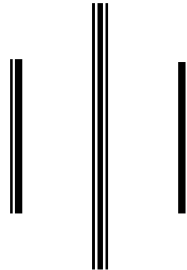


**ROLE OF ADVERTISEMENT IN SALES OF
SOFT DRINKS IN NEPALGUNJ
(With Special Reference to Coca-Cola)**



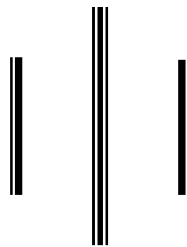
BY

SABIN LUITEL

Mahendra Multiple Campus, Nepalgunj

Exam Roll No.: 550109/ 2064-066

T.U. Regd. No.: 7-1-55-643-2002



A

Thesis

Submitted to

Office of the Dean

Faculty of Management

Tribhuvan University

Kirtipur

In partial fulfillment of the requirements for the degree of
Master of Business Studies (M.B.S.)

Nepalgunj

November, 2012



☎ 081-520278
Fax No. .- 081-525578

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Mahendra Multiple Campus
Nepalgunj

Ref.....

RECOMMENDATION

This is to certify that the thesis

Submitted by:

SABIN LUITEL

ENTITLED:

ROLE OF ADVERTISEMENT IN SALES OF SOFT DRINKS IN NEPALGUNJ

(With Special Reference to Coca-Cola)

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

Mr. Laxman Pokhrel
(Thesis Supervisor)

Mr. Chakra Bahadur Bom
(Head of Research Department)

Mr. Dol Bahadur Bhandari
(Assistant Campus Chief)

Date:



☎ 081-520278
Fax No. . 081-525578

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Mahendra Multiple Campus
Nepalgunj

Ref.....

Date:.....

VIVA- VOCE SHEET

We have conducted the viva-voce examination of the thesis

Submitted by:

SABIN LUITEL

ENTITLED:

ROLE OF ADVERTISEMENT IN SALES OF SOFT DRINKS IN NEPALGUNJ

(With Special Reference to Coca-Cola)

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

VIVA-VOCE COMMITTEE

Chairman of Research Department

Member (Thesis Supervisor).....

Member (External Expert).....

Member (External Expert).....

Date: -

DECLARATION

I hereby declare that the work reported in this thesis entitled **Role of Advertisement in Sales of Soft Drinks in Nepalgunj (With Special Reference to Coca-Cola)** submitted to Office of the Dean, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirements for the degree of Master in Business Studies (M.B.S.) under the guidance and supervision of Mr. Laxman Pokhrel (Lecturer) of Mahendra Multiple Campus, Nepalgunj. Hence, the sole responsibility would be remained on me regarding this thesis for any positive or negative implication if emerged in future.

.....

Sabin Luitel

Exam Roll No. : 550109

T.U. Regd. No. : 7-1-55-643-2002

Mahendra Multiple Campus
Nepalgunj, Banke

Date:

ACKNOWLEDGEMENTS

This thesis has been prepared as a partial requirement for the MBS. It would not have been possible to complete this without the co-operation of different well wishers. The completion of the present study is a product of help and support of several hands. So, I would like to express my heartfelt gratitude, to all those respondents for their support and help.

First of all, it is my great privilege to complete this thesis under the supervision of Mr. Laxman Pokhrel, M.M. Campus, Nepalgunj for his intellectual direction, supervision and inspiration during the preparation of thesis. It would not have been possible for me to complete this research work without his guidance. I would like to pay my sincere thanks to Mr. Dol Bahadur Bhandari, Assistant Campus Chief, Mahendra Multiple Campus, Nepalgunj, Mr. Chakra Bahadur Bom, Head of Research Department (M.B.S.), Mahendra Multiple Campus, Nepalgunj.

I would like to express my many thanks to all respondents of Nepalgunj Municipality including Nepal bottler's limited company for their valuable information and co-operation. I am also grateful to staff of our campus for giving various information and data.

I express my deep thanks to Nila Luitel of New Lumbini Pustak Pasal, Nepalgunj who helped to provide computer typing properly and timely.

November, 2012
Nepalgunj

Sabin Luitel

TABLE OF CONTENTS

	Page No.
Recommendation	i
Viva Voce Sheet	ii
Declaration	iii
Acknowledgements	iv
Table of Contents	v
List of Tables	vii
List of Figures	viii
Abbreviations	ix
CHAPTER I: INTRODUCTION	1-12
1.1 Background of Study	1
1.2 Statement of the Problem	7
1.3 Objectives of the Study	10
1.4 Significance of the Study	10
1.5 Limitations of the Study	12
1.6 Organization of the Study	12
CHAPTER II: LITERATURE REVIEW	13-50
2.1 Conceptual Framework	13
2.2 Evolution of Advertising	24
2.3 Functions of Advertising	26
2.4 Government and legal provisions of advertising in Nepal	29
2.5 Legal provisions in advertising expenses	31
2.6 Some terms and conditions of various government advertising media in Nepal	31
	31
2.7 Advertising as a tool of communication	41
2.8 Sales and advertising	44
2.9 Review of previous studies	46

CHAPTER III: RESEARCH METHODOLOGY	51-53
3.1 Research Design	51
3.2 Nature and sources of Data	51
3.3 Data collection procedure	51
3.4 Population and sampling	52
3.5 Data processing and Analysis	52
3.6 Data Presentation	53
CHAPTER IV: PRESENTATION OF DATA ANALYSIS	54-81
4.1 Impact of advertising sales in Nepal	54
4.2 Buying Decision of Consumers	68
4.3 Media Recognition of Soft Drink	68
4.4. Quality Determination in Soft Drink by Consumer	73
CHAPTER V: SUMMARY, CONCLUSION AND RECOMMENDATION	82-85
5.1 Summary	82
5.2 Conclusion	83
5.3 Recommendation	84
BIBLIOGRAPHY	86
APPENDICES	88

LIST OF TABLES

	Titles	Page No.
Table 2.1:	Number of T.V. Watcher by Time and Region	36
Table 2.2:	Number of TV Watcher by Age and Region	37
Table 4.1 :	Impact of Advertising on Sales in Nepal	54
Table 4.2 :	Impact of Advertising on Sales in Nepalgunj	55
Table 4.3 :	Does Advertising Help In Increasing Sales?	56
Table 4.4 :	Which advertising media do you use ?	57
Table 4.5 :	Promotional Situation In Nepal	59
Table 4.6 :	Evaluation Of The Advertising Role On Sales	60
Table 4.7:	Analysis of Preferred Brand of Soft Drinks	61
Table 4.8:	Analysis of essence of effective advertising: Soft Drinks	62
Table 4.9 :	Analysis of Adverting Believability of Soft Drinks	63
Table 4.10:	Analysis of Adverting in Changing Brand of Soft Drinks	64
Table 4.11:	Analysis of Advertisement that influence on sales according to gender: Soft Drink	65
Table 4.12:	Which Brand does you Usually Buy?	66
Table 4.13:	Product Feature While Buying Soft Drinks	67
Table 4.14:	Who usually makes the decision to buy a particular brand?	68
Table 4.15:	Media Recognition of Soft Drink in Bheri Zone	68
Table 4.16:	The Advertisement Attractiveness of Various Brands in NTV	69
Table 4.17:	The Advertisement Attractiveness Test in Radio Nepal	70
Table 4.18:	The Advertisement Attractiveness in Newspapers	71
Table 4.19:	Suitable Media for Soft Drinks Advertisement	72
Table 4.20:	Quality Determination in Soft Drink	73
Table 4.21:	Ranking of Different Brands According to Quality	74
Table 4.22:	Reaction of Consumers towards the Price of Soft Drinks	75
Table 4.23:	Tests Preference of Consumers towards Soft Drinks	76
Table 4.24:	Market Share of Soft Drink in Bheri Zone.	77
Table 4.25:	What Scheme is More Effective in Sales Promotions?	78

LIST OF FIGURES

Titles	Page No.
Figure 4.1 : Impact of Advertising on Sales in Nepal	55
Figure 4.2 : Does Advertising Help In Increasing Sales?	57
Figure 4.3 : Which advertising media do you use ?	58
Figure 4.4 : Which Promotional Method Do You Prefer?	59
Figure 4.5: Analysis of essence of effective advertising: Soft Drinks	62
Figure 4.6 : Analysis of Adverting Believability of Soft Drinks	63
Figure 4.7: Analysis of Adverting in Changing Brand of Soft Drinks	64
Figure 4.8: Which Brand does you Usually Buy?	67
Figure 4.9: Media Recognition of Soft Drink in Bheri Zone	69
Figure 4.10: The Advertisement Attractiveness Test in Radio Nepal	70
Figure 4.11: The Advertisement Attractiveness in Newspapers	71
Figure 4.12: Suitable Media for Soft Drinks Advertisement	73
Figure 4.13: Quality Determination in Soft Drink by Consumer	74
Figure 4.14: Reaction of Consumers towards the Price of Soft Drinks	76
Figure 4.15: Tests Preference of Consumers towards Soft Drinks	77
Figure 4.16: Market Share of Soft Drink in Bheri Zone.	78
Figure 4.17: What Scheme is More Effective in Sales Promotions?	79

ABBREVIATIONS

A.D.	:	After death of Christ
B.S.	:	Bikram Sambat
Eg	:	Example
Etc	:	Etcetera
F.M.	:	Frequency Modulation
4Ps	:	Four Products
Govt.	:	Government
i.e.	:	That is
Km	:	Kilometer
Ktm	:	Kathmandu
Ltd	:	Limited
MBS	:	Master of Business Studies
NEPSE:		Nepal Stock Exchange
NLL	:	Nepal Lever Limited
No	:	Number
Nos	:	Number of Consumer
NTV	:	Nepal Television
Pvt.	:	Private
Rs	:	Rupees
Sq.	:	Square
T.U.	:	Tribhuwan University
U.K.	:	United Kingdom
U.S.	:	United States
VDC	:	Village Development committee
WTO	:	World Trade Organization
WBR	:	World Bank Report