

CHAPTER- I

INTRODUCTION

1.1. Background of the Study

Nepal lies in the Northern hemisphere of the earth and it is a Himalayan of south Asia extending at the range of 26.22 'to 30.27 'east and 80.4' to 88.12' north. It is a landlocked country surrounded by Indian Territory in three sides East, West, South and China territory in the North. It has the area of 1, 47, 181 sq km. The length and breadth roughly extends to be 885 km and 193 km in average.

Nepal is still following a traditional style of business and is not able to reach high profession level. We need to do more all areas such as trade, business, management, technology science and socio-economic sectors. At the moment, Nepal is in a transition stage where industries are trying to take a big leap from traditional to modern style of handling business However the process is very slow and major factor is posing a barrier in the development of all sectors is corruption in public services, which needs to be curbed,

World is on the way running in 21st century. Nepal has become the member of WTO in 2003. Nepal is a landlocked as well as least developed country. More than 85% people are still in rural areas and most of them are not getting minimum physical facilities that are necessary for human beings because of underdevelopment and their poverty. The annual per capita income for Nepal is just US\$210. Its economy is dependent on traditional agriculture. The agriculture plays major role in the Nepalese economy (WBR, 1998).

"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 life¹.

Due to the globalization of the business, the world has become small and therefore a company can easily get access to the market of the other parts of the world and can achieve his goals. The companies are facing various challenges to market their product over the years. In this modern marketing era, every marketer should understand the consumers' satisfaction. Many companies are adopting many marketing policies and strategies to increase the sales.

The advertisers include not only business firms but also museums, professionals, and social organizations that advertise their products or services. The term "Advertisement " is very popular in today's world. All the countries of the world use it. We can see it everywhere, i.e., on the television, on the matchbox, in the newspaper, magazines, on the trash containers, on the vehicles even in the sky and so on. We can also hear it on the radio. So the advertisers have different choices of media to advertise their product, service or an idea. The advertiser needs to choose the right medium which best reach the customers. In this respect, the study of the media effectiveness on the consumer behavior is an essential theme.

A product, service and idea can be presented and promoted in a variety of ways, and advertising is one of them. Advertising influences, consumer attitudes and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumers.

The effective advertising needs to be familiar with centum effects that lead to contain response. Advertising is a method of communicating information which is one of the most important aspects of human behavior.

Advertising is the main tools of informing, considering, influencing and persuading the targeted segments and plays a significant role on brand choice of consumer product. The research is basically concerned with the different

¹ Philip Kotler, **Marketing Management, Prentice Hall of India Ltd**, Sixth Edition, 1994,P.20.

product line of low involvement consumer product such as cold drinks and instant noodles.

“Advertising is any paid form of non personal presentation and promotion of ideas goods or services by an identified sponsor.”¹

This definition emphasises to communicate the information consists with product, services and ideas for the purpose of presenting and promoting them, which is designed by the related exports from the side owner and paid some charges instead of using various media which is non personal.

Advertising is the non-personal communication of information usually paid for and usually persuasive unnatural about product services or ideas by identified sponsors though the various media.²

Today business organizations, non business social organizations, political organizations and governmental and non governmental organizations are also using advertising as a tool of promoting and presenting goods ideas and services as well as political candidates of votes.

Advertising can be understood as a form of communication which aims at bringing about some change in the behavior of the target audience, particularly the potential buyer on non-buyer towards the products on services advertised.

The techniques of advertising depends upon the situation, however it is the matter of decision of the marketing managers to blend promotional activities such as advertising, personal selling and sales promotion to arrive at a right mix. Each of the promotional tools has their unique characteristics and are complementary.

It is to note that sometimes the effectiveness of advertising cannot be measured directly in terms of sales, therefore, advertising objectives could be stated in

¹ Philip Kotler, **Marketing Management, Prentice Hall of India Ltd**, Sixth Edition, 1990,P.587.

² Courtland L. Bovee/William F.Arens, Advertising United States of America, Second Edition, 1986,P.2.

terms of communication goals such as awareness of the product on favorability of the attitude toward it.

The history of advertising in Nepal is not long. Even in this short span of time, it has remarkable growth where the first newspaper of the country “Gorkhapatra” was started in 1985 B.S. Jestha.

The establishment of Radio Nepal service starting from 3 ours from to the present condition where the advertisement broadcast in the mid of prime news and others, these programs indicate the importance of advertising in modern marketing process.

This is only high turn out mass media in our country, Nepal Television (NTV) and Frequency Modicum (FM) radio are also playing the important role in this field Other media are also playing their job as per the expectation.

Today most of the product is brought by brand rather than inspection consumer demand branded product in this sense successful marketing of that product.

That’s why every manufacture or marketer is trying his best to develop a positive attitude in his mind towards the brand of his product. Every brand has certain images in the markets. Every brand is known for its own features and quality.

No research has been carried out in Nepal to find out the role of advertising on brand choice of low involvement consumer product. This study focuses on the following issue: (i) Are their brands popular through advertisement? (ii) Does it play any supportive role in brand choice decision? (iii) Do other promotional tools have more weight in brand choice decision than advertising?

“Advertising is the impersonal method of communicating message to prospective buyers. It involves transmitting standard message to a large number of potential buyers or receivers. Advertising uses a number of

vehicles such as print media, visual media, audio media and audio video etc.”¹

According to Stewart H. Britt “Doing business without advertising is like winking at a girl in the dark, you know what you are doing, nobody else does“.² Advertising is a form of mass communication a powerful marketing tool, a component of the economic system, a means of financing the mass media, a social intuition, an art form, an instrument of business management, a field of employment and a profession. Above all, advertising is a big business. It is bigger in the developed rich countries of the west.

Advertising is an effective element of marketing mix. The advertising industry is being stronger and bigger. Advertising ranks 5th among the big industry of the world, the 1st four oil, automobiles, computer and electronics and agriculture business.

Today, we are exposed to a larger number of commercial messages than at any time in the past. Newspapers and magazines are full of advertisement. Not only has the quantity increased, even the quality of advertisements has improved considerably over the passed couple of years. Other means of advertising, the radio, television the cinema and billboards etc. have also amply contributed to the growth of this industry.

Advertising which has become a marketing force helping mass selling and distribution is also the object of much criticism, some justified, some not. It has been claimed that much stop advertising is false, deceptive and misleading, and that it conceals information, which should be revealed and omits the limitation and comparative disadvantages of the item advertised.

Not only this, but also there is fear of advertising is to persuade and manipulate. The consumer and the public at large have increased. However,

¹ K.D.Koirala, **Marketing Management**, M.K.Publishers and Distridutor, 2057.P.213.

² Stewart H.Britt, **Foundation of Advertising Theory and Practice**, Himalaya Publishing House, Reprint, Delhi, 2000.

before going up to a serious debated on the benefits of advertising and its effect; we must understand fully what advertising is. The advertising process and different forms of advertising are the subject matter of discussion on the following paragraphs.

At first, the popularity of television was hindered by the expensive cost of TV sets and lack of programmers. But its impact was so deep that within a decade it was spread over the world. Nepal is not an exception. In Nepal, television was first commissioned in 2041 B.S. in the name of Nepal television. It started to telecast the program in 2042 B.S. while the commercial telecasting started only in 2044.¹

A marketer or firm has developed a product to satisfy market demand after thoroughly analyzing the market; there is a need for establishing contact with the target market to eventually sell the product. Moreover, this has to be a mass contact, which means that the marketer is interested in reaching a large number of people so that his product may receive optimum exposure.

Naturally, the best way to reach this mass market is through mass communication and advertising is one of the means of such mass communications along with such other means as publicity, sales promotion and public relation. Advertising as a means of mass communication has therefore, made mass selling possible. It is perhaps the best-known mass communication channel.

Marketer and forms engaged in selling this product and services thought the country and or in other nation are fully aware of the necessity and importance of advertising. As a means of communication, advertising promotes the sales of goods, service, image ideas through information and persuasion. But one thing may be well understood that advertising by itself cannot sell the product.

¹ NTV Views Survey, 2055, Official Record of N.T.V.

It cannot sell the product of poor quality, product of which is too costly or items, which do not come up to the expectations of the consuming public.

Advertising only helps in selling. It only helps in selling through art and business of persuasive communication.

In early times, advertising meant nearly to announce or to inform. Some advertising today still do just that provide information about “Birth”, ”Death”, engaged with little or no intention to persuade. Matrimonial advertisement recruitment advertisement and tenders, notices and similar types of public announcements also provide the public with valuable information. The earliest advertisement in the first English news paper published in India in 18th century were little more than “Public announcement “about the arrival of ship and merchandise from abroad. Basically an advertisement is an announcement to the public of a product of service or idea through a medium to which the public has assist. The medium may be print (such as newspaper, posters, banners and hoarding board), electronic (radio, television, cable, phone, video) or any other.

An advertisement is usually paid for by an advertiser at rates fixed on negotiated with a media.

1.2 Statement of the Problem

Previously market was not so competitive. There were only limited brands available in the market .In the context of Coca-Cola also market was not so competitive before few years ago, but today competition is very high because many companies are involved to produce different kinds of cold drinks in the Nepalese market.

Not only Nepalese but other brands are also seen at present, so without advertising, maintaining, standard, quality and giving services, there is no possible to sale the Coca-Cola.

But with the establishment of Coca-Cola along with other brands market became more competitive for existing brands. Katmandu is the capital city of Nepal, where we have to make sure that the product reaches to all areas and places, where there are no proper facilities of services, it is difficult to serve in the markets, because the costs are very high and there is a general trend of strong dominance of traders in Nepal.

It varies from the Indian market in terms of control over the business, here traders have their own rules and regulation and buyer have to follow them. That is very major problem of Coca-Cola companies.

Advertising cannot be exaggerated in the present day situation. Increasing competition and sophistication of market has made it a very necessary in any business enterprise. Advertising plays a pivotal role in the promotional efforts by familiarizing, awarding, informing, and influence the consumer to buy the products and helps them about the buying decision. In developed countries huge expenditure is made on it and a market without it is unimaginable while analyzing the history of Nepal's advertising. It has not been able to encompass the magnitude it generally does. The pattern and method being used are ordinary in nature.

The main advertising media in Nepal are Radio, TV and Newspaper. Currently the television service is accessible to the total population. The radio Nepal's short-wave broadcast reaches all Nepal but its medium wave broadcast cannot reach all Nepal .In Nepal, there is acute shortage of Newspaper with nationwide circulation. A few like the Gorkhapatra, The Rising Nepal, Kantipur, The Katmandu Post and some other daily, weekly and monthly Magazines have the nation wide circulation.

Advertising expense is an integral part of the budget of the manufacturer. Business organizations measure always cost benefits in relation to their investments. It may however be difficult to measure the effectiveness of advertising on sales and profit. Advertising and its return on investment are not

the unique way of education rather how far it contributed in terms of communication goals should be measured. In Nepal, most of the manufactures advertise their products without measuring its effectiveness and impact on sales. The effectiveness and impact has direct relation with the purchasing activities of specific brand, If the consumers do not feel convinced and persuaded by an advertising, it has no meaning, Advertising is said to be ineffective which cannot accomplish the designated task.

The objective of most advertising is to stimulate to buy the particular brand of product offered for a sale by a particular seller. The whole advertising campaign is concentrated basically to increase sales either by converting people from completing brands. We lose to other brands and by increasing the size of market for the product class. Despite some widely held misconception taking advertising as a merely ends of selling we can say it is the better means of promoting when the entire structure is not fitted well but advertising works no miracles.

There is no specific law relating to the abuse of advertising. But a few provision under various acts related incidentally to such advertising. False and misleading advertising is an unfair method of competition. In the long run, it destroys carries it false and deceptive advertising is made a punishable act under the rules relating to this false advertisers are punishable under the Act of 2032. It forbids selling by deceptive and fraudulent method and to misrepresent an inferior product as a superior one to misrepresent a product to be another selling a product without the full disclosure to the ways of mixing ingredients which may deduct the quality of the product.¹

The regulation of publication regulating the content and dissemination of advertising messages. But all publication media must follow relevant provision of the Press and Publication Act 2032.

¹**The Nepal Ain Sangrah**, Black Market and Some Other Social Crimes and Punishment , HMG,Ministry of law and justice, Law Management Committee, 2032,P.147.

1.3 Objectives of the Study

The key objective of this study is to assess role of advertising in sales of soft drinks in Nepalgunj and reference to a selected of Coca-Cola. However, the specific objectives of the study are outlined as below which aim to:

1. To analyze the present advertising practices in Nepalgunj municipality.
2. To analyze the promotional situation in Nepalgunj municipality.
3. To evaluate the impact of advertng on sales in Nepalgunj municipality.
4. To suggest government or concerned institutions for improvement based on the research findings.

1.4 Significance of the Study

Competition has been increasing day by day in the Nepalese market, where marketer are facing the problems of not getting target market share, over stocking and rough competition. Advertising makes widespread distribution possible, although a marketing manager may prefer to use only personal selling, but it can be expensive and mass selling can be cheaper. It is not as pinpointed as personal selling but it can reach large number of potential customer at the same time. Today most promoting blends contain both personal selling and mass selling. Advertising's job might be to build brand preference- as well as help purchaser to confirm their decision.

Sometimes the advertising may be able to some extend to describe that our product differ from current and potential competitors. Advertising could be made useful assistant to product positioning; meanwhile it also stresses this difference and creates an image about product in consumers perception which directs effect brand choice. Competitive advertising tries to develop selective demand for a specific brand rather than product categories.

This study contributes as to what extent advertisement helps in the brand choice of consumer in the case of low involvement goods.

Once any policy is formulated, its consequences should be monitored and corrective action should be taken accordingly. However, such practice has been seen rarely. In Nepal, this study may provide some suggestions regarding whether advertising promotional policies are effective or not. In the context of consumer behavior in Nepal, this study would help whether investors are attracted for the investment in advertising area or not.

However, the study is also helpful to those students, teachers, and others who are interested to know about the advertising policy. I am hopeful that the study will be very helpful for existing and potential advertising agencies as well as for consumers, government and all other concerned.

1.5 Limitations of the Study

This study is concentrated within Nepalgunj municipality only. This study is basically concentrated for the Coca-cola in Nepalgunj comes from Bottlers Terai Limited. This study has been doing in the context of taking data in the Nepalgunj municipality. So research is also done within Nepalgunj municipality.

This study is related with promotion and advertising Advertisement is also one of the tools of the promotional mixes. We cannot study all aspect of promotional mixes here. This study has basically the following limitations:

1. This study mainly focuses on advertising aspect.
2. This study is related with Bolter's Nepal.
3. This study is confined within 6 months.
4. This study is basically based on primary data gathered through the questionnaire.
5. This study covers the data for 5 years.

1.6 Organization of the Study

This study has been organized into five chapters.

Chapter-I: Introduction

The first chapter deals with the subject matter consisting introduction, background of the study, statement of the problem, objective of the study, significance of the study, limitation of the study and organization of the study.

Chapter II: Review of Literature

The second chapter is mainly focused with literature review that includes a discussion on the conceptual framework on advertisement and review of major– studies relating.

Chapter III: Research and Methodology

The third chapter describes the research methodology used to conduct the present research. It deals with research design, nature and sources of data, data collection procedure, population and sample, data processing and analysis and data presentation.

Chapter IV: Data Presentation and Analysis

The fourth chapter is concerned with data presentation and analysis. The major findings are also included at the end of the chapter.

Chapter V: Summary, Conclusion and Recommendations

The fifth chapter includes the summary, conclusion and recommendations of the study which deals about the main theme of study.

The bibliography and appendices are also included at the end of the study.

CHAPTER- II

LITERATURE REVIEW

2.1 Conceptual Framework

2.1.1 History of Advertising

Archeologists have found evidence of advertising dating back to the 3000s BC; among the Babylonians. The outdoor display, usually an eye-catching sign painted on the wall of a building was one of the first known methods of advertising. Many such signs were uncovered by archeologists, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town.¹

“Advertising by ‘word’ of mouth is probably the earliest form of advertising, because oral skills were developed before reading and writing. Advertising was given the commercial status the day man entered into the process of exchange

Word of mouth praise of products was the way of advertising used in medieval times. This gives rise to a simple but effective form of advertising, the use of so-called town criers. The criers were citizens who read public notices aloud. Merchants also employed these town criers to shout the praises of their wares. Even in Nepal, during Rana Regime, town criers walked through the streets announcing the opening and closure of gambling periods during the Laxmi Puja and other occasions. This form of advertising was called ‘Jhyali Pitne’ in Nepali.²

‘Jhyali’ means a certain type of an instrument which produces music and “pitne” means ‘to beat’. This is so called because the town-crier beat the

¹ C.M. Santhoki (1989), **Advertising**, Wt. Edition, Kalvani Publisher New Delhi, Ludhiana, P. 106.

² NTV Views Survey, 2055, Official Record of N.T.V.

"Jhyali" while making announcement or informing the public. The town were forerunners of the modern announcer who delivers radio and television commercials.

Although graphic forms of advertising appeared early in history, printed advertising made little headway until the invention of the movable type printing press by German printer Johannes Guttenberg about 1450. This invention made the mass distribution of posters and circulars possible. The first advertisement in English appeared in 1472 in the form of a handbill announcing a prayer book for sale. Two hundred years later, the first newspaper ad was published offering a reward for the return of 12 stolen horses.¹

Another major technological breakthrough in the field of advertising was the invention of photography in the late 1880s. Prior to this invention, advertisements were illustrated only by drawings. Photography adds credibility to advertisements as it shows products as they are visualized by an artist.

During the 16th century, newspapers were the largest among the prints, and these newspapers were in the form of newsletters. The first newsletter was started in 1622 in England. Latter half of the 16th century witnessed newspapers in the form of news books and by the middle of the 17th century, there were special advertising periodicals. By 1675, newspaper published excellent news books. By the end of 17th century, newspapers were well established in England undertaking advertising on a regular basis.²

Advertising agencies initially focused on print. Then, a new powerful advertising medium, radio started on Nov 2, 1920 in Pittsburgh, Pennsylvania. The introduction of these broadcasting medium created new opportunities and by the end of the 1920s, advertising had established itself in radio to such an extent that advertisers were producing many of their own programmers. The

¹ C.M. Santhoki (1989), **Advertising**, Wt. Edition, Kalvani Publisher New Delhi, Ludhiana, P. 245.

² C.M. Santhoki (1989), **Advertising**, Wt. Edition, Kalvani Publisher New Delhi, Ludhiana, P. 246.

early 1930s produced dozens of radio dramatic series in America that were known as sponsored by soap companies.

Though television had been introduced in 1940, it was not immediately embraced because of the high cost of TV sets and the lack of programming. In the 1950s, the American economy soared which led to the rise in the sale of TV sets and the advertising that paid for the popular new shows.¹

Soon TV became the largest advertising medium which surpassed radio as an advertising medium. The tone of the advertising is also changing. No longer does advertising simply present the product benefit. Instead it creates a product image. The changes in advertising correspond with social, economic and political changes of the country. There are so many advertisements of products and services on television and in the popular press today which were not there only a few years ago. We can see many advertisements of domestic airlines like Buddha Air, Yati Air etc on Nepal Television. There are many advertisements of cosmetic products, noodles etc. in mass communication media like newspapers, radio etc. Before, people were not bombarded with as many advertisements as seen today. Now a days so many excellent advertisements are being broadcasted about offering prizes by noodles like Wai-Wai, Mayos etc.

The situation of Nepal has changed and people are more sensitive about the particular types of products and services which best satisfy their needs. Life styles are changing. Advertisements help people in their buying decision. Since people are faced with many products that satisfy their particular need, decision making process has become complicated. In this regard, advertisements come to their rescue. People have started to take decision on the basis of advertisements they preferred. For instance, some teenagers choose the cosmetic that is well advertised from among other cosmetics which are not much advertised. The importance of advertising is growing day by day and so does the field of advertising. No one can predict what new forms of advertising

¹ C.M. Santhoki (1989), **Advertising**, Wt. Edition, Kalvani Publisher New Delhi, Ludhiana, P. 247.

may take in future. The most recent advanced form is advertising through internet i.e., by creating different websites in the internet etc.

2.1.2 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 a particular product or service. However some advertisements are designed to promote an idea or influence behavior 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 advertisement (PSAs). Some advertisements are also made to promote an institution, such as the Red Cross Society or Maiti Nepal and these are known as institutional advertising. The basic purpose of this type of advertising is to encourage people to volunteer or donate fund to the institution.

It can be concluded that the basic purpose of advertising is to draw an 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 an idea. Then, only the goal of an advertisement is achieved.

“Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsored”.¹

Advertisement consists of all the activities involved in presenting to a group, non-personal, oral or visual, openly sponsored message regarding a product, service or idea. This message called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.

¹ C.M. Santhoki (1989), **Advertising**, Wt. Edition, Kalvani Publisher New Delhi, Ludhiana

According to American Marketing Association advertising is any paid form of non personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor.¹

The above definitions include many features of advertising. Firstly, advertising is a non-personal. There is not any kind of face to face interaction in advertising. Physical presence of the sender is not required in advertising. The message is transmitted through one or more than various types of mass communication media such as television, radio or newspaper. Because of its impersonality, the audience does not feel obliged to pay attention or respond. As such advertising cannot be as compelling as company sales representative. However, advertising enjoys the advantage of mass communication. In this regard, advertising is the most cost efficient method of communication. It is an efficient way of reaching a large number of geographically dispersed buyers at a low cost per exposure.

Secondly, advertising is sponsored by an identified sponsor. The sponsors may be individuals, group or an organization. The sponsor who controlled the advertising is identified. In other words, public knows the sponsor behind the advertising as they are openly identified in the advertisements.²

Thirdly, advertising is a paid form of promotion of ideas, goods or services. Payment should be made by the sponsor to the media which carry the message. The spenders not only include business firms but also museums, social organizations, professionals etc. "Advertising is one of the most widely used promotion tools. It is used by business, non-government organizations, charities and service institutions."³

¹ William J. Stanton (1967) **Fundamental of Marketing**, Second Edition, New York, Mc Graw Hill.

² Govinda Ram Agrawal (2000), **Fundamental of Marketing**, Kathmandu: M.K. Publisher and Distriubtor, P. 393.

³ Govinda Ram Agrawal (2000), **Fundamental of Marketing**, Kathmandu: M.K. Publisher and Distriubtor, P. 304.

Last but not the least, advertising has a concrete message. It carries a verbal or visual message. The message, thus carried, is encoded by the sender and decoded by the receiver. In the above mentioned definition of W.J. Stanton, there is a clear distinction between advertising and advertisement. Advertisement simply is the message where as advertising is a process which includes programming the series of activities which are necessary to plan and prepare the message and present it to the target market.

Many experts believe that advertising has important economic and social benefits. There are also some people who say that some advertising is deceptive or encourage an excessively materialistic culture or reinforces harmful stereotype. However, the majority of people believe it as an important buying guide.

Some other definitions of advertising are as follows:

“Advertising is the means by which we make known what we have to sell or what we want to buy”.¹

Advertising is one of the most important reinforcing elements of the promotional mix for the objective of successful sale of a product.²

Thus, advertising is a paid form of non-personal mass communication and promotion of ideas, goods or services by an identified sponsored to the target market. And advertising uses mass communication media as mentioned in the above last definition.

¹ John S. Wright Janniel S. Worner, Willism \$ Winter Jr.,(1971) **Advertising**, Third Edition, Mc Crraw-Hill Book Company, P. 33.

² Count land \$ Bovee, William F. Arens,(1986) **Contemporary Advertising**, Second Edition, Irwin Home Wood, Illinois 60430,United States of America, P. 479.

2.1.3 Specific Reasons for Advertising

The primary reason for advertising by any organization is to promote the sale of a product or service. However there are many special and specific reasons for advertising. Following are some specific reasons for advertising: ¹

-) To announce a new product or service
-) To expand the market to new buyers
-) To announce a modification of a product or service
-) 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 announce the location of stockiest
-) 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

¹ Count land \$ Bovee, William F. Arens,(1986) **Contemporary Advertising**, Second Edition, Irwin Home Wood, Illinois 60430,United States of America, P. 479.

is conservative, skeptical and is hard to shift from established habits. The advertising has to be bold, 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.

Manufacturers also use advertising to expand the market to new buyers. Since, the products already have some market; the advertising is likely to have greater impact. People are frank and already aware about advertising of the products. The products have already been proved in professional, commercial or some other accepted use. The advertising used by the advertiser should be more persuasive rather than informative in this case.

An existing product 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 a product because of competition.

Advertisement announcing a price change is more common form. 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.

2.1.4 Types of Advertising

Advertising can be divided into two broad categories (a) consumer Promotion advertising and (b) Dealer Promotion. In addition to these two types of advertising, there can be other types of advertising also such as product advertising, institutional advertising, primary demand advertising, secondary demand advertising, indoor advertising, outdoor advertising, press advertising, electronic advertising and so on. Consumer advertising is the type of advertising which is directed at the public where as 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 aims 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 (Borden and Marshall, 1974:3)

The meaning of advertising is to turn people's attention to the specific thing .In other words, advertising is to draw attention of people to certain things. Most advertising is to stimulate people to buy a particular product. Despite some widely held misconceptions, advertising alone works, no miracles. It is an important element in the modern marketing process. But it can produce consistently profitable results only when the entire structure is sound.

“Advertising is a form of communication intended to promote the role of a product or service to influence a particular cause to gain political support, to advance a particular cause or to elicit some other response desired by the advertiser”¹

Advertising basically encompasses communication paid space or time, presentation and promotion of product and persuasion and promotion of the consumer in a communication process. There is a source of message the medium through which the message travels to the receiver.

“Advertising is a form of mass communications where the source is in direct contact with the receiver and the receiver is always a group –or precisely an aggregation rather than another individual.”²

“Advertising consists of all the activities involved in presenting to a group, a non- personal, oral or visual, openly sponsored message regarding a product, service or idea. This message is collected an

¹ New Encyclopedia Britania, Macropedia, 15th Ed.vol.1.Chicago, 1979p.103

² Ibid, P.375.

advertisement is disseminated through one or more media and is paid for by the identified sponsor.”¹

Today, the word advertising is very common. It appears almost all aspect of our daily lives. It is seen on television, in sports ground, in newspapers, on beverages containers, on matchbox, our telephone or water bills, bank statement, mail box, on bus and trains we travel, on national and FM radio channels and even in the sky when we look up in description to get rid of the advertisement syndrome . It is overwhelmingly a part of our routine in the world of market economy.

The history of print media in Nepal goes as far as one hundred years back, established in 1901, the oldest newspapers in the country, the ‘Gorkhapatra’ is the pioneer of this century old phenomenon of the society. In 1851, Jung Bahadur Rana, the first Rana Prime Minister imported the very first printing machine to the Himalayan kingdom on his return from visit to Europe. Until the end of 1940s, the Gorkhapatra (state controlled newspaper) remained the sole published media in the country.²

“Advertising is usually added reseed to large group of people but the destination can be made as follows” sales promotion is the temporary offer of a material reward to customers or sales prospect, whereas advertising is the communication of information.”³

From this definition it is apparent that advertising may well be the medium sales promotion. But it is not itself an act of promotion. The destination is not also bringing out an important fact about advertising. An advertising by definition transmits a persuasive message, but the persuasive element is not necessarily and adds itself. When a sales promotion offered is the subject of an

¹ William J. Stanton, **Fundamental of Marketing**, McGraw Hill L.td, Tokyo 5th Edition, 1978 P.448.

² Dr. Bhoj Raj Aryal, Pravha, **Journal of Management**, Central Department of, T.U, Kirtipur, Kathmandu..2005. P.1

³ Kenneth A. longman **Advertising**, Harcourt Bruce Yovanovich Publishing House, United Kingdom of London, 1971. P.19.

advertisement, the promotion is the persuasive element and the advertisement is an information channel.

2.2 Evolution of Advertising

Throughout history and till today the purpose of advertising is to inform and persuade. Many people think advertising as a modern process; it actually dates back many centuries. However, ancient civilization had to depend on hand tools to produce goods, because goods were not produced in large quantity. The use of advertising is to stimulate mass purchase of merchandise was not really necessary. At the same time there were no mass media for possible advertiser to use.

The Chinese invented paper and Europe built its first paper mill by the year 1275 when Johnnes Gutenberg invented movable type. It made possible new advertising media and first forms of mass advertising including printed posters, hand bills and newspapers advertisements. In London in about 1472 the 1st printed advertisement in English, tacked on church doors, announced a player book for sale. The first newspaper advertisement that appeared on the back of the London newspaper in 1650 offered a reward for the return of 12 stolen horses. Later advertisement appeared for office, chocolate tea, real estate and medicines as well as “personal ads”. The advertisement was directed to a limited number of people who were customer of coffee houses where the newspaper were read.¹

Another major technology break through was the invention of photography in the late 1880s. Before this time products in printed advertisements could be illustrated only by drawing photography added credibility to an advertisement because it shows products as they are rather than as visualized by an artist.

When advertising entered expenditure and in the 20th century there are so many miracle than before on Oct 29, 1929, the stock market crashed, the great

¹ Kenneth A. Longman **Advertising**, Harcourt Bruce Yovanovich Publishing House, United Kingdom of London, 1971. P. 23.

depression began were drastically reduced. However, perhaps due to depression, false and misleading continued to thrive. Several best selling books exposed advertising as an unscrupulous exploiter of customer, living role to the consumer movement and resulting in further government regulation.

Because of consumer sales resistance during the depression and the budget-cutting attitude of management, advertising turned to research to regain its credibility and effectiveness.

When broadcasting advertising came it had added another significant milestone in the field of advertising. A major power full new advertising medium, radio started on Nov 2, 1920 in Pittsburgh, Pennsylvania, national advertiser used radio extensively because they could reach large, captive audience that turned into popular programmers. In fact, it was their advertising agencies that produced the first radio became the primary means of mass communication. News arrived direct from the scene, and whole new world of family entertainment became possible.

The most unusual expansion of any medium occurred after television was firstly broadcasted publicly in 1941 at the end of the Second World War the use of television advertising grew rapidly. In 1955 color television was born and today television is the second largest advertising medium in term of total money spent by advertiser.

The 1970's saw a new kind of advertising strategy where the competitor's strengths became as important as the advertiser. This was called the positioning era. Acknowledging the importance of product features and image, the consisted that what really important was hoe the product ranked against the competition in the consumer's mind.

“The brief history shows that advertising reflects the world we have in just as advance in technology are changing our lives. So will the action and attitude of special interest- group from big business to bid labor. From pro-growth

advocates to environmentalist. From big religion to big cults and although some group fight progress to effect their aims all the way. They will all use the tools of progress to effect their aims one of these tools will be advertising – in media yet to be conceived.”¹

2.3 Functions of Advertising

The basic function of advertising is simply to ring something deliberately to the notice of someone else. To make money companies manufacture and sell product that compete in the market place. Advertising has so many functions as described below:

2.3.1. Marketing Functions

To increase their sales and profit, companies develop marketing strategies. The marketing strategy is determined by the particular way companies combine and use various marketing element. The marketing mix includes a variety of options known as four Ps and generally categorized under the heading of product, price, place and promotion.

2.3.2. Communication Functions

All form of advertising communicate some message to a group of people .as a communication function advertising had its beginning the outdoor signs carved in clay, wood or stone and used by ancient Greek and roman merchants were the first form of advertising. Since the population was unable to read, the signs were symbols of the goods for sale such as a boot for a shoemaker’s shop.

Today, the communication of information is still one of the basic function and objectives of advertising. Examples of advertising used primarily for communication is advertising in telephone one directories, newspapers,

¹ Kenneth A. longman **Advertising**, Harcourt Bruce Yovanovich Publishing House, United Kingdom of London, 1971. P. 23.

classified ads, and legal notices published by various organization and governmental bodies.

2.3.3. Economic Functions

By making people aware of products, services and ideas advertising promotes sales and there by commerce. As well as a buyer's guide. It provides information to consumers about the news of new products or prices and it gives industrial buyers important evidence or information about available product s and services. Advertising greatly reduces the cost of distribution. This leads to lower costs and higher profits, which can be invested in more capital equipment and job advertising, invites people try new products. It accelerates the success of good products and the failure of unaccepted products.

2.3.4. Social Functions

Advertising is the one of major forces that helps to improve the standard of living of the people by publicing the material, social and cultural opportunities of free enterprise consumer society. Advertising has encourages increased productivity by both management and labor.

Advertising enables to the people to select the product that best matches your functional and social needs. Finally advertising effect on society has led to important social and legal changes.

In brief the function of advertising according to Bovee and Arens are As follows:

1. To induce consumer to try new product s and to suggest reuse.
2. Stimulating the distribution of a product.
3. To increase product use.
4. To build brand preference and strengthen brand loyalty.
5. To create a positive psychological image about product.”¹

¹ Countland Bovee and William F. Arens, **Advertising**, Second edition, 1986, P.-8.

The objectives of advertising are to stimulate, to buy a particular brand of product offered for sale by a particular seller. The whole advertising campaign is concentrated basically to increase sales either by converting people from completing brands or by reducing the number of customers we lose to others brands and by increasing the size of market for the product class. Despite some widely held misconception taking advertising as merely ends of selling we can say it is the better means of promotion when the entire structure isn't fitted well but advertising works no miracles. It is an important element in modern marketing process but it can produce consistently profitable results only when the entire structure is sound.

The greatest advertising appropriation is devoted to products of low unit value frequently repurchased and universally used. The success of advertising is recognized when it wins the new customer. It is fundamental, therefore that before any money can be wisely spent in a advertising, it must be ascertained that the product is right to the degree that it can win repeat purchasers or recommendation from its users. To yield sound and profitable results from advertising a product must be well-adopted to the needs, wants and prejudices of its prospective consumers.

A right product is very often not what its manufacturer or his family and friends think as ideal rather than it is a product that can enter the hurly-burly of modern competition and win and hold the goodwill to enough costumers to create and maintain profitable enterprises that is uniform.

Companies advertise because they have something want to sale and something to buy. Advertising brings people together who would not otherwise know of existence of those able to supply and those with a demand.

Basically the objectives of advertising are influencing, persuading, building image of product as well company reminding for re-purchase and communicating information related about product and company, even though for easy to understand. We can trace out the objectives of advertising as

followings: to announce a new product of service, to boost up the sales, to solicit re-costumer, to expand the market to new buyers, to announce modification, to announce new brand, to make a special offer, to invite enquire, to sell direct, to test a medium, to announce the location of stockist, to educate costumers, to maintain sales, to challenge competition, to remind, to retrieve lost sales, to please stockist, to appoint staff, to please sales force, to attract investors etc.

2.4. Government and Legal Provisions of Advertising in Nepal

There is no specific law relating to the abuse of advertising. But a few provisions under various acts relate incidentally to such advertising. False and deceptive advertising is made a punishable act under the rules relating to this false advertisers are punishable under the act of 2032.

It forbids selling by deceptive and fraudulent method and forbids to misrepresent and interior product as a superior one to misrepresent a product to be another and selling a product without the full disclosure of the ways of mixing in the ingredient which may reduce the quality of the product.¹

The regulation of publication regulating the content and dissemination of advertising message but relevant provisions of the Press and Publications Act 2032 must be followed by all publications medias .A commercial advertiser can not be expect to advertise for the purpose for hidden by the act even than a few points relating to obscene materials and the materials promoting immortality in public life are liable of being variously defined and a few advertisements are rejected by media on this ground also .²

- 1) According to the government's stand regularity and it's scope, even if there are differences in ideologies and objectives, advertisement will be provided from the concerned authorities to the private media.

¹ **The Nepal Ain Sangrah**, Black Market and Some Other Social Crimes and Punishment, HMG Ministry of law and Justice, Law Management Committee 2032.P.147.

² The Chhapakhana Ra Prakashan Sambandi Nepal Kanun Lai Samshodhan Gari Beneko Ain 2032. His Majesty's Government Kanun Kitab Management Committee, 2051.

- 2) The monopoly of the Government owned media over the public information would be eliminated.
- 3) Principally, it will be increased to publish readable news and materials on literate, environment population, tourism and concerned agencies will be encouraged to provide help in this regard
- 4) At the local level the government will provide advertisements to the local news paper and media “¹

2.5 Legal Provisions in Advertising Expenses

Finance is the key factor that controls the amount that the firm is capable of spends for a creative activity of advertisement. The exact amount to be spending a number of variables is indicated by the advertising budget. Factors accountable are the objective to be attained to the extent of the coverage involved and the extent of the size completion and experience of the form and rules.

In Nepal, the advertising budget depends upon the government rules. For act purposes prior to B.S .2049, any company, industry, profession, vocation and business incurring expenses for advertisement and entertainment should not be exceeded by 2%and1% of the gross profit. After 2049when the government introduced the industrial act2049 when the government changed the rules of spending advertisement expenditure under the industrial enterprises act2049 any industrial incurring advertng expenditure could deduct up to 5% from the gross income, similar expenses should be deducted while assessing the net income.

2.6 Some Terms and Conditions of Various Governments Advertising Media in Nepal

¹ The Press Policy 2048 Information and Communication Ministry Publication.

Radio Nepal has segmented its time on the basis of listener's attraction towards Radio programmers in different time during a day.

Here are presented different commercial timing schedule of National transmission.

- a. Super Time: 7.45 AM to 1.30 PM Saturday. Tariffs for advertisements during the super time per 15 seconds Rs. 400.00 and respectively increased 24.
- b. "A" time: 9.30 AM Sunday – Friday. The tariffs will be 350 Rs. per 15 seconds and increased respectively.
- c. "B" Time: 9.30 AM – 11.00 AM Sunday to Friday and 8.15 PM to 10 PM Sunday to Saturday. The tariffs charge will be Rs. 300 per 15 seconds.
- d. "C" Time: 2.00 PM to 3.00 PM and 10.55 PM Sunday-Saturday. The tariffs charge is 250 per 15 seconds.

2.6.1. Some Terms and Conditions of Radio Nepal

Radio Nepal has some terms and condition that are very essential to listeners as well as people who are interested about the Radio Nepal.

1. Radio broadcasting service reserves the right to change the slots/spots through the relevant time period for which the charge is made unless they are fixed spots and position of broadcast are pre arranged.
2. All the materials and scripts for commercial time must conform to the requirements or the censor. The decision of radio Nepal will be final and will not be contested by the agencies / advertiser. The agencies and advertiser would be responsible for all material transmitted under the contract and agree to identify Radio Nepal against all action, claims and demand brought or made against Radio Nepal by region of

the said transmission or transmission including Bat obstructing the generality of the forgoing all libel or s slander, action or claims brought or made against Radio Nepal by reason of the said transmission.

3. Radio Nepal reserves the right to transmit any advertisement materials with out assigning any reason.
4. Radio Nepal reserves the right to change the rates and condition with out prior notice.
5. Radio Nepal reserves the right to discontinue, notice to agencies/advertiser in such case. Radio Nepal will allow agencies/advertiser to either cancel the contract or accept other alternatives.
6. Commercial tending to have and adverse impact on the society or those that contain of obscene words or those tending to perpetuate superstitions will not be broadcast.
7. Commercial tending to praise one's one product while running down the products of competition or commercial with such and intention will not be accepted for broadcast.
8. Advertisement, which give false and confusing prices or guarantee advertisements of goods whose name and format is copied from other product, will not be broadcasted.
9. Advertisement of medicine s which claims to definitely cure certain disease will not be accepted.
10. Commercial of goods carrying foreign trademarks and broad name but manufactured in Nepal must be submitted with a copy of the industrial department.

11. Commercial recorded outside of radio Nepal will be subject to quality test before acceptance.
12. 30% extra will be charged in addition to the normal rate for all fixed timing. But for an advance contract of minimum one year only 25% extra is sufficient.

For product such as Tobacco, Beer, Bidi, Panparag, Khaini and Alcohol etc. The rate will be 100% extra in addition to the normal rate.”¹

The rate of advertisement for international product per 15 seconds for different four grades of time is respectively 700,600,500 and 400RS. Which are about 70% average more than the national product.

The Radio Nepal was established on Chaitra 2007 B.S. (April 1, 1951) initially the transmission cover a duration of 4.5 hours through a 250 watt transmitters over the years. The radio Nepal has strength ended its institutional capacity and diversified itself in term of programmers format, technical efficiency and nation wide coverage.

The Radio broadcasting is the cheapest and quickest and widely covered means of mass communication in Nepal. In the difficult geographical structure like Nepal radio broadcasting has proved a very effective and efficient medium in disseminating information, educating people and entertaining the message.²

The Radio Nepal has the transmission capacity of the short wave and medium wave. The short wave transmission of the Radio Nepal is estimated to reach the listeners throughout the country as well as some parts of India. But the medium wave transmission covers from 80% to 90% of the population. The five medium wave transmissions are located at Pokhara, Katmandu, Dhahran, Surkhet and Dipayal.³

¹ Radio Nepal Rate Card 17 July 2010.

² Ibid.

³ Ibid.

2.6.2. The F.M. (Frequency Modulation) Programmers

In consonance with the policy of foregoing ahead in tune with the changing broadcasting scenario, the radio Nepal launched the test transmission of the first F.M. channel in Nepal on the 30th karkit 2052B.S. (16th 1995). The F.M. channel airs programmes on 100MHZ on the F.M band through a 1 K.W. transmitter installed at Katmandu.

F.M. transmission began initially with one hour 45 minutes breakfast show on an experimental basis for a one and half month and went on six hours regular up to 10 hours nowadays. Its unique character to relax, inform, and entertain, radio has become the daily companion of million of people whenever they are:

Merits

1. Reach and frequency.
2. Impact of human voices with sound effect and music.
3. Flexibility of communication.
4. Memo ability of oral communication
5. High selectivity, more efficiency and economy.

Demerits

1. This is heard but not seen.
2. If the person is not listening to the advertising message at the time of broadcast it is lost forever.
3. It is on such a medium where it is impossible to illustrate the product.
4. The time available for advertising on radio is limited by number of hours.

2.6.3 Television

In Nepal, television was the first commissioned in B.S. 2041. It is 21 years old now. The advertising of TV's more ever younger more glamorous and specialized as it provides scientific synchronization of sound, light motion, color and immediately that another medium does it. 21 years ago when Nepal television began its first transmission there was hardly one minutes of advertising in a two hours transitions. Today, Nepal television has an average of 16 minutes 30 seconds of advertising per day of transmission.¹ And over the years the format and presentation of the Nepal television advertisements has changed dramatically. Initially the Nepal television advertisements have been changing during the time period. Still there are so many ads, which is dubbed only in Nepali. Despite of fact advertiser are eager to make the advertisement more attractive, impressive and informative. Some multinational and foreign collaboration companies have good and attractive advertising like Coca Cola, Pepsi and Liril etc.

Technically only the 39% of the total population can only watch the national programmes of N.T.V. Nepal television conducted a television viewer survey, 2012 the table shows viewer of Nepal television on the basis of time.

Table No. 2.1²
Number of T.V. Watcher by Time and Region

Time	Bhairawa	Pokhara	Birat	Janak	Bhakt	Lalit	KTM	Total ³
Beginning Time	68	65	46	32	95	57	63	426
After 7 PM	250	244	217	190	204	196	162	1460
After 8 PM	141	110	190	180	143	171	152	1087

¹ NTV Viewers Survey 2061, Jestha, Official Record of N.T.V.

² NTV Viewers Survey 2061, Jestha, Official Record of NTV.

³ NTV Viewers Survey 2061, Jestha, Official Record of NTV.

After 9 PM		5	20	76	58	47	76	3224
Total								3297

Interview with 3291 viewers representing 44.28% or 1460 persons watching the television after 7PM, 32.97% or 1087 after 8 PM, 12.97% or 426 watching beginning time and 9.83% or 423 viewers watching the NTV after 9 PM.

Table No. 2.2²
Number of TV Watcher by Age and Region

Place	Age 6-16	Age 17-35	Age 36-50	Age 50>wards	Total
Bhairahawa	443	2209	446	210	3308
Pokhara	227	1605	248	323	2458
Biratnagar	576	1989	583	243	3395
Janakpur	1168	2340	634	432	47574
Bhaktapur	1110	1516	796	541	3963
Lalitpur	547	1721	255	311	2834
Nepalgunj	749	1738	443	426	3356
Total	4820	13118	3455	2486	23879

2.6.4 Some Terms and Conditions of N.T.V.

- a. Advertisement is accepted in Nepali and English language only.
- b. Payment in full must be made in advance of any order.
- c. All material for commercial time must confirm to the requirement of the censor of ministry of information and communication. The decisions of NTV for approval of materials will be final and not be contested by the

agency /advertiser. However NTV will allow advertiser 10 days from the date of the announcement of change in rates and condition or amend their contracts.

- d. Agency commission will be allowed as per NTV's rules.
- e. Advertisement order should reach the office before one day of the transmission .25% extra will be charged for orders coming in the some day transmission.
- f. 50%discount will be provided for all advertisement placed during the morning transmission.
- g. Advertisement of tobacco and beer will be charged additional 100% on the above rates.
- h. Extra 7.5% sales tax on the above rates.
- i. The rates for domestic product and foreign product are different.

Merits

1. Mass coverage and low cost: -Advertiser use television to reach a mass audience and resell their brand name at a very low cost per thousand.
2. Viewer empathy: -T.V advertising can depict people more realistically than any other medium. The subject arisen to worry same hardships that the viewer does.
3. Selective and flexible: - the advertiser has the opportunity of addressing to the selected audience through programmes and announcements.
4. Creative: the most striking features of T.V medium is its instantaneous transmission of sight motion, sound and colour that is life -like, it presents the things and events as they are and happen, life -like presentation makes advertising more creative and persuasive.

Newspaper is a major community serving medium today for both News and advertising.

Demerits

1. Costly: -the production cost of transmission in network is high. Michael Jackson signed \$5.5 million with Pepsi. A minute for commercial time during the 1984 Olympic Games cost \$250000 for example.
2. Shortest life: - the commercial message has a very short life. Once it is viewed and heard it is gone.
3. Contradiction: - generally advertising of product class during the commercial time make confused for the product judgments of selection to the consumer. Like In one time there are advertisement of Puja, Nilgiri, Diyo, Super top, by which the consumer will be ambiguous for a particular brand.

2.6.5 Newspaper

The Newspaper has become an integral part of the life of almost every community. It is really hard to imagine life without newspapers in news a day. It takes its place alongside office, school, and campus bank and department store as a necessary adjunct to living. It is as essential as a good cup of tea in the morning or even more important than tea to start the day. “ Newspaper is one that gives news – views, ideas, interpretations, opinioning comments and explanations regarding the social economic, political, educational, moral, cultural, ecological, methodological, development and the like.”

The Newspapers in particular provide a unique, flexible medium for advertiser to express their creativity. The newspaper is a mass medium that is read by almost everybody and everyday. Newspaper is a major community serving medium today for both news and advertising.

In Nepal National and daily newspapers are: Gorkhapatra, The Rising Nepal, the Kantipur, The Kathmandu Post , The Everest Bearld,The Sagarmatha, The Lokpatra Dainik, The Himalayan times, and weekly Newspaper are the Samakalin , Dashantar, Punarjagaran, Dristhi, Astha e.tc.

Merits

1. They are widely read by the people simply because they carry news.
2. Advertiser can choose a suitable newspaper to meet the expected readers.
3. It is believed that newspaper can be road minimal wastage in advertising.
4. It is a mass media, which penetrate every segment of society.
5. Newspaper is a local medium, covering a specific geographical area.

Demerits

1. Display possibilities are limited because of rough paper.
2. They are only for a short period. In other words there is lack of long life of the newspapers.
3. Their cost is often difficult to determine.

2.6.6 Direct Mail Advertising

Direct mail advertising includes the all forms of advertising sent terraced to prospects through the mail. As advertising medium, this is widely used by the marketers of high involvement goods next to the personal sales calls. Direct mail is the most effective way to an advertiser can put a message in front of a prospect. It is also the most expensive on a cost per exposure basis. As an advertising medium, it offers several advantages. These include selectivity, intensive coverage, control, personal impact and performance.

The drawbacks of direct mail include the high cost per exposure, the delay often experienced in delivery, the lack of other content support for the advertising message and certain problem with selectivity.

The direct mail list is the heart of the medium because each list actually defines a market segment.

2.6.7 Outdoor Advertising

Outdoors advertising is the major advertising media offers the lowest cost per message delivered. In addition, the medium offers other attractive features. They include instant broad coverage, very high frequency, great flexibility and

impact. Drawback includes the necessity for brief message, the limitation for reaching narrow demographic groups and the lead-time required. In addition, the high initial preparation costs and difficulty of physically inspecting each billboard discourage some advertiser. In Nepal, beer, liquor and soft drink companies have bulk of outdoor advertising.

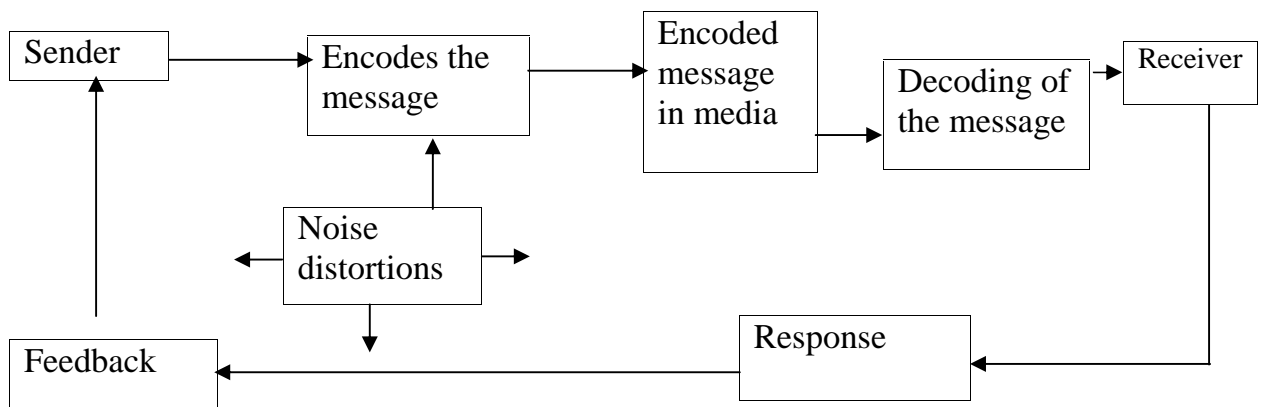
The two most common form of standard outdoor advertising structure are the poster panel and the bulletin.

Besides, this electrical signs, traveling display, film advertising, and store publication, store signs are also important advertising media according to the nature of business.

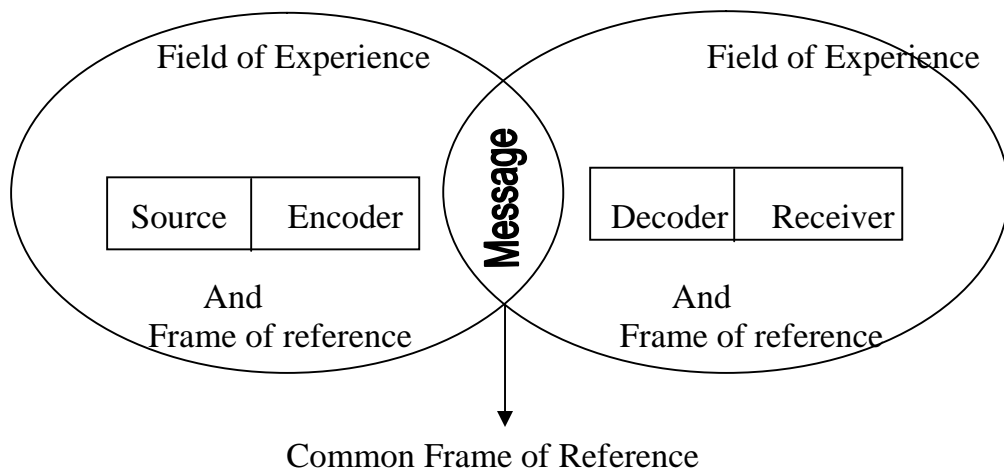
2.7 Advertising as a Tool of Communication

Advertisement is as old as man. A baby crying for it's a girl wooing the prince charming, adopting wife desirous having a new sari are all aspects of advertisement. Take, for instance, the dancing daffodils or sweet smelling roses, which silently invited to achieve the objective of pollination. When a woman wears lipstick, she is advertisement that she wants to look beautiful. Advertisement has evolved since the industrial revolution, as a tool of marketing communication it is an art as well as science. Competition, growing marketing expenses, product failure, liberalization, globalization, and emergence of new electronic media has given an impetus to activities.

The Communication Process



The Process of Marketing Communication



Field of experience and frame of reference both make the communication possible. The sender is the source of message and the decoding step involves the consumer's interpretation of message.

2.7.1 Advertising and Personal Selling

“Advertising is the communication with many consumers of products and services. To communicate with large groups, we put the advertising message through mass media. Advertising communication is non- personal. Personal selling is the personal communication where a salesman talks person to person with a prospect. Personal selling isn't miscommunication but individual communication. When a persuasive communication is directed toward a single individual. It is an act of salesmanship. It is directed toward a large group of individuals, it is called adverting”.¹

The basic diction between advertising and salesmanship can be stated as follows “when a persuasive communication is directed toward a single individual.”²

“It is easier to hold a man to account for what he proclaims in public than for what he whisper in private”¹

¹ S.A Chunawalla & K.C Sethia, **Foundation of advertising Theory and Practice**, Himalaya Publishing House, Delhi, 2000.P.9.

² Kenneth A.Longman, **Advertising**, Harcourt Bruce Yovanovich Publishing House,United Kingdom of London, 1971,P.149.

2.7.2 Advertising and Sales Promotion

“Sales promotion takes over at this point. It makes the consumer take a favorable purchase decision by providing one or other kind of direct inducement, e.g., discount, price off, gift; coupon etc. Mostly advertising is indirectly concerned with sales. Sales promotion is the short-term approach.”²

2.7.3 Advertising and Publicity

Publicity is defined as non-personal stimulation of demand for a product, services and business unit by planting commercially significant news about it in a published medium. The sponsor does not pay for that. Publicity may be negative as well as positive

2.7.4 Advertising and Public Relation

“Public relation is the relation with the public. The company makes a positive relation with the consumer doing different activities to build a positive image towards the consumer. The ultimate aim of public relation is to develop a favorable image in the eyes of public. It refers to a company’s communication and relationships with various sections of the public –customers, suppliers, shareholders, employee, governments, media, and society at large. P.R can be formal or informal. P.R is low cost compared to ads. The expenses involve keeping in close touch with people in the media through press conferences, visit, and press release.”³

Advertising should be in an AIDA model’s means drawing a attention, a means action and I means interested means desire. Here, I am going to prepare a thesis on coca cola product and to analyze the role of advertising in this product.

¹ “Is the too much Advertising Reprinted in “The World of, Advertising age, and special issue vol.34, P.3.

² Kenneth A.Longman, **Advertising**, Harcourt Bruce Yovanovich Publishing House, United Kingdom of London, 1971. P.19.

³ Edward L.Bernays, S.A Chunawalla & K.C Sethia, **Foundation of Advertising theory and practice**, Himalaya Publishing House, Delhi, Reprint, 2000.P.10.

2.8 Sales and Advertising

Selling concept is one of the marketing concepts. The marketing concept is the philosophy of the business. Selling concept is the one of the most important concept of competitive market. Selling isn't a new profession. In fact, it may be considered to be the world's oldest profession. Ever since things have been growth and produced they have been both excess and deficiency of goods. The desire to acquire the useful and to obtain it in exchange for the less useful has produced the market or places for exchange of buying and selling. Thus, selling involves transfer of title and possession to the buyer. Selling in business means the transfer of ownership of products and services to a buyer in exchange of money. It is concerned with the activities that convert the desire to demand. Modern selling is also closely concerned with product planning and development in addition to the demand creation. Advertisement campaign should be used according to demand of the product lifecycle.

“Selling is a function which is concerned with identifying the specific needs, desire, and problems of individual customers and providing satisfaction of these through benefits or solution in order to facilitate profitable business transactions.”

First of all producers has to be familiar for the societal marketing concepts and products positioning and brand choice of the customers, then he or she has to make a strong strategy for the selling. Selling strategy can be used to maintain the sales for the coming days. Promotion mixes help the producer to take right advantage than competitors. If the producer couldn't able to promote the goods and services at a right time, at the right price, and in the right place, they have to fade up from the market.

So, the advertising plays most important role in the market because if producer only concrete to produce as well as concentrating pricing policy not concentrating to promotion policy like advertisement according to the product. Certainly she or he has to run out from the market. So, producer has to make

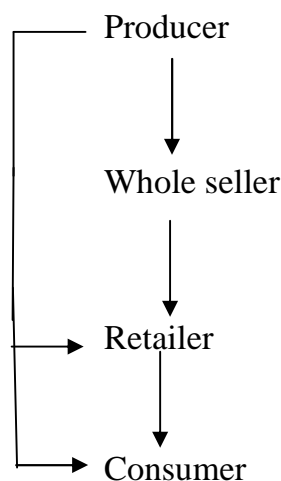
high involvement of the customer in their product as well as in advertisement. And then they believe their product and then they become positive for the company as a whole, which makes large scale of sales possibilities. Advertisement campaign makes to sell the more quantity of the product that makes more sales.

The world is rapidly sprinkled with the advent of faster communication, transportation, and financial flows. Many companies have conducted international scales and marketing for the decades like as nestle, Coca-cola, Pepsi, Sony, Shell etc. are familiar to costumers around the world. This has become possible due to international selling, advertising as well as marketing concept. To increase the sales, sales people and sales manager must consider the additional skills and professional awareness to be successful in this field.

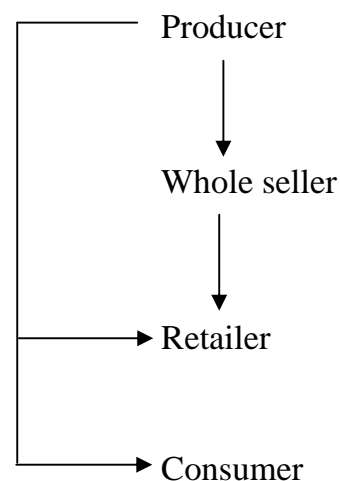
Sales people and sales manager have to make the appropriate advertisement copy to attract the concentration people. Now day's companies have focused to the personnel selling to increase the sales. Now Internet marketing, Telemarketing and direct response are also playing the communication roles in the competitive market.

Selection of promotional strategy, generally business organization has chosen the two types of promotional strategy like as push and pull strategy.

Push Strategy



Pull Strategy



In the context of push strategy, producer motivates the whole seller to demand the product and the wholesaler motivate the retailer and retailer motivates the costumer to demand the any specific brands. In the other hands pull strategy concentrated directly to motivate the consumer through advertising by producer. Evaluations of promotional strategy are the most important aspects of using the promotional tools.

Evaluation means to compare the further outcomes with making some changes in the evaluating process. Main objectives of promotion are to sell reasonable quantity. Promotion objectives aren't only dream as well as hypothesis; it is realistic in the context of market.

So let us 1 take an example currently sales volume are running at 10000p.a. if the product policy changed by 10% to increase the sales volume. At that time, marketer has used different promotional tools and programmers, if the sales volume increased at 11000p.a.marketer think promotional policy has been succeeded. If not promotional policy hasn't been succeeded. Moreover marketer has to use the low cost promotional tools and concentrating the product lifecycle.

2.9. Review of Previous Studies

The another objectives of this study were to find out the existing patterns and blends of advertising and the constraints prevailing in advertising practice in Nepal, this study was confined to the descriptive analysis of the situation of advertising business .It was natural to undertake such research work at time as the advertising was still at infant stage of development. Thus, the study did not think the creative aspect of advertising.

“This study has contributed to radio advertising and its impact on consumer behavior is found which has been conducted by **Shivjee Thapa**”¹. This study is somewhat similar to the study conducted by **Mr. Santosh Kumar Upadhaya**

¹ P.R.Pandey, **Advertising in Nepal**, A Case study, T.U.1980.

on Advertising in 1981. In this way of talking the available resource there are also further research studies on the creative aspect of advertising 1980-2006.

When the total scenario of the country changed after the restoration on of a democracy, further study has been done by the researcher. These studies are important because these studies has been done under the condition where the government has adopted the economic liberalization and privatization policy by which many industry are opened in the country by national and international investors as well as in collaboration.

There are some similar studies which had been conducted previously about advertising in Nepal. Professionalism and highly advanced marketing and advertising practices have not institutionalized here in Nepal. However, the Nepalese business environment is also influenced and the entrepreneurs have recognized the need of advertising. For this, some research studies are conducted on advertising and sales promotion by different researchers of university students of masters' level.

The major findings of the study stated in the study is 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 very few alternatives and the advertising programs are not well coordinated with the other elements of marketing and promotional strategy. The effects of advertising are generally not evaluated.

In 1981 Upadhyay (1981) conducted a study regarding on "Radio Advertising and its impact on purchasing acts in consumer goods". 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 in purchasing decision. The objective of this 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 behaviors 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 behavior.

Similarly, Baral (1995) conducted a study regarding the “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.

Shrestha (1998) has done one more attempt in the field of advertising. The study entitled "The Role of Advertising in Brand Choice and Product Position" 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.

The first study on advertising field is conducted in 1980 by Pandey (1999) entitled as "Advertising in Nepal" which is focused on the advertising situation and its environment in Nepal. The other objectives of this study are pattern and blends of advertising and the constraints prevailing in advertising practices in Nepal. His study was confined to the descriptive analysis of the then situation of advertising business. It was natural to undertake such on advertising field at that time as the advertising was still on infant stage of development. Thus, the study did not touch the creative aspect of advertising.

Another research conducted by Pant (1999) entitled "The study on brand loyalty" 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 was found that consumer give high importance to brand names at movement 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 factor such as sex, age, marital status, income, family size, store loyalty, specific deal, and favorite brand of the other member, of the family influence brand loyalty but the degree and direction of relationship varies across product. Major recommendation of the study are branding is necessary for the product benefits, qualities such as action or color, 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.

The other significant study on promotional effort conducted by Bhatta (2000) entitle "Sales Promotion and its effect on Sales: A case 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 wisely used by the manufacturers as sales promotion tools, to find out the most suitable media to advertise about the sales of beers in Nepal and to predict the sales of coming year if every factor remains same. This study specially dealt with the most recent and widely used methods of sales promotion and its impact on product market.

In Nepalese product market, the various beauty products are available for consumer use. These products are manufactured by various national and international manufacturers. Out of these various products beauty product like Fair and Lovely, Fair Handsome Cream are some of the most favorites beauty products, which have been produced and introduced into the Nepalese product market by Unilever Nepal Pvt. Ltd and Dabur Nepal Pvt. Ltd. However, there is not enough previous research findings available in the field of assessing the effectiveness of TV advertising regarding the marketing of beauty products. Likewise, hardly any research can be found with reference to Fair Handsome and consumers' preference towards these face care products, though there is a necessity of such types of research in Nepal. Thus, the researcher has attempted to prepare and present this study report to fulfill the requirements of thesis in this theme.

CHAPTER-III

RESEARCH METHODOLOGY

3.1 Research Design

In this study historical as well as descriptive research design is adopted. This study is an exploratory type of study. The main aim of this study is to find out the market situation of coca-cola marketing in the Nepalgunj municipality. For the study the survey research design is adopted, on the basis of information analysis, this study suggest to the company of Nepal bottler's Ltd need to strengthen the market in future seeing present scenario. To fulfillment this purpose raw data related with different aspects are collected through the questionnaire method. Thus, to evaluate and analyze the market situation of coca-cola marketing analysis descriptive type of survey research design has been followed through the study.

3.2 Nature and Sources of Data

Similarly, two categories of data are used in this study primary and secondary. Most of the data used in this study is primary nature. Primary data are those data collected from shops, wholesalers, retailers and customers. Some secondary data have also been used for the purpose of study. The secondary data has been collected from the Coca-cola companies and research organizations. Most of the information are collected from in the sample size are therefore from different professions, age group, areas, educational background. The questionnaire was developed for the purpose of collecting data from the shops and consumers.

3.3 Data Collection Procedure

The questionnaire was distributed through personal contract and the researcher also collected information through personal interview with the shopkeeper of Coca-cola.

During research, some shopkeepers were unable to fill the answer. At that conditions researcher helped them to answer the questionnaire. Primary source are through the questionnaire and oral conversation with the concerned distributors, wholesalers, retailers and consumers. The questionnaires were distributed to the consumer and businessman of Nepalgunj municipality for the collection of necessary information. Businessman and consumer have been orally interviewed.

3.4 Population and Sample

The population of the study area was the residents of Nepalgunj municipality. It was difficult for the researcher to cover all shops of Nepalgunj municipality. So the researcher took only 5 places on the research by systematic random sampling, which is based on area wise sampling. In the above stated and places, population is very huge. It is almost impossible to include the total population in the study. So out of this population 100 of consumer's, retailers were surveyed.

The population is included in the sample is therefore from the different professions, age groups, income groups, educational backgrounds and equally of both sexes, i.e. male and female. In the survey gave responses to fill questionnaire.

The researcher covered the areas of his study are Newroad, Tribhuwan chauk, Dhambojhi, Pushpalal Chauk, B.P. Chauk etc. the sample size of consumers and sample size of shops are taken for each area of the study.

3.5 Data Processing and Analysis

All the questionnaire were distributed and collected by the researcher himself. So, there was not any delay in collection of questionnaire, which was distributed among the respondents. Every questionnaire was thoroughly checked after the collection and was found correct in style of filing. The same responses of the collected questionnaires were put into one place under the

respective heading and the total responses were presented in one master table with the help of the data of the master table, necessary presentation have been made for attaining the objectives of the study.

All the analysis is made on the basis of the data as presented on the master table. Data is analyzed both qualitative and quantitative. For statistic analysis, required tools such as simple mean, Percentage, chi-square, Pie-chart, and diagram etc. are adopted. Chi-square test of goodness of fit has been applied to find out the effect of advertising while selecting their preferred brands.

3.6 Data Presentation

To answer the research questions and to achieve objectives information and the data collected were systematically and properly analyzed. The collected information is concerned with the objectives of study.

After its collection data have been presented and interpreted in different heading. Purposes data has presented clearly and vividly in table, simple mean, percentage, chi-square test, diagram and pie-chart according to the nature of data which are either available in the secondary or in the primary form.

CHAPTER- IV

PRESENTATION AND DATA ANALYSIS

4.1. Impact of Advertising on Sales in Nepal

It is the established fact that advertising impacted on the sales. Without information to the consumers about the product through advertising, the sales may not be effective. The advertising through television, newspaper, hoarding board and many other medias, the sales increase in the market. The following table shows the increase of sales in Nepal because of advertising:

Table 4.1
Impact of Advertising on Sales in Nepal

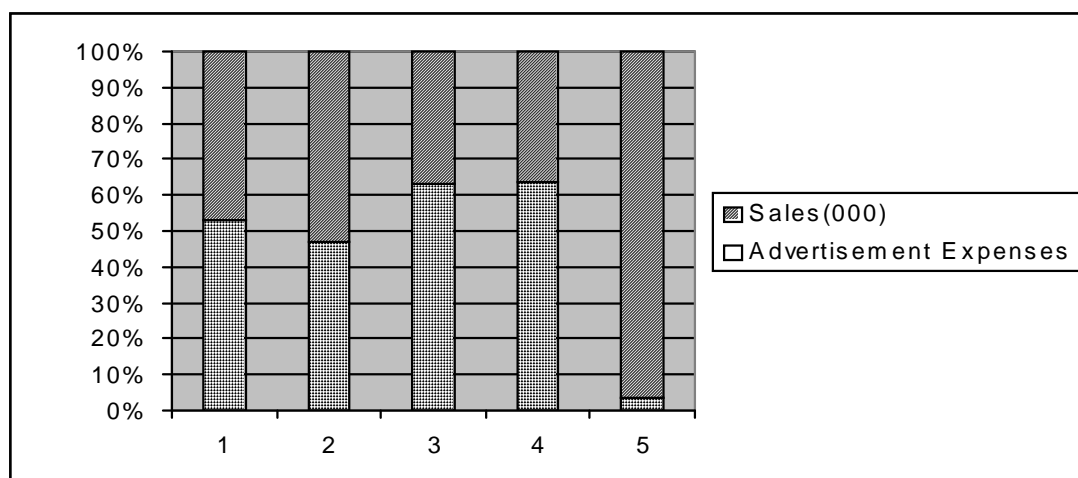
Year	Advertisement Expenses	Sales(000)
2063/064	35525000	31553371.50
2064/065	43727000	49849623.00
2065/066	70713000	41089826.00
2066/067	71128000	40711830.00
2067/068	61228000	1633486090.00
	Total	127857292.50

Source: Field Survey, 2012.

The above table shows that in the year 2063/064. The advertising expenses and the sales was 31553371.50, the rate of increase in advertising expenses reach up to 6122800 in 2067/068, the sales is 1633486090. This table justifies that the increase in expenses on advertising increases the sales in the market of Nepal.

Figure 4.1

Impact of Advertising on Sales in Nepal



4.1.1 Does Advertising Expenses have impact on Sales?

The following table shows that how the advertising impacted upon the sales in Nepalgunj:

Table 4.2

Impact of Advertising on Sales in Nepalgunj

Respondent	Yes	No	I don't know	Total
Male	40	50	10	100
Female	60	80	5	145
Total	100	130	15	245

Source: Field Survey, 2012

The above table shows that the consumers consider the advertisement factor. This table shows that increase in the advertisement expenses helps to increase the sales. In the 2063/064 has the impact of advertisement in the sales. It may be positive or negative in the respective years. Then in the 2064/065 has the more expenses in the advertisement than earlier years and show the positive

impact in the sales. Likewise, 2067/068 has also show the impact of advertisement. And shows the positive impact in the sales, we can conclude that advertisement play the most important role in the sales. Its impact comes in the near future.

Above table shows the number of female is higher than male because of their much fascination toward soft drinks.

4.1.2. Does Advertising Help In Increasing Sales?

The following table shows the increase of sales through advertising in percentage:

Table 4.3
Does Advertising Help in Increasing Sales?

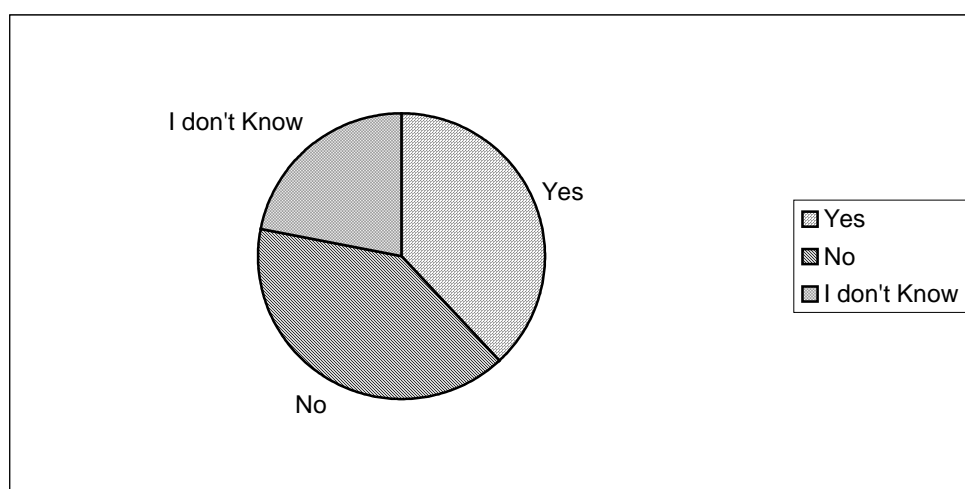
Response Degree	No. of respondent	Percentage (%)
Yes	38	38
No	40	40
I don't Know	22	22
Total	100	100

Source: Field Survey, 2012

The above table shows that the no of respondents give the answer of the questionnaire. This figure shows that 38% consumers agree in the impact of the advertisement, 40% consumers don't agree in the impact of the advertisement and 22% consumers haven't familiaried about the impact of advertisement. So, we can conclude that the impact of advertisement may be positive in some extent.

Maximum people don't concerning about the influence of advertisement and only less number of consumers take concern yes or no.

Figure 4.2
Does Advertising Help in Increasing Sales?



4.1.3 Advertising Practices

There are following types on advertising practices in Nepal:

- Types:
1. Radio
 2. Television
 3. Magazine
 4. Signboard/ hoarding boards.

Table 4.4
Which Advertising Media Do You Use?

Ranking \ Media	Radio	Television	Magazine	Signboard	Wall painting	Others
1	35	70	20	10	2	10
2	30	15	35	15	8	32
3	15	5	10	25	40	23
4	10	3	15	35	19	20
5	10	2	20	15	31	15
Total	100	100	100	100	100	100

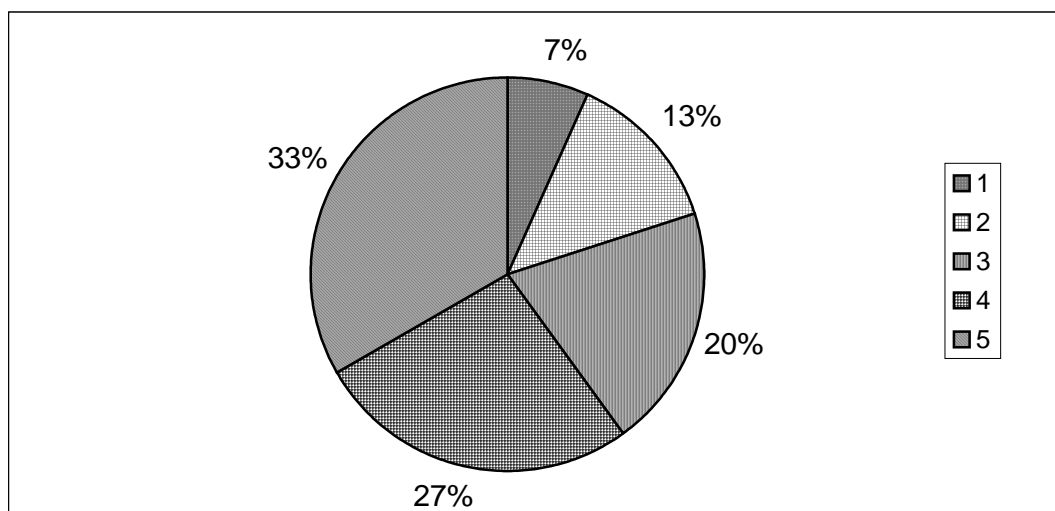
Source: Field Survey, 2012

The above table shows that the rank of the advertisement media. According to the above table, it is found that 70% consumers view showed the television in the first ranking of the. Similarly, 15%, 5%, 2%, and 3% of the consumers prioritized the television as 2,3,4 and 5 medias ranking respectively.

It is found that 35% of the consumers view showed the radio in the first ranking of the brand. Similarly, 35,15%,5% and 15% of the consumers prioritized the radio as 2,3,4,and5 medias ranking respectively.

And also it is found that the minimum 2% of the consumers view showed the wall painting in the first ranking of the medias. Similarly, 8%, 40%, 19% and 31% of the consumers prioritized the Everest as 2, 3,4and 5 medias ranking respectively.

Figure 4.3
Which Advertising Media Do You Use?



2.1.4 Promotional Situation in Nepal

In the context of Nepal the promotional situation could be seen through advertising, sales promotion, publicity, personal selling, public relation where could be veiwed on the following table:

Table 4.5
Promotional Situation in Nepal

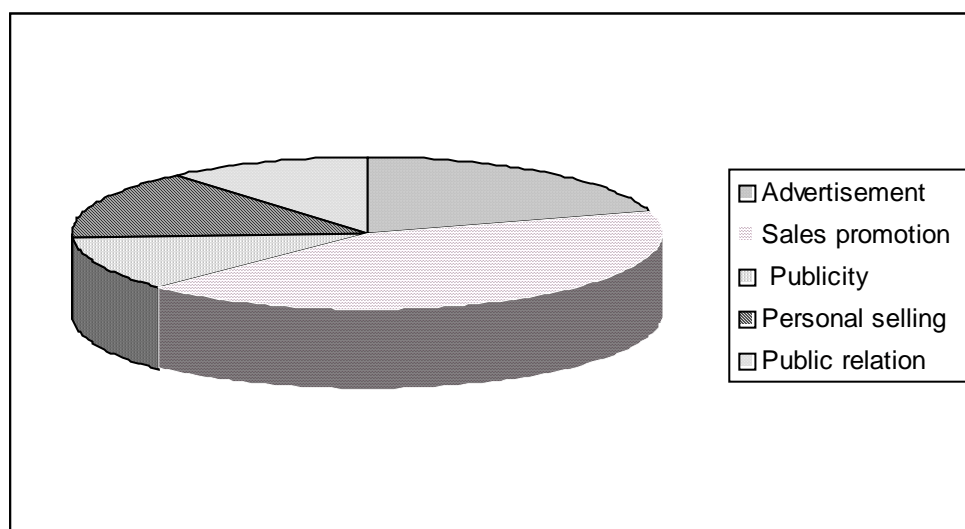
Description	Expenses	Percentage
Advertisement	27390	20.27
Sales promotion	57217	42.34
Publicity	15125	20
Personal selling	20217	15
Public relation	15170	11.22
Total	135119	100

Source: Interview

In the sales promotion, the company does more expenses 42.34% and like wise 20.27%; 20% expenses do on the Advertisement as well as on the publicity.

Figure 4.4

Which Promotional Method Do You Prefer?



4.1.5 Evaluation of the Advertising Role on Sales

The role of advertising on sales could be evaluated as shown on the following table:

Table 4.6

Evaluation of the Advertising Role on Sales

Ranking Description	Demand Creation	Production	Sales	Market share growth	Competitors	Others
1	70	35	20	10	2	10
2	15	30	35	15	8	32
3	10	15	10	25	40	23
4	3	10	15	35	19	20
5	2	10	20	15	31	15

Source: Interview

The above table show that the rank of specific description in the market. According to the above table, it is found 70% consumers view showed the demand creation in the first ranking. Similarly, 15%, 10%, 3% and 2% of the consumers prioritized the demand creation as 2, 3, 4 and 5 as ranking respectively.

It is found that 35% of the consumers view showed the production in the first ranking in the market similarly, 30%, 15%, 10% and 10% of the consumers prioritized the production as 2, 3, 4 and 5 ranking respectively. And also its found the minimum 2% consumers view showed the competitor in the first ranking in the market similarly, 8%, 40%, 19% and 31% of the consumers prioritized the competitor as 2, 3, 4 and 5 ranking in the market respectively.

4.1.6 Analysis of Preferred Brand Soft Drinks

In the market of Nepal, the following things are the common soft drink and they are as shown in their respective percentage:

Table 4.7

Analysis of Preferred Brand of Soft Drinks

Brand	No. of Respondents	Percentage
Coca-Cola	45	45
Fanta	25	25
Mirinda	9	9
Pepsi	12	12
Sprite	5	5
Others	4	4
Total	100	100

Source: Field Survey, 2012

In the above table show that the more preferred brands of the soft drinks in the market with the view of the consumers. The consumer preferred 45% as a coca-cola, 25% preferred as a fanta, 12% as a Pepsi and minimum preferred brands is sprite i.e. by 5%, mirinda is preferred by 9%, 4% for the others brands that is preferred by the consumers.

4.1.7 Analysis of Essence of Effective Advertising: Soft Drinks

In the course of advertising of soft drink, it could be seen different types of strategies used in them.

Table 4.8

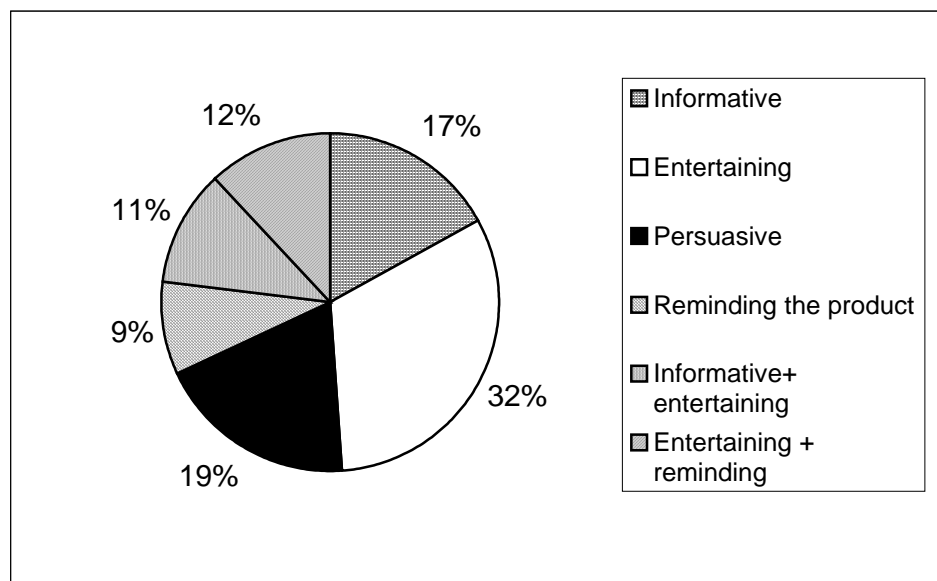
Analysis of Essence of Effective Advertising: Soft Drinks

Advertisement	No. Of Respondents	Percentage
Informative	17	17
Entertaining	32	32
Persuasive	19	19
Reminding the product	9	9
Informative+ entertaining	11	11
Entertaining + reminding	12	12
Total	100	100

Source: Interview

Figure 4.5

Analysis of essence of effective advertising: Soft Drinks



The table shows the essence of effective advertising where the data shows that 17% like informative types of advertising, 32% entertaining, 19% persuasive, 9% reminding the product, likewise 11% like informative and entertaining, where 12% are in favor of entertaining as well as reminding the product type advertising.

4.1.8 Analysis of Adverting Believability of Soft Drinks

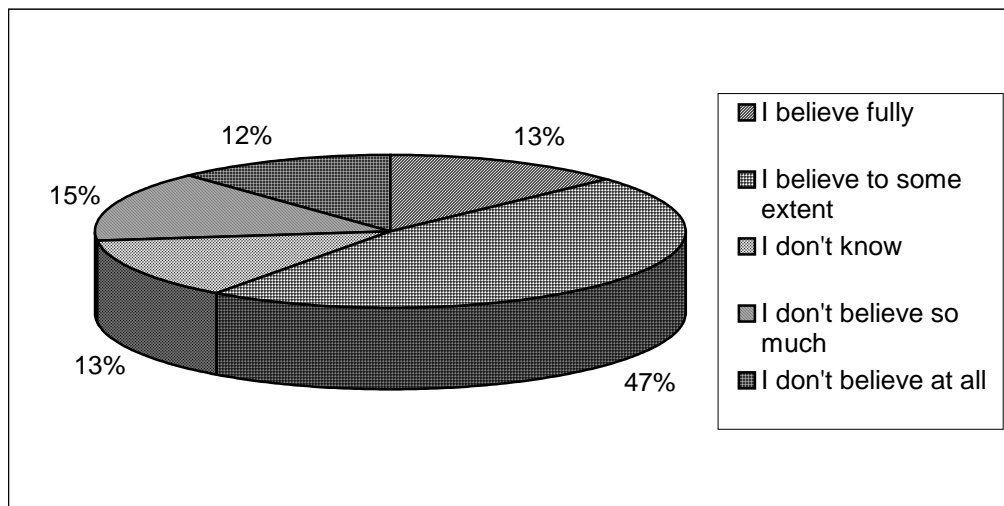
In the analysis of the distributed questionnaire the following report is seen on the believability of soft drink.

Table 4.9
Analysis of Adverting Believability of Soft Drinks

Response Degree	No. of Respondents	Percentage
I believe fully	13	13
I believe to some extent	47	47
I don't know	13	13
I don't believe so much	15	15
I don't believe at all	12	12
Total	100	100

Source: Interview

Figure 4.6
Analysis of Adverting Believability of Soft Drinks



The above table is related to the advertising believability where 53.41% believe to some extent, 11.36% believe fully, 12.51% were indifferent to express their view, 11.36% replied that they don't believe so much, eventually 11.36% react saying they don't believe at all.

4.1.9. Analysis of Advertising In Changing Brand of Soft Drinks

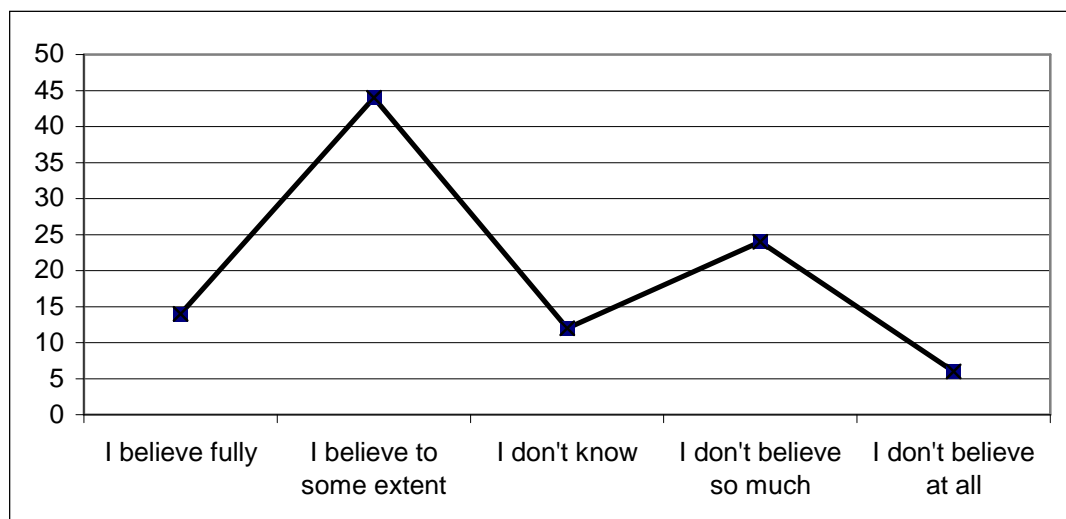
The following tables show the changing brand of soft drink:

Table 4.10
Analysis of Advertising in Changing Brand of Soft Drinks

Advertisement	Age 17-25		Age 26-40	
	No. of Respondents	Percentage	No. of Respondents	Percentage
I believe fully	7	14	14	28
I believe to some extent	22	44	12	24
I don't know	6	12	11	22
I don't believe so much	12	24	7	14
I don't believe at all	3	6	6	12
Total	50	100	50	100.00

Source: Interview

Figure 4.7
Analysis of Advertising in Changing Brand of Soft Drinks



The table is related to the respondents of age 17-25, they response about advertising believed is following 14% believably, 44% consumers believe in the advertisement up to some extent. Those two responses are favorable to position particular brand positively through advertisement. Likewise 12% reply that they don't know how far they believe in the advertisement of their preferred brand. At the same time 24% responded that advertisement is less effective or others promotional marketing variable have strong influence them and eventually 6 % have shown negative attitude towards advertisement. Advertising believity of soft drinks and their responses, the respondents are of 26-40 age groups where 28% believe fully, 24% believe up to some extent, 22% don't believe whether they believe or not, 14% don't believe so much and 12% don't believe at all to the advertisement.

4.1.10. Analysis of Advertisement Influence on Sales According To Gender: Soft Drinks

In terms gender, the following table shows the influence of soft drink:

Table 4.11

Analysis of Advertisement Influence on Sales according to Gender: Soft Drinks

Advertisement	Media	Male		Female	
		No. of Respondents	Percentage	No. of Respondents	Percentage
Coca-Cola	T.V	13	26	10	20
Coca-Cola	Radio	2	4	4	8
Fanta	T.V	10	20	9	18
Mirinda	T.V	6	12	9	18
Mirinda	Radio	1	2	2	4
Pepsi	T.V	5	10	7	14
Sprite	T.V	3	6	4	8
Others		10	20	5	10
Total		50	100	44	100

Source: Field Survey, 2012

In the above table shows that the advertisement influence on sales of soft drinks. The response of the respondents on the advertisement influence towards sales of soft drinks through current media. In case of male consumers, 26% like advertisement from television of the cocacola, and 2% from radio, likewise 5% like Pepsi ads, 6% mirinda from T.V, 2% like ads of Miranda from radio similarly, 6% like ads of Sprite from T.V and others 20% are indifferent expressing their views.

In case of female respondents 20% like Coca-Cola ads from TV and 8% from radio. Similarly, 14% like TV ads of Pepsi, 18% like Miranda ads from T.V and 4% from Radio. 8% like ads of Sprite from T.V. and Others 10% have not expressed their views about related concern.

4.1.11. Which Brand Do You Usually Buy?

To arrange the question from the filled questionnaire the following result is seen:

Table 4.12

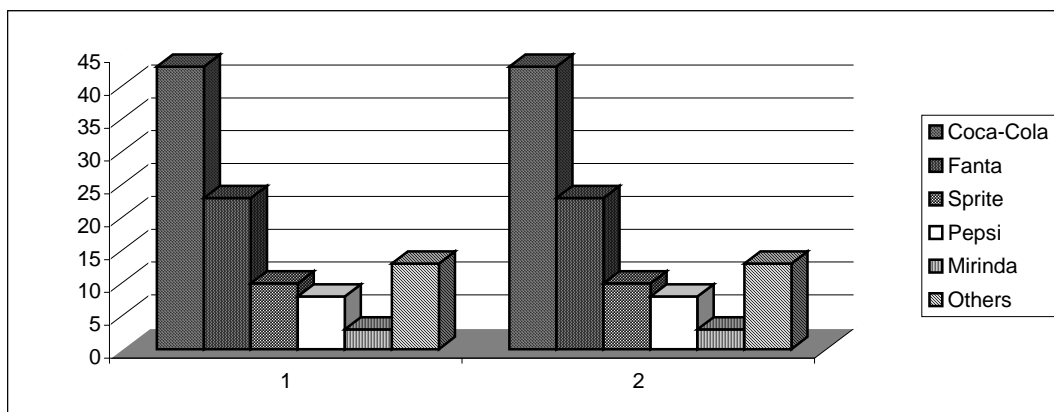
Which Brand Do You Usually Buy?

Brand Name	Nos.	Percentage (%)
Coca-Cola	43	43
Fanta	23	23
Sprite	10	10
Pepsi	8	8
Mirinda	3	3
Others	13	13
Total	100	100

Source: Interview

Figure 4.8

Which Brand do you usually buy?



In the above table shows that the brand preference of the of the consumers. This table indicates that the most preferred brands is Coca-Cola and least preferred brand is Mirinda.then out of 100,23% of the consumer preferred Fanta, 10% consumer preferred the Sprite brand, 8% consumer preferred the Pepsi and 13% consumer preferred the others brands.

4.1.12. Product Feature While Buying Soft Drinks

The following table shows the product feature which buying soft drink:

Table 4.13

Product Feature While Buying Soft Drinks

Considering variables	Nos.	Percentage (%)
Price	38	38
Brand name	22	22
Flavor	11	11
Compactness	8	8
Florid	12	12
Packaging	9	9
Total	100	100

Source: Field Survey, 2012

4.2. Buying Decision of Consumers

4.2.1. Who Usually Make The Decision To Buy A Particular Brand?

The table shows who usually decided to buy the things:

Table 4.14

Who usually makes the decision to buy a particular brand?

Decision Maker	Nos.	Percentage (%)
Father	20	20
Mother	12	12
Bother	13	13
Sister	8	8
Self	40	40
Others	7	7
Total	100	100

Source: Interview

4.3 Media Recognition of Soft Drink

4.3.1. Media Recognition of Soft Drink in Bheri Zone

This table shows the media recognizes of soft drink in Bheri zone:

Table 4.15

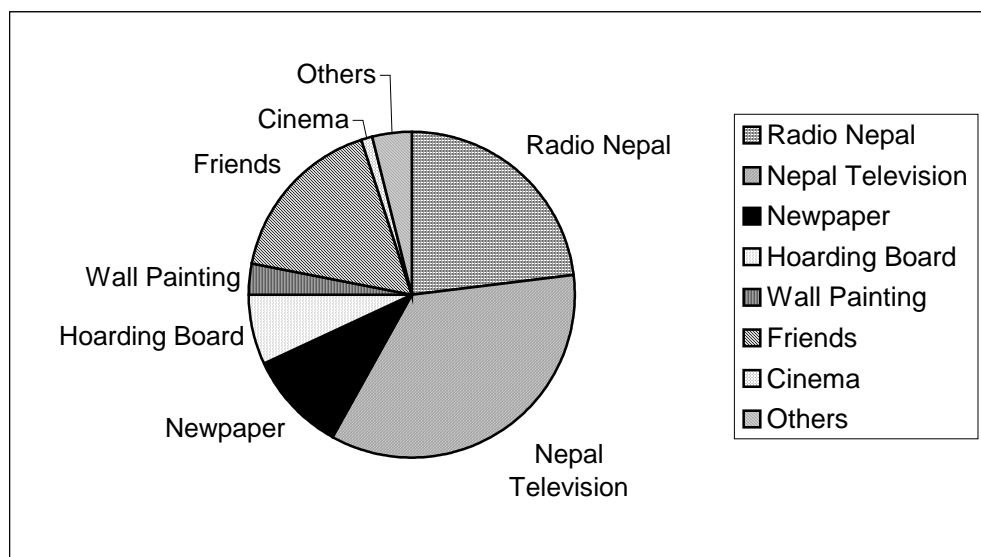
Media Recognition of Soft Drink in Bheri Zone

Media	No. of Persons	Percentage (%)
Radio Nepal	23	23
Nepal Television	35	35
Newspaper	10	10
Hoarding Board	7	7
Wall Painting	3	3
Friends	17	17
Cinema	1	1
Others	4	1
Total	100	100

Source: Field Survey

In this above table consumer prefer more to the Nepal television ie35%, Radio Nepal is 23%, Newspaper is10%, Hoarding board is7%, Wall painting is3%,for the friends is17%,Cinema and Others be the 1 and4% respectively.

Figure 4.9
Media Recognition of Soft Drink in Bheri Zone



4.3.2. The Advertisement Attractiveness of Various Brands in NTV

The table shows the advertising attractiveness of various brands on NTV.

Table 4.16

The Advertisement Attractiveness of Various Brands in NTV

Brand Name	Frequency	Percentage
Coca-Cola	58	58
Fanta	20	20
Sprite	10	10
Pepsi	6	6
Mirinda	4	4
Others	2	2
Total	100	100

Source: Field Survey

4.3.3. The Advertisement Attractiveness Test in Radio Nepal

This table shows the tes in terms of attractiveness:

Table 4.17

The Advertisement Attractiveness Test in Radio Nepal

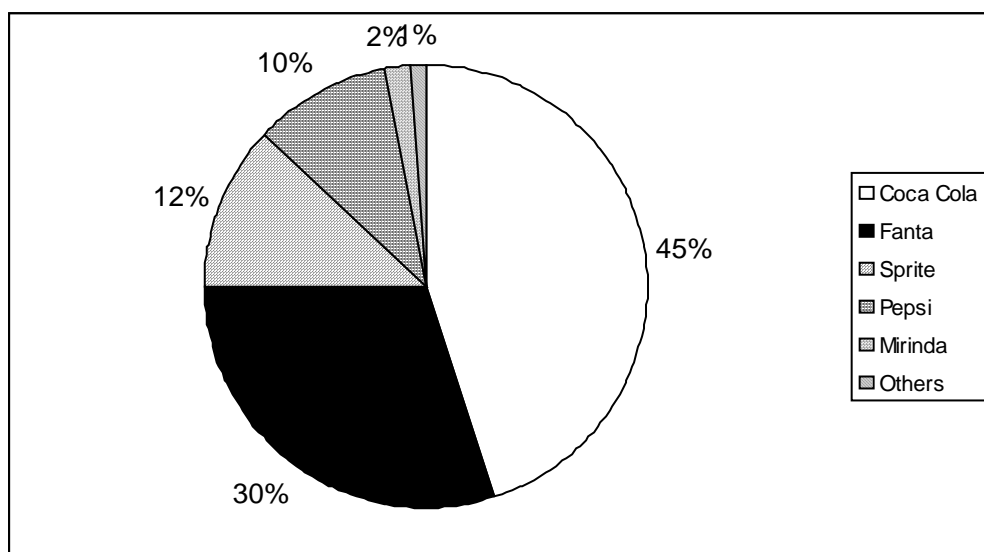
Description	Frequency	Percentage
Coca-Cola	45	45
Fanta	30	30
Sprite	12	12
Pepsi	10	10
Mirinda	2	2
Others	1	1
Total	100	100

Source: Interview

In the above table, Cocacola hay shomell more advertising attractiveness in Radiomerall i.e 45% and illicevise 30%, 12%, 10%, 2% has

Figure 4.10

The Advertisement Attractiveness Test in Radio Nepal



In the above table, more advertising attractive ss hay in NTV should i.e. 88% on cocacola and leayl advertising attractiveness has showed ie 2% on others. Likewise 20%, 10%, 6%, 4%, has showed o fanta, sprite, Pepsi and mirinda.

4.3.4. Advertisement Attractiveness in Newspapers

This table shows the advertisement attractiveness in newspaper:

Table 4.18

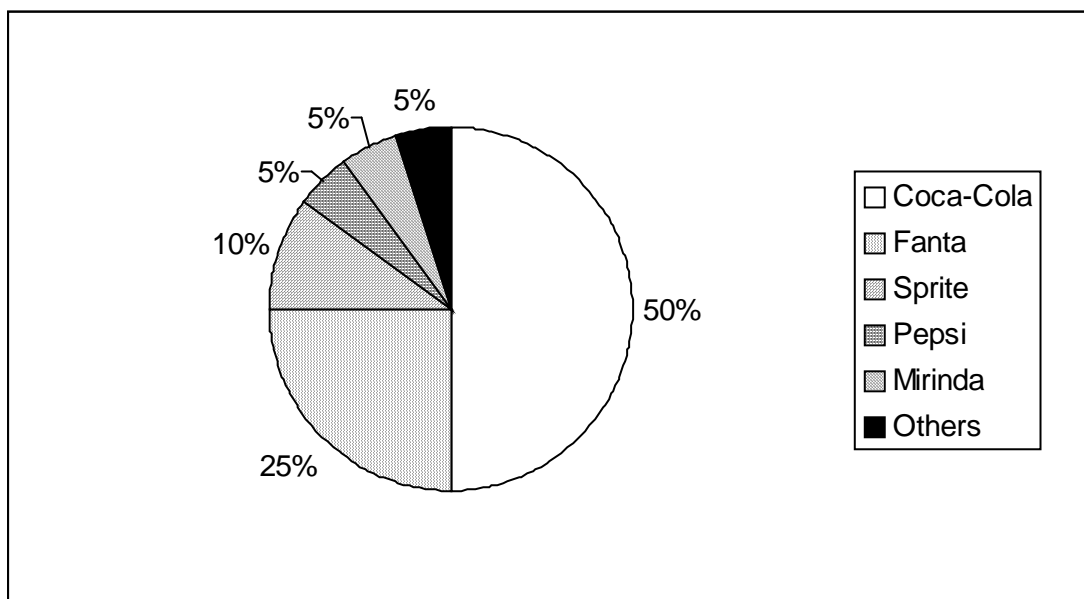
The Advertisement Attractiveness in Newspapers

Description	Frequency	Percentage
Coca-Cola	50	50
Fanta	25	25
Sprite	10	10
Pepsi	5	5
Mirinda	5	5
Others	5	5
Total	100	100

Source: Field Survey

Figure 4.11

Advertisement Attractiveness in Newspapers



4.3.5 Suitable Media for Soft Drinks Advertisement

The following table presents what Medias are suitable for the advertising of soft drink in the context of Nepal.

Table 4.19

Suitable Media for Soft Drinks Advertisement

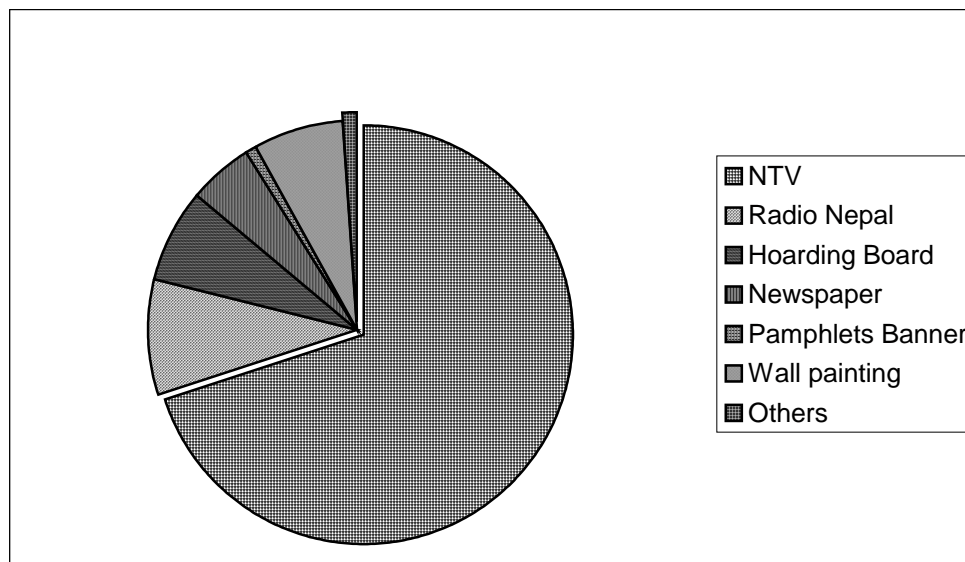
Medias	Numbers	Percentage
NTV	70	70
Radio Nepal	9	9
Hoarding Board	7	7
Newspaper	5	5
Pamphlets Banner	1	1
Wall painting	7	7
Others	1	1
Total	100	100

Source: Interview

In the above table indicates that 70% consumers feel that Television media is base for soft drinks advertisement .9% consumers like Radio Nepal.7% respondents prefer hoarding board.5% respondents prefer daily Newspaper, 7% respondents prefer Wall Painting, 2% each respectively respondents like Pamphlets and Others.

Figure 4.12

Suitable Media for Soft Drinks Advertisement



4.4. Quality Determination in Soft Drink by Consumer:

This table shows the survey report on quality determination in soft drink:

Table 4.20

Quality Determination in Soft Drink by Consumer

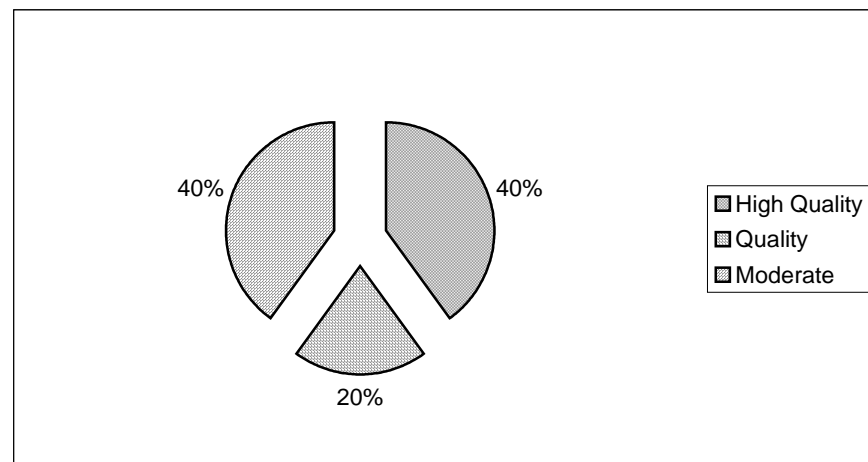
Quality	Responsively	Percentage
High Quality	40	40
Quality	20	20
Moderate	40	40
Total	100	100

Source: Interview

In the above table shows that the consumers give the weight to the high quality. i.e 40% consumers prefer the high quality, 20% consumer prefer the quality product and 40% consumer prefer the moderate quality product. So, soft drinks companies have to concern on the quality of the products or brands.

Figure 4.13

Quality Determination in Soft Drink by Consumer



4.4.1 Ranking of Different Brands According to Quality

The following table shows the ranking of different brands according to quality:

Table 4.21

Ranking of Different Brands According to Quality

Brands Name \ Ranking	Coca-Cola	Fanta	Sprite	Pepsi	Mirinda	Others
1	70	35	20	10	2	10
2	15	30	35	15	8	32
3	10	15	10	25	40	23
4	3	10	15	35	19	20
5	2	10	20	15	31	15
Total	100	100	100	100	100	100

Source: Interview

The above table shows that the ranks of specific brands of soft drinks in the market. According to the above table, it is found that 70% consumes total Coca-Cola as the first ranking of the brands. Similarly, 15%, 10%, 3%, 2% of the consumers prioritized the Coca-Cola soft drinks as 2,3,4 and 5 brands ranking respectively.

It is found that 35% of the consumers view showed the Fanta in the first ranking of the brands. Similarly 30%, 15%, 10%, 10% of the consumers prioritized the Fanta as 2,3,4, and 5 brands ranking respectively.

And also found that the minimum 2% of the consumers view showed the Mirinda in the first ranking of the brands. Similarly 8%, 40%, 19% and 31% of the consumers prioritized the Mirinda as 2,3,4, and 5 brands ranking respectively.

4.4.2 Reaction of Consumers towards the Price of Soft Drinks

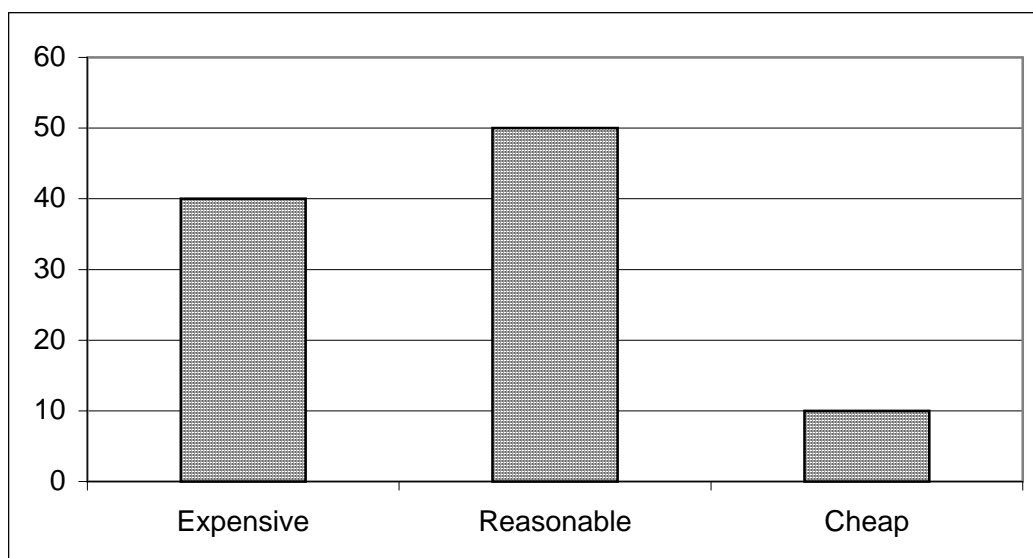
The table shows the reaction of consumers towards the price of soft drink:

Table 4.22

Reaction of Consumers towards the Price of Soft Drinks

Reaction	No of respondent	Percentage (%)
Expensive	40	40
Reasonable	50	50
Cheap	10	10
Total	100	100

Source: Interview

Figure 4.14**Reaction of Consumers towards the Price of Soft Drinks**

In the above table shows that the price consideration, 40% of consumers think that soft drinks are expensive, and 50% of the consumers that the price is reasonable, remaining of the consumers thinks that it is cheap. Thus, we can conclude that the price of soft drinks is reasonable in the market.

4.4.3 Taste Preference of Consumers towards Soft Drinks

This table shows the taste percentage of consumers towards soft drink:

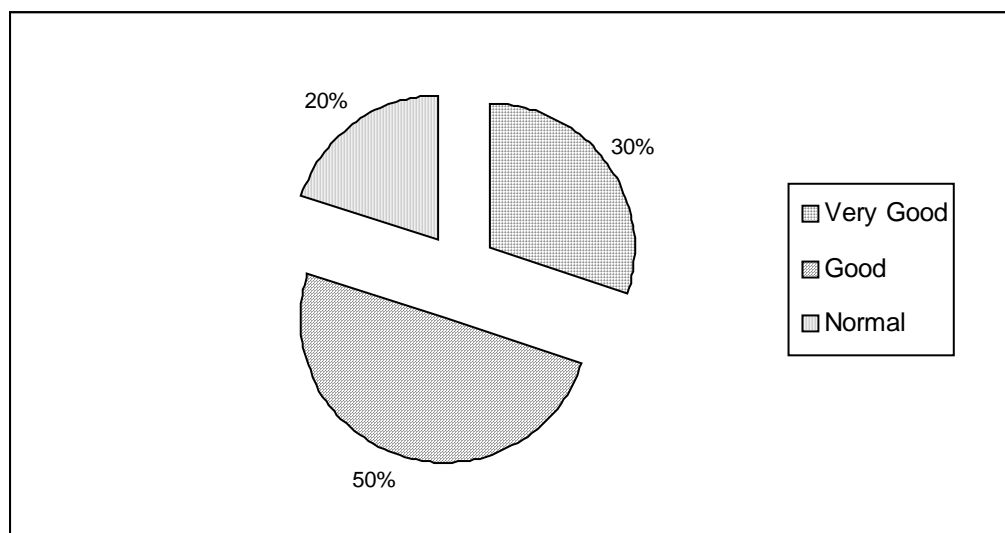
Table 4.23**Taste Preference of Consumers towards Soft Drinks**

Taste Rank	No. Of Consumers	Percentage (%)
Very Good	30	30
Good	50	50
Normal	20	20
Total	100	100

Source: Field Survey

In the above table shows that that the table of soft drinks, 30% consumers thinks that it is very good .As a 50 % consumers said it is good and remaining of them think it is normal .the taste of soft drinks should be improved according to consumers demand it is aspires to be competitive in the market.

Figure 4.15
Taste Preference of Consumers towards Soft Drinks



4.4.4 Market Share of Soft Drink in Bheri Zone

The following table shows the market share of soft drink in Bheri Zone:

Table 4.24
Market Share of Soft Drink in Bheri Zone

Brands	No. Of consumers	Percentage (%)
Coca-Cola	44	44
Fanta	24	24
Sprite	12	12
Pepsi	10	10
Mirinda	5	5
Others	5	5
Total	100	100

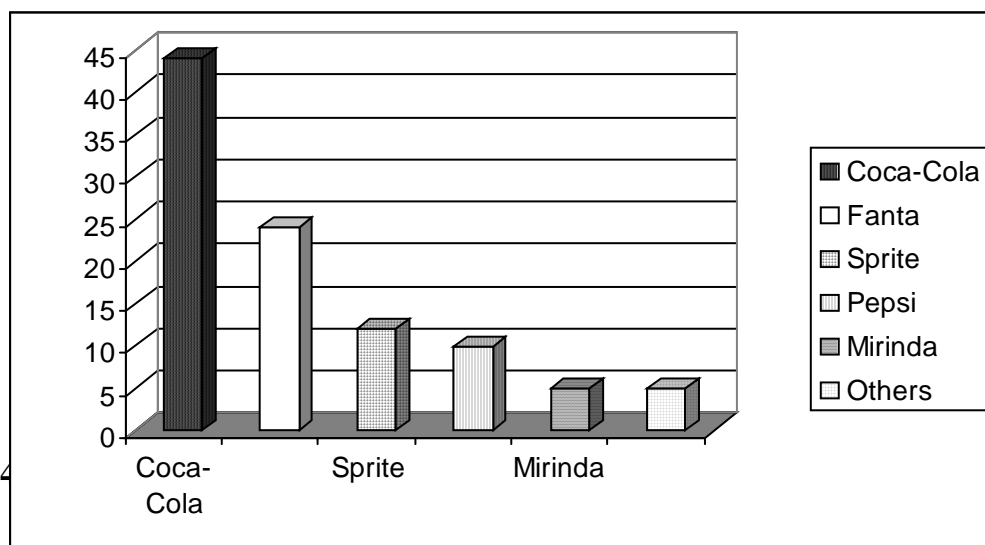
Source: Interview

This table indicates that the market share of Coca-Cola is 44%. Likewise the Fanta and Sprite is 24% and 12% Market share of respectively. Market share is than that is it 10% of pepsi ard 5% pepsi ard 5% Mirinda.

Coca Cola has the maximum Market share while Miranda has the least share according to above tabulation.

Figure 4.16

Market Share of Soft Drink in Bheri Zone



The table shows the schemes in more effective in sales promotions:

Table 4.25

What Scheme is More Effective in Sales Promotions

Scheme	Respondents	Percentage (%)
Weight free	45	45
Reduction in price	35	35
Display	15	15
Others	5	5
Total	100	100

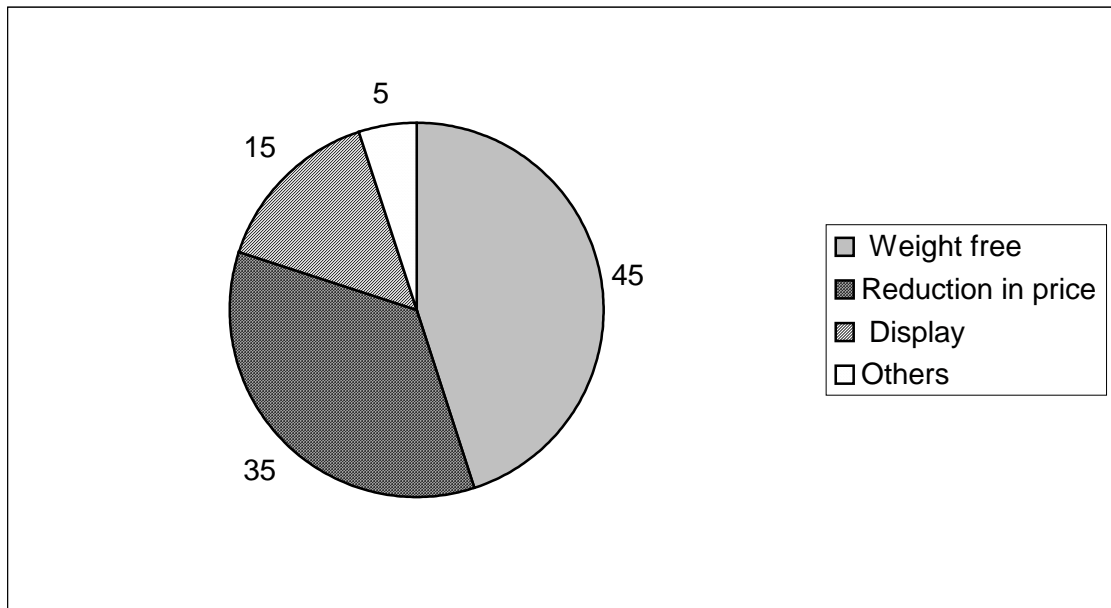
Source: Interview

The above table shows that weight free scheme is more effective, 45% consumers prefer. Then reduction in price scheme is also effective i.e. 35%.

Similarly display is 15% effective; others are 5% effective respectively. Regarding the scheme effectiveness, Maximum people prefers weight free scheme than others.

Figure 4.17

What Scheme is More Effective in Sales Promotions



4.4.6 X^2 Test:

We can use X^2 test for the below table.

HO : There is no significance different between advertising and sales.

H1 : There is significance different between advertising and sales.

No of Respondent	O	E	(O-E)	(O-E) ²	(O-E) ² /E
Yes	60	40	20	400	10
	40	40	0	0	0
No	40	40	0	0	0
	50	40	10	100	2.5
I don't know	30	40	-10	100	-2.5
	20	40	-20	400	10
Total	240	40			25

4.4.9 Major Findings

On the basis of this study, the following findings have been derived:

1. The marketers of soft drinks realize the essence of advertising in the present situation of Nepalese market.
2. Advertising is the main sources of information about particular brand as well as mostly sensitive subject in the country in course of promotion.
3. The choice decision about mentioned products are depending on their own conscience or interest.
4. Most of the consumers prefer Coca-Cola and Fanta as their first choice.
5. Most of the soft drinks are popular in the Nepalgunj municipality among school and college student.
6. The pricing policy of the soft drinks in consumer level is identical so that the price doesn't affect in the consumer's choice decision, in other words the market of soft drinks is mere hilly oligopoly.
7. If there are not price options at that time the price of the product is the secondary consideration before buying in both cases.
8. Newspaper and magazines are widely preferred media in developed countries. But in Nepal these media isn't so effective that is because of the low reading habits and economic constraints as well as its quality.
9. Most of the consumers prefer entertaining types of advertising where by analyzing present advertising scenario. It is found that most of the advertising campaigns are concentrated towards informative motives after than it goes towards persuasive motive.

10. Most of the advertising programmes of the soft drinks are info mating about the financial persuasion, special sales deals, such as gifts, prizes, bumper plan, bonanza.
11. The believability towards advertising is mostly selective; Most of consumers believe it up to some extent.
12. Nepal television is the most popular media within Nepalgunj municipality and Bheri Zone; Radio Nepal holds the second position along with among the young generation F.M broadcasting is also being popular.
13. The attractiveness of soft drinks advertisement especially between Coca-Cola and Pepsi is not significantly different in view of their attractiveness.
14. In Nepalgunj municipality, the main competitive brands of soft drinks are Pepsi, Fanta and Sprite.
15. There are large numbers of consumers that have been not influenced by the advertisement.
16. Consumers give more preferences to the quality and less preference to the brand.
17. Demand and supply of Coca-Cola, Fanta and Sprite are highly increasing in Nepalgunj municipality.

CHAPTER-V

SUMMARY CONCLUSION AND RECOMMENDATION

5.1. Summary

Marketing has gained new dimensions in recent years and passed through different stages to reach at the present stage of societal marketing concept which aims at maximizing social welfare through delivering goods and services are produced to satisfy social wants and are produced according to consumer preference.

Marketing is a system which can be compares with human system, as it has its input output and process marketing environment is influenced by many factors and is broadly classify as external and internal factors.

An advertising campaign is a series of connected operations designs to accomplish a certain task. The task may be small one to be finished in a few weeks or large one requiring years. The essence of advertising strategy lies in the wise choice and direction of the advertising ammunition before launching advertising campaign an advertiser should be careful in the analysis of his product, Market, Trade channels and competitors. He must study the character of trade, the territory to be covered the audience to be reached the media available and the others .Sales force that are to be utilized in conjunction to the advertising.

Contemplating the very realities of the Nepalese market, it is found that advertising has not yet reached its full potential growth .Although the essence of advertising is well recognized and business people have realized its as the important promotional tools of persuasion to the important promotional tools of persuasion to the mass .However, there is a great scope for the development of advertising is business field as well as agricultural field. When we compares advertising with the progressive countries. Nepal is must logging behind in the

field of constructive advertising. If advertising has to be played popular and progressive a further imputes is required to be given to the mass production with the increase in the per capital income .Advertising should be developed as the foundation of business rather than as a luxury.

Nepalese consumers of the mentioned products are considered population of the study. A sample of consumers is teen out from the population the basis of judgmental sampling. A well set of questionnaire is the main source of information. These questionnaires were served collected and tabulated after then necessary or possible statistical tools and percentile method have been used in the process of analysis and interpreting data.

From interpretation and analysis of the collected data, It is found that advertising is the main source of information and key tools to motivate and persuades to the consumers .The dissemination newly innovative products go very rapidly in the consumers level through advertising. Advertising support, Motivate and excite to the prospects on their decision making processes being alone, advertising never does the expected job. To make advertising more effective co-ordination and good interaction among promotional variables in required. First time purchase generally occurs because of advertising but to make consumers frequent purchasers the role of price and quality is in upper position then advertising.

5.2. Conclusion

From the above study we have reached to following conclusions:

1. Advertising has been established as important promotional tools both in high involvement and low involvement goods .Advertising important to consumer's goods is comparatively weightier than industrial goods.
2. Consumers get knowledge about products through different media of advertising. Advertising is considered as the primary sources of information.

3. The Coca-Cola and instant noodles advertisements are found mostly, appealing to the consumers about financial persuasion,.
4. Advertising believability is found satisfactory.
5. The role of advertising in course of changing brand is important, but not ultimate.
6. Television is the mostly favorite medium for advertisement and radio stands in second position. At the same time, F.M. Broadcasting is also becoming popular in the Nepalgunj municipality among young generation.
7. The advertisement which means presents the product as better quality and advertisement which is entertaining in style is liked.
8. The major reasons of brand Switching is the taste of the product.
9. The unavailability of most proffered brand is the first reasons of switching alternative brands.
10. Consideration to different variables while purchasing isn't significantly different due to the age, sex, and family size.

5.3. Recommendations

1. Consumers are highly aware of brands through advertising at the pioneering stages advertising is the only one tool which reach the mass economically so markets of which product are suggested to advertise their product through television.
2. As a whole advertising believability is found low and selective advertising tells people about the facts related with products and services. But, unfortunately all these days, there is too much of untruthful, misleading, exceptive and exaggerated. Advertising to attract

the consumers but advertising effectiveness depends a great deal upon consumer belief in its essential truthfulness.

3. The role of advertising in course of changing brand is found up to quite extent effective. So to make the role more strong other marketing variable such as place, product, price and promotion should be forwarded soundly. And co-ordinate interaction among them as felt necessary.
4. The advertising telecast or broadcast by the Nepal Television and Radio Nepal is subject to censure by the concerned government authority .Because of their lack of advertising knowledge advertisement hasn't transmitted is broad castled according to manufactures is interest so the government should make its media a policy more flexible.
5. Advertising brings to the consumers to the store most of consumers are found brand loyal even though their loyalty isn't strong and entrenched .If they don't get the designed brand, they use the alternative brand in this case the brand loyalty is broken by the unavailability. The product so the marketers are suggested to give proper attention their distribution system.
6. Advertising is life blood of modern marketing especially in course of promotion. Just advertising doesn't make the consumers frequent purchaser. The success of any product is depended upon the most purchase behavior of consumers .Post purchase behavior largely determined by the satisfactory received from consumption. To make advertising role more effective, the advertisement should be more creative and unique in design or style with truthful information. Further more an excellent qualitative product with reasonable price is essential for its success.

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APPENDICES

Questionnaire Survey

Dear Sir/Madam

I am conducting a research in “Role of Advertisement in Sales of Soft Drinks in Nepalgunj (With special reference to Coca-Cola)”. I would appreciate you providing me just few minutes of your busy schedule to answer the questions appearing in the enclosed questions. Each response will be anonymous. I assure you, your responses and views will be kept completely confidential. Your correct information in this regard will help to explore actual scenarios in this context.

So, I cordially request you to kindly answer the questions below.

Sincerely yours

Sabin Luitel

(Researcher)

Masters of Business Studies

Mahendra Multiple Campus, Nepalgunj

Survey of Consumer Soft Drink- Coca-cola:

Name : Date :
 District : Education :
 Town/Village/Tole : Profession :
 Age :

1. Have you used Coca-Cola?
 Yes No

2. If you have used when did you start to use coca-cola?
 a. Two years before.
 b. Five years before.
 c. More than five years before.

3. Which bases do you buy the coca-cola available at market?
 a. In the basis of brand.
 b. In the basis of personality.
 c. In the basis of Investigation.

4. Which soft drink do you prefer most?
 a. Coca-Cola b. Pepsi
 c. Fanta d. Mirinda
 e. Rio f. Rasna

5. Which priority do you give on buying soft drink?
 a. Taste b. Name
 c. Brand d. Quality
 e. Other

6. In which category do you prefer the most?
 a. Very Good b. Good
 c. Moderate d. Other

7. According to the price how do you difference the soft drink?

- a. cheap
- b. Expensive
- c. Reasonable

8. Give your view in price for following brands of soft drinks?

Cheap

Expensive

- a. Coca-cola
- b. Fanta
- c. Mirinda
- d. Rio
- e. Rasna
- f. Pepsi

9. Give your view in the quality of the following Brand of soft drink with priority in the following position.

Brand

Position

1

2

3

4

5

- a. Coca-cola
- b. Fanta
- c. Mirinda
- d. Rio
- e. Rasna
- f. Pepsi

10. In which media you know about the soft drink you have told about?

- a. From Advertisement of Radio Nepal
- b. From Advertisement of NTV
- c. From Advertisement of News paper
- d. From Advertisement of Posters
- e. From friends
- f. From Hoarding Board
- g. From Cinema
- h. From Cinema Painting
- i. All the above
- j. Don't Know

11. In which of the following brand soft drink have made most attractive advertise?
 - a. Coca-cola
 - b. Fanta
 - c. Mirinda
 - d. Rio
 - e. Rasna
 - f. Pepsi

12. Which soft drink advertisement have you seen the most?
 - a. Coca-cola
 - b. Fanta
 - c. Mirinda
 - d. Rio
 - e. Rasna
 - f. Pepsi

13. Which of the soft drink Advertise do you read the most?
 - a. Coca-cola
 - b. Fanta
 - c. Mirinda
 - d. Rio
 - e. Rasna
 - f. Pepsi

14. What types of Advertise do you like the most?
 - a. Different type
 - b. Similar type
 - c. Not Different type

15. When do you buy soft drink after watching its advertisement?
 - a. Recently
 - b. After watching Advertise two or three times
 - c. After more information