

**NTV Advertising and its Impact on Consumer
Behaviour of Cosmetic Products
(With Reference to Clinic Plus Shampoo)**

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February, 2013

RECOMMENDATION

This is Certify that the thesis

Submitted by:

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Entitled

NTV Advertising & It's Impact on Consumer Behavior of Cosmetic Products

(With Reference to Clinic Plus Shampoo)

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

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VIVA - VOCE SHEET

We have conducted the viva – voce examination of the thesis

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and found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the degree of

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DECLARATION

I hereby declare that the work reported in this thesis entitled **NTV Advertising & It's Impact on Consumer Behavior of Cosmetic Products (With Reference to Clinic Plus Shampoo)** submitted to the Faculty of Management, Shaheed Smriti Multiple College, Tribhuvan University, is own work done in the form of the partial fulfillment of Master's Degree in Business Studies (MBS) under the supervision and guidance of **Mr. Deepak Chandra Ghimire and Surendra Regmi** Shaheed Smriti Multiple Campus, Ratnanagar, Tandi, Chitwan.

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Valuable outcomes are possible after a great challenge and efforts. I feel immense pleasure in completing the research work.

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Needless to say, the error is of human kind and I am also not exception. So, I am solely responsible for any deficiencies that may have remained in this work.

.....
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Table of Contents

Viva – Voice Sheet	i
Recommendation	ii
Declaration	iii
Acknowledgement	iv
Abbreviations Used	v
Table of Contents	vi
List of Table	ix
List of Figure	x

CHAPTER-ONE

INTRODUCTION

1.1	Background of the study	1
1.2	Statement of Problem	7
1.3	Objectives of the Study	10
1.4	Limitations of the Study	10
1.5	Significance of Study	11
1.6	Organization of the Study	12

CHAPTER -TWO

REVIEW OF LITERATURE

2.1	Conceptual Review	13
2.1.1.	Evolution of Advertising	13
2.1.2.	Development of Advertising in Nepal	17
2.1.3.	Meaning of Advertising	19
2.1.4.	Advertising and Advertisement	20
2.1.5	Definitions of Advertising	21
2.1.6.	Types Advertising	22
2.1.7.	Advertising and Other Promotional Tools	23
2.1.8.	Role of Advertising	25
2.1.9.	Advertising and Consumer Buying Process	27
2.1.10.	Specific Reasons for Advertising	29

2.1.11.	Advertising Effectiveness	32
2.1.12.	Method of Advertising	35
	2.1.12.1 Print Media of Advertising	38
	2.1.12.2 Radio Advertising	46
	2.1.12.3 Television Advertising	50
2.1.13.	Historical Development of Nepal Television	54
2.1.14.	Television Broadcasting (NTV)	57
2.1.15.	NTV Present Status	58
2.1.16.	Advertising Codes of Nepal Television	59
2.1.17.	NTV Program	60
2.1.18.	Rates, Terms and Conditions of NTV Advertising (Effective from 2065 Shrawan)	61
2.2	Review of Some Previous Related Studies	64
2.3	Research Gap	68

CHAPTER-THREE

RESEARCH METHODOLOGY

3.1.	Research Design	70
3.2	Population and Sample	71
3.3	Sources of Data	71
3.4	Techniques of Analysis	72
3.5	Data Processing and Tabulation	72

CHAPTER-FOUR

PRESENTATION AND ANALYSIS OF DATA

4.1	Age-wise Consumer's Preference on Television Advertisement	75
4.2	Educational Level-wise Consumer's Preference on Television Advertisement	76
4.3	Preference of Advertisements According to gender (Sex)	78
4.4	Age- wise Consumer's Reaction to the Television Advertisements	80
4.5	Educational Level-wise Consumer's Reaction to the Television Advertisement	82
4.6	Gender –wise Consumer's Reaction to the Television Advertisement	85

4.7	Consumer's Habit of Watching Television's Advertisements	86
4.8	Effect of Advertisement on Consumer's Purchasing Decision	88
4.9	Consumer's Preference of the Product	88
4.10	Consumer's Preferences to the Means of Advertisement	89
4.11	Impact of Repeated Advertisement to Attract the Consumer's Attention	91
4.12	Categories of Television Advertisement as Preferred by Consumers	92
4.13	Consumer's Response to the Adequacy of Advertisement	93
4.14	Consumer's Preference to the Product on the Basis of Advertisement	94
4.15	Impact of Advertisement on Consumer	95
4.16	Role of Advertisements to Make the Purchase Decision	95
4.17	Whether Some Advertisements Deceive the Consumers	96
4.18	Whether Advertisement Generates Curiosity about the Product	97
4.19	Whether Advertisement Helps to Recall Brand of Product Name	98
4.20	Whether Advertisement Increases the Price of Goods	99
4.21	Effectiveness of the Advertisement of Cosmetic Product	100
4.22	Consumers Use Different Types of Shampoo	100
4.23	Factors Influencing to Buy the Product (Clinic Plus Shampoo)	101
4.24	Consumer's Motive behind Purchasing Clinic Plus Shampoo	102
4.25	Influencing Aspect of the Advertisement of Clinic Plus Shampoo	103
4.26	Message Released from the Advertisement of Clinic Plus Shampoo	104
4.27	Recommendation of Respondents Regarding NTV's Present Scenario in Advertisement	105
4.28	Major Findings of the Study	106

CHAPTER-FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1	Summary	113
5.2	Conclusion	114
5.3	Recommendation	115

Bibliography

Appendix

List of Table

3.1	Gender-wise Sample collection	72
3.2	Educational -wise Sample Collection	73
3.3	Age-wise Sample Collection	73
4.1	Age -wise Consumers' Preference on Television Advertisement	74
4.2	Educational Level-wise Consumer's Preference on Television Advertisement	76
4.3	Preference of Advertisements According to gender (Sex)	78
4.4	Age- wise Consumer's Reaction to the Television Advertisements	80
4.5	Educational Level-wise Consumer's Reaction to the Television Advertisement	83
4.6	Gender –wise Consumer's Reaction to the Television Advertisement	85
4.7	Consumer's Habit of Watching Television's Advertisements	87
4.8	Effect of Advertisement on Consumer's Purchasing Decision	88
4.9	Consumer's Preference of the Product	89
4.10	Consumer's Preferences to the Means of Advertisement	90
4.11	Impact of Repeated Advertisement to Attract the Consumer's Attention	91
4.12	Categories of Television Advertisement as Preferred by Consumers	92
4.13	Consumer's Response to the Adequacy of Advertisement	93
4.14	Consumer's Preference to the Product on the Basis of Advertisement	94
4.15	Impact of Advertisement on Consumer	95
4.16	Role of Advertisements to Make the Purchase Decision	96
4.17	Whether Some Advertisements Deceive the Consumers	97
4.18	Whether Advertisement Generates Curiosity about the Product	98
4.19	Whether Advertisement Generates Curiosity about the Product	98
4.20	Whether Advertisement Increases the Price of Goods	99
4.21	Effectiveness of the Advertisement of Cosmetic Product	100
4.22	Effectiveness of the Advertisement of Cosmetic Product	101
4.23	Factors Influencing to Buy the Product (Clinic Plus Shampoo)	102
4.24	Consumer's Motive behind Purchasing Clinic Plus Shampoo	103
4.25	Influencing Aspect of the Advertisement of Clinic Plus Shampoo	104
4.26	Message Released from the Advertisement of Clinic Plus Shampoo	105

List of Figure

4.1	Age-wise Consumer's Preference on Television Advertisement	75
4.2	Educational Level-wise Consumer's Preference on Television Advertisement	77
4.3	Preference of Advertisements According to Gender (Male)	79
4.4	Preference of Advertisements According to Gender (Female)	79
4.5	Age- wise Consumer's Reaction to the Television Advertisements	82
4.6	Educational Level-wise Consumer's Reaction to the Television Advertisement	84
4.7	Gender –wise Consumer's Reaction to the Television Advertisement	86
4.8	Consumer's Habit of Watching Television's Advertisements	87
4.9	Consumer's Preferences to the Means of Advertisement	91

ABBREVIATION USED

%	:	Percentage
AAAN	:	Association of Advertising Agencies in Nepal
Ads	:	Advertisements
A. M.	:	Ante Meridiem
AM	:	Amplitude Modulation
B. S.	:	Bikram Sambat
B/W	:	Black & White
CBS	:	Central Bureau of Statistics
Eg.	:	Example
Etc.	:	Etcetera
F. M.	:	Frequency Modulation
i. e.	:	That is
Ltd.	:	Limited
MBS	:	Masters in Business Studies
MHZ	:	Mega –Hertz
No.	:	Number
NTV	:	Nepal Television
P. M.	:	Post Meridiem
Pvt.	:	Private
Rs	:	Rupees
S. L. C.	:	School Leaving Certificate
SAARC	:	South Asian Association for Regional Co-operation
T. U.	:	Tribhuvan University
T. V.	:	Television
U. S. A	:	United States of America
VAT	:	Value Added Tax