interactive system of marketing, using one or more advertising media to achieve measurable response anywhere, forming a basis for creating a further developing an on-going direct relationship between a commercial bank and its customers. The fast advances in technology over the past ten years have reshaped how consumer today interacts with their banks. The financial sector has extended its "face-to-face" selling towards direct marketing of products and services in the form of phone, mail or computer transactions

2.2.1.5 Advertising

"No one can escape the influence of advertising", Pope John Paul VI expressed this on his message on an occasion of world communication day 1997. Indisputably advertising is a discipline that is rapidly growing all over the world. This growth is easily understood by the fact that advertisement has outrun all other promotional means in taking the product close to the customer with the speed and mode desired. The irony of advertisement is such that one cannot sell the product anymore without

the proper utilization of it. Advertisement connects the product and the customer. In fact, advertisement is a knowledge industry and we are in the business of creating brands. Advertisement carries a message. This message is encoded by the marketer and decoded by the customer. It can be verbal or visual. The advertising message should be true.

Service is an intangible product having the domination over manufactured product around the globe till date. In economics and marketing a service is a non-material equivalent of a good. Because services are difficult to conceptualize, marketing then requires creative visualization to effectively evoke a concrete image in the customer's mind. From the customers' point of view, this attribute makes it difficult to evaluate or compare services prior to experiencing the service.

Banks may choose the different advertisement strategy considering what they want to achieve from the advertisement. It might be product promotion or images build up. It also depends whether the bank is concentrate on niche market or it spread out the differential market.

2.2.2 Evolution of Advertising

Through advertising in its present form is the result of the development of civilization. It has the longest history that takes us back to the time of ancient civilization. Though one fails to answer the question as to exact date when advertising started, it can be said that advertising began when man discovered the art of communication. Historical documents and researches have confirmed the existence of advertising in the ancient times.

Advertising occupies an important position in the United States as compared to the other countries. Great Britain is the second country giving importance to advertisement while Non-English nations are poor in the field of advertising, (C.N. Santokki, 1989).

The earliest forms were sign-boards and writings on the walls of prominent buildings. Shouting loudly about the price and description of the article to be sold was the only method of attracting public attention. The knowledge of advertising and art of printing were not developed. The effect of the old type of advertising was not attractive as dynamic as it is today. With the publication of newspapers and development of the modern techniques in printing, advertising was boosted up.

During the 16th Century, newspaper was the longest form of carrying advertisement and these newspapers were first published in the form of newsletters. The first newsletter was started in 1622 in England. The second half of the 16th Century witnessed newspaper in the form of News books. It can be said that by the middle of 17th Century, there were special advertising periodicals. It has been recorded that excellent news books were published around 1675. By the end of 17th Century, newspapers were well established in England under carrying advertisement on regular basis, (C.N. Santokki 1989).

Various means of communication has to be developed to enable advertising work to have a wider coverage of market. Modern advertising is a product of industrial revolution of 18th Century in 1760.

The age old principle of “Cavet Emptor” prevailed among the consumers and hence the advertising was thought to be untruthful. People did not believe the advertising message. Buyers were cautious in buying the advertised goods. To counteract this feeling, manufacturer highlighted brand to the customer so the 19th Century saw the concept of brand advertising. This facilitated the development of magazines both weekly and monthly. Magazines started to catch the imagination of the people by popularizing the brands. This period welcomed window and counter display exhibitions and trade fairs.

Up to World War I, the newspapers and magazines were considered as the principle means of advertising. During the period of great depressions in 1930s there were less business activities and it is known as slump period. After World War II, there was a

keen competition between manufacturers. On one hand it tried to generate international economy and on the other hand it tried to seek newer methods of developing markets. Many new firms evolved with advertising came into existence during this period. Advertising was developed on systematic lines. Widespread use was made of modern photocopy and art of printing. The most typical development was cinema slides and electric signs.

Increasing attention and interest in this direction, gave rise to a class of advertising experts who were specialized to advice about the technique of advertising to the businessmen regarding their advertising programs.

A huge amount of money was spent in both the purchase of advertising space and developing suitable advertising material. The progress was further accelerated by modernization of the newspapers with huge circulation which created political and social consciousness among the people. Every available space, for every advertising purpose. Illustrations were used to give life an advertising message and efforts were made to make it aesthetically pleasing.

During the World War II people were informed of war development through short film and thus a new form of advertising was developed. Now film advertising has become popular and it has got a huge significance in developing countries like India, Burma, and Pakistan and even in Nepal, (B.N. Ahuja, S.N. Chhabra, 1995).

The current period marked with the advertising of two fascinating media of communication namely the radio and television. Americans have the credit of inventing the radio. It dominated the market from 1922 to 1974. From 1948 onwards televisions got their importance and surpassed the radio. Radio advertisement has an edge over print advertising because it is capable of reaching a millions of illiterate people as it is a verbal advertising.

Television is a powerful means of advertising from 1950. It has grown in its importance with its color presentation and it is going to rule advertising world. These are major indoor colorful advertising media.

The outdoor advertising similarly there has been development in travelling displays neo science, sky writing in addition to the earlier means like poster, printed displays, and sandwiched-men, (C.N. Santokki, 1989).

2.2.3 Development of Advertisement in Nepal

Nepalese society has known advertising and its usefulness to the business. They know that even a superior product cannot be sold if the advertising fails to speak about it. In early stage, the need and wants was very limited and the products were limited to this contrary. They know about the product because the exchange system (Barter) was largely accepted.

With the passage of time consumption habit changed and the society entered into the Maller period in 936 to 1825 B.S. At this period, people came to know the product through announcer who announces or gives information about the product to the people. The King at that period was very liberal. The King was interested to understand the needs, want, desire, pain and pleasure of the people. The announcer distributes product to the people. They also demonstrate the product at culture show, festival and jatra etc, (P.R. Pandey, 1980,).

Even during the Rana Regime public announcer went through the streets announcing the opening and closing of gambling period during the Laxmi Pooja and other occasions.

With the passage of time, things have changed. Nepali newspaper and magazines featured advertisement. On 20th Chaitra 2007 B.S Radio Nepal broadcasted a daily three hours commercial program. Even walking on the road one frequently sees hoarding board at different places. Even in this short span of time, advertising has developed remarkably. The first newspaper of the country was published on Jestha 1958 B.S. prior to this only verbal advertising prevailed. At present many different dailies, weeklies, forth-nights, monthlies and other periodicals have given significant contributions to the present marketing environment. Similarly, advertising activities developed effectively with the establishment of radio and televisions.

❖ Printing Advertisement

In the real sense, printed advertisement is the real advertisement. In 1908 B.S. the Prime Minister Janga Bahadur Rana had brought a press during the visit to England which was called “Giddhe Press”. But this press was used to print envelopes, tickets and government bulletins only. So this press could not run the business in the field of advertisement. “Nepal Manoranjan Press”, of Thahiti was the first press in the field of advertisement in Nepal. In 1919 B.S. advertisement of a book named “Mokshyasiddhi” was printed in this press. This was the first advertisement in the history of Nepal. No printed advertisement was a record after that. In 1945 B.S. a book named “Gorkha Hashya Manjari” was published in “Bharat Jeevan Press” of Banaras, India. In this book, an advertisement of monthly magazine named “Gorkha Bharat Jeevan” was printed. In the history of Nepalese advertisement, another advertisement was evolved in 1956 B.S. In the last page of book named “Nalopakhyan” published by Pandit Kapil Dev Sharma and advertisement of monthly magazine “Sudha Sagar” was printed.

All above mentioned advertisement were the advertisement before establishment of Gorkhapatra Publications. Gorkhapatra Publication printed on weekly basis from Baishakh 24th 1958 B.S. In the first edition of Gorkhapatra an advertisement was published by “Pashupati Printing Press” in the editorship of Pandit Nardev Moti Krishna Sharma.

From 1958 B.S. to 2014 B.S. different magazines in Nepali language were published. In those magazines few numbers of advertisement were published in the form of information, order, notices etc. In 2014 B.S. under the chairmanship of “Judge Krishna Prasad Chapagain” the first press commission was formed. This commission submitted the press report to the government in 2015 B.S. in which 20 categories advice were mentioned. All the advertisement of the government secretariats, division and the officers should be given to the newspaper and magazines.

While Gorkhapatra Sansthan can be attributed as having initiated regular print advertising, another publication major, Kantipur Publications deserves credit for taking print advertisements to another level through full color printing. The use of color opened up new possibilities, and as a result, major progress was made by the advertising sector.

❖ **Radio Advertisement**

The history of radio transmission in Nepal dates back to 2002 B.S. The first transmission of radio was made through electricity office (the old powerhouse of Nepal Electricity Corporation), however at that time general public were not allowed to keep radio set except the “Ranas”. The authority of this radio transmission was to Mr. Kashiraj Pandey and then the authority was in the hands of the Prime Minister Padma Samsher. But due to the critics of other “Ranas” this transmission was closed in two months. During this transmission period there was no record of playing any advertisement from 2002 B.S. The general public was allowed to keep radio set to listen, “All India Radio” transmission only. But in 17th Magh 2007 B.S. at the time of public revolution Nepalese general public heard Nepali language in the radio for the first time through “Prajatantra Nepal Radio”. This Prajatantra Nepal radio transmission was established by revolutionary force in “Raghupati Jute Mill” of Biratnagar. It can be assumed that this radio transmitted the advertisement in the form of non commercial notices and announcement.

In 20th Chaitra 2007 B.S. Prajatantra Nepal Radio changed into “Radio Nepal” and started its transmission. Since then transmission of commercial advertisement of commercial advertisement started in Nepal. But in the beginning Radio Nepal had not started advertisement services. During that time advertisement services were provided by “Ratna Recording Corporation”. This corporation used to deposit to Radio Nepal the accumulated sum of money received from advertisement. Now a day, Radio Nepal has its own advertisement services through this service different advertisement are transmitted by Radio Nepal. After the establishment of FM Kathmandu radio advertisement had flourished. And this increasing trend of radio advertisements had

affected the trend of advertisement in FM transmission. But after license was granted to establish the “Kantipur FM Private Limited 96.1 MHz in 2055 B.S. in the private sector for the first time the monopoly of Radio Nepal in advertisement services is not only broken but the search for other possibilities of advertising transmission also started. Now a day dozens of FM have been established.

❖ **Television Advertisement**

From Shrawan 29th 2042 B.S. Nepal Television has started its trial transmission. It may be assumed from that day television advertisement also started in Nepal. The time period of trial transmission of Nepal television was up to 14th Poush 2042 B.S. From this day “Nepal Television Corporation” was formed and started its transmission regularly. Now “Nepal Television Corporation” in 24 years old, out of its total transmission time 9.5% of time taken by advertisement.

Although some private companies have been transmitting several programs on time slots brought from Nepal Television is still under government ownership. Nepal Television is still a monopoly. Due to this monopoly power on Nepal Television there are several obstruction in television advertisement. The start of private TV channels have added to the choice of content before the viewers, but the medium is as yet a little chartered domain as far as advertising possibilities and opportunities are concerned.

❖ **Cinema Hall Advertisement**

In Nepal cinema started from 2006 B.S. In Nepal the cinema exhibition commercially started at the “Janasewa Hall” by exhibiting the Hindi Cinema which was known as Citi hall at that time. At present there are average 600 cinema halls in Nepal. In these halls different types of service advertisement slides are exhibited.

It is assumed that the exhibition of advertisement slides started in 2007 B.S. The exhibition of advertisement slides by cinema hall declined after the establishment of Nepal Television. However, the exhibition of advertisement slides of good of daily

consumption and advertisement of matters of public welfare are still made by cinema halls.

❖ Other means of Advertisement

At the beginning of 21st Century it cannot be said that what would not be the exact medium of advertisement. Hoarding board, display board, wall advertisement, posters and pamphlets, milking are the normal media of advertisement. Visiting cards, invitation cards are also the media of advertisement. E-mail, Internet, E-Commerce has become the means of advertisement. On the other hand, different types of presents are also taken as the media of advertisement. However, in this 150 years period Nepalese advertisement has made great deal of success.

Volume of Ad Business in Nepal in different years(Estimated in Crore)					
Media	2006	2007	2008	2009	2010
Print	52	60	85	98	102
TV	36	48	60	50	65
Radio	20	25	30	45	50
Others	92	87	75	80	82
Total	200	220	250	273	299

Source: Advertisement Association of Nepal

2.2.4 Future prospect of Advertisement in Nepal

The current age is one of convergence, and no medium is complete by itself, unless complimented by other media and technologies. The Nepali advertising sector, if it has to one of the future, has to look beyond petty interests, and move towards larger gains and ideals. Changes have to come in perception, work ethics, methods and technologies. The sector has moved ahead by leaps and bounds, but the situation is far from perfect. The sector is better organized than in the past, though there remains a lot

to be desired. Professionalism is still lacking, and compromise, creatively and otherwise seems to be the rule of the day, due to the size of the market or the nature of the client and the general public.

The Nepali market is miniscule in comparison to other markets in the world, but it holds tremendous scope for improvement and growth. Nepali advertisements have broken free from the local realm, and stand tall amongst other international creative effort. Given the inherent constraints, Nepali advertisements are comparable, if not better, with international advertisements. TV is a virtually unexplored territory and so is the Internet, and there still is scope improvement on print and radio. The path ahead is challenging, but Nepali advertising is looking ahead.

Nepalese advertising professionals optimistically predict better days for the advertising industry amidst various challenges. If the government shows sincerity towards creating a favorable atmosphere for the rupees three billion worth industry it will grow by leaps and bounds within very short period of time. Advertisement has emerged as an indispensable tool for any business. Thus, it must take an upward spiral in a sustainable manner.

2.2.5 Functions of Advertising

Virtually all business establishments, including large and small retailers, use advertising in some form or the other depending on their objectives and resources. The role of advertising varies in different industries and depends on how much importance is attributed to advertising relative to other promotional mix elements in a particular company's marketing program. This would be determined by considering various factors, such as consumer behavior, competitive situation, product category and the economic conditions etc. In most advertising situations it is unrealistic to expect that an adv would directly produce sales. Advertising is known to facilitate sales rather than accomplish the complete selling function. The helps in making certain important assumptions; (Kazmi and Batra, 2008)

1. Most advertisements help in producing psychological effects and can help in changing only the mental states of audiences and predispose them toward purchase of advertised product or service.
2. Advertising is essentially a form of communication and its basic responsibility is to deliver the desired information to the targeted audience.

2.2.6 Benefits of Advertising

Basically, advertising is an economic institution. It performs an important economic function for the advertiser, affects the economic decisions of the audience, and is an integral part of the entire national and international economic system i.e.

Information

One cannot debate the importance of information for consumers about various products, services and organizations to make advantageous economic decisions. The decisions made in the absence or with insufficient information may produce negative and undesirable consequences. Because of ignorance, the consumer may purchase inferior products, or pay higher prices, and may not even know that the product exists. Through ads, the information reaches a larger number of audiences in the shortest possible time.

Brand Image Building

There is hardly any disagreement on this issue. Advertising plays an important role in building the brand image. Consumers develop mental images of brands that may appeal to different market segments. These images may have their roots in real or assumed features of brand. Favorable images help in building brand loyalty.

Innovation

Advertising encourages innovation and new product development, and reduces risk. Advertising may generate sufficient product demand to offset the cost of innovation

and is the most economical way to reach large no. of audience who become aware about the availability of any new or improved product.

Growth of Media

The acceptance of advertising by different media enhances the potential for raising revenues. This may help in introducing more publications and cater to the needs of different and special interest groups.

2.2.7 ADVERTISING SCENARIO IN NEPAL

Nowadays, there are more than 500 advertising agencies in Nepal. The government media approves about 50 of them. The advertising agencies enjoy 15 % commission from the media for providing them advertisements. The advertising agencies collect advertisements from the individuals, organizations. Individuals or organizations are known as clients for these agencies. In fact, they reduce the burden of the media to run for an advertisement and collects advertisement on behalf of the different media. The placement of the advertisement as per the client's interests would be done by the agencies themselves. The spots, cost and the placement could be adjusted as desired by the client.

-) Legal Provisions: Legal provision regarding advertisement has remained scattered in various act of law. Prior to advertising, a censorship is required for advertising in the government media. In the past, the tax laws were detrimental to advertising growth. At present, total expenditure on advertising is tax deductible if the value added tax has been paid. Legal provisions have been formulated in such a way that favors the government media.
-) Social aspect neglected: In most of the Nepalese advertising the consumer or social Well-being is neglected. The major source of revenue in advertising comes from the advertisement of cigarette and liquor. The government banning the advertising of the cigarette and liquor in electronic media has relieved many consumers from getting deceived since February 1999. Moreover, the deceptive advertisement that

cheats the consumers is not controlled properly. Bumper prizes are the example, which have cheated many people in many occasions.

-) Non-branded products sales: Many agricultural products in Nepal are sold unpacked and unbranded. Among many products, some are exact duplication of branded products. Most of the product in Nepal is either imitations or duplication of Indian brands. This nature of the product in Nepal has definitely put constraints on the growth of advertisement.
-) Management attitude: Nepalese management's attitude towards the advertisement is not considered as very welcoming. They expect immediate sales through advertising. They prefer price cutting, high trade commission methods and aggressive personal selling to advertising. Public enterprise treats advertising as a public relations activity.

All of above factors found in the Nepalese economy would have substantial impact on advertising.

2.3 Review of Previous Related Thesis

Research is ongoing process. Main purpose of the literature review is to find out what, how works have been done Marketing is the performance of business activities that direct the flow of the goods and services from producers to customers or users. The direct flow of goods and services from producer to consumers will involve various business activities. The business activities may be associated with transportation, storage, selling standardization grading or gathering of market information.

Business is conducted to satisfy the needs of the consumer products which do not reach the consumer or remain unsold are dead stock which ultimately result in the wastage of time and resources.

Hence, marketing becomes the prime business activity because it is directed to the fulfillment of the needs of the customers; this provides the rational for the existence of the business. To accomplish the business objectives marketing programs give

emphasis to various elements like product, price, distribution and promotion. This concept known as the marketing mix which is very useful is determining the significance of advertising in the total marketing program.

Advertising is basically related with the element of promotion. Promotion is the companies attempt to stimulate sales by directed persuasive communication to the buyer.

In addition to advertising, personal selling, sales promotion, publicity are all elements of the promotional mix. in the field of research study being undertaken as far as possible. Some of these submitted by Master's Level Students have been reviewed.

The related literatures which are similar to advertising have been reviewed. One study was on "The Communication Effect of Advertising and Brand Preference of Instant Noodles" the main objectives were as follows (Giri, 2001).

- i. To analyze the popular media of advertising, its strength and weakness.
- ii. To analyze the advertising appeal and relation between brand preference and advertising qualities of instant noodles.

The major findings of the study were:

- i. Of all media available in Nepal, the radio has proved itself a leading one to create awareness in customers about the advertised product, especially edible goods like instant noodles. After that the film cine slide comes orderly.
- ii. Most of the educated people of Kathmandu are aware of brand (The RaRa and the Maggi) of instant noodles because of their advertisements.
- iii. Most of the uneducated people of Kathmandu could not say anything about the advertisement.
- iv. Advertising qualities of instant noodles have made no change in brand preference.

- v. In case of the newspaper advertisement, the RaRa has attracted many of customers because of its style of photo presentation while the Maggi has attracted to its customers with the help of layout headlines.

An another study on "The role of advertising in brand loyalty" (with special reference to soft drink) had the following objectives (Thakur, 2001).

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

The major findings of the study were:

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

The next study was conducted on "The Role of Advertising in brand choice and Product Positioning with soft drink" which had the following objectives (Shrestha, 1997).

- i. To analyze the effectiveness of advertising on brand of consumer product.
- ii. To evaluate the role of advertising in product positioning from the consumer prospective and
- iii. To find out consumers' importance to advertisement and other promotional tools while making selection decision.

Major findings of the study were:

- i. Advertising has been established as important promotional tools both in high involvement and low involvement goods. Advertising importance to consumer goods is comparatively more weightily than industrial goods.
- ii. Consumers get knowledge about products through different media of advertising. Advertising is considered as the primary source of information.
- iii. Television is the mostly favourite medium for advertisement and radio stands in second position. At the same time, F.M. Board casting is also becoming popular in the Kathmandu valley among young generation.
- iv. The advertisement which presents the product as better quality and advertisement which is entertaining in style is liked.
- v. The major reasons of brand switching is the test of the product.

In another related study performed on "Radio advertising and its impact on purchasing act in consumer goods", the following objectives were set (Upadhyaya, 1981).

- i. To study the impact of radio advertising on customer purchase behaviour.

- ii. To study the availability and comparative cost of different forms of advertising in Nepal.
- iii. To study the change in sales of firm due to radio advertising.

Major finding of this study were:

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

The next research had been conducted on the topic "An examination on female role portrayal in print advertising" and had the following objectives (Aryal, 2000).

- i. To identify the noticing behaviour of individuals on product categories being advertised portraying female models in print advertisement.

- ii. To evaluate the individuals' reasons of noticing female featured print advertisements and likes/dislikes of overall expression of female models in print advertisements.
- iii. To examine the attention of individuals over the roles and activities played by female models in print.
- iv. To evaluate the perception of individual towards the female models and self, family response of female models of print on their portrayed roles, interested roles, their profession, inspiration to fall into the profession, the degree of satisfaction and family response of their profession.

By analyzing the response of respondents Mr. Bishow Raj Aryal had reached on the following findings.

- i. The female featured print advertisements regarding the product of food/snacks; soft drink/water,; personal and beauty care, household appliances/furnishing and alcoholic beverage were noticed by all levels of individuals of the society. The print advertisements of the products of household cleaning/washing/kitchen supplies, household cleaning/washing/kitchen supplies and institution/educational materials/public service were also noticed by female individuals of society.
- ii. The female artists and ramp models under the age of 25 or below as female models being portrayed in print advertisements were liked by the individuals of the society.
- iii. Couple role and traditional activities/career oriented activities played by female models in print advertisements were attentive for all levels of individuals in society. Single rate of female models was also being attentive to the young female individuals (below 25). Sex appeal activity was found to be attractive to the male individuals.

- iv. Majority of male and female and individual having age above 25 believed female portrayed print advertisements in nominal terms, but in case of individuals having age below 25, nothing can be stated because of their mixed reactions. There was low degree of impression of female portrayed print advertisements over the purchasing decision of male and female and the individuals having age below 25 or the individuals having age above 25. Majority of the individuals having age below 25 was not affected from the advertisements and most of individuals having age above 25 did not recall the advertisements.
- v. Most of the female models were unmarried and having age below 25. Most of the female models fulfill only under 50 percent of their economic need by the remuneration from modelling. Majority of the female models could not support their family financially and few of the female models supported their family financially with only less than 50 percent of the remuneration of modelling.
- vi. Majority of the female models suffered by delay in payment of remuneration by advertisers whereas minority of the models was suffered from the negative comments from society.

Similarly, other study which was conducted on "Advertising through television: impact of consumers behaviour" had the following objectives (Ghimire, 2000).

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

Major finding of this study were:

- i. Mostly children, young and old age people prefer musical advertisements where as others prefer good wording advertising.

- ii. Considering sex, female consumer prefers musical advertisement rather than advertisements with good wording and vice-versa, while considering the education factor people below SLC and uneducated people prefer musical advertisement.
- iii. Most of people gave first preference to advertisements from TV followed by newspaper, radio, magazine, cinema respectively and many people watch NTV advertisement.
- iv. Repetition of advertisement attracts peoples' attention and people prefer to choose advertised product, if the price and quality of both products are same.
- v. Advertisements help to recall the brand or product name while buying.

In the next study which was done on the topic "A Comparative Study on the Effectiveness of Promotional Tools on Sales" had the following objectives (Mool, 2003).

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

Major find from the study were:

- i. The person gets information or knows about bowling game from advertisement more than from their friends.

- ii. People are aware of advertising as a promotional tool rather than other promotional tool and the people watch/listen/read advertisement to get information and entertainment.
- iii. Price discount and cash price are two major sales promotions that attract the customer towards products or services.
- iv. Sales promotion such as price discount, cash prize. Sorts of promotion tool induce people to play bowling game most. Due to cash prize and price discount they are induced to play bowling game respectively.
- v. Advertising and sales promotion such as cash prize, price discount is most widely used by bowling centre and cash prize and price discount type of promotional tool is most appreciated by Nepalese customers.
- vi. Advertising helps to aware the customers and induces them to play bowling game where as sales promotion induces them to play bowling game repeatedly.

Likewise another study was on "The marketing of cold drink in Narayangarch" with the following objectives (Shrestha, 1998).

- i. To find out the popular media of advertising for the cold drinks which can easily attract the potential consumers on each company's branded cold drink.
- ii. To find out the relationship between the brand preference and advertising.
- iii. To identify the best choice of consumers on cold drinks on the basis of selecting brands, advertising, habitual, testing, and asking question and personal inspection.

Finding from the study were:

- i. NTV is the most popular media in the Narayanghat city, while the radio Nepal holds the second position and wall painting the third.

- ii. The advertisement of the coca-cola of the NTV is much more attractive than that of the pepsi-cola.
- iii. The advertisement about coca-cola is getting much more attractive with cinema house which are established an important parts of the Narayanghat city.

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

Actually no research has been carried out so far in Nepal about "Advertising through electronic and non-electronic media and its impact on cons user buying behaviour" to find out media effectiveness and impact of media on consumer buying behaviour relating to the consumer goods i.e. Pepsodent toothpaste. This study, therefore, has been conducted mainly to find out effective media and its impact on consumer buying behaviour especially the product of Uni-lever Nepal limited i.e. Pepsodent toothpaste.

Mr. Satish Kafle (2011) has studied “A Comparative study of Advertising Activities of Nabil Bank Ltd and NB Bank Ltd.”. He has studied the advertising aspect of Nabil Bank and NB bank. The study is asked on primary data as well as secondary data. The objectives of this study are to highlight present trend of advertising of Nabil Bank ND NB Bank Ltd, to study the existing pattern of advertising, to analyze the adequacy of advertising budget and evaluate the effect of the advertisement of both services on the customers and suggest measures in the advertisement work for future undertaking are the major objectives of the study.

The study concluded that the both banks recognize the need of advertising in the present context of the Kathmandu market, for promoting their services, advertising is the main method used by the Banks. It has also shown that the effect of the advertising is to be seen on new products rather than on old or existing products and the effective forms of media to reach the hearts of customers are radio, magazines cinema and billboards respectively.

The researcher has found that the advertising programs are not well co-ordinate with other elements of marketing and promotional strategy. Effect of advertisement is generally not evaluated. The message and media should be unique and distinctive according to the requirement of the targeted market.

A study has been done by **Mr. Rajendra Giri (1985)** about the “Communication affect of advertising and brand preference of instant noodles, the RARA and MAGGY”. The study based on primary data collected with the help of questionnaires filled out by the educated people of Kathmandu. The main objectives of this study are to analyze the popular media advertisement, advertising appeal and relation between brand preference and advertisement qualities and instant noodles.

The study conducted to analyze the popular media of advertisement, its strength and weaknesses and analyze the relation between brand preference and advertisement qualities of instant noodles. The RARA and MAGGY brand of instant noodles are taken for the study.

The major findings of the study are most of the educated peoples of the Kathmandu are aware of brands of instant noodles because of their advertisements, Radio advertisement is popular and effective to create awareness in customer than other media. Both noodles brand has some strong point in the newspaper and Radio advertisements, the newspaper advertisement of the RARA has created more of its gain than in case of the advertisement of the Maggi, and advertisement qualities of instant noodles have made no change in brand preference.

A study on brand choice, loyalty and advertising has done by **Mr. Subash Bikram Rai (2010)** entitled, “The Impact of Advertising on Brand Loyalty”, with special reference to toothpaste. The study is based on primary data collected in Kathmandu valley with consumers of Nepal about 16 years of age.

The objectives of the study are to find out the impact of advertising on brand choice behavior of consumer, extract the role of advertisement for brand loyalty in Nepalese

market and do consumers give more weight to advertising rather than any other promotional tools while making brand selection decision.

This study is found that the advertising of toothpaste have realized that ensure of advertising in the present situation of Nepalese market. Similarly it is also found that the advertising is the main source of information about particular brand of toothpaste and it plays important role in choosing of brand of toothpaste.

Most of the consumer prefers the close up as their brand choice followed by Colgate as well as most of the consumers feel the advertisement of close up is most preferred advertisement of toothpaste brand by consumers. Advertisement message of mentioned toothpaste brands are informative and television is the most preferred medium for advertising toothpaste brand and effective too.

It concluded that advertising as the important promotional tool for consumer product. Nepalese consumers give high importance to brand in consumer products, most of them have good knowledge about the available brands in the market and brand loyal too. Advertising plays important role in the brand loyalty and varies across consumers, some consumers are more brand loyal than others and vice versa.

A study performed by **Mr. Laxmi Prasad Baral (1996)**, on “The communication Effects of Advertising and Brand Preference: A case study of instant noodles (The Yum Yum and the RARA)”. This study has contributed to the evaluation of communication function of advertising and its impact on brand selection of instant noodles.

This study will search answer to questions related with the advertisement of the instant noodles. The objectives of this study are, to examine the effectiveness of advertising, to understand advertising and brand preference which is the popular media for advertising and what is their strength and weakness while advertising of instant noodles?

From this study, it is found that instant noodles are in different product life cycle and they required different media and techniques of advertising stages. There is a high degree of association between brand preference and advertisement qualities. It has been also found that there is no significance difference between the Yum Yum and RARA advertisement in terms of attractiveness. The Radio TV and News Paper are major media for instant noodles. Television and Radio are the most preferred media. Despite this the price and quality are considered before purchase.

The RARA noodles is in maturity stage so that the company either abundant the old product or introduces a new one. If it is not possible, the company's promotional strategy should be aggressive emphasizing on advertisement. The advertisement should be more attractive, informative and enjoyable to both renders as well as listeners. While selecting advertising media, the marketer should clearly analyze the objectives of advertisement. The message and media should be unique and distinctive according to the requirement of the target market.

2. 3. Research Gap

Basically, less effort have been paid for conducting research with respect to advertising research. Different research studies have been done by different researchers in advertising of manufacturing organizations but no studies have done in Nepal in banking sectors (service) organizations. Therefore, it is major issue that which media of advertising is effective among the electronic and non-electronic media to influence consumers' buying habits and how they perceive to the advertising media. So this study will be fruitful to those interested person, students, civil society, teachers, businessmen and Government for academically as well as policy perspectives.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The term 'research' is believed to be defined from French word 'Researcher' meaning to search again. The research is original and planned investigation undertaken with the prospect of gaining new scientific and technical knowledge and understanding. Research may be defined as systematic method of finding solution to a problem. The scientific method lies on enunciating the problems, collecting facts (data), analyzing data critically and researching conclusion based on them.

Research Methodology refers to the various sequential steps to be adopted by researcher in studying a problem with certain objectives in view. Research Methodology may be defined as method or systematic method, which make research work easy, effective and help to find a solution of the problem.

The main objective of this study is to analyze examine advertising activities and its effectiveness to the company. The research method is followed to achieve the basic objectives and goals of research work. Therefore, this chapter deals with following aspects of methodology.

3.2 Research Design

Research design is the plan to obtain the answer of research question through analysis of data. Research design is the planned structure and strategy of investigation conceived to obtain answer to research objective through analysis of data. Research design means the definite procedure and techniques which guides the study and propounds ways of doing research. The research design adopted for this study is basically survey and exploratory. Research method has been used to analyze the data surveyed from potential customers.

3.3 Nature and sources of Data

The data used in this study are primary in nature. The source of the primary data is the respondents and the respondents the clients and executives of commercial banks.

Annual reports of the banks are collected for the purpose of analyzing, presenting and interpreting the data. Similarly annual reports, magazines, brochures are also collected. For other information, official records and published material have been used. Personal knowledge of researcher himself or the advertising activities of different commercial banks for the last five years have been also used.

3.4 Population of the study

The population of the study consists of different field of personal age group, especially from 18 years to 60 years and above of the Kathmandu valley.

Population comprises customer and potential customers of different profession and only educated persons.

3.5 Sampling Size

The population of this study is very large. Since it is not practical to include all the customers mentioned in the above, the sample has been taken in such a way that it comprises customer who are educated and minimum for age group of eighteen and above who belong to the target customer of the banking sector. Therefore, out of this population only 100 respondents are taken from clients of the selected commercial banks and next 5 respondents from executives of same banks for this research study. The five selected banks are

-) **Nabil Bank**
-) **N B Bank**
-) **NCC Bank**
-) **Siddhartha Bank**
-) **Machhapuchhre Bank**

3.6 Data Collection Procedure

A set of structured questionnaire has been developed for the purpose of collecting data from the respondents. The questionnaire contains multiple choice questions. The total 125 questionnaire are served for this study. The questionnaires are distributed personally and the respondents are request to fill up the questionnaire. But only 100 questionnaires are getting completely filled up.

3.7 Data Analysis Procedure

Data collected from different sources in raw form and data collected from various sources are managed, analyzed and tabulated in different headings for the purpose of analysis. The collected data are categorized, tabulated, processed and analyzed using different methods. Different responses made by different respondents are analyzed through the percentage, ratio, percentage change along with diagram have been used in the process of analysis. Simple bar diagram, pie chart has been presented to represent market share view of potential customer or the customers of the bank.

3.8 Research Variables

Following variables were included in this study

-) Advertisement Media
-) Bank facilities/services
-) Advertisement Believability
-) Advertisement Effectiveness

3.9 Method of Data Analysis

Data collected from different sources in raw form and data collected from various sources are managed analyzed and tabulated in different headings for the purpose of analysis. For each questionnaire different tables have been made. Different responses made by different respondents are analyzed through the percentage. The statistical tools used in this study are percentage, ratio, percentage change along with diagram have been used in the process of analysis. Simple bar diagram, pie chart and line chart have been presented to represent market share view of potential customer or customer of the banks, ad- agency and budget of the bank for ad has been surveyed.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.1 Introduction

The previous chapter incorporated introduction of the study, review of literature and the research methodology in the study respectively. This chapter comprises presentation analysis and interpretation of data from the information collected from customers and marketing executives for attaining the stated objectives 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. Different statistical tools are applied for the data analysis.

Table No. : 4.1

Respondents involved in different profession

Involvement	No. of Respondents	Percentage
Students	24	24
Employees	40	40
Business	26	26
Agriculture	6	6
Others	4	4
Total	100	100

Source: Field Survey, 2012

The above Table shows involvement of respondents in different profession. The table shows that 24% respondents are student, 40% are employees, 26% of these own their business, 6% of respondents are engaged in agriculture and 4% respondents are involved in other profession.

By the above table, it is concluded that most of the respondents involved in banking are employees.

Table No: 4.2

Preference of medium about the advertisement

Medium	No. of Respondents	Percentage
Print Media	50	50
Audio	42	42
Audio- Visual	8	8
Total	100	100

Source: Field Survey, 2012

The above Table depicts the number and percentage of respondents having knowledge about medium of advertisement. 50% of the respondents prefer print media as effective mode of advertisement. On the other hand 42% of respondent prefers audio advertisement while 8% of respondents prefer audio visual media for effective advertisement.

By the table, it is found that most of the respondents prefer print media for the advertisement.

Table No.:4.3

Respondents having bank account

Response	No. of Respondents	Percentage
Yes	100	100
No	-	-
Total	100	100

Source: Field Survey, 2012

The above Table reveals the respondents having bank account.100% of the respondents have bank account with different banks including the bank mentioned in this research study.

Table No.:4.4

Bank facilities enjoyed by the respondents

Facility	No. of Respondents	Percentage
Savings Account	90	90
Loan Account	4	4
Remittance	4	4
Trade Finance	2	2
Total	100	100

Source: Field Survey, 2012

The Table shows the banking facility being enjoyed by the respondents. Savings account is highly enjoyed by the respondents counting to be 90%. Besides, loan account is being availed by 4% of total respondent. 4% of the respondents enjoy remittance facility and only 2% of the respondents enjoy Trade and Finance facility from banks.

Table No.:4.5

Respondents having different types of saving account

Type of Deposit	No. of Respondents	Percentage
Normal Saving	80	80
Fixed	16	16
Call	-	-
Others	4	4
Total	100	100

Source: Field Survey, 2012

The above table the number and percentage of respondents having different type of saving account. 80% of respondents have normal saving account whereas 16% of

respondents have fixed deposit. There are no respondent having call deposit and 4% of respondents have other types of deposit account.

Table No.:4.6

Sources of information about opening respondents Bank Account

Sources	No. of Respondents	Percentage
Newspaper	18	18
Radio	2	2
TV	12	12
Friend/ Relatives/Colleagues	40	40
Bank Staff	20	20
Others	8	8
Total	100	100

Source: Field Survey, 2012

The above table presents the sources of information about opening respondent's bank account, where 18% respondents have opened their bank account through newspaper advertisement, 2% from radio advertisement, 12% television 40% from friend/relatives/colleagues, 20% from bank staff and 8% respondents have opened their bank account through other sources of advertisement.

By the study it is concluded that the sources of information of respondents to open their bank account with different is newspaper advertisement.

Table No: 4.7

Respondents having banking transaction with following bank

Name of the bank	No. of Respondents	Percentage
Nabil Bank	16	16
NB Bank	10	10
NCC Bank	20	20
Machhapuchhre Bank	8	8
Siddhartha Bank	4	4
None	42	42
Total	100	100

Source: Field Survey, 2012

The above table shows the respondents of having banking transaction with the banks mentioned above. Where 16% respondents have banking transaction with Nabil Bank, 10% with NB Bank, 20% with NCC Bank, 8% with Machhapuchhre Bank, 4% with Siddhartha Bank and 14% respondents have no banking transaction with above mentioned banks.

From the above, we can conclude that most of the respondents have their banking transaction with NCC Bank.

Table No: 4.8

Respondents Who are loyal in Banking service or like only one Bank

Response	No. of Respondents	Percentage
Yes	72	72
No	28	28
Total	100	100

Source: Field Survey, 2012

The above table represents the respondents who are loyal in banking service or like only one bank. 72% respondents are agreed to be bank loyal in banking service or they like only one bank. 28% respondents said they are not loyal in banking service. It means they don't like only one bank.

By the study it is concluded that most of the respondents are bank loyal in banking services.

Table No. 4.9

Respondents starting to use banking services and products according to age

Response	Age (25 – 45)		Age (45 – 60)	
	No.of respondents	Percentage	No.of respondents	Percentage
Recently	12	14.28	-	-
One year	10	11.90	-	-
Two year	34	40.48	5	31.25
More than five years	28	33.33	11	68.75
Total	84	100	16	100

Source: Field Survey, 2012

The above table shows the respondents starting to use banking services and products according to age. In case of the respondents of age 25 – 45, 14% respondents started to use banking services recently. 11.90% respondents started from one year, 40.48% from two years and 33.33% from more than from five years.

Similarly the respondents of age group 45-60, 31.25% respondents started their banking transaction from two years, 68.75% respondents started from more than five years.

By the study, we can conclude that most of the respondents of age below 45 have been used banking services since two years. It is also concluded that most of the respondents of age below 60 have been used banking services before five years ago.

Table no: 4.10

Best kind of promotion for Banking Services

Promotion	Age (25 – 45)		Age (45 – 60)	
	No. of respondents	Percentage	No. of respondents	Percentage
Advertisement	44	52.38	10	62.5
Event Sponsorship	-	-	-	-
Various schemes implemented by different banks	40	47.62	6	37.5
Total	84	100	16	100

Source: Field Survey, 2012

The above table explains the best kind of promotion for banking services according to age. It shows that the respondents of age 25-35, out of 84 respondents of this group, 52.38% feel their best kind of promotion for banking service is advertisement. There is no response in event sponsorship as a promotion tool of banking service. 40% feel their best kind of promotion is various schemes implemented by different banks.

Similarly the respondents of age 45-60 responded that 62.5% respondents feel their best kind of promotion is advertisement. No one feel event sponsorship and 37.5% feel various schemes implemented by different banks.

By the table it can be concluded that most of the respondents feel that the best kind of promotion is advertisement whatever the age group.

Table No: 4.11**Bank Popularity among different Banks according to age**

Banks	Age (25-35)		Age (35-45)		Age (45-60)	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of respondents	Percent
Nabil Bank	40	68.97	10	38.46	6	37.5
NB Bank	6	10.34	4	15.38	2	12.5
NCC Bank	3	5.17	5	19.23	2	12.5
Siddhartha	2	3.45	2	7.69	-	-
Machhapuchhre	3	5.17	3	11.54	-	-
Others	4	6.30	2	7.69	6	37.5
Total	58	100	26	100	16	100

Source: Field Survey, 2012

The above table shows the bank popularity among different banks stated above. The respondents with the age of 25-35 responded that Nabil Bank is preferred by 68.97%, NB Bank by 10.34%, NCC Bank by 5.17%, Siddhartha Bank by 3.45%, Macchrepuchhre Bank by 5.17% and other banks preferred by 6.30%.

Similarly, the respondents of age group 35-45, 38.46% respondents Prefer Nabil Bank, NB Bank by 15.38%, NCC Bank by 19.23%, Siddhartha Bank by 7.69%, Macchrapuchhre Bank by 11.54% and other bank by 7.69%.

In the same way the respondents of age group 45-60, 37.5% respondents prefer Nabil Bank, NB Bank by 12.5%, NCC bank by 12.5%. There is no response about Machhrapuchhre and Siddhartha Bank while 37.5% respondents prefer other banks except the bank mentioned above.

From the above, we can conclude that most of the respondents prefer Nabil Bank or the bank is more popular among different banks stated above. It is also found that Nabil Bank is more popular among youngster.

Table No: 4.12**Media Preference for the advertisement of Banking Service**

Medium	No. of Respondents	Percentage
TV Advertisement	54	54
Radio Advertisement	-	-
Paper Advertisement	32	32
Hording Advertisement	12	12
Outdoor Advertisement	-	-
Event/Program Sponsorship	2	2
Total	100	100

Source: Field Survey, 2012

The above table presents the media preference for the advertisement of banking service. According to the above table, 54% respondents television as advertising media. No one has responded about radio advertisement. 32% respondents prefer paper advertisement, hording advertisement by 12% and event/program sponsorship by 2%.

By the above study, it is found that television is the most preferred medium followed by the respondents.

Table No: 4.13**Necessity to Advertise the Banking Service**

Response	Age (25-35)		Age (35-45)		Age (45-60)	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Percent
Yes	58	100	25	96.15	16	100
No	-	-	1	3.85	-	-
Total	58	100	100	100	16	100

Source: Field Survey, 2012

The above table shows the necessity to advertise the banking service according to age. In case of respondent of age group 25-35, 100% respondents feel the necessity to advertise the banking service.

In case of respondent of age group 35-45, 96.15% respondents feel the necessity and 3.85% respondent don't feel the necessity to advertise the banking service.

Likewise, in case of age group 45-60, 100% respondents feel the necessity to advertise the banking service.

From the above table, in all cases it is found that most of the respondents feel the necessity to advertise the banking service.

Table No: 4.14

Reason Choosing by the Respondent to advertise the banking service

Reason	No. of respondent	Percentage
To sell the service	48	42
To make people aware of services and products	52	58
Total	100	100

Source: Field Survey, 2012

The above table shows the reason choosing by the respondent to advertise the banking service where 48% respondent choose the reason to sell the service and 52% respondent choose the reason to make people aware of services and products.

By the table, we can conclude that most of the respondents think that banking sector advertise the services to make people aware of services and products.

Table No: 4.15

Medium Preference of advertisement to attract the customers

Medium	No. of Respondents	Percentage
TV Advertisement	14	14
Radio Advertisement	4	4
Paper Advertisement	32	32
Hording Advertisement	-	-
Outdoor Advertisement	2	2
All	48	48
Total	100	100

Source: Field Survey, 2012

The above table presents the medium preference of advertisement to attract customers where 14% customers attract from television advertisement, 4% from radio advertisement, and 32% from paper advertisement. There is no response for hording advertisement, 2% respondents attract from outdoor advertisement and 48% respondents attract from all medium of advertisement stated above.

In conclusion, it is found that paper advertisement is most preferred advertisement to attract the customer.

Table No: 4.16

Advertisement Believability of Banking Services According to Age

Response Degree	Age (25-35)		Age (35-45)		Age (45-60)	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Percent
Yes, I believe	22	37.93	6	23.08	4	25
Partially believe	36	62.07	19	73.08	9	56.25
No, I don't believe	-	-	1	3.85	3	18.75
Total	58	100	26	100	16	100

Source: Field Survey, 2012

The above table presents the advertising believability of banking services according to age group. In case of the respondent of age group 25-35, 37.93% respondents believe fully but 62.07% respondents believe partially and no response from don't believe.

Similarly, the age group of 35-45, 23.08% respondents believes fully, 73.08% believe partially and 3.85% don't believe.

Likewise due age group of 45-60, 25% believe fully, 56.25% believe partially and 18.75% don't believe.

After analyzing the above table it is found that the most of the respondents believe the advertisement partially so advertising believability is satisfactory incase of banking service.

Table No: 4.17

Banks having a set program the advertising

Banks	Response Degree	
	Yes	No
Nabil Bank	Yes	-
NB Bank	Yes	-
NCC Bank	Yes	-
Siddhartha Bank	Yes	-
Machhapuchhre Bank	Yes	-

Source: Field Survey, 2012

The above table shows the bank having a set of program for advertising in yes .no form. The question had asked to the head marketing of concerned Bank. All the banks responded yes.

By the table, it is concluded that all the banks have a set program for advertising.

Table No: 4.18

Need of advertisement of Banking Services in the Nepalese Market

Banks	Response Degree	
	Yes	No
Nabil Bank	Yes	-
NB Bank	Yes	-
NCC Bank	Yes	-
Siddhartha Bank	Yes	-
Machhapuchhre Bank	Yes	-

Source: Field Survey, 2012

The above table presents the need of advertisement of product in the Nepalese market in yes no form. All the bank responded yes. By the table, it is concluded that all the bank need advertisement of the services in the Nepalese market.

Table No: 4.19

Evaluation of Advertisement Effectiveness of Last Year

Banks	Response Degree	
	Yes	No
Nabil Bank	Yes	-
NB Bank	Yes	-
NCC Bank	Yes	-
Siddhartha Bank	Yes	-
Machhapuchhre Bank	Yes	-

Source: Field Survey, 2012

The above table presents the evaluation of advertisement effectiveness of last year of banking services. The entire bank evaluated the effectiveness of advertisement of last year. From the above table, It can be concluded that, the bank evaluates advertisement effectiveness of last year.

Table No: 4.20

Effectiveness of Advertisement of Different Banks

Effect	Banks				
	Nabil Bank	NB Bank	NCC Bank	Siddhartha Bank	Machhapuchhre Bank
Very Good Effect	✓	-	-	-	-
Good Effect	-	✓	-	✓	✓
Bad Effect	-	-	-	-	-
Very bad effect	-	-	-	-	-
Don't Know	-	-	-	-	-

Source: Field Survey, 2012

The above table shows the effectiveness of advertisement of different banks. The effectiveness of the Nabil Bank is very good and the effectiveness of NB Bank, NCC Bank, Siddhartha Bank and Machhapuchhre Bank is good.

By the study, It can be concluded that the effectiveness of Nabil Bank is satisfactory in the Nepalese market than other banks.

Table No: 4.21

View in the Role of Advertisement of the Banks

View	Banks				
	Nabil Bank	NB Bank	NCC Bank	Siddhartha Bank	Machhapuchhre Bank
Information	✓	✓		✓	-
Reminding of the products	-		-		✓
Persuasion	-	-	-	-	-
Retaining	-	-	-	-	-

Source: Field Survey, 2012

The above table shows the view in the role of the advertisement of the company. Nabil Bank responded the role of advertisement is to provide information.

Similarly, NB Bank and Siddhartha Bank responded the role of advertisement for information while NCC Bank responded for persuasion and Machhapuchhre Bank for reminding of the product.

By the above table, It can be concluded that most of the bank thinks the role of advertisement in banking sector is to provide information to the customers.

Table No: 4.22

Acquirement of feedback information about the advertisement

Feedback	Banks				
	Nabil Bank	NB Bank	NCC Bank	Siddhartha Bank	Machhapuchhre Bank
Advertising Agency	-	-	-	-	-
Customers	-	✓	-	✓	-
Market Research	✓	-	-	-	✓
Others	-	-	-	-	-

Source: Field Survey, 2012

The above table shows the acquirement of feedback information about the advertisement of the bank where Nabil Bank acquires feedback from market research. NB Bank acquires from customer. Similarly, NCC Bank and Siddhartha Bank acquire from customers while Machhapuchhre Bank acquires feedback from market research.

By the table, we can conclude that most of the bank acquires feedback information of their advertisement through customers.

Table No: 4.23

Responsibility of Advertisement Media for the Product

Media	Banks				
	Nabil Bank	NB Bank	NCC Bank	Siddhartha Bank	Machhapuchhre Bank
Television					-
Radio	-		-		-
Newspaper/Magazine		✓	-	-	-
Hording Board	-	-	-	-	-
All	✓			✓	✓

Source: Field Survey, 2012

) The above table presents the responsibility of advertisement media for the product. There are different types of media like television, radio, newspaper/magazines and hording board. In case of Nabil Bank all type of media stated above is responsible while NB Bank responded for newspaper/magazines. Similarly, NCC Bank, Siddhartha Bank and Machhapuchhre Bank responded all media is responsible to advertise the product.

By the table, it is found that all type of printed and visual media is responsible to advertise the banking services.

Table No: 4.24

Mostly used Media by the Banks

Media	Banks				
	Nabil Bank	NB Bank	NCC Bank	Siddhartha Bank	Machhapuchhre Bank
Television		-	-	-	-
Radio	-	-	-	-	✓
Newspaper/Magazine		✓	-	✓	-
Hording Board	-	-	-	-	-
Others		-	-	-	-

Source: Field Survey, 2012

The above table shows the most used media by the bank. Nabil bank responded mostly used media is newspaper or magazines. Likewise NB Bank, NCC Bank and Siddhartha Bank responded for newspaper/magazines and Machhapuchhre Bank responded for the medium of radio.

From the above, we can conclude that most of the bank use newspaper or magazines for the media of advertisement

Table No: 4.25

Basis for making decision to advertise the schemes

Basis	Banks				
	Nabil Bank	NB Bank	NCC Bank	Siddhartha Bank	Machhapuchhre Bank
Customer's requirement	-	✓	✓	✓	-
Competitor's activities	-	-	-	-	-
Company's rule	✓	-	-	-	✓
Other (Specify)	-	-	-	-	-

Source: Field Survey, 2012

The above table shows the basis for making decision to advertise the schemes. Nabil Bank and Machhapuchhre Bank make decision on the basis of company's rule while NB Bank, NCC bank and Siddhartha Bank make decision on the basis of customer's requirement.

By the above table it can be concluded that most of the bank makes decision on the basis of customer's requirement.

Table N: 4.26**Criteria for preparing the advertising Budget**

Criteria	Banks				
	Nabil Bank	NB Bank	NCC Bank	Siddhartha Bank	Machhapuchhre Bank
On the basis of previous advertising and promotional activities	✓	-	✓	✓	-
Amount equal to the competitor's campaign	-	-	-	-	-
Certain percentage of the budget	-	✓	-	-	✓

Source: Field Survey, 2012

The above table presents the criteria of preparing the advertisement budget. Nabil Bank prepares the advertising budget on the basis of previous advertising and promotional activities.

Similarly, NCC Bank and Siddhartha Bank prepare the advertising budget on the basis of previous advertising and promotional activities.

NB Bank and Machhapuchhre Bank prepare their advertising budget on the basis of certain percentage of the budget.

By the study, it is found that most of the preparing the advertising budget on the basis of previous advertising and promotional activities.

Table No: 4.27

Satisfaction by the government rule and regulation on advertisement policy

Banks	Response Degree	
	Yes	No
Nabil Bank	✓	
NB Bank	✓	
NCC Bank	✓	
Siddhartha Bank	✓	
Machhapuchhre Bank	✓	

Source: Field Survey, 2012

The above table shows the satisfaction by the government rule and regulation on advertisement policy of the banking sector. The entire bank is satisfied by the government rule and regulation on advertisement policy.

By the table, it is concluded that banks are satisfied by the government rule and regulation on advertising policy.

Major Findings of the study

1. The marketers of banking sectors have realized the essence of advertising in the present situation of Nepalese market.
2. Advertising is the main source of information about the banking services as well as most sensitive in course of promotion.
3. Paper advertisement is the most preferred medium of advertising of banking services.
4. Saving account is the most preferred deposit account of customers. Most of the customers open saving account as a facility.
5. While opening the bank account most of the customers go back through newspaper /magazine advertisement.

- 6.** Most of the consumers have their banking transaction with NCC Bank.
- 7.** Advertising is the best kind of promotion for the advertisement of banking services.
- 8.** Most of the respondents have given the first priority to the Nabil Bank or the bank is preferred by the respondent as their banking transaction.
- 9.** Television is the most preferred medium for the advertising the banking services and effective too.
- 10.** Beside television, newspaper/magazine and hording also preferred by customers as medium of advertisement.
- 11.** Advertising plays important role to the information of banking advertise the banking transaction.
- 12.** Most of the respondents think that banks advertise their service to make people aware of services and products.
- 13.** Most of the respondents feel paper advertisement is most preferred advertisement to attract the customers.
- 14.** Most of the customers have shown satisfactory level of reaction about the advertisement believability was though most of the customers believe it partially.
- 15.** Marketers have a set of program for advertising the banking services and they need advertisement of services in the Nepalese market.
- 16.** The effectiveness of advertisement of Nabil Bank is very good.
- 17.** Most of the marketers feel the advertisement message of mentioned banks are informative and reminding the product.
- 18.** The marketers of banks acquire feedback information through customers and market research about their advertisement.
- 19.** Television, radio, newspaper/magazine and hording all are responsible media to advertise the product.
- 20.** Newspaper/magazine is mostly used media by the marketers to advertise the products.
- 21.** Most of the marketers prepare the advertising budget on the basis of previous advertising and promotion activities as well as certain percentage of budgets.
- 22.** Marketers are satisfied by the government rule and regulation on advertising policy.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Advertising is a most widely used promotional tool of modern marketing. Advertising is employed to accomplish certain task. The task may be to sell the product or services or idea to inform or aware about the products and services or idea etc. Most of the business organizations are using advertising to increase their sales of their products. Banking sectors being a service providing institution need to advertise their schemes in the market.

Commercial Banks are growing day by day an advertising as well. There are more than 32 commercial banks competing in the market. Therefore business organizations are investing large amount in the forms of advertising. So on, attempt has made to assess the advertising effect on customers.

This study examines popular media of advertising and the customer preference to advertising rather than any other promotional tool while making selection decision.

This research is based on survey. The population of this study is the customers of banking transaction. The sample of the study is comprised of 100 customers in Kathmandu valley.

A judgmental sampling method is used to select the samples. A set of questionnaire is the main source of information. These questionnaires are served, collected and tabulated for analysis; Tabulated data are analyzed using different statistical tools. Analysis is done using different age group.

Advertising is the main source of information and key tool to motivate and persuades to the customers. Advertising supports motivates and excites customers on their decision making. An effective advertisement influences the customers to choose a particular brand as well as develop a positive attitude towards the brands.

Through this study, we found that advertising plays important role. Reminding and informative are the main role of advertising. Advertising is fully responsible to change the customer's transactional habit.

The entire bank sated in this study have invested large amount of capital for advertising of their products and services. Among the banks, Nabil Bank is most preferred bank. Most of the customers prefer Nabil Bank as their banking transaction.

5.2 Conclusion

Advertising has been established as an important tool for products and services for banking services. Customers get knowledge about the product through advertising from different media. Therefore advertising is considered as primary source of information, advertising mostly inform, entertain, remind and persuade the customers about products and services. Advertising believability is satisfactory and most of the customers are agreed that advertising is responsible to change the habit of customers.

Nabil Bank is more popular bank by the customers. Television is the most favorite medium of Advertising. Even though customers prefer newspaper/magazines advertisement advertising plays important role to persuade customer to choose particular brand. Advertising is the best kind of promotion for banking services. Therefore to meet market competition and promote their services business, organizations should have given more emphasis on advertising of the banking schemes.

5.3 Recommendations

Today, a product and service to be sold successfully needs better promotion and presentation. The product should be presented with better brand and attractive schemes to win the heart of the customers. People generally open a bank account only after knowing about the product, services and schemes of the bank. That is why advertising plays a vital role in marketing especially in the opening of the bank account by the customers.

Growing competition in the Nepalese market of banking sectors create pressure on the marketing executive of the product and service. So, understanding of the impact of advertising on banking services help to increase the competitive strength of marketing executive in the market. The following recommendations are made on the basis of findings of the study.

-) Customers are highly aware of banking transaction through advertising. Advertising is the only tool which reaches to the mass economically. So the marketers of the banks are suggested to advertise their services through television along with newspaper and magazines.
-) Informative and reminding the product and services is suitable for banking schemes so, marketers are suggested to use these type of advertisement.
-) As a whole advertising believability is found satisfactory. Advertising tells people about the facts related with products and services. So to make advertising more believable and effective, it should be primarily concentrated towards the well being of customers by providing truthful and acceptable.
-) Banking sectors being a service provider institution it needs to advertise their new banking schemes by using different types of promotional tools. Therefore marketers are suggested to allocate adequate budget for advertising.
-) The success of any services are depends upon the presentation of schemes and message given by the advertisement. More and more schemes are introduced by other new commercial banks. So the marketers should follow the competitor's policies and presentation on the advertisement of banking schemes.
-) More popular media are television, radio and magazines. Therefore marketer should frequently advertise their product and services through these media.
-) Customers play vital role in service sector like bank. So the marketer should have known the customer's requirement on what kind of banking schemes actually they need. For this purpose, marketers are suggested to conduct the market research time to time.
-) Customers want new and distinct about the banking service, so advertising should be changeable according to time and situation.

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Questionnaires

Namaste! My name is Debi Nepal. I am a student of MBS at Central Department of Management, Tribhuvan University, and I am conducting a survey to measure the “Impact of advertisement on banking service” as a part of MBS course.

Would you give me a few minutes to answer some questions? I assure that your answer will be kept completely confidential.

Name of Respondent:

1. Sex

- a) Male b) Female

2. Which age group you are representing?

- a) Below 25yrs b) 25yrs -35 yrs c) 35 yrs- 45yrs d) 45 yrs- 55yrs
e) Above 60 yrs

3. What is your Academic qualification?

- a) School level b) intermediate c) Graduation
d) Master’s Degree e) above masters Degree

4. In which profession you are in?

- a) Student b) Employees c) Business d) Agriculture e) Others

5. Do you read Newspaper?

- a) Always read b) occasionally read c) No

6. Do you Listen Radio/ FM ?

- a) For news Only b) Other program also c) No

7. Do you watch TV?

- a) News Only b) Other Program c) NO

8. Do you have a Bank Account?

- a) Yes b) No. c) If yes, mention the name of bank.....

9. Which type of banking Facility you are enjoying?

- a) Deposit Account b) Loan Account c) Remittance d) L/C
e) Guarantee

10. Which Type of deposit account do you have?

- a) Savings Deposit b) Fixed Deposit c) Call Deposit d) Others

11. From which source did you know about your bank?

- a) Newspaper Advertisement b) Radio Advertisement c) TV Advertisement
d) Friend/Relative/Colleagues e) Bank Staff f) Others

12. How did you open the account with this bank?

- a) From Advertisement b) From Reference c) Friend/Relative/Colleagues
d) Bank staff e) Attractive banking schemes f) Others

13. Do you have a banking transaction with following banks?

- a) Nabil Bank b) NB Bank c) NCC Bank
d) Machhapuchhre Bank e) Siddhartha Bank f) None

14. Are you a bank loyal in banking service and product, which mean do you like only one bank?

- a) Yes b) No

15. since when you have started using the banking services or products?

- a) Recently b) One year c) Two year d) More than five years

16. What will be the best kind of promotion for banking services in your view?

- a) Advertisement B) Event Sponsorship c) Various schemes implemented by
different banks

17. Among the different banks found in the market, which one is more popular?

- a) Nabil b) NB Bank c) NCC Bank d) Siddhartha Bank
e) Machhapuchhre Bank e) Others.....

18. In the context of banking sector, what type of advertisement is often used in your view?

- a) TV Ad b) Radio Ad c) Paper Ad d) Hording Ad
e) Outdoor Ad f) Event/Program Sponsoring

19. Do you think it is necessary to advertise a banking service?

- a) Yes b) No

20. If Yes, Why?

- a) To sell the service b) To make the people aware of service or product existence

21. Which of the following advertisement policies should be applied to attract customers?

- a) TV Ad b) Radio Ad c) Paper Ad d) Hording Ad
e) Outdoor Ad f) All

22. Do you believe the advertisement?

- a) Yes I believe b) Partially believe c) No, I don't believe

23. What extent does the advertisement play in changing your mind to transactional mind?

- a) Advertising is fully responsible
b) Advertising is responsible to some extent
c) Advertising plays not much role
d) Advertising plays no role at all