

CHAPTER-ONE

INTRODUCTION

1.1 Background of the study

A product, service and idea can be presented and promoted in a different ways and advertising is one of them. Advertising influences consumer attitudes and purchase behaviour in a different ways. It has multiple objectives and roles in persuading the consumers. The techniques of advertising may be directed more by objectives of advertising depending upon the situation. “Many people use advertising at some time in their life. Some may use it privately while others may use in business. And many people respond to advertisements, they enjoy the choices available to them in every sphere of life” (Kotler; 1998:28)

Advertising is the main tool of informing, convincing, influencing and persuading the targeted consumers. It plays significant role on hand choice of consumer products. The effective advertising needs to be familiar with certain effects that lead to certain responses. Advertising is a method of communication which is one of the most important aspects of human behaviour that directly influenced in consumers preferences.

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

convey the message to millions of people at the same time, while it is not so in case of personal selling, stored displays etc.

Today's business organization, non-business social organization, political organization and governmental and non-governmental organizations are also using advertising as a tool of promoting and presenting goods and services.

Advertising is a form of communication used to persuade an audience (Viewers, readers or listeners) to take some action with respect to products, ideas or services most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common. Advertising message are usually paid for by sponsors and viewed via various tradition of media including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertisement or direct mail or new media such as websites and text message. Commercial advertisers often seek to generate increased consumption "Branding" which involves the specification of an image or product name in an effort to associate certain qualities with the brand in the mind of consumers. Non- commercial advertisers who spend money to advertised items after then consumers or services include political parties, interest group, religious organization and governmental agencies. Non- profit organization may rely on free mode of persuasion, such as a public service announcement.

Modern advertising developed with the rise of mass production in the late 19th and early 20th century. In 2010, spending on advertising was estimated at more than \$ three hundred billion and \$ 500 billion worldwide

Advertising can be understood as a form of communication, which aims are to carry the change in behaviour of the target audience, particularly the potential buyers. Generally, theoretical models seek to identify step-wise behavioural progression of non-buyers towards buying action.

It is true that sometimes the effect of advertising cannot be measured directly in terms of sales. Therefore, advertising objectives could be stated in terms of communication goals, such as awareness of the product of favourability of attitudes it. Based upon this assumption some way communication relates to sales stated in terms of communication, measurement against such goals can always be possible.

A company may create effective stimuli through advertising. A consumer may be impressed by advertisement and they get motivated towards purchased goods. Advertising is one of the most important tools of selling which businessmen have been practicing since centuries to relay their products into the hands of consumers. Its early use was distinctly a minor supplement to other forms of selling. Perhaps, some forms of advertising have existed as long as we have had buying and selling.

Before television, radio occupied the powerful media over a period of 50 years from 1920s to 1970s. Its supremacy was slashed by the arrival of the greatest and latest rival namely, television by 1950s in the U.S.A. and its impact was too deep that with a decade it was spread over to European countries as well as in Asia and other developing countries too, and our country Nepal is not an exception. In Nepal, television was first started in 2041 B.S. in the name of Nepal Television (NTV) and started telecasting programs in 2042 B.S., while

the commercial telecasting started only in 2044 B.S. NTV currently covers 61% the country's population and 68% of the land area.

The advertising of TV is more glamorous and more specialized as it provides scientific synchronization of sound, light, motion and colour that no other medium does it. It arouses high attention and it has high reach.

Twenty seven years ago, when Nepal television started its first transmission there was hardly one minute of advertising in a two hours transmission. Today NTV has an average of 27 minutes of advertisement per hour of transmission (NTV Official Record, 2064) and over the years the format and presentation of the NTV advertisement has been changed dramatically. Initially the NTV laid visual advertisement jingles, which were already visual basic a product packet, a smiling face and the product being used whether it was a cake of soap or some other things. Then the trend began to change new jingles and message especially for TV advertisement were made. NTV advertisements have been changing during the time period. Now there are so many advertisements, which have been dubbed in Nepali, despite the fact that advertisers are eager to make the advertisement more attractive. Some multinational and foreign collaboration companies have good and attractive advertisement like Coca-cola, Pepsi-Cola, and Samsung Television etc.

Television advertising plays a vital role in marketing. The main cause of this is to give information to a larger number of people than through other media of advertising. It can give message to millions of people through sound and visual pictures (both audio and video), which makes it more effective than that the printed words.

The main purposes of advertising are to persuade the consumer to buy the products or services. The effectiveness of advertising depends upon the quality of the advertisement. In this way, there is direct relationship between advertising and the consumer can be made informative, attractive and demonstrative to create curiosity to see the product and keen desire to buy it. It is because advertising directly appeals the viewer. Hence, TV advertising is considered to be most effective. And the success of advertising is judged from the favorable reaction of the consumer.

Today, the word 'advertising' is a very common term known to us. It figures in each of our lives every day. We see it on TV, on the match box, in the newspapers, on the trash containers, in the magazines, on our mail, on the vehicles, on bill boards etc we hear it on the radio, in the stores we visit and so on. It is a part of our daily life and everyone is conscious of it. Yet, we have failed to trace an exact meaning of the term 'advertising'.

This has two specific meanings:

1. It is micro concept representing the entire advertising industry and is an institution.
2. It is micro managerial function of any organization to send the information to other members of the society (Sontakki, 2003:20)

At present in Nepal, advertisement is no longer information oriented; this may be because of low purchasing power of people and slow rate of industrial development in Nepal. There is no organization for setting disputes between media, clients and agencies that is why, there are no strict rules and regulations regarding the payment of advertisement. Even there is no institution, which studies in the advertisement field. The country lacks properly trained manpower, literate people, adequate transport, communication and facility of

power. The professional unity among advertisement agencies is also missing. There is no system of recording excellent and creative works. As a whole we can say that advertisement in Nepal is its primary stage.

After the popular moment of 1990, the government has shown commitment towards strengthening the private sector as means for developing national economy. After the enactment of constitution of Nepal 1991, the press has been developed well. Government has been adopting the policies of trade liberalization, deregulation and institutional reform of the economy and encouraging private sector development and foreign investment. The reform in industrial policy was implemented in the industrial enterprises act of 1987, which liberalized the requirements for establishing industries, introduced regulations governing existing enterprises and cataloged various fiscal incentive and facilities for eligible industries. In line with these policies, the government also realized the importance of advertisement and allowed the advertisement expenses to be deducted from the taxable amount. But recently, the government had decided to implement VAT on advertisement. Though the policy of VAT is not so bad, our advertising industry is still in its infancy and the introduction of VAT can be seen premature. Not only this, our entrepreneurs also do not have sufficient amount of money to spend on advertising to compete with foreign enterprises. So in this situation, the government should make policies to encourage entrepreneurs to advertise their products as much as they can (Nepali Times, 2006).

1.2 Statement of the Problem

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

Advertising is one of the most important tools that companies use to persuade target buyers to buy their products or services. There are many special and specific, reasons for advertising. The reasons can be to announce a new product or service or an idea to expand the market to new buyers, to announce a modification, to announce a price change, to announce a new pack, to make a special offer etc. Therefore, the advertising plays a crucial role in marketing. Today due to the importance of advertising many companies are using advertising as their integral part. The role of advertising is to shift the products demand curve upward. For this, the effectiveness of advertisement is one of the major areas advertiser needs to undertake for the success of any advertisements. Among various types of media, television enjoys the dominant position. Advertisement can reach to various countries at a time through television. It has worldwide approach.

It is necessary to find out the effect of the advertisement on the consumer so that the sales rate of commodity is increased. The more effective the

advertisement, the more selling takes place. Furthermore, the effect of advertisement differs from the types of consumers. It is also necessary to know what type of consumer is expected to buy the particular type of commodity. All these things should be taken in to account to increase the interest of advertisement.

In today's world, the popularity of television is increasing day by day. It is very useful for the advertiser to know the popularity of television among different people. Different types of advertisement through television appeal to the different customer differently. Careful analysis should be done in this regard for the success of any advertisement campaign. This is lacking in Nepal. Very few analysis and research is conducted regarding this matter. Hence, the main objective of this thesis is to provide useful information regarding the effectiveness of television advertising to different group of people particularly in urban areas. This survey will try to solve the questions like how popular the television advertisement is among different people in urban areas. Is it popular among youngsters or middle-aged or is it popular among older people? These all findings can be more useful for the advertiser while selecting a media according to their product types.

There are various types of television advertisements. It may be presented in the form of slice of life, lifestyle, fantasy, mood or image, musical, personality symbol, technical expertise, scientific evidence, testimonial evidence etc. Different people prefer different types of television advertisements. The selection of the target market and the nature of product play a significant impact on choosing the media. The boundaries within which, the product are intended to be sold sets limitation on choice of media. Different people show different

attitudes toward the same message aired, telecast and published. In Nepal, many advertisers have failed to give due emphasis in this regard. This leads to the failure of advertisement in generating due positive responses from consumers. Thus, the understanding of the impact of any media on consumer's behaviour is extremely important for any advertiser. The Nepalese business houses can generate many ideas in the field of marketing area through this type of survey. In addition, the survey like this will be very helpful for the advertiser for the success of the television advertisement. Therefore, this study focused to analyze the present situation of television advertisement in Nepal. Besides that, they should be further analyzed the viewer's attitudes, their comments and suggestions through different sectors of viewers which would be helpful to both advertisers and viewers in future.

- a] How can we examine the consumers preferences on television advertisement?

OR

What are the consumer's preferences of television advertisement?

- b] How is the present situation of advertising of NTV?
- c] What are the consumer's reactions to the television advertisement?
- d] What are the effectiveness of the advertisements of cosmetic products?

OR

How much effective is the advertisement of cosmetic products?

- e] Why do consumers buy the cosmetic products?

OR

What are the influencing factors to buy the cosmetic products?

1.3 Objectives of the Study

Essentially, the foremost objective of the study is to analyze the general impact of television advertising on consumer behaviour. This is the prime and specific objective of the study. Besides, there are also some general objectives, secondary in importance to the research study, the fulfillment of which leads to accomplishment of specific objective. So, the objectives, primary and secondary, of the study are as hereunder.

-) To examine the consumers preferences on television advertisement.
-) To identify the present situation of advertising of NTV.
-) To identify the consumers reactions to the television advertisement.
-) To analysis the effectiveness of the advertisements of cosmetic products.
-) To examine the factors that influence to buy the cosmetic product.

1.4 Limitations of the Study

The research is conducted only for study purpose. As most of the research is, this research is also sample based. It is almost impossible to complete my research without any shortcomings. The study confined following limitations.

-) The study covers only the television advertisement for the most advertised products like cosmetics.
-) The study is limited to a survey of respondents and interview of people within the town area of Chitwan.
-) Random sampling technique has been used to select the respondents for the purpose of interview.
-) Because of the lack of the research in the topic, the secondary data are limited with few researches.

1.5 Significance of Study

Researcher believes, the present study deserves some significance of its own kind in this field. This study will be concise, practical, usable and valuable to the major interested parties.

Talking in this context, the present day world is full of advertisements. Advertisements no longer provide commodity information; they have become a part of life. Advertising is no longer merely information oriented. For the sake of making consumers well informed, it has become more important to provide suggestion in various aspects of daily life. Advertisement helps to collect information and knowledge needed to make good buying decision. For this, different advertising media are used such as indoors, outdoors, directed and displays. The different media have the merit of vision, sound, and motion, selective and flexible, mass communication etc. and at present, this advertising media has the weakness of shortest life, culture problem, time, taxing, costlier limited area etc.

This study will help the marketing manager to improve the advertising policy. As advertising involves cost and every cost should bear ample return, it is the interest of business enterprises to study the factor hindering its development and the way to develop it. For example if the products are for the children/ youngsters, the advertisers must prefer to make musical advertisement, as the result is high towards musical advertisements. If the product is for highly educated people the advertisers must prefer to make advertisement good wording and the result is high towards good wording and so on. This study will try to find out the consumer's behaviour and their thought regarding the

television. This study will also be helpful to anybody related to television advertisement. It helps in the introduction of mass production, installation of up-to-date machinery, and consequent reduction of cost of article. It is beneficial not only to the producer and retailer but also to the consumer.

1.6 Organization of the Study

The research study is divided into five chapters, excluding bibliography and appendix.

Chapter I: Introduction: The first chapter includes various aspects of present study like background of the study, statement of problem, objective of the study, limitations of study, significance of study and organization of the study.

Chapter II: Review of Literature: It includes conceptual framework of the subject matter i.e. television advertising. Besides, previous thesis and project works related to the subject matter of the study is briefly reviewed.

Chapter III: Research Methodology

The third chapter deals with the research methodology which consists of research design, population and sample, data collection sources, techniques of analysis and data processing and tabulation.

Chapter IV: Presentation and Analysis of Data:

The fourth chapter introduces the main aspect of the study. It deals with data collection procedure and presentation of data with different statistical and financial tools, and findings of the study.

Chapter V: Summary, Conclusion and Recommendation:

The fifth chapter presents summary, conclusion and recommendations. It is based on analysis of data and study done in preview

CHAPTER -TWO

REVIEW OF LITERATURE

Review of literature refers to the reviewing of the past studies in the concerned field. Such studies could be thesis/dissertations that are written earlier, text books, articles, journals and or any sort of other publications concerning the subject matter which were written prior by a person or on organization. The purpose of literature review is thus to find out what research studies have been conducted in one's chosen field of the study, and what remains be done. It provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be developed for testing. Literature review also minimizes the risk if pursuing the dead- ends in research. So, this chapter basically divided in two parts, one is conceptual review and the other is review of related studies.

2.1 Conceptual Review

This section of study focuses on review of national and international books. Which are relevant in supporting the research? Some of the most common topics for supporting the research are:

2.1.1. Evolution of Advertising

There was also the need and existence of advertising in the ancient period. The difference is that there were not the mass media at the time. It is said that the development of the advertising started with the civilization and started to communicate with each other.

The history of advertising takes us back to many centuries ago. Advertising by word of mouth is probably the earliest form of advertising and we may assume that it began as soon as one desire to barter with another (Brewster, 1954). Through advertising, in its present form, is the product of the current century. It has a long history that takes us back to the history of mankind and human civilization. Though we fail to answer the question as to the exact age of advertising, it can be said that advertising began the moment man discovered the art of communication. Historical document and archaeological researches have confirmed the existence of advertising in the ancient times. Advertising by word of mouth is probably the earliest form of advertising because oral skills were developed before writing and reading did. Advertising was given the commercial status the day it entered into the process of exchange (Sontakki, 2003:62)

Advertising has a more important position in the United States than any where else. England is the second and non-English speaking nations are poor in the field of advertising. The knowledge of advertisement psychology and art of printing were not developed. Hence in old days, advertising was more passive and extremely limited in its scope. The earliest forms were signboard and writing on the wall of prominent buildings. Shouting loudly about the price and description of the article to be sold was the only method of attracting public attentions. The effect of the old types of advertising was not so active and dynamic as it is today with the publication of newspaper and development of the modern technique of printing, a new area for advertising, which now became more colourful and attractive. The popularity of this art was delayed till education made progress and the reading habit had made sufficient progress. The means of communications had to be developed before advertising over

wide area could become possible. Modern advertising is the result of industrial revolution of the nineteenth century. Before transportation and communications were developed, means of public expression were limited. But the desire to broadcast ideas was always there although yearly attempts to influence the action of the fellows go back to the beginning of the recorded history (Cooler's, 1957). The industrial revolution brought a tremendous change in marketing. Manufacturing of printing machines made possible the selection of suitable type to tender effective appearance to advertisement. During the 16th century, the newspapers were the largest among the print, and these newspapers were in the form of newsletters. The first newsletter was started in 1622 in England. Later, on half of the 16th century, newspapers changed into the form of news books and by the middle of the 17th century there were special advertising periodicals. By 1675, newspapers were well established in England undertaking advertising on a regular basis (Sontakki, 2003: 65)

The age-old principle of 'Caveat Emptor' ruled the transactions and the advertising that was stored to be untruthful. That is why, the people did not believe totally in the advertisement message given. Buyers were cautious and diligent in buying the goods so advertised. The 19th century was marked by a new friend of brand advertising, magazines both weekly and monthly-started catching the imaginations of the people by popularizing the brands. This is the period that welcomed windows and counter displays, exhibitions and trade fairs (Sontakki, 2003:67)

Up to the First World War, the newspapers and magazines were considered as the principal media of advertising. In the period of great depressions, that ensued after the first great war there started a keen competition among the

manufactures inducing customers on the one hand, to generate internal economics and on the other hand, to seek newer methods of developing markets. Many new forms of advertising came into use in this period. Advertising was developed on scientific lines, and widespread use was made of modern photography and art printing. The most typical development was through cinema slides and electric signs. Increasing attention and specialists in the technique to advise businessmen in respect of their publicity programs. Phenomenal sum of money were spent in both the purchase of advertising space and developing suitable advertising medium. The progress was accelerated by modernization of the newspapers with enormous circulation, often by political and social consciousness growing among the people. Every opportunity was used for advertising purpose. Desire and illustration were used to give life effect to an advertising message, and efforts were made to make it aesthetically pleasing.

During the Second World War, people were informed of war development through short films, and thus a field of advertising was developed. Today big and reputed firms carry on the propaganda for their products by meeting their audience in the cinema houses, where short and interesting story films are exhibited to emphasize the advertising message. Now film advertising has become popular and it has got tremendous significance in developing countries like India, Pakistan, and Burma and even in Nepal (Aaker, 1996:142)

The current period is marked with the advent of two fascinating media of communication namely, the radio and the television. Americans have the credit of having the radio first. It dominated from 1922 to 1974 and from 1974 onwards, television took over. Radio advertising has edged over print publicity

that is capable of reaching the millions of illiterate people as its 'Voice' advertising. Television has become powerful means of advertising since 1950 and has grown in importance with its colour effect and is going to rule for few new decades to come. If these are major indoors-colourful media, the outdoor advertising has its own developments such as traveling displays, and sandwich man (Sontakki, 1999:70)

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

2.1.2 Development of Advertising in Nepal

It is not declared that from when the advertisement trend got started in Nepal. However, it is said that to convey king's addresses to the country from the very beginning, a media was used. It is assumed that after sometime this trend became the media of advertising. Above mentioned trend was the advertisement for the non-business advertisement began with the dealer business.

The Nepali Proverb "Bolneko Pitho Bikchha Nabolneko Chamal Pani Bikdaina" points out that the Nepalese society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product cannot be sold if the marketer fails to advertise it. It shows that advertising has been deep rooted in our culture and was prevalent long back. Advertising in those days was done through other forms of communications like news spread by rumors. Government used to use public announcers to

communicate information and orders. Even the Rana Period Public announcers were sent through the streets announcing the opening and closing of gambling periods during the Deepawali and on other occasions.

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

Even after the restoration of democracy, the role of effective advertisement is to provide some information to public. Later, as Nepal's trade with other countries increased, advertisement became more and more influential as different commodities from different nations were introduced in Nepalese market.

'Gorkhapatra' was started on printed on weekly basis from Baisakh 24th 1958 B.S. In the first edition of 'Gorkhapatra', in the editorship of Pundit Nardev Motikrishna Sharma published by 'Pashupati printing press', an advertisement was printed. Then after, different magazines in Nepali language appeared.

The history of Radio broadcasting in Nepal starts from Magh 2007 B.S. At first the Radio broad casting was made from the premises of the Raghupati Jute mills at Biratnagar on 20th Chaitra 2007 (2nd April 1952). A broadcasting station was established in Singh Durbar under the name of Nepal Radio. One and half hour daily program of Hindi record songs and advertisement were broadcast from the beginning during the afternoon transmission and the advertisements were handled through commercial department.

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

The history of Television Broadcasting in Nepal starts from Paush 2042 B.S. In the name Nepal Television and starts to telecast its program in 2042 B.S. while the commercial telecasting started only in 2044 B.S.

The history of F.M. (Frequency modulation) program broadcasting in Nepal starts from Kartik 2052 B.S. (16th November, 1995). In the name of Sagarmatha Radio 102.4 MHZ. After establishing this media, it starts to broadcast news, music and advertisement program daily. In the present time in Nepal, here is establish F.M. Radio in the number of hundreds and they also broadcast various types of program. Advertisement is most important and professional source for them.

Nowadays, cinema exhibition, hoarding board, display board, wall advertisement, posters and populating, making are the normal media of advertisement. Visiting cards, invitation cards are also the media of advertisement (Dahal, 2005).

2.1.3 Meaning of Advertising

Advertising is a form of mass communication which is designed to promote the sale of a product or service or a message on behalf of an identified sponsor.

Most advertising is designed to promote the sale of particular product or service.

However, some advertisements are designed to promote an idea or influence behaviours such as encouraging people to not use illegal drugs or smoke cigarettes, informing people about family planning etc. Such type of advertisements is often called public Service Ads (PSAS). Some advertisements are also made to promote an institution, such as the Red Cross or Maiti Nepal and are known as institutional advertising. The basic purpose of this type of advertising is to encourage people to volunteer or donate money to the institution.

We can say that the basic purpose of advertising is to draw and attention of people towards particular product, service or an idea. However, in today's world of competition, it is not enough for the advertisements to draw the attention of buyers. They should be able to persuade the consumers to use the advertised product, service or and idea. Then, only the goal of an advertisement is achieved.

In simple language, advertising is the means by which we make others known what we want to sell. Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lower cost.

2.1.4. Advertising and Advertisement

" Advertisement consists of activates involved in presenting to a group of non-personal, oral or visual, openly sponsored message called as advertisement is

disseminated through one or more media and is paid for by identified sponsor" (Stanton, 1983:40)

This definition clearly distinguishes advertising from advertisement. Advertisement is simply a message, but advertising is the process. The process includes programming the series of activities, which are necessary to plan and prepare the message and get it to the intended market. Another point is that the public knows who is behind advertising because the sponsor is openly identified in the advertisement itself. The sponsor should also make payment to the media, which carries the message. Advertising is used to help sell the product and services.

2.1.5 Definitions of Advertising

It is a part of promotion as mentioned before. The word advertising is being pronounced everywhere. The word "Advertising" itself is being advertised. Here are some of the definitions of advertising given below.

"Advertising includes those activities by which messages are addressed to the public for the purpose of information and influencing them either to buy merchandise or service or to act or be inclined favorably towards ideas institutions or persons featured" (Stanton, 1991:110)

"Advertising consists of all activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product, service or ideas. This message is called advertisement and is disseminated through one or more media and is paid for by the identified sponsor" (Aaker, 1996: 55)

Thus, advertising is defined as a form of mass communication where as such messages are distributed by marketers through different sources. it is referred as non-personal presentation because non-personal media are used to convey the message. Basically, there are to types of media for message communication. They are publication and electronic transmitters like radio, television etc.

"Clearly advertising includes the following forms of message. The message carried in newspaper and magazines or outdoor boards or street cars, buses and trams, cards and posters, in radio and television broad cast, and in circulation of kinds whether distributed by mail, by person through tradesmen, or by insect in packages, dealer help, materials; windows display and country display materials and effects; store signs; houses organs when directed to dealers and consumers: nation pictures used for advertising and novelties, bearing advertising message or signature of the advertiser" (Jefkins, 1994:42)

All above mentioned definitions except last one tell that advertising is a mass communication media, which helps to sell goods.

2.1.6. Types Advertising

Advertising can be divided into two broad categories (a) consumer advertising and (b) trade advertising. Consumer advertising is the type of advertising which directed at the public where is trade advertising is directed at wholesalers or distributors who resell to the public.

Consumer advertising can be further divided into national advertising and local advertising. National advertising is directed at consumers throughout the entire country. This type of advertising usually aim to create awareness among the

public of a product or service, or it tries to build loyalty to a product or service. Local advertising aims to inform public in a particular area where they can purchase a product or service. Advertising to the public also take the form of institutional advertising, image advertising, cooperative advertising or informational advertising.

Rather than trying to sell a specific product, institutional advertising seeks to create a favorable impression of a business or institution. It is designed solely to build prestige and public respect. For non-profit institutions, such advertising helps support the institution's activities i.e., by encouraging blood donations or cash contributions for the work of an organization like the Red Cross. However, profit earning business.

2.1.7 Advertising and Other Promotional Tools

Advertising is one of the elements of promotion. "Promotion is the company's attempt to stimulate sales by directing persuasive communication to the buyers" (Kotler, 1976): Advertising is the component of marketing and one of its principle promotional arms. The characteristic of all marketing activities is that they are undertaken to increase the sale. There are many tools of marking which help to increase the sales of goods or services. All these tools are called promotional tools. These tools are distinguished from one another by the methods they used to attain the goal. The main difference between advertising and other promotional tools is that advertising is controllable to a large extent and reaches a diverse group of audience of the same time.

Advertising and Sales Promotion

Advertising is usually addressed to a large group of people but the distinction can be made as follows. "Sales promotion is the temporary offer of a material reward to customers or sales prospects, whereas advertising is the communication of information" (Longman, 1971). From this definition, it is apparent that advertising may be the medium through which a sales promotion can be made. The distinction is also bringing out an important fact about advertising. An advertisement by definition transmits a persuasive message, transmits a persuasive message, but the persuasive element is not necessarily the advertisement itself. Sales promotion is the subject of an advertisement. The promotion is the persuasive element and advertisement is an information channel.

For most forms of promotion distinction can be used with little difference. Free goods offer (One bottle of coke with one case purchase), display allowance (price reduction in return for store display) and count/recount offers (Price reduction posed on retail movement during a specified time periods) all are temporary and they all offer a shopkeeper a material reward likewise consumer promotion involving samples, discount coupons, premiums, contests and sweep stakes all offer at least temporarily the prospect of reward.

Advertising and Salesmanship

The basis distinction between advertising and salesmanship can be stated as follows. When a persuasive communication is directed towards a single individual it is an act of salesmanship. When it is directed towards a large group

of individual it is called advertising. Advertising are presented to a group of people whom the advertiser does not know as individuals, whereas a salesman spends much of his time deciding which people, he should see for individual approach.

Advertising and Publicity

Publicity is an effort to make available certain information to the public. It is the sum total of those activities that are directed to the flows of information to the knowledge of public. Perhaps, the association of teachers of marketing and advertising of America once gives the best definition. According to its terminology, "Publicity is any form of non-personal presentation of goods, services or ideas to a group, such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for. " In this sense, advertising is only a type of publicity. That is, the term 'Publicity' is more comprehensive than the word advertising itself. Therefore, it can be said that all advertising is publicity but all publicity is not advertising. Both the words are similar in three respects. Firstly they deal with the conveying information regarding the goods or services or ideas. Secondly, both are attempts to present the information impersonally. Thirdly, both being the components of mass communication, they use mass communication media on several grounds.

2.1.8 Role of Advertising

Advertising is the most visible aspect of marketing. It is also the most glamorous function in marketing. Business firms spend huge sums of money for creation, development, and communication of advertisements. In Nepal, more

than Rs.5 billion is spent on advertising every year. Advertising has big impact at the micro as well as Macro levels. The impacts are economic, psychological, cultural, and social. Therefore, advertising plays important roles to different participants (Koirala, 2008).

Benefits to Firms

-) It helps to increase sales and market share.
-) It increases brand image to improve public confidence and credit worthiness.
-) It is a very important competitive tool.
-) It helps in improving brand loyalty in customers.
-) Advertising can be used as counter tool against the rumors.

Benefits to marketing channel or middlemen

-) Helps in increasing sales and profit.
-) Helps in easy recognition of products.
-) Consumers come to the self-service stores with adequate knowledge that promotes self-service.

Benefits to consumers

-) Provides information and knowledge of products.
-) Helps in freedom in choice from different alternative products.
-) Helps in reducing risk of indecision.
-) Advertising preserves ego and enhance the pride of using particular product buy buyers.

Benefits to society

-) It helps in changing attitudes and behaviour.

-) It has its own impact on payment and government revenues, which ultimately used for social benefits.
-) It some fine educates public. For example health information announced by pepsodent and many condom companies.

2.1.9 Advertising and Consumer Buying Process

Advertising plays great role in consumer buying process. Marketing scholars have developed a five stage model of consumer decision process. The different advertising efforts attract consumer to certain product.

(1) Need Recognition and Advertising

When consumers feel the need of certain want to be satisfied, advertisers try to attract toward them and their product. In this buying situation, advertising is focused on stimulation consumer's dormant needs, persuasion, and attitude formation. Thus, advertising has major role to play in making the consumer recognize his/ her problem and make him/ her move towards product that are likely to solve problem. Makers normally use advertising to activate problem, recognition by consumers. The communications are targeted in a way so that consumers feel gap between their actual state and their desired state marketing communication is targeted at influencing a desired state, the actual state and also making gap between them to attract product orientation.

(2) Advertising in the Information Search

In second stage of consumer buying process, consumers initially search for information from memory system. Also they use external search. Thus, information search process and behaviour has important implication in

advertising. Advertisers need to understand product specific search behaviour in order to be able to influence the search process. For this, they have to determine the number and type of sources used by consumers, and then decides on the influence of those sources on consumers.

(3) Advertising in Evaluation of Alternative

In this stage, a consumer uses the information to clarify the various alternatives and their relative attractiveness. This is the least understood part of consumer buying process. Each individual has his/her own system of evaluation. In general the evaluation process includes determination of exaltation. In general the evaluation process includes determination of exaltation criteria, reducing the range of alternatives and explaining alternation. In this stage, advertising provides information on product attributes and benefits so that consumers can match the product attributes with the attributes important to them.

(4) Purchase Decision and Advertising

The evaluation process leads a consumer to make choice among alternative. In this stage sometimes, a consumer may face a problem of choosing between non-comparable alternatives such as whether to purchase a car buy a house or go for an expensive vacation. This uncompleted decision state should be cashed to attract to own product by advertiser and they do so too. The design of point of purchase advertising materials and sales promotional tools are therefore based on information from and for choice process. Personal selling and sales promotion are primarily directed at influencing consumer's choice.

(5) Post Purchase behaviour and advertising

Understanding the post purchase behaviour and using advertising is essential for long run business. Therefore, understanding post purchase behaviour moisture can design advertisements that help to confirm the "wisdom of purchase" by consumers and reassure them about the product's attributes and benefits. This type of communication normally reduces the magnitude of dissonance.

2.1.10 Specific Reasons for Advertising

The primary reason for advertising by any organization is to promote the sale of product or service. However, there are many special and specific reasons for advertising. Following are some specific reasons for advertising:

-) To announce a new product or service.
-) To expand the market to new buyers.
-) To announce the location of stockiest.
-) To announce a modification.
-) To announce a price change.
-) To announce a new pack.
-) To make a special offer.
-) To invite inquires.
-) To sell direct.
-) To test a medium.
-) To obtain stockiest.
-) To educate consumers.
-) To maintain sales.

-) To challenge competition.
-) To remind.
-) To retrieve lost sales.
-) To please stockiest.
-) To please the sales force.
-) To recruit staff.
-) To attract investors.
-) To export.
-) To announce trading results.

Announcing a new product or service usually means a costly and dramatic launch. To create a market for a product is not an easy job. The buying public is conservative, skeptical and is hard to shift from established habits. The advertising has to be hold, dramatic, persuasive and convincing to promote something new. A long term campaign of advertising is required instead of a solitary big splash. The advertising should be persistent and insistent for the new product to create the market.

Manufactures also used advertising to expand the market to new buyers. Since, a product already has some market; the advertising is likely to have greater impact. People are Frank Jarkins, advertising already aware of the products. The products have already been proved in professional, commercial or some other accepted use. The advertising used by the advertiser is more persuasive rather than informative in this case.

An existing is sometimes modified .It may be given a face lift' with an additive, a new finish or casing such as a new pack or container etc. The Product is

advertised to announce a modification with an attempt to revive the sale of product because of competition.

Advertisement announcing a price change is more common. We can see many examples of these types of advertisements during festival festive discounts and hence change in price.

Some advertisements announce a new pack sometimes; a manufacturer may update a very old- established and probably old fashioned container. At that time, it is necessary to promote the product to assure the consumers that the product is the same or better in quality. Consumers may suspect that a new pack means a different or inferior product so the new pack is announce through advertisement assuring the consumers about the quality product.

For various reasons such as competition, slack season, the business houses may plan to give special offers need to be advertised. For example, Buddha Air announcing mileage card system offers to their regular clients traveling some sectors.

Some manufacturers advertised to sell direct while other advertise to test a medium. The advertising objectives or reasons for advertising differ as per the advertisers' requirement. The other objectives of advertisements can be to educate consumers, to announce the location of stockiest, to challenge sales, to maintain sales etc.

2.1.11 Advertising Effectiveness

The effectiveness of advertising can be understood by the changing attitudes and behaviour of the customers. Advertising has become the powerful device for increasing sales and at the same time, large sum of money are spent on it. In the face to mounting advertising costs, on the one hand, and a squeeze on profitability, on the other, top managements are increasingly concerned about the cost benefit of advertising in the operation of a business.

"This concern is understandable, for advertising is one of the few, if not only, item of expenditure in a company's balance sheet that can't be measured in terms of its specific contribution towards its sales and profitability. An advertising manager, ideally, should be able to do this; but in most cases, he can't. This apparent lack of accountability of advertising is increasingly becoming untenable today. Advertising, therefore, has to prove it's contribution to the total marketing efforts like any other allocation of corporate resources; or else advertising expenditure will run the risk of being set arbitrarily or even slashed drastically" (Rathor, 1984:84)

The value of advertising cannot be determined unless its role and function are understood. The unaccountability of advertising, in most cases arises from a lack of appreciation of what advertising can or cannot do.

Advertising should be viewed as a part of total marketing effort of a company. The glib answer to the question: Why do companies advertise? Is: To sell products. But in recent times, increasing number of advertising personnel has been frankly saying that advertising cannot actually sell products. Supporting

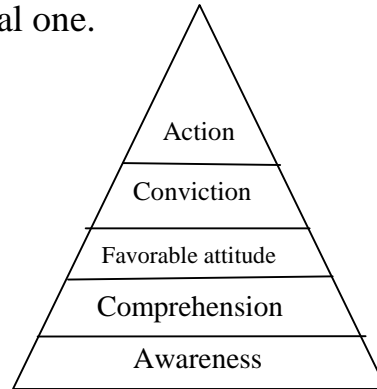
this view, the association of national advertisers, U.S.A., defined advertising as a mass paid communication, the ultimate purpose of which is to impart information, develop attitude and induce action beneficial to the advertiser (which may lead to sale of a product or service). Advertising is in fact only one in the series of tools on the marketing communication mix-the other tools on the marketing communication mix-the other tools are personal selling, retailer recommendation, special sales promotion, publicity etc. The job of advertising is to perform certain communication jobs with greater speed, volume and economy (Rathor, 1984). If all promotional tools are 85 coordinated with each other and implemented accordingly, it may sell the product too: The ultimate aim of advertising is often to help raise the level of immediate sales. However, the objective that involves an increase in immediate sales is not operational in nature in many cases for two reasons.

Advertising is only one of the many factors influencing sales and it is difficult to isolate its contribution to those sales. The other forces include price, distribution, packaging, product features, competitive actions, and changing buyer needs and tastes. It is absolutely difficult to isolate the effect of advertising. Evaluating advertising only by its impact on sales is not practical.

Advertising can be understood as the form of communication which aims at bringing about some change in the behaviour of the target audience, particularly the potential buyers or non-buyers towards the product or services advertised. A generally theoretical model seeks to identify a stop-wise behavioural progression of non-buyers towards buying action. This is the progression from awareness to comprehension from comprehension to favorable attitude. From favorable attitude to conviction and finding actual purchased of the product

concerned, which can be presented in the diagram to answer how advertising convert form potential customer actual one.

The advertising pyramid



It is open to question if this model represents what actually happened in the real life for one thing. Actual purchase occurs as a result of many factors and advertising in only one of them. Sometimes advertising can do its job and bring the customer to the retail outlet, but if the distribution plan of the company is uneven and retail doesn't have stocks of the products, purchase may not result. Simply advertising stimulates the potential buyers to go to the stores to buy actual advertised products. In general, advertising is done in expectation of tangible gains such as favorable attitudes, better image of the firm and increased sales. to get the maximum result from promotion, all promotional tools have got unique characteristics and are complementary.

It is true that sometimes the effect of advertising cannot be measured directly in terms of sales. Therefore, advertising objective could be stated in terms of communication goals, such as awareness of the product or adorability of attitudes towards it.

The advertising is only one part of the marketing mix. It alone cannot sell the product. These are many other factors-product quality, price, packaging, and product. Therefore, it is rather difficult to establish a direct link between an

advertisement and its effect on the sales of product.

As the Nepalese management is still in underdeveloped stage, Nepalese manufactures are not in a position to spend much amount in the advertising research to judge the effectiveness of advertising on their products. Manufacturers feel investing in research is waste of money; instead it can be used for other promotional methods. So, no manufacturer here can say definitely that how effective their advertising campaign and promotion are or what are the impact being seen in sales of their product due to advertising.

Advertising testing can be done either before (pre-testing) or after (post-testing) the advertising has run in the media to avoid costly mistakes, to predict the relative strength of alternative advertising strategies and to increase their efficiency (Chunawalla, 1997.) Testing costs more money to the advertisers and in our country spending of such huge amount on advertising testing is not practical though the amount on it will save them from making costly mistakes.

Feedback in advertising research, is very useful, even it means some extra expenditure for the advertiser. It helps to find out how and why advertising fails or succeeds.

2.1.12 Method of Advertising

Medium is the instrument of the way through which the advertisements are put before the public. It is the vehicle that carries the messages to the right readers, viewers, listeners or passersby. In advertising agencies there are media planners

and media buyers who are highly experienced experts. The media owner exploits the advantages of their media in order to sell air time, space or sites.

One of the functions of advertising is to select medium from among the available alternatives that will maximize the number of people reached and the frequency with which they are reached. The advertisers must first set the target market they want to reach and they must decide (a) the desired frequency of the message exposure in order to effect the change in behaviour that will affect the sales of their brand (b) the maximum number of the people in the target market that can be reached with the desired frequency. The greater the frequency desired, the smaller the reach obtainable with a given budget.

The media selection is a complicated process because not only is it necessary to choose among major media types, such as television, radio, newspaper, but also specific selections must be made within each general type. For instance, if magazines are chosen, specific magazines and even issues must be selected.

Similarly, in case of radio and television, there is not only the question of what networks or stations, but what programs, what day or days of the week, time etc. to be considered as well.

The classification of different mediums into different group differs from author to author. The eastern concept and the western concept of classification area different. For example, author Chunawalla with other four authors in their book *Advertising Theory and Practice* have classified advertising media as broadcast and non- broadcast media. Broadcast media include radio and television whereas the non-broadcast media include videos, cables, network, cinemas etc. Besides these media, there is print media which includes newspaper and

magazines. These three media are called the 'Mass Media' or ' technological media'. In addition to these three media, they have explained the outdoor media like hording, posters, banners, transit media etc. However, the media can be classified as:

1. Print Media

The print media also can be classified into:

- a) Newspaper, magazines
- b) Other papers

2. Electronic Media

The electronic media includes:

- a) Radio
- b) Television
- c) Video
- d) Cinema
- e) Electronic signs
- f) Sky- writing

3. Direct Advertising Media

The direct advertising medial includes:

- a) Envelop enclosure
- b) Catalogue and booklets
- c) Sales letters
- d) Gift novelties

2.1.12.1 Print Media of Advertising

Print media is one of the pioneer media where all the information is in written forms. In today's world of visualization, print media are still preferred more for advertising. This may be due to its wide reach. Print media can be classified into following categories:

- a) **Newspaper:-** Daily, weekly, biweekly
Morning edition, evening edition.
- b) **Magazines:** Weekly, fortnightly, monthly and annual.
Fashion women, sport, tourism, geography, Films etc.

(a) Newspaper Advertising

Newspaper as a mean of communication has become a part of life. It is really hard to imagine life without newspaper. Many people are habitual to start the day with newspaper. "Newspaper is one that gives news, views, ideas, interpretations, opinions, comments and explanations regarding the social, economic, political, educational, moral, cultural, ecological, methodological developments and the like" (Sontakki, 1999: 90).

We can find news and views of different types in the newspaper. There are economical, social, educational, political, moral, cultural, ecological etc. news and comments in newspapers.

The newspaper in particular provides a unique, flexible medium for advertisers to express their creativity. The newspaper is a mass medium that is read by

almost everybody and everybody. Newspaper is major community serving medium today for both news and advertising.

The newspapers are classified in terms of coverage, frequency and language. Here, coverage means geographical and subject coverage. On the basis of area a newspaper can be national, regional and local. In Nepal, national and daily newspapers are; The Gorkhapatra, The Kantipur. The Rising Nepal, Samachar Patra, The Kathmandu Post, Annapurna Post, The Himalayan Times etc. and weekly newspapers are Dristi, Astha, Deshantar, Budhabar, Bimarsha etc. In Nepal, there are two daily newspapers published by government. They are Gorkhapatra and The Rising Nepal. A part from this many other newspaper published in private sector are available in Nepal for advertising.

Newspaper has been one of the largest media used to advertise the product, service or idea. It is estimated that 40% of the space in the newspaper is used for advertisements. It has continued to remain the most powerful message carrier. The role of newspaper as an advertising medium is increasing day by day and it will go on increasing with the development in the business field.

The habit of reading newspaper among people is increasing day by day. As such the advertisement in the newspaper is receiving favorable responses from the prospective customers. Newspaper as a medium of advertisement still occupies the first position in the American business society. It is said that every newspaper is read by at least three readers. The merits and demerits of newspaper are as follows:

Merits of Newspaper Advertising

1) Wide Circulation

Newspapers are usually widely circulated. Many people read even a single newspaper. It exists everywhere in the country. It reaches to the readers of every age and income group. We can take an example of weekly newspaper 'Saptahik' in Nepal which is read by every age and income group. Thus, newspaper advertisement reached a large number of people.

2) Quick Response

Newspaper is the carrier of current news items. People read newspaper and come across advertisements while it is fresh and in receptive mood. Newspaper advertisements have a sense of urgency. It pinpoints the shopping opportunities and this makes quick response.

3) Economical

Newspaper advertising is one of the cheapest means of reaching large number of unknown or unidentified prospective buyers. The cost of reaching public is minimum with larger circulation. Hence, the medium is economical.

4) Flexibility and Timely Announcement

There is a great flexibility as any changes or modifications can be made in the advertisement published in the newspaper. Besides, the announcement can be

made on time, as the newspaper appears every morning or evening in the regular time.

5) Repetitive

For quick and prompt advertising campaign newspapers are the best media. In case of aggressive advertising campaigns, the advertiser can advertise daily if he wants. Newspapers give the adviser an opportunity to repeat the messages. The repetitive advertisements generally have a lasting impact on the readers.

Demerits of Newspapers Advertising

1) Shortest Life

The life of a newspaper is shortest. The reading life of a newspaper may be exhausted within few minutes. The newspaper advertisement is seen briefly, while going through the paper only once before discarding it. Old newspapers are discarded as waste paper and therefore the longest life span of newspaper is perhaps less than twenty- four hours.

2) Lack of Quality Reproduction

Mostly the paper used in the newspaper is of cheaper quality so the reproductions of the advertisement lack the finer details of the layout. If we compare the reproduction of the advertisement of newspaper to that of magazines, or other media, we can see that there is a vast difference between them. Both the colour and B/W production of the advertisement are of poor quality in newspaper as compared to magazines or the other media. Due to this,

there is a greater possibility that the readers are not attracted to the advertisement published in newspaper.

3) Duplication

The repetition of advertisements in newspaper has two negative impacts. On the one hand, it increases the cost of advertisement and on the other hand, duplication of advertisement irritates the prospective buyers.

4) Wasteful

There is a possibility of wastage in newspaper advertising. Many people may read news items and overlook the advertisements appearing in the newspaper. On the other hand products, which have limited local market, if advertised in national paper is definitely a waste. In a country like Nepal, where major portion of the people are still illiterate, newspaper advertising has less value.

b) Magazines Advertising

Magazines are another form of print media. Magazine offer specialized information to a special audience. These are specialized publication. They are published at frequent intervals such as fortnightly, monthly, quarterly, etc. Magazines differ from newspaper in many ways. Newspapers appeal to people in a particular region or community but magazines appeal to particular kind of people in all regions and communities. Newspaper advertising has very short life but a magazine advertisement has a longer life may be a fortnight, a month

or even longer. Usually better quality papers are used for magazines and advertisements appear more clearly and effectively than newspapers.

Magazines provide light leisure reading. They can be broadly classified into two broad categories as general and special. *General Magazines* cover in general all the aspects. They do not concentrate on a particular subject such as Himal magazine. *Special Magazines* concentrate on a particular subject such as film magazines, women's magazines, children magazines, computer magazines, general knowledge magazines, fashion magazines, etc. Such specialized publications help advertisers to 'Segment' their readers and plan their advertising more effectively. Today, one can easily find magazines that appeal to one's own special interest. Thus, advertising of household items can be inserted in women's magazine and toys in children's magazines (Shrestha, 2063):

Merits of Magazine Advertising

1) Longer Life

Advertising through magazines have a longer life than newspaper. They are kept around the house until the next issue is out. Sometimes, magazines are kept for future references. Thus, the advertisement can have repetitive impression on the readers.

2) Attractive Display

Magazines are usually printed on quality papers that make an excellent reproduction of art and color work. They create lasting impressions on the

reader by fine printing and attractive presentation. Thus, magazines are able to attract and hold the attention of readers. Though newspaper advertisement can be produced in color, they cannot be of good quality when the paper used is of inferior quality.

3) Selectivity

Magazines are printed to meet the needs of the people of different age, income, occupation, sex etc. For instance, sports magazines are mostly read by youngsters. Similarly, fashion magazines are mostly read by teenagers as well as office going ladies. So, an advertiser can select the appropriate magazine to allure their selected market segments. For example, advertisement of a football on a sport magazine, advertisement of a clothing store like Benetton in a fashion magazine etc.

4) Loyalty and Prestige

Educated people usually purchase and read the well-known good magazines. They even relate their prestige to some magazines. It is a belief among them that reading magazines like Times, Reader's Digest, Cosmopolitan bring prestige to them. This group of people is loyal to the magazines and don't switch to other magazines. They believe in advertisement published in the magazines.

5) Geographical Flexibility

Magazines usually have a national and international coverage. Many people in many countries read them. Magazines like Reader's Digest, Cosmopolitan, and

Famine etc. are read by the people in more than one country. The customers of many types of magazines are worldwide so the advertisements published have great reach.

Demerits of Magazine Advertising

1) Time Consuming

Magazine advertising takes weeks and months before the appearance of the first advertisement. Buying space and preparing the advertising copy well in advance is necessary. Thus, advertising in a magazine is a time consuming process. Last minute revision or amendment in advertising is not possible. Thus, the time limitation for finalizing advertisement is a serious demerit of magazine advertising.

2) Costly

Because of the high quality of papers and also the various technical aspects used in printing of advertisement, the cost of advertisement in magazine is definitely higher than that in newspaper. And also as the number of persons subscribing the magazines is also limited, the cost of advertisement per reader is high.

3) Waste in Circulation

Magazines are limited to literate persons only. Magazines generally have national circulation. They lack geographic selectivity and concentration. Thus, small business houses with concentrated business activity that do not have national distribution may find magazine advertising a waste.

4) Restricted Frequency

As magazines are published weekly, fortnightly, monthly, quarterly or annually, the advertiser cannot communicate his messages to the prospects frequently like in other media. Thus, magazines are not suitable medium of advertising new products where repetitive advertising is essential. In production of new products and keeping the products constantly before the consumers is not possible as there is a definite time gap in publishing magazines.

2.1.12.2 Radio Advertising

Radio is one of the most popular media that reaches to ear of mass public. There are usually two types of radio broadcasting i.e.; FM and AM. FM is frequency modulation in which signals are received with great regularity and with clear sound where as AM is amplitude modulation in which sound wave length varies in size though the frequency remains constant.

Advertising is carried on in radio either by the use of short commercials, also known as 'spot advertising' or by the use of sponsored programs. In spot advertising, short advertisements of the duration of a few seconds are introduced as a part of the usual broadcasting programs. The advertisements may consist of jingles, dialogues, and opinions of well known personalities or such other advertisements. Sponsored programs going on for fifteen minutes or more may be prepared by advertisers, for combining a popular program with advertising. In a country like Nepal, advertisement through radio can have a great impact on the prospective buyers because other media like television and newspaper cannot reach to the remote place. Due to the lack of electricity and the expensive cost of the television sets people from remote places are deprived

of it. On the other hand, due to the high illiteracy rate in villages, press media cannot provide the necessary impact on the prospective buyers. Radio broadcasting first started on the United Kingdom and spread to the other countries. In Nepal, Radio Nepal was established on 20th Chaitra, 2007. Some merits and demerits of radio advertising are as follows:

Merits of Radio Advertising

1) Human Touch

The radio advertising has a human touch. The advertisements in the form of jingles, dialogues of the live broadcasters and opinions of well known personalities from their own mouth are more effective. The listeners can listen to their favorite anchor's voice. In some program, the listeners can present their opinions and broadcast their voice on air as well, which appeals to the mass.

2) Mass Coverage

Radio reaches all sections of society. The sales message can reach both to literate and illiterate people as they can listen and understand radio advertising. In fact radio is real mass media. The listener has the unique advantage of hearing the commercials while doing his work. People can listen to radio almost at any time.

3) Selectivity

Radio is a selective vehicle of mass media in the sense that the advertiser can advertise in only those markets he desires. The advertiser can select programs, stations, time of the day and type of listeners he wants to reach.

4) Effectiveness

In fact, Radio programs provide useful information, guidance and solution to problems as well as regular news bulletin. Listeners hear such programs interestingly. People can listen radio programs at leisure time as well as while working. Therefore, they are in a receptive mood. Thus, ad messages can be easily conveyed to them and becomes more effective.

5) Flexibility

Radio offers immediacy, local relevance, and creative flexibility. It also offers scope for continuous advertising day after day and several times during the day. As a vehicle of information, it is the fastest medium. In radio advertising, ad messages can be changed any time.

6) Economy

Radio advertising is economical than other media of advertising. Radio commercials can be produced quickly and it not so costly also. It has a special appeal and credibility especially in rural areas.

Demerits of Radio Advertising

1) Short Life of Message

The message broadcasted through radio has a short life. The advertisement through radio is wasted if the target listener is not listening to the advertisement. The life of message ends. Even if the listeners listen, he cannot

refer back to the message because the life of advertisement ends with the completion of the announcement.

2) Lack of Illustration

Visual display is not possible through radio. Other media have this advantage over radio medium. As such advertising through radio may not be effective. Radio advertising only tries to impress listeners through hearing only. It uses word, sound and music for the advertisements.

3) Time Limit

There is a certain time allotted to the advertisement in radio. As the allotted timings, the advertisement is also limited. The advertisement must not be lengthy as an advertiser cannot buy long announcement timings so there is always limited time in radio.

4) Wastage

Radio advertisement covers the mass so specific coverage of special groups like youth, old age etc. is not possible; listeners are more interested on music, news so the advertisements are often not given attention. As such, there is wastage of advertisements.

5) Limited Effectiveness

The effectiveness of radio advertising is limited. Very often people switch off their radio during advertisement. Repetition of the same advertisements makes

monotonous to the listener. To take the full advantage of limited time available for advertisers there is a competition between advertisers. This competition overcrowds with many ads at a time that benefits no advertiser. Advertisers must produce a commercial that stands out from the rest.

2.1.2.3 Television Advertising

Television has become an important medium of advertising in recent times. Today, the medium of television is available to advertisers in two forms: Broadcast TV and cable TV. *Broadcast Television* reaches its audience by transmitting electromagnetic waves through the air across some geographic territory. *Cable TV* reaches its audience through wires. Television is a means of reaching a mass audience. Today, no other medium has the unique creative abilities as television has. It has the combination of sight, sound, and movement; the opportunity to demonstrate the product; the potential to use special effects; the empathy of the viewer; and that believability of seeing it before our eyes.

Broadly there are two types of advertising namely 'Sponsored Program' and 'announcement'. *Sponsored Program* is the type of the telecast where a story, plays, songs, serials and films are sponsored by the advertisers who pay for the time. The major advantage of sponsored program to the advertiser is- it builds prestige to the advertising company and the products. Announcement is presented to the viewers between the sponsored programs and program breaks. In this, the advertiser pays for the time of advertisement. Majority of the advertisers goes in for this type due to economy and flexibility.

The expenditure on television ad has increased tremendously. Consumer non-durables are preferably advertised on the TV. Toiletries and cosmetics companies are the big spenders on TV (Shrestha, 2063).

The merits and demerits of television medium are as follows:

Merits of Television Advertising:

1) Deep Impact

Television combines sound, sight, motion, colour and immediacy that other forms of advertising are unable to achieve. It can display and demonstrate the uses of the product with sound and colour before the audience. Due to colour, television can present products in their original like forms. It helps to create deep impact in the minds of the audience.

2) Mass Coverage

Like radio, television has become a mass communication because of its popularity. More and more people are buying television sets. In developed countries most of the houses have more than 1 TV sets. Viewing time for the average household is also increasing. According to survey of *Television Bureau of Advertising, New York*, in America viewing time for the average household has increased from over 5 hrs. a day in 1960 to more than 7 hours a day in 1991.

3) Selective and Flexible

Television is a flexible medium as changes can be made at any time. The advertiser can change the content of advertisements at any time. They can edit and retake their advertisement if they are unsatisfied with the result though the process is costly. They can also select the suitable time; channel etc. to broadcast their advertisement more effectively. There are a wide variety of channels so the advertisers have more alternatives to choose. They can also choose on the basis of the interest of their target customers and the coverage of the television like local, national, international etc.

4) Better Distribution

Television advertising is beneficial to not only the producer but also to the middleman. When the producer advertised their product through the most advanced medium like television, the middlemen like wholesalers, retailers etc. also get the benefits in the form of maximization of sale and profit.

5) Prestige

Public considers TV the most authoritative and influential media. Thus, TV offers advertisers a prestigious image. Image of advertiser's company can be built through TV commercials.

Demerits of Television Advertising

1) High Cost

Television is very expensive medium of advertising. Therefore, the small business unit cannot afford television advertisement. In India, the cost of advertising through television for only ten seconds is Rs.45, 000 to Rs. 70,000. This is about 800 times more than the cost of radio advertisement. In Nepal, the rate of advertising through television is different for Nepali product and foreign product. In ordinary time, television advertising for ten second cost Rs. 900 for Nepali product and Rs. 1800 for foreign product. This rate is doubled if advertisement is to be transmitted at prime time (Statistics, 2045). Now, television advertising is much expensive and is increasing.

2) Clutter Problem

Television advertising suffers heavily form the clutter problem. There is over-crowding or too many commercials in a commercial break time. All these massage compete for attention. So viewers become annoyed and confused. This also decreases the effectiveness of the commercials.

3) Shortest Life

The commercial messages have the shortest life. Once it is telecast, it is gone. If the prospect misses commercials of the time of presentation, message is gone forever, which can be termed as waste. It warrants repeated telecast of commercial messages to have a deep impact.

4) Limited Selectivity

TV is not cost effective for advertisers seeking a very specific, small audience. It is also losing some of its selectivity because of changing audience trends. More women are working outside the house or watching cable TV, hurting advertisers who promote their products on broadcast networks.

2.1.13 Historical Development of Nepal Television

Nepal Television was established in 2041 B.S. as the project of Nepal Government, Ministry of Communication. The purpose of this project was to study the possibility of Television Transmission in Nepal. In the beginning, the office of the project was in Singh Durbar Plaza. Later, it was transferred to Lazimpat. The First job of the project was to produce technical manpower for the construction of television programs. The training was started with the aid of world view Nepal. The first program of the project was the documentary about the Hindukush Himalaya at Gokarna. The first direct transmission was dined from Shanker Hotel. During the project period, the program was about the news of the visit of then His Majesty the king and Her Majesty the Queen to Australia. It was of half an hour each day. To watch the program, Nepal Television had managed TV set in each public place in Kathmandu. The history of NTV starts from this very point. Later, NTV was transferred to the upper floor of Singh Durbar after having its own studio made. Nepal Television started its programs daily for half an hour from 14th Poush, 2042. The beginning equipments belonged to world view Nepal, which had very old camera. Nepal Television was transformed into an institution from 17th Magh 2042.

The real development of NTV was accomplished from the 3rd SAARC summit held in Kathmandu. On that occasions, as Nepal had to transmit the program at the regional level, Nepal did that successfully by purchasing the equipment like camera, transmitter and other things by the budget of the government and by the share investment. Since then, NTV extended its program from two hours to four hours had developed its program of two hours into four hours. To make the program useful and popular, it was made more academic, informative and interesting. Academic and interesting programs were given priority. Children's program, health program, songs, dramas, teleserials and so on were also produced.

In the beginning, the transmission committee was formed outside the valley like Birgunj, Janakpur etc. Slowly advertisement was begun to appear. About a decade before, there was no competition in NTV. The people used to watch the programs through out the transmission period because the programs were of limited hours. The program was broadcast only from 6 to 9 pm.

The transmission of NTV began to go outside the valley from 2046. The TV program picked up from Bhedetar transmission in Dharan. It was transmitted up to Biratnagar by the use of microwave. The transmitter was installed at Birendra international convention center and broadcast around Biratnagar. Similarly, on the occasion of the regional visit of then His Majesty and Her Majesty to Pokhara, Surkhet and Dipayal, the transmission was started from the regional level. The regional level transmission was very short which was focused only for the visiting period. In fact, history of extension of transmission of NTV was started from 2048 when there was the permanent installment of transmitter in Mahottarai, Jaleswor, Dhankuta, Namche Danda, Sarankot (Pokhara) and

Navalparashi. In 2052 B.S. there was another installment of transmitter at Tansen in Palpa. In 2053, the central program was extended up to the eastern boarder by setting the transmitter at Murti Dhanda in Illam. The regional program production center was set up at Kohalpur in Nepalgunj and the program was transmitted from chamare Danda of Surkhet. Recently another transmission center was set up at Kakani in Nuwakot and transmission was extended up to Nuwakot and Dhading districts.

According to the policy of then His Majesty's Government, the private sector has been provided times and programs on NTV. Since 2053, NTV has been providing time for the programs of the private sector. Now NTV has the programs from 6 AM to 11 PM. Initially NTV had provided time from 7:30 AM to 9:00 A.M. to image channel. But now image channel has started its own program from its own studio as metro television with morning, day and evening programs.

These days NTV can be watched even in the inaccessible places. Foreign channels have also been transmitted by means of the cable network. In many cities including Kathmandu many cable TVS have been transmitting to homes. Although, ninth five year plan of hte government had the programs to open the second channel to make the programs more educational and informative, this work has been completed now with the help of Chinese government. Transmission of the second channel has been started as metro TV. For the extension of the program and technical substantiality, then His Majesty's Government has been providing a fixed budget as the share investment, but NTV has collected other sources from advertisement and sponsored programs.

Due to the geographic structure, the present transmission system of NTV has impossibility to transmit the nationwide, which is called as "Terrestrial Transmission". It is possible only through the satellite system. NTV has used the technology of satellite to transmit the nationwide programs from 20th Asadh 2058 (4th July, 2001). By using satellite NTV also has got success to transmit its programs in more than 23 countries of Asia.

2.1.14 Television Broadcasting (NTV)

Nepal Television is perhaps one of the youngest television stations in Asia. It was started as a project in January 1985 under sixth five year economic plan (1980-1985) in which a provision was made to undertake feasibility study of the establishment of television in the country and to begin TV transmission service at selected places if it found feasible from economic and technical stand point. Despite doubts felt by many, it begins its experimental transmission for Kathmandu valley in a very modest manner with VHS equipment and in the VHF band. In those days there were only about 400 TV sets, the majority of which were used basically for video purposes. Some of those receivers were also used for receiving Doordarshan signals. The thirst for TV programs was growing. When Nepal Television went on air with its thirty minutes transmission, the number of TV sets increased dramatically. A 100 watt transmitter was then set up to cover Kathmandu valley during this experiment transmission. Regular transmission of two hours commenced by the end of 1985. In February 1986', it became a full fledged corporation under the communication act of then His Majesty Government -Established as an electronic media to enhance the country's socio-economic development, Nepal television currently covers 68% of the land area (NTV Introduction Card, 2065)

Twenty four years ago, when Nepal Television began its first transmission there was hardly one minute of advertising in a two-hour transmission. These days Nepal Television has an average of 27 minutes of advertising in per hour transmission (NTV Official Record, 2064).

2.1.15 NTV Present Status

In the Media history of Nepal, NTV has maintained a steady pace in its network development. Since grown from 2000 viewers in the capital Kathmandu, to approximately 4 millions viewers across the country spread most in the southern plains and urban areas. The biggest drawback for NTV to have its signal reach to as many people as possible has been the difficult terrain of the country.

Now, twenty four years later, NTV has two transmitting stations and substations linked by off air reception at different strategic points on top/of hills and mountains in different parts of the country. The central transmitter in Kathmandu is located at the high mountain, Phulchoki (9,075 feet). It is linked to the master control room via macro-wave. The transmitting tower is further 300 feet air height. The signal from this transmitter is then picked by off air antennas of different parts of the country. In this way, NTV's transmission, which was available only in the capital city in the beginning, now reaches 61% of the total population. However, the total number of viewers is far less due to the unavailability of electricity. Only 17% the total population of the country have access to electricity (NTV introduction card, 2064). Considering the difficult terrain of the country, it would be almost impossible for NTV to reach the entire population without the use of satellite. Therefore, NTV had used the

satellite technology on 30th Asadh, 2058 (July 4, 2001) to transmit its program nationwide and also abroad. Now NTV covers more than 23 countries of Asia.

2.1.16 Advertising Codes of Nepal Television

General codes

-) All advertisements to be telecast by NTV should be authentic and meaningful.
-) All matters relating to advertisement to be telecast in NTV should be standard, decent and fairly entertaining.
-) Advertisement should be appropriate from technical perspective.
-) Advertisement should be made in Nepali, English and other National Languages.
-) Advertisement of smoking and liquor will be telecast.
-) Once being approved for telecast, generally no advertisement will be changed or retained provided that no technical fault or special reason to do so arises. In case of change or repair the concerned advertising agency and advertiser will be informed with in 24 hours, beside holidays for the same.
-) No advertisements contravening sections 14 and 15 of the National Broad Casting Act, 1972 will be telecast.
-) Advertisement to be telecast in NTV will be encouraged to be made in Nepal.
-) When NTV sells telecasting time the advertiser/buyer should follow the terms and conditions provided in its directives.

Advertisements not accepts for Telecast

-) Advertisement of intoxicants.
-) Disparaging advertisements.
-) Advertisements revealing political dispute.
-) False and misleading advertisements about price or guarantee and advertising comprising subjects prejudicial to consumer interest.
-) Advertisement of bumper scheme of any organization except those established for government's bumper scheme.
-) Advertisements insisting personal dispute and having matter of blame.
-) Advertisements other than general information about astrology.
-) Advertisements which allure public through magic, black magic, blind faith etc., which may affect society adversely.
-) Advertisement which impact or may impact negatively to religion, culture and civilization of the country.
-) Advertisements encouraging people to indulge in bad conduct.
-) Advertisements of drugs produced without the approval of concerned authority and misleading advertisements related to drugs.
-) Advertisement for which no name and address of the advertiser is mentioned in the advertising form (Koirala, 2008).

2.1.17 NTV Program

Since, the time of its inception Nepal Television has been offering various programs to its viewers from news, information, and education to entertainment. The objective of Nepal Television, as mentioned earlier, is to help to uplift the country's culture. In this regard it has planed to transmit its programs at regular intervals. Bulk of the transmission, about 30% is covered by news and current affairs and current affairs related talk programs. There are ten news bulletins a day each with duration of twenty

minutes, six of them in Nepali and four in English. There are altogether, eleven news headlines telecasted in Nepal Television each of the day. There is also a weekly news bulletin for those with hearing despair. Equally there are different popular programs relates to the different sectors such as sports, business, entertainment telecasted by Nepal Television with in an equal interval. Another% is covered by other programs produced by either NTV or by local production and to avail itself as a medium of education for the mass.

2.1.18 Rates, Terms and Conditions of NTV Advertising (Effective from 2065 Shrawan)

Spot Duration (Sec)	Ordinary Time Rate (NRs.)	Fixed Time Rate (NRs)	Prime Time Rate (NRs)	Super Prime Time Rate (NRs)
10	2,160.00	3,240.00	4,860.00	6,210.00
15	2,640.00	3,960.00	5,940.00	7,590.00
20	3,120.00	4,680.00	7,020.00	8,970.00
25	3,680.00	5,520.00	8,280.00	10,580.00
30	4,240.00	6,360.00	9,540.00	12,190.00
35	4,800.00	7,200.00	10,800.00	13,800.00
40	5,440.00	8,160.00	12,240.00	15,640.00
45	6,080.00	9,120.00	13,680.00	17480.00
50	6,800.00	10,200.00	15,300.00	19,550.00
55	7,520.00	11,280.00	16,920.00	21.620.00
60	8,000.00	12,000.00	1,800.00	23,000.00
Live notice up to 20 words	1,900.00	2,600.00	3,800.00	-
Extra per word	86.00	113.00	198.00	-

Source: NTV Rate Card, 2065

Rates, Terms and Conditions of NTV Advertising

Rates

- J) Greetings on the occasion of H.M. Post the king's H.M. the Queen's and the crown prince's birth days, democracy day, New Year and NTV anniversary for two slot @Rs. 240. (Before morning and evening Nepal News)
- J) Other greetings for two slots@3600.(Before morning and evening Nepal News)
- a] Ordinary Time: Sport placed anywhere during regular program as per NTV's convenience. (In between 7.00 AM, 9.00AM, 11:00AM, 2:00PM News, before 6:00 PM, 10:00 PM News, Before Saturday 2:00PM news and before programs during 5:00 -7:00PM).
- b] Fixed Time: Sport before and after the program as per advertiser's order (Except primetime, super prime time and special time). (In between 6:00 PM, 10:00PMNEws, Saturday 2:00 PM news, Before Live telecast, before programs during 7:30 - 10:00 PM except specified other way).
- c] Prime Time: Spots released before the 8:00 PM Nepali news and other program decided by NTV. (Before 8:00 PM News, Before Hijo Ajaka Kura, Before Hindi Serial and before other programs as specified. In between live programs).
- d] Super prime Time: Sports before/between special program. (In between 8:00 P1M Nepali news)

Note:

- a] Advertisement order in written form should reach NTV's Business Division one day before transmission data. 25% extra will be charged (except for agencies registered in NTV) for order for same day

transmission. Order for same day transmission made by agencies registered in NTV will result in the concerned agency forfeiting its commission.

- b] 50% discount will be made to all advertisement order for morning program.
- c] VAT on the above rates is added.

Terms and conditions:

- a) Advertisement is accepted in Nepali and English Languages only.
- b) Payment in full must be made in advance for any advertisement order.
- c) All materials for commercial time must confirm to the requirements of the censor of ministry of information and communication. The decision of NTV for approval of materials will be final and shall not be contested by the Agency/Advertiser. NTV reserves the right to refuse to transmit any advertisement material or program without assigning any reason. In such cases, NTV will refund the money paid for the order. NTV reserves the right to change the rates and conditions without any prior notice. However, NTV will allow advertisers 10 days from the date of announcement of change in rates and conditions to cancel or amend their contracts.
- d) Agency commission will be as per NTV's rules.
- e) Apart from the above mentioned rates, the rates for special program and for live transmission will be fixed accordingly (NTV Rate Card, 2065).

2.2 Review of Some Previous Related Studies

The advertising research has very short history in Nepal, as the level of Nepalese socio-economic development has still not entered into the modern

business era. Nepalese socio-economic life has various infrastructural problems and the economy has not entered the fully competitive travel. As a result, professionalism and highly advanced marketing and advertising practices have not institutionalized so far. Thus, marketing and advertising practices have to be institutionalized to cope with the pace of modernization of Nepalese economy. In this way, the history of advertising research in Nepal is very short. However, along with the gradual transformation of Nepalese economic life from traditional and national socio-economic environment, Nepalese business environment is also influenced and the entrepreneurs have recognized the need of advertising. As a result, a few advertising research studies have been conducted.

A Study of Pandey (1980) entitled "Advertising in Nepal". His study was focused on the objectives of identifying the existing position of advertising practices in Nepal. The other objectives of his study were to find out the existing pattern and blends of advertising and the constraints prevailing in advertising practices in Nepal. His study was confined the descriptive analysis of then situation of advertising business. It was natural to undertake such research on advertising field at the time as the advertising was still on infant stage of development. Thus, his study did not touch the creative aspect of advertising.

The major findings of the study state that the advertising is the main method of promotion practiced in the country. Advertising in the company is handled by persons at the senior level, when there is a separate advertising department in the company. Regarding to the services rendered by the advertising agencies, none can offer full services properly. A few agencies concentrating on

producing interesting advertisement from the advertisers and other specialists service such as block makers, printers, artists etc. Publication media, radio and cinema are the most used media for commercial advertising. But there are few alternatives. The Gorkhapatra is the only medium with any significant circulation. The advertising programs are not well co-ordinate with the other elements of marketing and promotional strategy. The effects of advertising are generally not evaluated.

A study of Upadhyaya (1981) entitled on "Radio Advertising and its impact on purchasing acts in consumer goods" conducted a study. As radio was only the reliable medium of advertising in Nepal, he conducted the research on the radio advertising and its lively impact on purchasing acts in consumer goods. In his study he has listed twenty different findings regarding the radio advertising and its impact on consumer purchasing decision. The objectives of his study were to study the availability and comparative cost of different forms of advertising in Nepal to find out the impact of radio advertising on consumer buying behaviours and to study the influence of radio advertising on sales of the advertised product. Thus, his study is strictly confined to the impact of advertising on sales and consumer buying behaviour.

A Study of Shrestha (1998) entitled "Communication effect of advertising and brand preferences of instant noodles." His study has been contributed to the evaluation of communicative function of advertising and its impact on brand selection in the case of consumer non-durable goods. The objective of the study was to explore the effect and communication of product brand attributes and its likely impact on consumer brand selection regarding the instant noodles case as

the basic product. Thus, his study specifically dealt with communicative aspect of advertising.

A Study of Pant (1990) entitled "The Study on Brand Loyalty". This study is conducted and focused to find out, whether or not brand loyalty exists in the Nepalese consumer market while purchasing low involvement consumer products. Despite of this the objectives of the study are to analyze and overlook what is brand? What are correlates of brand loyalty and how far these correlates are decisive to make consumer brand loyalty in Nepalese Market. What is the strategy further to be taken for making consumer brand loyal?

For this research work some consumer products are taken such as detergent soap, instant noodles, shaving blade, toothpaste and soft drinks. Through this study, it is found that consumers give high importance to brand names at the time of purchasing. They emphasize in brand. Brand awareness to the Nepalese consumer is found to be high and majority of the Nepalese consumers are found brand loyal. It is found that the factors such as sex, age, marital status, income, family size, store loyalty, specific deal, favorite brand of the other members of the family influence brand loyalty but the degree and direction of relationship varies across product. Major recommendations of the study are branding is necessary for the product benefits, qualities such as action or colour, easy to pronounce, recognize and remember as well as distinctive. Brand loyalty is absolutely a great asset of company. For the achievement of the great asset the marketing strategy of the company into product, price, place and promotion should be sound and well defined.

A Study of Sharma (1960) entitled "A Study on the Movie Stars Endorsement in Advertising." His study has been contributed to producing on the

advertisement using the movie stars, thus fall under the category of creative core in advertising. Thus, it is essential to know what sort of impact do the movie stars oriented advertising have on audience regarding the various aspects of advertising on the whole. The objective of the study was measuring advertising effectiveness of the movie stars oriented advertising which is directed towards exploring the different dimensions of the advertisements where the movie stars have been used.

A Study of Bhatta (1998) entitled "Sales promotion and Its Effect on sales: A Cast Study of beer Market of Nepal." The objective of the study was to find out if the sales promotion does impact on sales of beer, to find out which mode of sales promotion is more acceptable by the Nepalese consumers and which mode is more wisely used by the manufactures as sales promotion tools, to find out the most suitable media to advertise about the sales promotion, to evaluate the effectiveness of sales promotional activities in the sales of beers in Nepal and to predict the sales of coming year if every factors remain same. Thus, this study specially dealt with the most recent and widely used methods of sales promotion and its impact on product. Beer market of Nepal has been taken as the subject matter for this study and hence this study will be more useful for researcher for her survey as the guideline.

A Study of Neupane (2006) entitled "Study of market situation of toothpaste in Kathmandu" has been conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers brand choices for low involvement

goods are completely, partially or not impressed through advertisement, if there other promotional tool exist, which has more weight in brand choice decision than advertising.

A Study of Adhikari (2007) entitled "Impact of television advertisement in sales" has been conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers brand choices for low involvement goods are completely, partially or not impressed through advertisement, if there other promotional tool exist which has more weight in brand choice decision than advertising.

2.3 Research Gap

In Nepalese product market there are various cosmetic products are available for consumer use. These products are manufactured by various national and international manufacturers and out of them Clinic Plus Shampoo is one of the most favorite cosmetic product, which is produced and introduce into the Nepalese product market by Unilever Ltd. And this is the sister concern of Hindustan Unilever Ltd. However, there are no previous research reports are available in Nepal in the field of marketing studies regarding the Nepalese cosmetic product. Likewise, there is no any research can be found with reference to Pantene shampoo though there is a necessity of such types of research in Nepal. Thus, researcher has attempted to prepare and present this report to fulfill the requirements of such reports.

CHAPTER-THREE

RESEARCH METHODOLOGY

Research methodology shows the whole picture of research to carry out the entire study. In other words, research methodology known as a technique, way to go to the depth to get the conclusion regarding the particulars studies. In reality, research methodology reflects the entire picture to different methodologies and ways used with regards for the collection, analyzing and interpretation of data. Moreover, research methodology gives regarding how the whole research is done, how and where from the related information are collected how the data are analyzed etc. Further, it deals with variable used in the study. The research methodology employed in the present study is described as follows:

3.1 Research Design

Of the two basic types of research- exploratory research and conclusive research. This study is conclusive in nature, more like quantitative rather than qualitative in analysis. This research is not aimed at discovering new relationship and finding hypothesis, like the way it is in exploratory types of research. This research is rather aimed at describing an apparent situation and problem at and. Such research provides information that decision makers could use to make a rational decision, choose the best possible course of action.

Further more, the research is descriptive, not experimented in nature. It is statistical in design as it uses statistical tools in presenting and analyzing the collected data. The national behind choosing this particular design is already

mentioned above. The procedure tends to be more formalized points to be investigated are definitely known. Therefore, conclusive and descriptive research design has been adopted for the study.

3.2 Population and Sample

Data used in this study are both primary and secondary in nature. The total populations of Chitwan were considered as population and 90 respondents has been taken as sample. 90 questionnaires were filled by people of different age group, 90 questionnaires with different educated group and 90 questionnaires were filled with the consumers selecting 45 males and 45 females which were the main source of primary data. And secondary data were collected from the NTV viewers survey (official report), Nepal Television Rate Card, introduction card of NTV, dissertation submitted to the institute of management and manuals and papers.

3.3 Sources of Data

Both primary and secondary data and other sources are used for the research study. A primary data collection technique is questionnaire. A set of questionnaire has been prepared and filled by the different level of people with the help of interview. This questionnaire is prepared to support all the objectives of this research and researcher herself was presented to take interview with the people. While, secondary data were gathered from different sources, some of the major sources are NTV library, Central Bureau of Statistics (CBS), Central library, relevance website etc.

3.4 Techniques of Analysis

The data analysis tools in the study are simple and general .In order to accomplish the objective of the study various graphs, diagrams, including pie-chart have been applied for the purpose of analysis. The result of analysis has been properly tabulated, compared, analyzed and interpreted.

3.5 Data Processing and Tabulation

The consistency of the answer provided by the respondents was checked and tabulated according to age, sex and education status. Different sets of tables have been prepared for every important questionnaire. Simple listing method is used for the tabulation of data and different responses made by them are presented on percentage basis as well. The sample data collected covering the various backgrounds and presented in table below.

The situation of gender- wise data collection is presented in Table-1.

Table-3.1
Gender-wise Sample collection

Description	Sample size
Male	45
Female	45
Total	90

Similarly, the data collected from covering the various educational backgrounds is presented in Table-2

Table -3.2
Educational -wise Sample Collection

Description	Sample size
Uneducated	18
Below S.L.C.	18
S.L.C.	18
Graduate	18
Post-Gradate	18
Total	90

Likewise, the situation of age-wise sample collection from various age groups are presented in Table-3.

Table-3.3
Age-wise Sample Collection

Description	Sample size
Below 15	18
16-25	18
26-35	18
36-45	18
Above 45	18
Total	90

CHAPTER-FOUR

PRESENTATION AND ANALYSIS OF DATA

The advertising business in Nepal is flourishing day by day, which passes through an appropriate Media like television, radio, Newspaper and magazine. The television advertising is not only an ordinary communication but also a marketing communication. Communication is an integral part of modern marketing without which communication is unimaginable in these days. Television advertising relays the message of different products in the easy touch of common people. This analysis covers town area of Chitwan district and glances upon the behaviour of different consumers.

The sample population of the study was 90 respondents of the valley belonging to different age group; which comprises of 45 males and 45 females. The major objective of this part is to analyze the view of different people regarding television advertisement. The views of people have been analyzed as follows:

Table No. 1

Age-wise Consumer's Preference on Television Advertisement

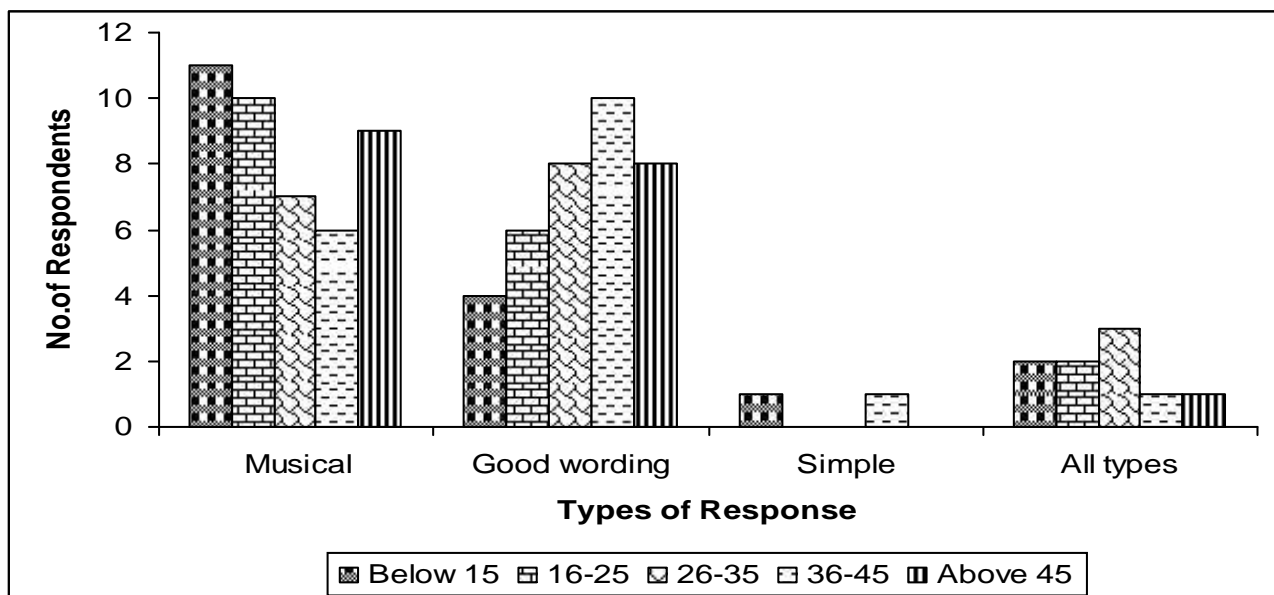
Description	Sample Size	Musical	%	Good Wording	%	Simple	%	All Types	%
Below 15	18	11	61.11	4	22.22	1	5.56	2	11.11
16-25	18	10	55.56	6	33.33	0	0	2	11.11
26-35	18	7	38.89	8	44.44	0	0	3	16.67
36-45	18	6	33.33	10	55.56	1	5.56	1	5.56
Above 45	18	9	50.00	8	44.44	0	0	1	5.56
Total	90	43	47.78	36	40.00	2	2.22	9	10

Source : Field Survey, 2012

It was found that 61.11% of the respondents (below 15 years) preferred musical advertisement, 22.22% respondents preferred good wording, 5.56%, preferred simple and 11.11% preferred all types of advertisement like musical, good wording and simple. The reaction of respondents who fall in 16-25 age group respondent that 55.56% liked the musical advertisement from this age group and 11.11% liked all types of advertisements. In the age group 26-35, 44.44% respondents preferred the advertisement having good wording, 38.89% respondents preferred the advertisement, 16.67% of the respondents are found to prefer all the advertisements and no one liked simple advertisement. Out of the respondents from 36-45 age group, 55.56% of the respondents preferred good wording, 33.33% preferred musical, 5.56% preferred simple and rest 5.56% preferred all types of advertisement. Similarly, among the respondents above 45 years, 50% preferred musical, 44.44% preferred good wording and 5.56% preferred all types of advertisements but no one preferred simple advertisement.

The data of table 4.1 is shown on multiple bar diagram as follows:

4.1 Age-wise Consumer's Preference on Television Advertisement



4.2 Educational Level-wise Consumer's Preference on Television Advertisement

The situation of consumer's preferences on the basis of educational level of consumer is presented in table below:

Table -4.2
Educational Level-wise Consumer's Preference on Television Advertisement

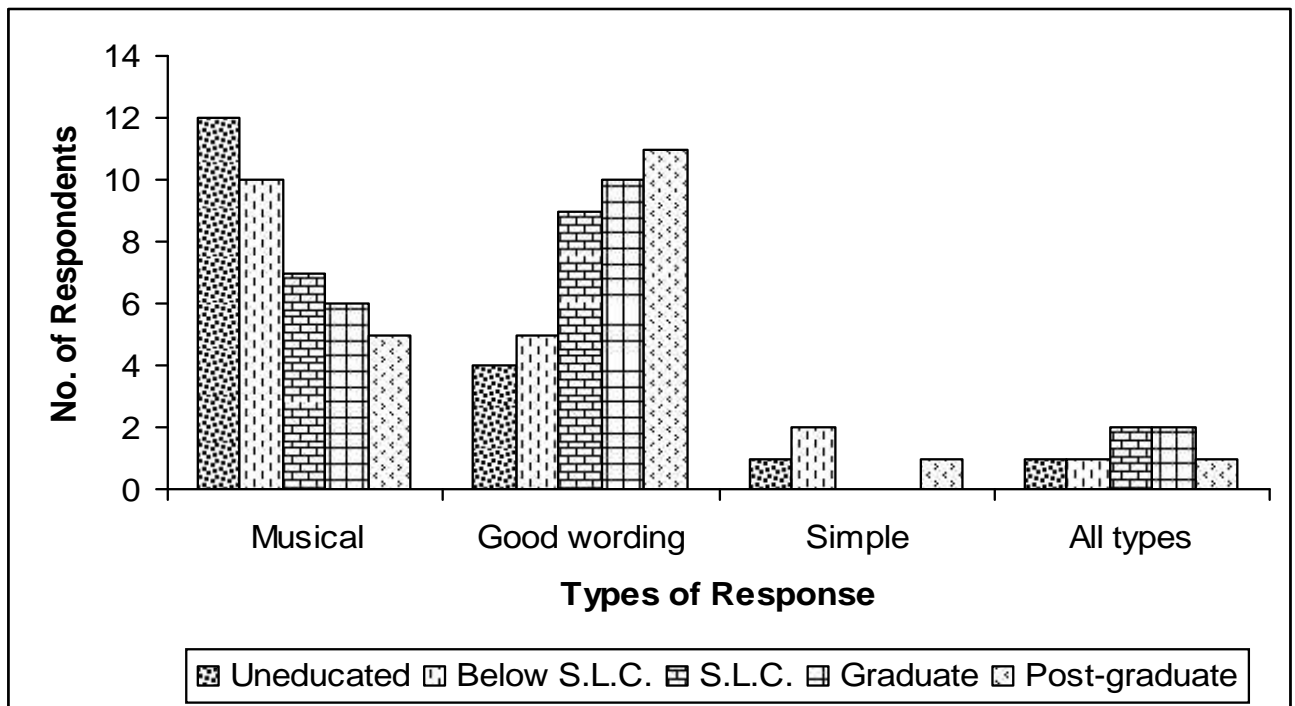
Description	Sample size	Musical	%	Good wording	%	Simple	%	All types	%
Uneducated	18	12	66.67	4	22.22	1	5.56	1	5.56
Below S.L.C.	18	10	55.56	5	27.78	2	11.11	1	5.56
S.L.C.	18	7	38.89	9	50	0	0	2	11.11
Graduate	18	6	33.33	10	55.56	0	0	2	11.11
Post-graduate	18	5	27.78	11	61.11	1	5.56	1	5.56
Total	90	40	44.44	39	43.33	4	4.44	7	7.78

Source: Field Survey 2012

The above table shows that among the uneducated respondents 66.67% showed their interest towards musical advertisement. 22.22% of the respondents liked good wording, 5.56 liked simple advertisements and rest 5.56% preferred all types of advertisements. Among those who fall in below S.L.C. group, 5.56% of the respondents preferred musical advertisement 27.78% preferred good wording, 11.11% liked the simple advertisement and 5.56% liked all of the

above advertisements. In the sample size of 18 respondents in S.L.C. level, 50% liked good wording, 38.89% liked musical, 11.11% liked all of the above advertisements and no one preferred simple advertisements. Among the graduates, 55.56% respondents gave the first priority to good wording, 33.33% preferred the musical advertisement and 11.11% preferred all types of advertisements but no one preferred simple advertisement. Out of the post-graduates, 61.11% respondents liked good wording, 27.78% of the respondents preferred musical advertisement and 5.56% liked the simple as well as all types of advertisements. The above table shows that post-graduate people focus on good wording advertisement and uneducated people and below S.L.C. focus on musical advertisements. To understand the above information easily and clearly it has been presented below with the help of multiple bar diagram.

Figure -4.2
Educational Level-wise Consumer’s Preference on Television
Advertisement



4.3 Preference of Advertisements According to gender (Sex)

The preferences of consumers on television advertisement according to the gender of sex are presented in table below:

Table -4.3
Preference of Advertisements According to gender (Sex)

Description	Sample size	Musical	%	Good wording	%	Simple	%	All types	%
Male	45	23	51.11	18	40	3	6.67	1	2.22
Female	45	27	60	13	28.89	2	4.44	3	6.67
Total	90	50	55.56	31	34.44	5	5.56	4	4.44

Source: Field Survey 2012

The above table shows preference of advertisement according to gender. Out of 45 male, 51.11% of the respondents are found to like the musical advertisements, 40% or respondent's preferred good wording, 6.67% of respondent's preferred simple advertisement and 2.22% respondents liked all types of the advertisements. Regarding females, 60% of the respondents liked the musical advertisement, 28.89% liked the good wording, 4.44% liked simple and 6.67% liked all types of the advertisements.

From the analysis above it can be concluded that the female consumers seem to give more priority to musical advertisement than the good wording in comparison to the males. Generally, they preferred the musical advertisement in comparison to the good wording. For more clarity the above information is presented with the help of the pie-chart.

Figure 4.3
Preference of Advertisements According to Gender (Male)

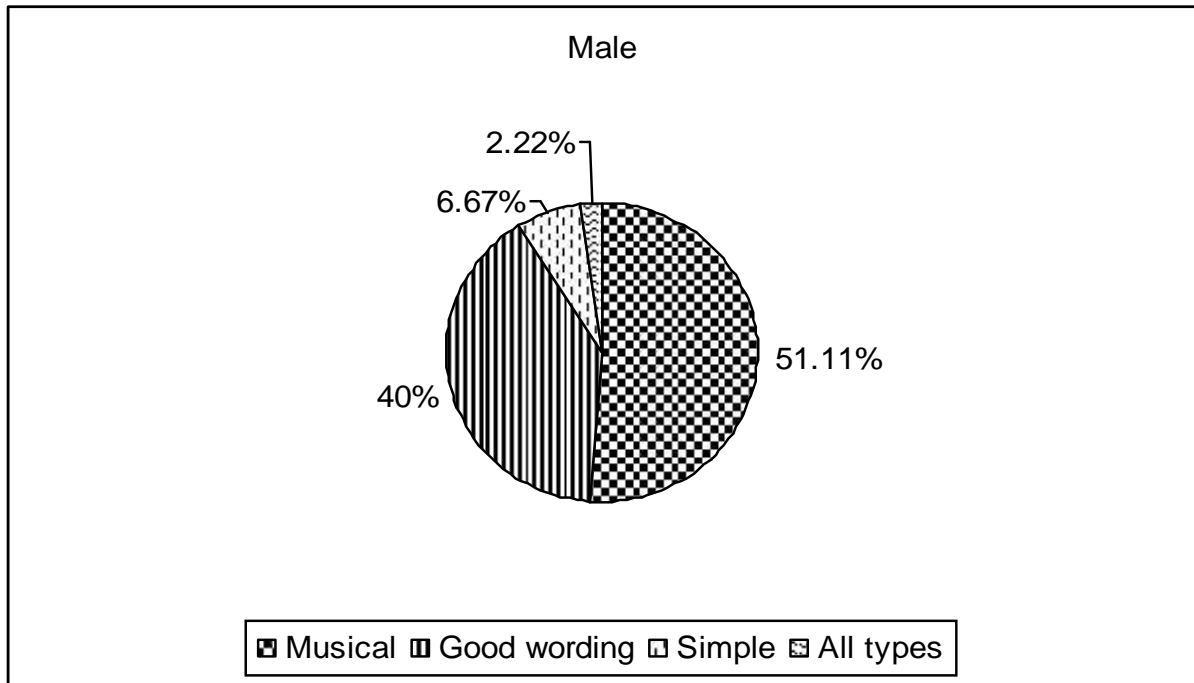
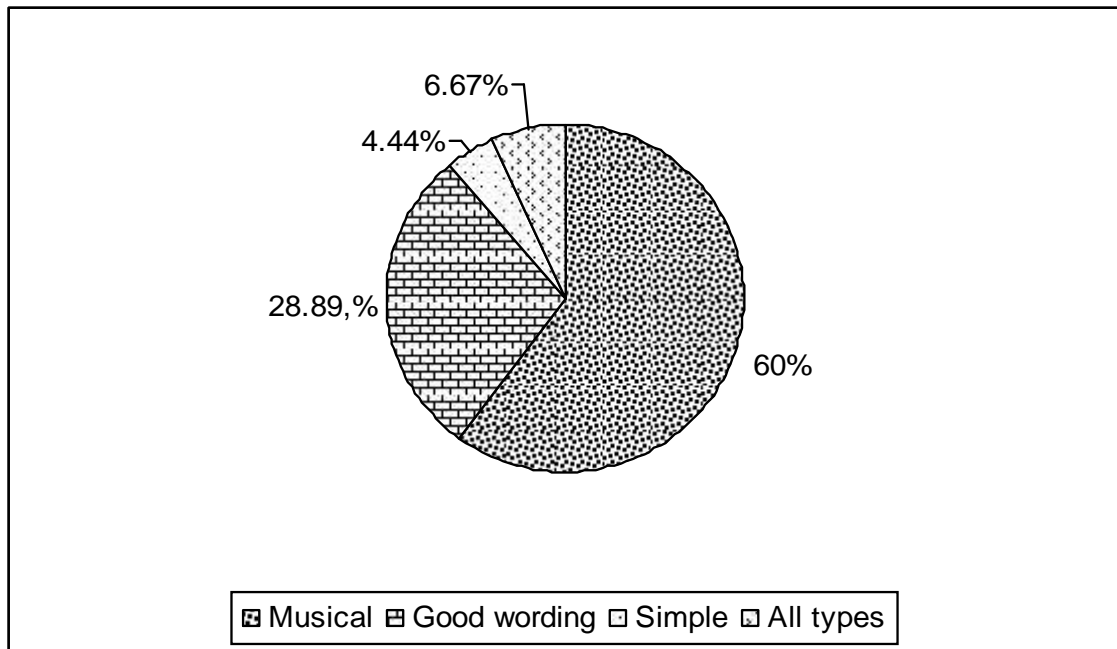


Figure 4.4
Preference of Advertisements According to Gender (Female)



4.4 Age- wise Consumer’s Reaction to the Television Advertisements

The people of different age group reacts to the television advertisement differently. Some of them try to know what advertisement meant to say, some of them may be curious about advertisement, some of them change the channel when advertisement comes on television and some of them just watch the advertisement. Consumer’s reaction according to their age group is presented in table below:

Table -4.4
Age- wise Consumer’s Reaction to the Television Advertisements

Description	Sample size	Change the channel	%	Try to know	%	Curious	%	Just watching	%
Below 15	18	1	5.56	6	33.33	3	16.67	8	44.44
16-25	18	0	0	9	50	4	22.22	5	27.78
26-35	18	1	5.56	10	55.56	1	5.56	6	33.33
36-45	18	3	16.67	8	44.44	0	0	7	38.89
Above 45	18	3	16.67	4	22.22	1	5.56	10	55.56
Total	90	8	8.89	37	41.11	9	10	36	40

Source: Field Survey 2012

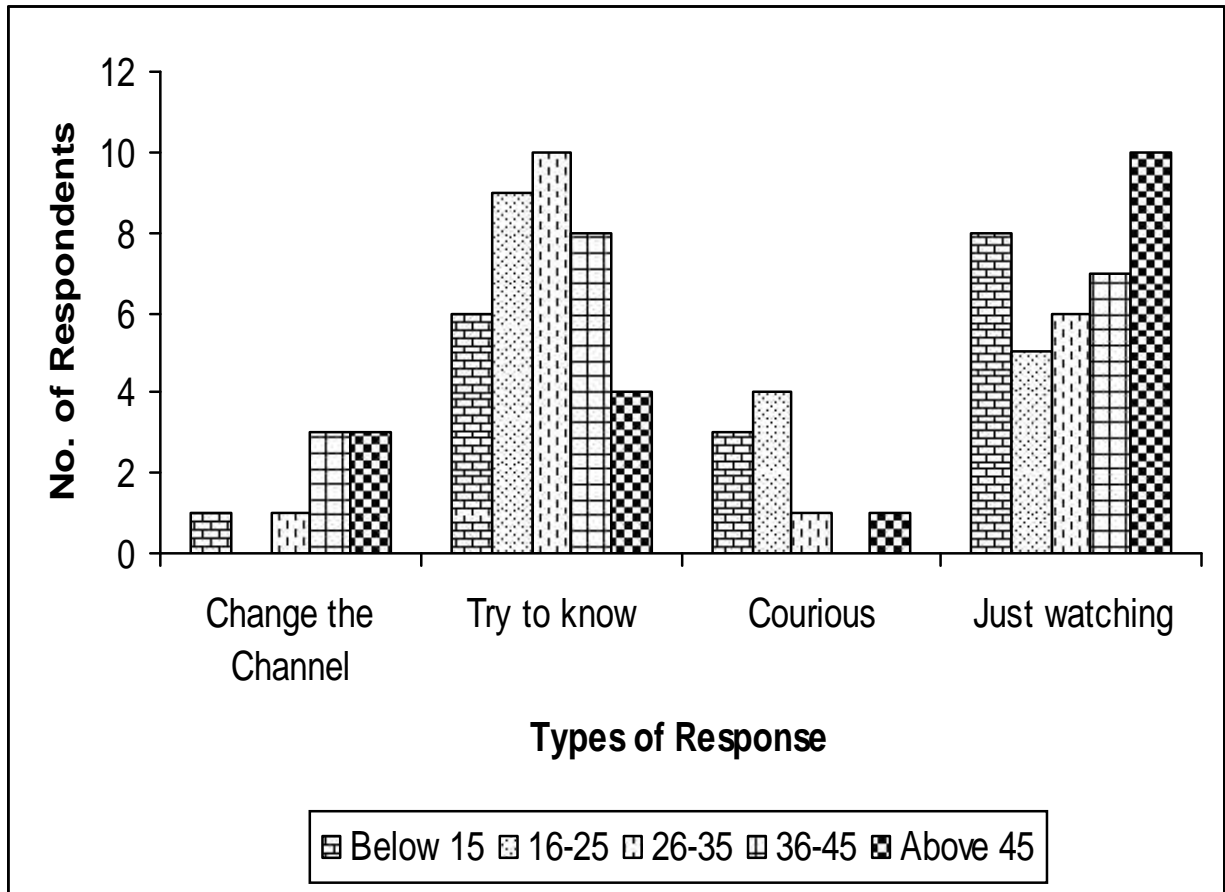
The above statistics shows that the total sample population belonging to different age group does not have the same opinion to the advertisement. The results regarding the consumer’s opinion on advertisement indicated that, 5.56% respondents belonging to the first age group, i.e. below 15, they want to change the channel when advertisement comes on television, 33.33%

respondents replied that they wanted just to know the literal meaning of the advertisement, 16.67% replied that they were really curious about the advertisement whereas 44.44% were found to be passive television audiences. Likewise, among the respondents belonging to the second age group, i.e. 16-25, 50% respondents were found to be conscious only with the meaning of advertisement, 22.22% were found to be highly inquisitive to the advertisement while 27.78% were found to be mere audience and no one was found changing the channel when advertisement comes on the television. To analyze the third age group i.e. 26-35, it was found that 55.56% of them try to know advertisement, 33.33% of them just watch the advertisement, 5.56% change the channel and rest 5.56% were curious about the advertisement. In the fourth age group i.e.36-45, 16.67% respondents replied that they change the channel when the advertisement comes on television, 44.44% respondents were found to be conscious about the meaning of the advertisement, 38.89% were found to be only dull audience and no people were found to be highly interested to the advertisement. To see the last age group i.e. above 45, 16.67% respondents replied that they change the channel when advertisement comes on television, 22.22% were conscious with the simple meaning of advertisement and 5.56% were inquisitive to the advertisement whereas 55.56% respondents were found to be mere audiences.

Thus, from the above data, almost 37% respondents were found to be only conscious about, what the advertisement meant and only 10% were highly interested to the advertisement whereas 40% were found to be dull audiences and 8.89% do not want to watch the advertisement. This is presented in below with the help of multiple bar diagram.

Figure- 4.5

Age- wise Consumer's Reaction to the Television Advertisements



4.5 Educational Level-wise Consumer's Reaction to the Television Advertisement

The consumer's reaction to the television advertisement according to their educational level is presented in table below:

Table -4.5
Educational Level-wise Consumer's Reaction to the Television Advertisement

Description	Sample size	Change the channel	%	Try to know	%	Curious	%	Just watching	%
Uneducated	18	2	11.11	9	50	1	5.56	6	33.33
Below S.L.C.	18	1	5.56	4	22.22	2	11.11	11	61.11
S.L.C.	18	1	5.56	6	33.33	2	11.11	9	50
Graduate	18	3	16.67	9	50	1	5.56	5	27.78
Post-graduate	18	2	11.11	10	55.56	1	5.56	5	27.78
Total	90	9	10	38	42.22	7	7.78	36	40

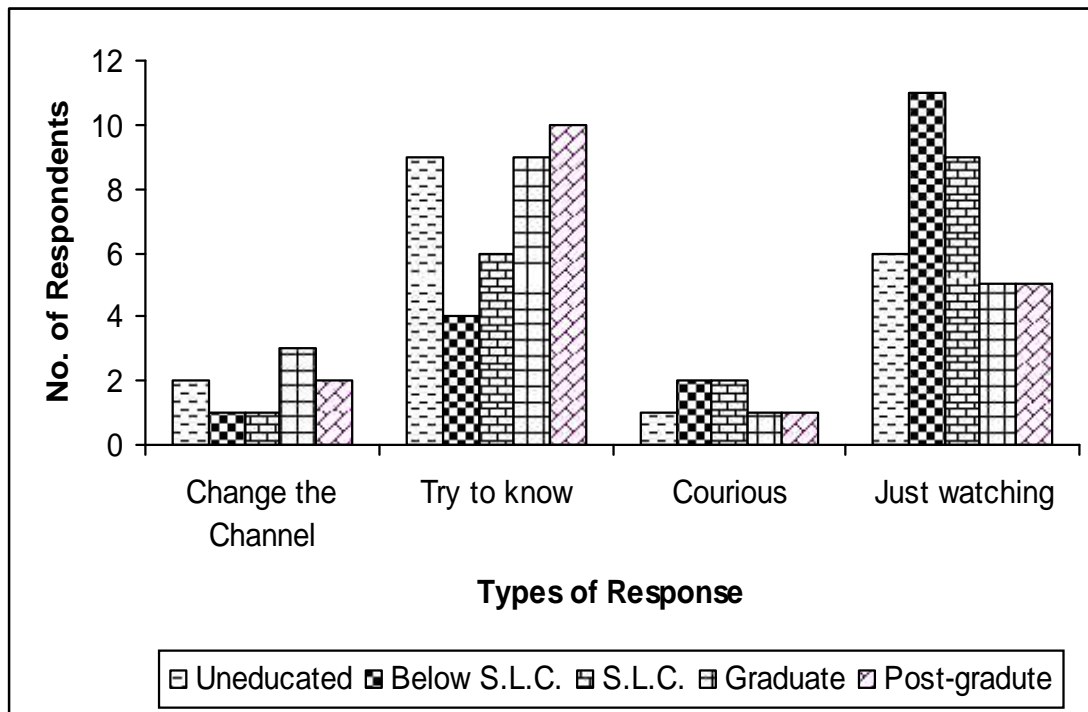
Source: Field Survey 2012

The above table shows the reaction of different people according to their educational level. It shows that among 18 people of uneducated group, 50% wanted to know the advertisement, 33.33% just wanted to watch, 11.11% do not want to watch the advertisement and 5.56% were curious about it. Among the people below S.L.C. level, 61.11% of the respondents seemed to be mere audience, 22.22% respondents tried to know what advertisement meant, 11.11% were curious about the advertisement, while 5.56% do not want to watch the advertisement. Among the people in the group of S.L.C level, 50% just watched the advertisement, 33.33% of them wanted to know the advertisement, 11.11% were curious about it and 5.56% do not want to watch the advertisement.

Regarding the graduate people, 50% tried to know the advertisement, 27.78% just watched the advertisement, and 16.67% do not want to watch the advertisement and 5.56% were curious about it. In the fifth group i.e. having qualification above post-graduate degree, 55.56% respondents were found to be aware of the meaning, 27.78% were dull audience, 11.11% do not want to watch the advertisement and 5.56% were excited about the advertisement.

From the above table it can be found that all people from different educational level were highly interested to get information from television advertisement. To understand the above information easily and quickly, it is presented with the help of multiple bar diagram.

Figure -4.6
Educational Level-wise Consumer's Reaction to the Television Advertisement



4.6 Gender –wise Consumer’s Reaction to the Television Advertisement

The situation of gender- wise consumer’s reaction to the television advertisement is presented in the table below:

Table -4.6
Gender –wise Consumer’s Reaction to the Television Advertisement

Description	Sample size	Change the channel	%	Try to know	%	Curious	%	Just watching	%
Male	45	5	11.11	29	64.44	2	4.44	9	20
Female	45	7	15.56	31	68.89	1	2.22	6	13.33
Total	90	12	13.33	60	66.67	3	3.33	15	16.67

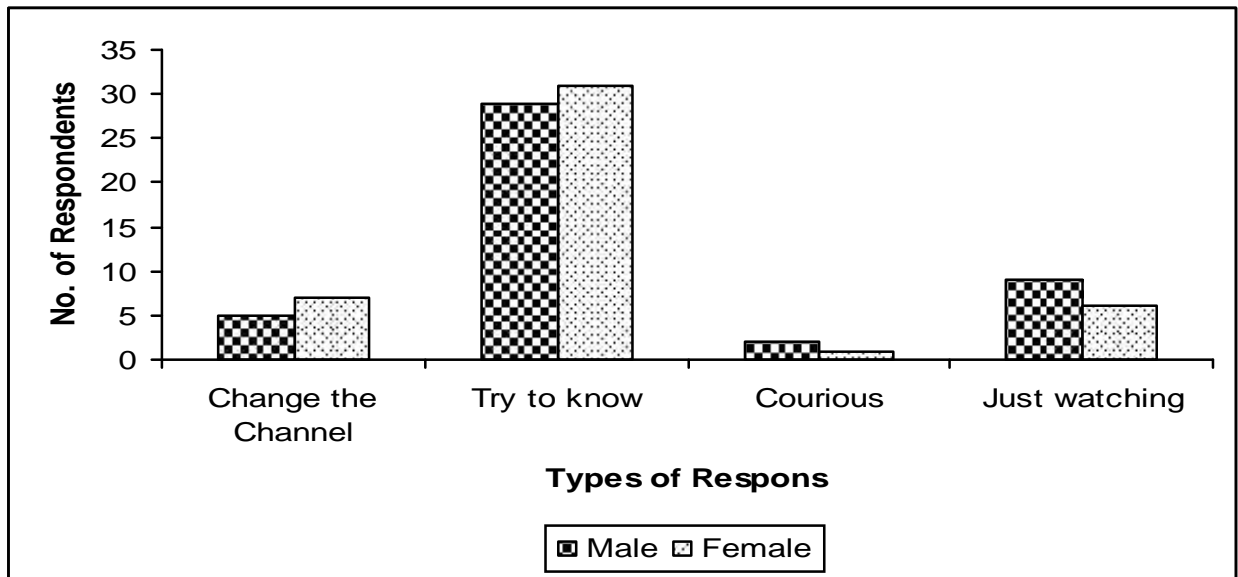
Source: Field Survey 2012

The above figure or data shows the gender- wise consumer’s reaction of advertisement. Out of total 45 males, 64.44% of the respondents viewed that they were particularly interested only to the meaning, 20% were found to be mere audience, 11.11% of the respondents were not interested about advertisement and 4.44% were curious to the advertisement. In case of females, 68.89% respondents were found to be concerned with meaning of advertisement, 15.56% were not interested about advertisement, 13.33% respondents were found to be mere audience and 2.22% were curious to the advertisement.

From the above data, it can be concluded that female population seems to be more concerned with the meaning of advertisement whereas majority of male population is found to be interested to the advertisement. This can be presented with the help of multiple bars diagram as given below:

Figure -4.7

Gender –wise Consumer’s Reaction to the Television Advertisement



4.7 Consumer’s Habit of Watching Television’s Advertisements

The table below presents the consumer’s habit of watching television advertisement.

Table -4.7

Consumer's Habit of Watching Television's Advertisements

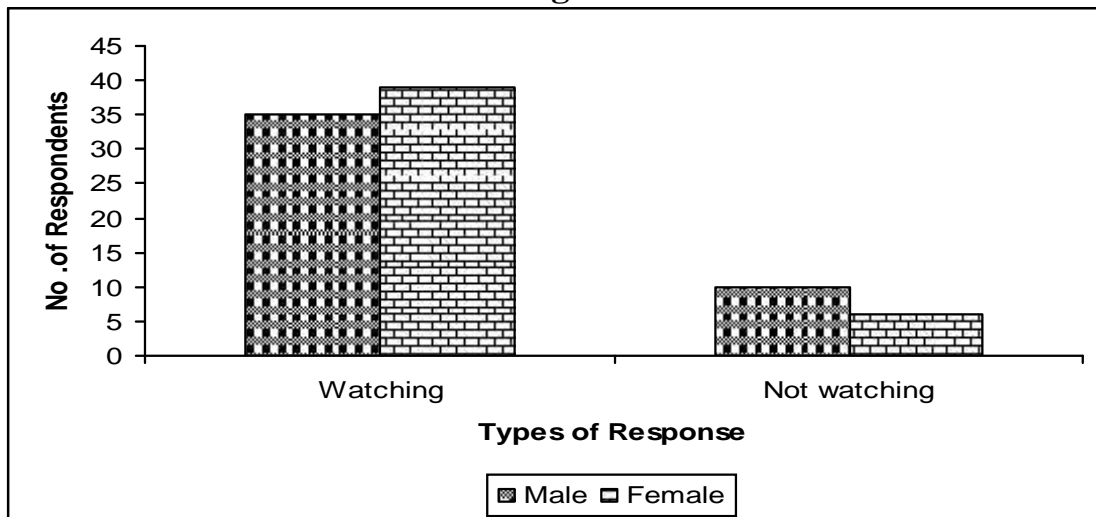
Description	Sample size	Watching	%	Not watching	%
Male	45	35	77.78	10	22.22
Female	45	39	86.67	6	13.33
Total	90	74	82.22	16	17.78

Source: Field Survey 2012.

The above table presents the habit of people watching television advertisement living in Chitwan. Out of total sample population, 82.22% of the people are found to have the habit of watching television advertisement. To analyze the figure of male and female in the case of watching advertisement (77.78% male and 86.67% female), the percentage of women watching television advertisement seems to be higher, i.e. the different is by 8.89% Likewise, 13.33% females are found not to be have the habit of watching television advertisement whereas the percentage of males is only 22.22%.The above statistics is presented below thorough multiple bar diagram.

Figure -4.8

Consumer's Habit of Watching Television's Advertisements



4.8 Effect of Advertisement on Consumer's Purchasing Decision

The consumer's buying decision depends upon various factors. Some of them buy because advertisements induce them to buy, some of them need the product and in some cases both may be the reasons behind buying a product. The result of consumer's reaction in this regard is presented in the table below:

Table-4.8
Effect of Advertisement on Consumer's Purchasing Decision

Description	No. of respondents	% age
Advertisements induced to buy	10	11.11
Needed	45	50
Both of them	35	38.89
Total	90	100.00

Source: Field Survey, 2012.

The above table shows that out of total respondents, 11.11% respondents were found to be the customers of the product because they were influenced by the advertisement, 50% respondent that they became customer of the product because of their need not due to the effect of advertisement whereas 38.89% customers were found to support both of the reasons. Thus, from this above result it can be concluded that majority of the respondents used the particular product to fulfill their needs.

4.9 Consumer's Preference of the Product

Consumers prefer different products by considering various factors. Advertisement is also one of the important factors which affect the consumer's

preferences of the particular product. The results of consumers preference to the various type of product is presented in the table below:

Table-4.9
Consumer's Preference of the Product

Description	No. of respondents	% age
Product frequently advertised	70	77.78
Product not advertised	20	22.22
Total	90	100.00

Source: Field Survey, 2012.

The above figure shows clearly and briefly the number of consumer's preferences to the product. Out of the total 90 respondents, 77.78% responded that they preferred the frequently advertised product whereas 22.22% respondents opined that they preferred to buy the product that was not advertised.

From the above analysis it can be concluded that majority of the consumers prioritize or prefer to the frequently advertised product.

4.10 Consumer's Preferences to the Means of Advertisement

Consumers prefer different types of advertisements according to their needs, interests, and priority. There are various types of advertisement available in the market like newspapers, magazines, television, radio, pamphlets and posters etc. The result of consumer's preferences to the various means of advertisement is presented in table below:

Table-4.10

Consumer's Preferences to the Means of Advertisement

Description	No. of respondents	% age
Newspaper	15	16.67
Magazine	4	4.44
Television	65	72.22
Radio	5	5.56
Pamphlets and Posters	1	1.11
Total	90	100.00

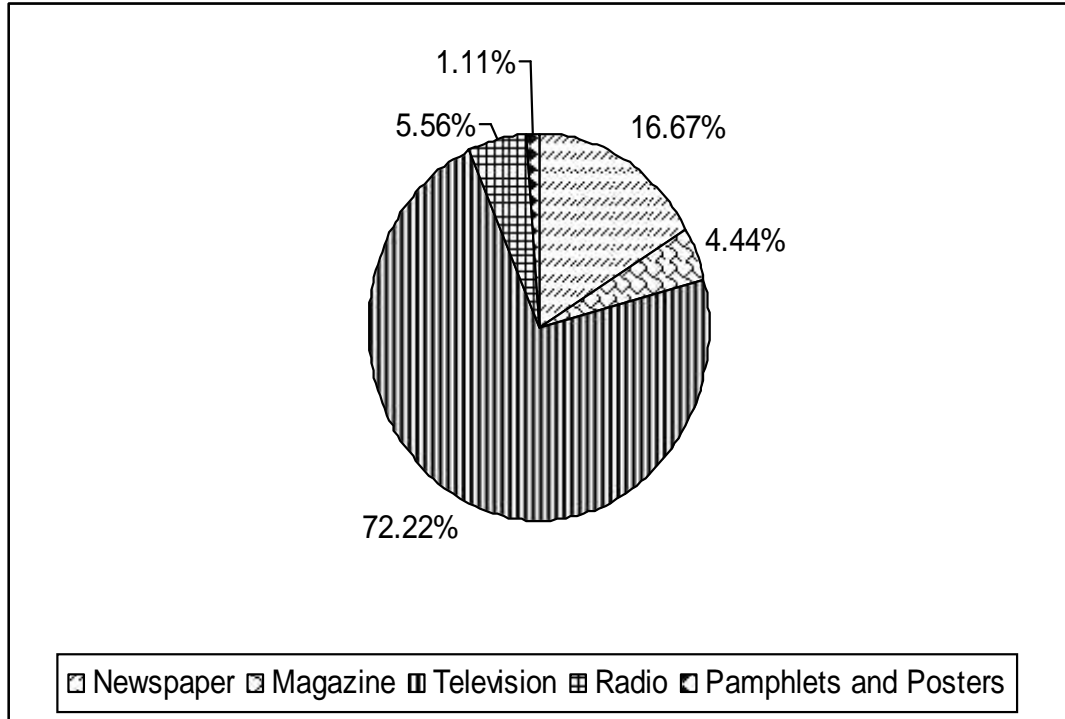
Source: Field Survey, 2012.

The above statistics presents the number of respondents preferring the means of advertisement. Out of the total 90 respondents, majority of respondents, i.e. 72.22% responded that they prefer the television whereas rest of the respondents opined that they preferred newspaper, magazines, radio and pamphlets and posters by 16.67%, 4.44%, 5.56% and 1.11% respectively.

From the above analysis it can be concluded that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.

Figure-4.9

Consumer's Preferences to the Means of Advertisement



4.11 Impact of Repeated Advertisement to Attract the Consumer's Attention

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

Table-4.11

Impact of Repeated Advertisement to Attract the Consumer's Attention

Description	No. of respondents	% age
Attract consumers attention	55	61.11
Do not attract consumers attention	35	38.89
Total	90	100.00

Source: Field Survey, 2012.

The above figure shows the number of consumers being attracted by repeated advertisement in the media, i.e. through television. Among the total 90 respondents, most of the respondents (61.11%), i.e. 55 out of 90 were found to be attracted by the advertisements broadcast in the television whereas 38.89% respondents (35 out of 90) were seemed to have no effect of the advertisement. It shows that most of the advertisements are proved to be fruitful to lure the consumers.

4.12 Categories of Television Advertisement as Preferred by Consumers

Not all the television advertisements give similar impression to different consumers. The same advertisement may be best for some one and boring for any other. The views of different respondents are presented in the following table.

Table-4.12

Categories of Television Advertisement as Preferred by Consumers

Description	No. of respondents	% age
Excellent	11	12.22
Attractive	18	20.00
Quite good	30	33.33
Boring	5	5.56
Few are good and few are boring	26	28.89
Total	90	100.00

Source: Field Survey, 2012.

The above table shows the qualities of television advertisement. To know the quality of advertisement, this question was asked, “How would you categories most of the television advertisements as?” While going through the table, out of 90 respondents, 33.33% responded advertisement to be quite good, 28.89% responded few are good and few are boring, 20% opined them to be attractive, 12.22% placed as excellent and remaining 5.56% replied as boring.

4.13 Consumer’s Response to the Adequacy of Advertisement

Consumers can receive various useful information from the advertisement regarding the usefulness of products or benefits, using techniques and its effects on their daily life. The situation of consumer’s responses regarding the adequacy of advertisement is presented in table below:

Table-4.13
Consumer’s Response to the Adequacy of Advertisement

Description	No. of respondents	% age
Seek for additional information	70	77.78
Adequate information	20	22.22
Total	90	100.00

Source: Field Survey, 2012.

The above table shows in brief the consumer’s reaction to the adequacy of the advertisement. Among the total 90 respondents, 77.78% respondents wanted some more information to be added in the advertisements whereas 22.22% responded that the content of the advertisements were adequate, i.e. they were fully satisfied with information received from the advertisement of particular product.

Therefore, from the above analysis it can be concluded that majority of consumers seem willing to get additional information added in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.

4.14 Consumer's Preference to the Product on the Basis of Advertisement

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

Table-4.14

Consumer's Preference to the Product on the Basis of Advertisement

Description	No. of respondents	% age
Advertised Product	75	83.33
Not advertised product	15	16.67
Total	90	100.00

Source: Field Survey, 2012.

The above table shows the preferences of consumers to the product on the basis of advertisement. Out of the total 90 respondents, 83.33% respondents preferred to the advertised product whereas 16.67% respondents preferred to non-advertised product if they had same quality and price. It proves that advertised products have good preference from the consumers.

4.15 Impact of Advertisement on Consumer

Some advertisement creates positive impact among the consumers regarding the advertised product while sometime it may fail for this. The results of survey on this regard are presented in table below:

Table-4.15
Impact of Advertisement on Consumer

Description	No. of respondents	% age
Positive impact	80	88.89
No impact	10	11.11
Total	90	100.00

Source: Field Survey, 2012.

The above table shows the impact of advertisement on different customers. Among the total respondents, 88.89% respondents responded that advertisement could leave good impact upon them about the advertised product whereas 11.11% respondents opined that advertisement impacted upon them. It proves that advertisement has played important role to impact among the majority of people.

4.16 Role of Advertisements to Make the Purchase Decision

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

Table-4.16

Role of Advertisements to Make the Purchase Decision

Description	No. of respondents	% age
Indifferent	73	81.11
Purchase	7	7.78
Do not Purchase	10	11.11
Total	90	100.00

Source: Field Survey, 2012.

The above table shows the role of advertisement to attract the consumers. From the analysis it can be found that, out of the total 90 respondents, 81.11% respondents could not say whether they decide to buy the product or not after they saw the advertisement broadcast in the television and only a few % of people, i.e. 7.78% opined that they would purchase the product after the advertisement however 11.11% respondents opined that they would not purchase. It proves that advertisement helped to the majority of customers to recall the name of brand to a greater extent but the purchase decision does not fully depend upon the advertisement.

4.17 Whether Some Advertisements Deceive the Consumers

Though advertisements are done in order to introduce the products among the consumers, sometimes they give wrong impressions on the part of the consumers. We cannot claim that all the products contain the quality as shown in the advertisements. So, different kinds of opinions have been given by the respondents which are presented in the following table.

Table-4.17

Whether Some Advertisements Deceive the Consumers

Description	No. of respondents	% age
Yes	78	86.67
No	12	13.33
Total	90	100.00

Source: Field Survey, 2012.

To know whether advertisements deceive consumers, one question was asked. “Has an advertisement ever deceived you?” 86.67% agreed the question. This means maximum people were deceived by advertisements, but this is not good practice because if consumer do not get what the advertisement claims, they will never buy such product again, thus to gain the trust of consumers, advertisement must be given with true information. In the above table only 13.33% were not deceived by the advertisement.

4.18 Whether Advertisement Generates Curiosity about the Product

Some advertisements are so creative that they product curiosity in the consumers and make them search for the additional information but some advertisements fail to do so among the consumers. The following table shows whether an advertisement generates curiosity about the product.

Table-4.18

Whether Advertisement Generates Curiosity about the Product

Description	No. of respondents	% age
Generate curiosity about the product	68	75.56
Does not generate curiosity	22	24.44
Total	90	100.00

Source: Field Survey, 2012.

The above table shows that 75.56% of the respondents have given positive response. That means advertisement generates curiosity about the product, while 24.44% responded that advertisement does not generate curiosity.

4.19 Whether Advertisement Helps to Recall Brand of Product Name

If the consumers are careful about the advertisement it may help to recall the brand or product name but this may not be the case always. The result of survey on this issue is presented in table below:

Table-4.19

Whether Advertisement Generates Curiosity about the Product

Description	No. of respondents	% age
Yes	64	71.11
No	17	18.89
Can't say	9	10.00
Total	90	100.00

Source: Field Survey, 2012.

Though all consumers do not buy the advertised product, do those who watch advertisement recall brand or products name while buying it? To know this, one question was asked “Does advertisement help to recall brand or product name while buying?” 71.11% had positive response. That means advertisement makes consumer to recall the brand while buying any product. But only 18.89% were negative and 10% could not say whether they recall the brand or product name while buying the product.

4.20 Whether Advertisement Increases the Price of Goods

A large amount is spent on advertisement. So, it may increase the price of the products. The different views about it are clarified in the table give below:

Table-4.20

Whether Advertisement Increases the Price of Goods

Description	No. of respondents	% age
Yes	53	58.89
No	23	25.56
Don't know	14	15.56
Total	90	100.00

Source: Field Survey, 2012.

In general people think that advertisement increases the price of product to some extent. To know the opinion of consumers regarding this, one question was asked. “Do you think that the price of advertised goods will be higher than the price of non-advertised goods?” The responses tabulated above shows that 58.89% agreed and 25.56% disagreed. That means they do not think that the

prices of advertised goods will be higher whereas 15.56% do not know whether advertisement increase the price of goods or not.

4.21 Effectiveness of the Advertisement of Cosmetic Product

The advertisement of the different cosmetic product sometimes reaches to the target group while sometime it may fail. The result of the effectiveness of the advertisement of cosmetic good is presented in table below:

Table-4.21
Effectiveness of the Advertisement of Cosmetic Product

Description	No. of respondents	% age
Seen	90	100
Not Seen	0	0
Total	90	100.00

Source: Field Survey, 2012.

Table 4.21 shows the effectiveness of advertisement of cosmetic product. From the analysis of table it can be concluded that 100% of the respondents were familiar with the advertisement of cosmetic product which indicated that the advertisement is very much effective to introduce the product to the customer.

4.22 Consumers Use Different Types of Shampoo

Different types of shampoo are available in the market and customers buy the product according to their interest. Some may prefer one brand and some other may prefer another brand. The choice of product by the respondents has been presented in the table below:

Table-4.22

Effectiveness of the Advertisement of Cosmetic Product

Description	No. of respondents	% age
Clinic Plus	39	43.33
Pantene	15	16.67
Dabur Vatika	27	30
Dove	5	5.56
Head and shoulders	4	4.44
Total	90	100.00

Source: Field Survey, 2012.

The above table shows that consumers give priority to different types of shampoo according to their interest. Out of the total 90 respondents, majority of the respondents, i.e. 43.33% responded that they used the Clinic Plus whereas rest of the respondents opined that they used Dabur Vatika, Pantene, Dove and Head and Shoulders by 30%, 16.67%, 5.56% and 4.44% respectively.

From the above analysis it can be concluded that Clinic Plus is used by majority of the consumers.

4.23 Factors Influencing to Buy the Product (Clinic Plus Shampoo)

Many factors influence to the customers to buy the cosmetic product like Sun Silk Shampoo. The results of the factors that affect the customers to purchase the Clinic Plus Shampoo are presented in table below:

Table-4.23

Factors Influencing to Buy the Product (Clinic Plus Shampoo)

Description	No. of respondents	% age
Quality	58	64.44
Price	18	20
Scheme	9	10
Advertisement	5	5.56
Total	90	100.00

Source: Field Survey, 2012.

The above table shows the factors which influence customers to buy the product. From the table, majority of the respondents, i.e. 64.44% responded that they were influenced by the quality of Clinic Plus Shampoo behind purchasing this product whereas as 20% were influenced by price, 10% were influenced with the scheme attached in the product and rest 5.56% were influenced to buy form the advertisement of the particular product.

4.24 Consumer's Motive behind Purchasing Clinic Plus Shampoo

All the consumers do not buy the product with the same motive. The motives for buying Clinic Plus Shampoo by different consumers are presented with the help of table below:

Table-4.24

Consumer's Motive behind Purchasing Clinic Plus Shampoo

Description	No. of respondents	% age
For personal use	45	50
For gift purpose	5	5.56
For pride	8	8.89
For removing dandruff	32	35.56
Total	90	100.00

Source: Field Survey, 2012.

Table 4.24 shows that 50% respondents purchase the shampoo for personal use. Similarly, 5.56% respondents purchase for presenting gift to others, it means the gift culture has also made the market of cosmetics wider in Nepal and especially in Chitwan District. Further 8.89% respondents purchase the shampoo for pride with brand preference, meaning that still Nepalese are less brand loyal and 35.56% respondents purchase for removing dandruff, it means they are conscious about their hair.

4.25 Influencing Aspect of the Advertisement of Clinic Plus Shampoo

The quality that influences an individual may not influence the other. Some consumers are attracted by one aspect of the advertisement whereas the other may be an influential factor to others. The influencing factors of this advertisement on different respondents are presented in the table below:

Table-4.25

Influencing Aspect of the Advertisement of Clinic Plus Shampoo

Description	No. of respondents	% age
Music	22	24.44
Model	15	16.67
Visual	20	22.22
The whole advertisement	33	36.67
Total	90	100.00

Source: Field Survey, 2012.

The above table shows that out of total respondents, 24.44% responded that they were influenced by music, Similarly, 16.67% , 22.22% and 36.67% were influenced by model, visual and the whole advertisement respectively.

From the above table it is clear that the whole advertisement of Clinic Plus Shampoo was influential to the majority of the respondents and it is 36.67% of the whole respondents.

4.26 Message Released from the Advertisement of Clinic Plus Shampoo

Each advertisement has its own message to the consumers. The same information may be obtained differently by different people according to their nature and interest. The messages obtained by different consumers from the advertisement of Clinic Plus Shampoo are presented in the following table.

Table-4.26

Message Released from the Advertisement of Clinic Plus Shampoo

Description	No. of respondents	% age
It helps to remove dandruff	25	27.78
It strengthens the hair from the root	15	16.67
It makes hair silky and shining	40	44.44
All of the above	10	11.11
Total	90	100.00

Source: Field Survey, 2012.

The above presented table shows that from the advertisement of Clinic Plus Shampoo majority of the consumers, i.e.44.44% get the message that it makes hair silky and shining. Similarly, 27.78% understood that it helps to remove dandruff, 16.67% got that it strengthens the hair from the root and 11.11% respondents got all those messages, i.e. it makes hair silky and shining, helps to remove dandruff and strengthens the hair from the root.

The above table clarifies that most of the consumers, i.e. 44.44% responded that they got the message that it makes hair silky and shining.

4.27 Recommendation of Respondents Regarding NTV's Present Scenario in Advertisement

While questioning to the respondents, i.e. how they evaluate the present scenarios of NTV advertising in Nepali, out of 90 respondents, only 60 responded on the above question. Out of the 60 respondents, most of them opined that NTV's advertisement is quite good and suggested to improve its

presentation and it should try to create new and genuine advertisement to attract new customer. So, most of the responded positively towards NTV's advertisement which is more reliable than others.

4.28 Major Findings of the Study

From the presentation of data major findings can be drawn as:

1. Majority of the respondents (61.11%) below age level of 15 years primarily preferred musical advertisement and it is followed by 22.22% of good wording whereas 5.56% of respondents preferred simple advertisement, i.e. musical, good wording and simple. The reaction of the people who fall under the age group of 16-25 shows that majority of the respondents, 55.56% liked the musical programs, 33.33% of people liked the good wording, whereas no one liked simple advertisement of this age group and 11.11% of people liked all types of advertisement. In the context of age group 26-35, majority of the respondents, 44.44% preferred advertisement having good wording and 38.89% respondents of musical programs. In case of the age group of 36-45, majorities of the respondents, 55.56% preferred the advertisement having good wording whereas the respondents liked the musical programs were 33.3%. In relation to the age group above 45 years, majority of them liked the musical advertisement (50%) and it is followed by good wording (44.44%).
2. In context to the education-wise preferences to the advertisement indicates that most of the less educated respondents preferred to the musical advertisement. Regarding musical advertisement, 55.56% of

people of below S.L.C. preferred such programs whereas respondents holding S.L.C. level, 38.89% liked musical advertisement. Similarly, in case of graduate group they give first priority to good wording like (55.56%) and it is followed by 33.33% of musical advertisement. Likewise, majority of above graduate people liked good wording (61.11%) and it is followed by 27.78% respondents who preferred musical advertisement and the most of people who are uneducated showed their preference musical advertisements (66.67%).

3. In case of the preference of advertisement according to gender, majority of the (51.11%) male respondents were found being found of musical advertisements and it is followed by 40% respondents who preferred good wording. Regarding female respondents, 60% of respondents liked the musical advertisement and it is followed by 28.89% of respondents who liked the good wording. From this analysis, it can be concluded that the female consumers gave more priority to musical advertisement than to good wording advertisement than the males. Altogether, they preferred the musical advertisement than the good wording advertisements.
4. The results regarding the consumer's opinion on advertisement indicates that majority of the respondents of the age group below 15, 44.44% were found to be a passive television audience, i.e. they just watched the television. Likewise, among the respondents belonging to the second age group, i.e. 16-25 years, half of respondents (50%) were conscious with the meaning of advertisement. In case of third age group, i.e. 26-35 years, majority of respondents (55.56%) were excited about the

advertisement and in case of fourth age group of 36-45 years, i.e. 44.44% respondents were found to be conscious about the meaning of advertisement and majority of the respondents were not highly interested to the advertisement. Similarly, in case of last age group, i.e. above 45 years, 22.22% were conscious with the simple meaning of advertisement, whereas majority 55.56% respondents were found to be mere audiences.

5. In relation to the reaction of the respondents in terms of their educational status (50%) of the uneducated group of respondents wanted to know what advertisement meant. In the second group, the majority of the respondents (61.11%) having the qualification below S.L.C. were found to be mere audience. In the third group having education degree above S.L.C. only 33.33% respondents tries to know what advertisement meant while majority of them (50%) were only audiences. The fourth group having graduate degree majority of the respondents 50% were found that they were conscious to the meaning of advertisement. Similarly, in the fifth group, i.e. having qualification post- graduate degree majority of (55.56%) respondents were found to be aware about the meaning of advertisement. From this analysis, it can be concluded that the majority of first, fourth and fifth group respondents were found to be particular on the meaning of advertisement and the second and third groups were found to be dull audiences.
6. In subject to the gender-wise reaction of advertisement most of the males (64.44%) respondents viewed that they were particular only to the meaning and in case of female population majority (68.89%) of the

respondents were found to be concerned with meaning of advertisement. From the above data, it can be concluded that female respondents seems to be more concerned with the meaning of advertisement, whereas majority of male population is found to be interested to the advertisement.

7. In relation to the television watching habits, majority of the respondents (82.22%) were found to have the habit of watching television. From the comparison between male and female respondents, the percentage of women respondents was found to be higher than the males.
8. In relation to the effect of advertisement on consumer's purchasing decision majority (50%) respondents opined that they became customer of the product because of their need, not due to the effects of advertisement, whereas (38.89%) customers were found to support both of the reasons. Thus, from this result, it found that majority of the respondents used the particular product to fulfill their needs.
9. In contest to the consumer's preferences to the advertised product or non-advertised product, majority of the respondents (77.78%) responded that they preferred the frequently advertised product from this analysis; it is found most of the consumers gave priority or preferences to the frequently advertised product than to non-advertised product.
10. In relation to the consumer's preference to the means of advertisement, majority of respondents 72.22% responded that they preferred the

television and the rest of the respondents preferred newspaper, magazine, radio and pamphlets and posters. From the above analysis, it is found that television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.

11. In subject to the impact of repeated advertisement to attract the consumer's attention, most of the respondents 61.11% were found to be attracted by the advertisements broadcasted repeatedly on the television. It shows that most of the repeated advertisements were proved to be fruitful to lure the consumers.
12. In relation to the consumer's response to the adequacy of the advertisement, majority 77.78% respondents wanted some more information to be added in the information to be added in the advertisements, which indicates that the information included in television advertisement are not sufficient to influence the consumer and they are willing to add additional information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.
13. In subject to the preference of consumers to the product having same price and quality most of the respondents (83.33%) gave preference to the advertised product as compared to non-advertised product though they are similar in nature. It proves that advertised products have good reaction from the consumers.

14. With respect to the impact of advertisement on different customers, out of the total respondents, most of the respondents 88.89% responded that advertisement could leave good impact upon them about the product. It proves that advertisement has played an important role to leave positive impact on the majority of people.
15. With respect to role of advertisement to attract the consumers, majority of the respondents (81.11%) opined that advertisement helped the customers to recall the brand's name to a greater extent but the purchasing decision is not fully dependent upon the advertisement.
16. With context to the effectiveness of advertisement of cosmetic product, all respondents (100%) were familiar with the advertisement of cosmetic product which indicated that the advertisement is very much effective to introduce the product to the customer.
17. In relation to effectiveness of the advertisement of Clinic Plus Shampoo out of the total respondents, all respondents (100%) opined that they watched the advertisement of Clinic Plus Shampoo and they were familiar with this product which indicates that the advertisement of Clinic Plus Shampoo is very much effective to familiarize the product to the various customers.
18. In relation to the factors which influence customers to buy the product, majority of the respondents (64.44%) responded that they were

influenced by the quality of Clinic Plus Shampoo to make the purchase decision of the product.

19. In context to the consumers use different types of shampoo. Out of the total 90 respondents, majority of the respondents, i.e. 43.33% responded that they used the Clinic Plus Shampoo whereas rest of the respondents opined that they used Pantene Shampoo, Dabur Vatika, Dove, and Head and Shoulders by 16.67%, 30%, 5.56% and 4.44% respectively. From this result, it found that Clinic Plus Shampoo is mostly preferred by the customers because of its quality and price.

20. Concerning to the consumer's motive behind purchasing Clinic Plus Shampoo most of the respondents (50%) opined that the major purpose of using this Shampoo is for personal use rather than other purposes.

In subject to the influencing aspect of the advertisement Clinic Plus Shampoo, the whole advertisement of Clinic Plus Shampoo was influential to the majority of the respondents and it is 36.67% of the whole respondents.

With respect to the message released from the advertisement of Clinic Plus Shampoo, majority of the consumer's i.e.44.44% get the message that it makes hair silky and shining.

CHAPTER-FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Advertisement is the impersonal method of communicating messages to prospective buyers. It involves transmitting standard messages to a large number of potential receivers. Advertising is the key brand building tool in modern marketing. It is also the art of persuasion of human minds through a range of communication media. Advertising aims to create positive impressions about a brand, an organization, or an idea. This is a professional definition, which emphasizes that advertising should be planned and created to achieve the best result with the least costs. The main objective of advertising is to sell the product. But unlike the salesman who sells in a face-to-face or even voice-to-voice situation, advertising sells in a broadcast fashion to numbers of prospects whose identify may or may not be known, and who may be closed at hand or at a distance. The message is reached to the large number of prospective buyers at a time. Advertising has this remarkable flexibility and range of operation. This versatility and flexibility of the advertisement does have to be used intelligently. This is lacking in Nepal in this regard the present study will be helpful. Before there is any expenditure on advertising, there must first be an assessment of the likely return, and one method or medium should be judged against another on a cost- benefit analysis. This thesis surveys the impact of television advertising on consumer behaviour. This study will be very important for the advertiser. It will help them to improve their advertising policy.

In Nepal, advertising is growing at about 15% per annum. Advertising is widely used by business, government, and social organization. Banks extensively use it

to issue notices for repayment of overdue loans. The use of advertisement by private airlines is increasing every year. However, the impact of advertisement to the various consumers is unknown. Thus, the study is to analyze the impact of television advertisement on consumer's behaviour. The main objective of the study is to analyze the impact of television advertisement on consumer behaviour with reference³ to cosmetic product (Clinic Plus Shampoo) but the specific objectives are as follows:

- a) To examine the consumers preferences on television advertisement.
- b) To identify the consumers reactions to the television advertisement.
- c) To identify the presents situation of advertising of NTV.
- d) To analysis the effectiveness of the advertisements of cosmetic products.
- e) To examine the factors that influence to buy the cosmetic product.

Advertisement is one of the most important components to influence consumers for making them familiar about the product. This study regarding the impact of television advertisement in consumer's behaviour is perhaps first in Nepal. To achieve the objectives of this study, required data are collected from primary sources through questionnaire .In total 90 questionnaires covering the different age groups, different gender, and educational background are collected and by using various statistical and mathematical tools analysis is done to achieve the objectives of the study.

5.2 Conclusion

According to the findings of the analysis section, it can be concluded that the majority of the people have television watching habits and out of them women are more curious in television than men which indicates that television

advertisement is more popular means of advertisement than all other types of advertisement, but most of them just watch the television rather than to know any new information. In addition to this, majority of the people of different age groups as well as different educational class and gender preferred to the musical programs in comparison with other type's television programs. It indicates that musical programs are more popular among the people than other programs. Similarly, majority of the people prefers the product which is frequently advertised rather than non-advertised product, though they are of same nature product but most of them purchase the products due to their necessity rather than the influence of advertisement. Similarly, the advertisement of cosmetic product like Clinic Plus Shampoo is very much effective to make the customers familiar about the product but majority of them are influenced by the quality of this product from advertisement. To conclude, it is proved that the television advertisement is really the best way or media which plays crucial role to enhance the market of the goods manufactured.

5.3 Recommendation

On the basis of the findings of the study, following suggestion or recommendations are forwarded.

1. The study shows that majority of respondents of different age groups and various educational backgrounds prefer musical programs rather than other programs. So, the producer as well as advertiser should either make their advertisement in musical form or they should broadcast the advertisement in musical program.
2. The study shows that majority of the respondents have television watching habits and it is more popular with women consumers. So, the

- advertiser and producer should give preference to the television advertisement by focusing more on female consumer.
3. The analysis shows that the information included in advertisement are not sufficient and majority of the respondents are willing to get the additional information's from the advertisement regarding the various aspects of the product. Thus, advertiser manufactures and producer should include sufficient information so that consumer can be satisfied regarding the product.
 4. The study indicates that most of the consumers prefer advertised product rather than non-advertised product and it also indicates that advertisement attracts the attention of the consumer. Hence, all manufactures should advertise their product to expand market share.
 5. The study indicates that the advertisement of any product leaves the good impact on consumer behaviour regarding the product but to some extent their purchasing decision depends upon the need of the consumers. While, advertising the product all manufactures and advertisers should try to create the necessity of the product through effective presentation of product and product's benefit to the prospective customers.
 6. The advertisement of cosmetic product is very effective to leave a positive impact upon consumers regarding the product, as majority of the respondents prefer the quality of the product rather than other variables. So, Clinic Plus Shampoo Should improve is quality and advertise its product effectively which helps to increase is market share rapidly.
 7. To increase the market share in comparison to other brands Clinic Plus Shampoo should focus on its quality and should minimize its price, keeping, minimum profit, so that more new customers who are using

other brands get attracted towards it. Therefore, Clinic Plus Shampoo goes for extensive advertising in both rural and urban areas.

8. Clinic Plus Shampoo should try to reach out to the customers of rural areas by proper advertisement, so low price and high quality is the only way out to reach the products to every nook and cranny of Nepal. Higher quality and lower price increases the number of customer. So, price and quality are the important factors to increase its customers.

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 NTV Introduction Card, 2065
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 NTV Officials Record, 2065
 NTV Rate Card, 2065

Appendix -1

Dear respondents,

I would like to introduce myself as a student of MBS final year of Central Department of Management. As per the partial fulfillment of the course of master Degree of Tribhuvan University, it is compulsory to submit thesis. So, I am preparing the thesis entitled, **“Television Advertising and its Impact on Consumer Behaviour of Cosmetic Product (With Reference to Clinic Plus Shampoo).** I would like to get your valuable opinion to make it meaningful

I assure you that this is only an academic research and your comment and suggestion will be kept confidential.

.....
Sincerely Yours
Sunita Regmi

Respondent's Name :.....

Address :.....Tel. No.....

Date :.....

1. Age Category?

Below 15 16-25 26-3 36-45 Above 45

2. Sex ?

Male Female

3. Education?

Uneducated Below SLC SLC
Graduate Post Graduate

4. Do you generally watch the Television Advertising?

Yes No

5. What kind of advertisement do you prefer on Television generally?

Musical Good Wording Simple All of them

6. What is your reaction when advertisement comes on the television?
 Change the channel Try to know what it wants to say
 Curious about Advertising Just watch the advertising
7. Why do you buy a product? Because.....
- Advertisement Induces me to buy I need it Both of them
8. What Product do you prefer to buy?
 Frequently advertised Non advertised
9. Which media of advertisement do you prefer? Please rank according to your preference (1 for the most preferred, 2 for the second And so on)
 Newspapers Magazines Radio Television
 Poster & pamphlets
10. Does repetition of an advertisement attract your attention?
 Yes No
11. How would you categorize most of the Television Advertisement as?
 Excellent Attractive Quite Good
 Boring Few are good and few are boring
12. Has an advertisement ever deceived you?
 Yes No
13. Have you ever watched cosmetic advertisement?
 Yes No
14. If yes, have you watched any advertisement of Clinic Plus Shampoo?
 Yes No
15. What factors influence you to buy that product?
 Quality Price Scheme Advertisement
16. Which Shampoo do you use mostly?
 Sunsilk Dabur Vatica Clinic Plus Dove
 Head & Shoulders
17. What is your main purpose of purchasing Clinic Plus Shampoo?
 For.....
 Personal Use Gift Purpose Pride Shining Hair

18. Which aspect influenced you much after watching the advertisement of Clinic Plus Shampoo?

Music Model Visual All of the above

19. What message did you get from the advertisement of Clinic Plus Shampoo?

It makes hair silky & shining
It strengthens the hair from the root
It helps to remove the dandruff from the hair
All of the above

20. If there are same kinds of products in the market in terms of quality and Price, which one would you buy?

Advertised Not advertised

21. If an advertisement interests you what do you do?

I Look for more information
What I received is enough

22. Have you bought any product after getting information from an advertisement?

Yes No I Can't say

23. Does advertisement generate curiosity about the product?

Yes No

24. Does advertisement help to recall brands or product name while buying?

Yes No I Can't say