

**A STUDY OF ROLE OF ADVERTISING IN BRAND CHOICE AND
PRODUCT POSITIONING**

(With Special Reference to Soft Drinks in Lalitpur Sub Metropolitan City)

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A Thesis Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

**In Partial Fulfillment of the Requirement for the Master of
Business Studies (M.B.S.)**

Patan Multiple Campus

Patandhoka, Lalitpur

April, 2010

CHAPTER -I

INTRODUCTION

1.1 Background of the Study

Marketing in today's business is getting complex. Nowadays, merely understanding what the company is making with the view to sell is not sufficient, rather a clear understanding of the market place, more specifically the consumer is very important. The need to understand the consumer's demand brings the concept of sales promotion into being. Almost every consumer-oriented company in the world are constantly watching at the consumer level and trying to drag their attention toward their products. The competition in the market place forced company to concentrate not only in the advertising but also at the sales promotion aspect. Today many companies who produce consumer items establish advertising and sales promotion as separate departments. "Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor" (Kotler, 2000:578). This definition emphasizes to communicate the information about products, services and ideas for the purpose of presenting and promoting them, which is designed by the related expert from the side of owner and paid some charges instead of using various media, which is non-personal.

"Advertisement is a message composed by the advertiser to persuade whoever receives it to accept an idea, buy a product or take some other action desired." (Chunawalla and Sethja, 1995:25).

Advertisement is an announcement to the public of a product, service or idea through a medium to which the public has access. The medium may be print (newspaper, magazines, posters, banners and hoardings), electronic (radio, television, video, internet, cinema) or any other. An advertisement is usually paid

for by an advertiser at rates fixed or negotiated with the media. It is a form of persuasive communication with the public. A company can create good and effective stimuli through advertising. A consumer may impress himself by advertising and then motivate himself to purchase goods. Advertising is only one among other several selling tools, which businessmen have used for centuries to assist them in getting their wares into the hands of consumer. Its early use was distinctly a minor supplement to other form of selling; perhaps some of advertising has existed as long as we have had buying and selling.

Marketing in today's business is getting complex. Nowadays, merely understanding what the company is making with the view to sell is not sufficient, rather a clear understanding of the market place, more specifically the consumer is very important. The need to understand the consumer's demand brings the concept of sales promotion into being. Almost every consumer-oriented company in the world are constantly watching at the consumer level and trying to drag their attention toward their products. The competition in the market place forced company to concentrate not only in the advertising but also at the sales promotion aspect. Today many companies who produce consumer items establish advertising and sales promotion as separate departments. Marketing mix is the policy adopted by the producers to get success in the field of marketing. It is the marketing manager's instrument for the attainment of marketing goals. According Stanton, "Marketing mix is the term used to describe the combination of the four inputs- the product, the price structure, the promotional activities and the distribution system, which constitute the core of a company's marketing system" (Stanton, 1985:25). Marketing mix is developed to satisfy the anticipated needs of the target market. A marketing manager implements marketing strategies and policies through four Ps of marketing.

1.2 Statement of the Problem

The stiff competition in the marketing of soft drinks has forced the marketers to adopt a variety of marketing tools and techniques in the marketplace. The

manufactures in a variety of media use different types of advertisements. As a result of competition between new established companies, industries are developing rapidly along with their product varieties as well as different brands of a single product to the Nepalese consumers. Soft drinks are one of the heavily advertised products. Large amount of money is spent on the promotion of soft drinks. Yet very few companies are found to measure the effects of their advertisements. It is essential for companies to know about their consumers, their choices and preferences.

So the basic problem area of this study is to measure the effectiveness of advertisement on brand choice of soft drinks. The study especially investigates to answer the following research questions:

Population in Nepal is increasing. This has resulted in increase of demand of different products. Due to this reason, many industries are being established in Nepal. Few years back, there were very few industries and they were able to fulfill the demand of the consumers; but now, developments in transportation, communication, political awareness, etc. have made the world narrower. Now, people can order and buy any kinds of goods. Television advertisement and E-shopping made revolution in marketing and sales within the short time span.

Today, one can use any product that is produced in another corner of the world. Now, consumers are not compelled to buy any particular product; rather, they are quite free to choose anything they perceive the best.

Therefore, the basic problem of this study is to measure the loyal consumers in Katmandu valley. Mainly, the study will examine the following questions:

1. Do consumers choose a specific brand of soft drink because of advertising?
2. Does advertising contribute to product positioning of soft drinks?

3. Do consumers give more weight to advertising than on other promotional tools while making the brand selection decision?
4. In spite of availability of different brands in the market, do the consumers response and stick up to any particular brand or do they repeatedly switch to different brands.
5. The real number of consumers, their belief and attitudes toward the brand are not known exactly.
6. There are so many competitive brands available in market.

1.3 Objectives of the Study

The major objective of the study is to analyze the role of advertising in brand choice and product positioning of soft drinks in Lalitpur Sub Metropolitan City. The specific objectives of the study are as follows:

- a) To examine the role of advertising in brand choice of soft drinks by consumers.
- b) To evaluate the effectiveness of advertising in product positioning of soft drinks.
- c) To evaluate the importance of advertising compared to other promotional tools in making brand selection decision by consumers

1.4 Significance of the Study

In the Nepalese market, competition has been increasingly day by day, where marketers are facing the problem 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, 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 customers at the same time. In fact, today most promotion blends contain both personal selling and mass selling.

Advertising's job might be to build brand preference as well as help purchases to confirm their decisions. Sometimes the advertising may be able to describe that our product is different from current and potential competitors. Advertising could be made useful assistance and create an image about product in consumers perception which directly effect on brand choice.

Competitive advertising tries to develop selective demand for specific brand rather than product categories. Competitive advertising is a successful tool in making brand choice of low involvement consumer products.

This study shall contribute to generate a data as to what extent advertisement help in the brand choice of consumers in the case of low involvement goods.

1.5 Limitations of the Study

The main limitations of the study are as follows:

-) The study is limited only to the soft drink specifically focused on as Cola drinks (Coca-Cola and Pepsi).
-) The study is confined only to the Lalitpur Sub Metropolitan City.
-) The study has been predominantly based on primary information collected through questionnaire study.
-) The study is based on a limited numbers of respondents' opinions.

1.6 Organization of the Study

This study has been divided into following five chapters:

Chapter-I: Introduction: This chapter includes focus of the study, statement of the problem, objectives of the study, limitation of the study, significance of the study and organization of the study..

Chapter-II: Review of Literature: It presents the conceptual review and the review of related studies in Nepal.

Chapter-III: Research Methodology: This chapter provides research design, sources and nature of data, sampling, data collection procedure, statistical tools and instruments employed for analysis and techniques of data presentation.

Chapter-IV: Presentation and Analysis of Data: In this chapter, data and information collected from respondents are presented, formulated and interpreted with the help of various analytical tools and techniques. Major findings are also interpreted here.

Chapter-V: Summary, Conclusion and Recommendations: In this chapter, summary of the whole study is given. Conclusions are drawn and recommendations given as per the study.

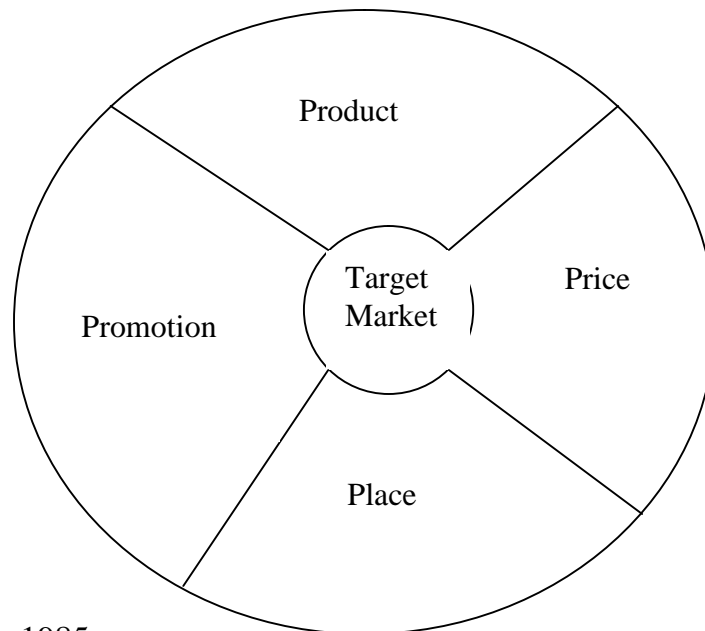
CHAPTER -II

REVIEW OF LITERATURE

2.1 Conceptual Review

2.1.1 Theoretical Review

Marketing mix is the policy adopted by the producers to get success in the field of marketing. It is the marketing manager's instrument for the attainment of marketing goals. According Stanton, "Marketing mix is the term used to describe the combination of the four inputs- the product, the price structure, the promotional activities and the distribution system, which constitute the core of a company's marketing system" (Stanton, 1985:25).



Source: W. J. Stanton, 1985

The word brand is comprehensive term, and it includes other, narrower terms. "A brand is a name, term, symbol, or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (American Marketing Association, 1960:8). A brand name consists of words, letters, and/or numbers that can be vocalized. "A

brand identifies the seller or marketer. It can be name, trademark, logo or other symbol. Under trademark law, the seller is granted exclusive right to use of the brand name in perpetuity” (Kotler, 2000:404).

Brands differ from other assets such as patents and copyrights, which have expiration dates. A brand is essentially a seller’s promise to deliver a specific set of features, benefits, and services consistently to the buyers.

The Chinese invented paper and Europe built its first paper mill by the year 1275. Perhaps the most important event that ushered in the era of modern advertising was the invention of movable type by Johannes Gutenberg in 1440. His invention made possible new advertising media and the first forms of mass advertising including printed posters, handbills, and newspaper advertisements (Bovee and Arens, 1986:10).

Direct mail advertising and mail order selling flourished with mass production in 19th century due to the development in various areas such as advertising agency, transportation, literacy rate etc. Manufactures had an ever-increasing variety of products for their catalogs. And they had a means of delivering their advertising (via newspapers and magazines) and their goods to the public.

A major, powerful new advertising medium, radio, started on November 2, 1920 in Pittsburgh, Pennsylvania. National advertisers used radio extensively because they could reach large, captive audiences that tuned into popular programs. In fact, it was their advertising agencies that produced the first radio spots. But then radio became the primary means of mass communication. At the end of World War II, the use of television advertising grew rapidly. In 1955 color TV was born and today it is the second largest advertising medium in terms of dollars spent by advertisers (Bovee and Arens,1986:11).

This brief history shows that advertising reflects the world we live in. Just as advances in technology are changing our lives, so will the actions and attitudes of special-interest groups, from big business to big labor, from progrowth advocates to environmentalists, from big religion to big cults. And although some groups fight progress all the way, they will all use the tools of progress to affect their aims. One of these tools will be advertising- in media yet to be conceived (Bovee and Arens,1986:12).

2.1.2 Advertising

Advertising is the nonpersonal communication of information usually paid for and Brands differ from other assets such as patents and copyrights, which have expiration dates. A brand is essentially a seller's promise to deliver a specific set of features, benefits, and services consistently to the buyers.

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A company sponsors advertising in order to convince people that its product will benefit them. Most advertising tries to be persuasive to win converts to a product, service or idea. However, some advertisements, such as legal announcements are intended merely to inform not to persuade.

Advertising is one of the most important marketing tool that perform various functions such as informing, convincing, influencing and persuading to the

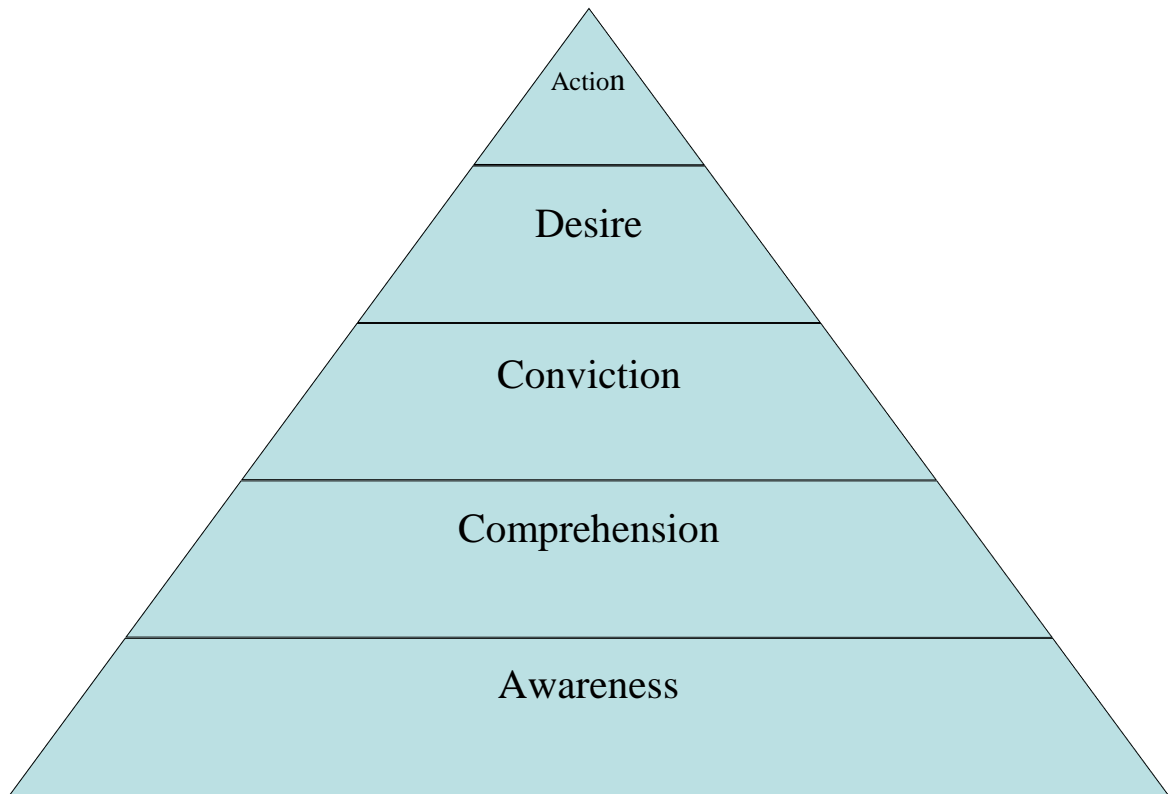
targeted segment. It also helps to influence consumer attitudes and purchase behavior in a variety of consolidated manner.

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Advertising can be understood as form of communication which aims at bringing about some change in the behavior of the target audience particularly the potential buyers towards the product or service advertised. Generally, theoretical model seeks to identify a step-wise behavior progression of a non-buyer towards buying action. This is the progression from awareness to comprehension. From comprehension to conviction. From conviction to desire and finding actual purchase of the product concerned, which can be presented in the diagram to answer, how advertising cover form potential to an actual action.



Source: Chunawalla and Sethja, 1995

Figure 2.1 The Advertising Pyramid

It is opened to question if this model represents what actually happens in real life for one thing actual purchase occurs as a result of many factors and advertising is only one of them. Sometimes advertising can do its job and bring the customer to the retail outlets, but if the distribution plan of the company is uneven and retail doesn't have stocks of the products purchase may not result. Simply advertising stimulates the potentials buyers to go to the store to buy actual advertised products. In general, advertising is done in expectation of tangible gains such as favorable attitudes, better image of the firm and increased sales. The techniques of advertising depending upon the situation however, it is the matter of decision of

the marketing manager to blend all promotional tools-advertising, personal selling, publicity and sales promotion to arrive at a right mix. Each of the promotional tools have got unique characteristics and complementary.

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supplement to other forms of selling. Perhaps some form of advertising has existed as long as we have had buying and selling.

2.1.3 Theory of Advertising

Advertising is based on several theoretical frameworks. Advertisers and advertising agencies must know how their advertising works on the mind and the heart of the target audience. They should know how advertising creates awareness among the people and how they develop positive feelings, judgment and attitudes towards the advertised entity (product, service, ideas, people or places).

i. Advertising and consumer buying process

Understanding of consumers' buying process and behavior is highly essential for understanding how advertising works. Marketing scholars have developed a five stage model of consumer decision process. The process starts from problem

recognition and passes through information search, evaluation of alternatives, purchase decision and ends at post- purchase behavior. This is the usual process in the case of high-involvement products. In case of low-involvement products, a consumer is likely to skip the information search and evaluation process (pre-purchase and post-purchase evaluations).

Advertising in Problem or Need Recognition

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- a). when a consumer's actual state moves downwards
- b). when a consumer's ideal state moves upwards

When a consumer perceives a difference in the two states he/she perceives that there is a problem to be solved. Such problem may be big or small, simple or complex.

Marketers normally use advertising to activate problem recognition by consumers. The communications are targeted in a way so that consumers feel a gap between their actual state and their desired state. Marketing communication is targeted at

influencing the desired state, the actual state and also the timing of the problem recognition.

Advertising in the Information Search Process

When consumer realizes the existence of a problem they need adequate information to solve the problem. Thus, information search is the process by which the consumer collects information on the products, brands, stores, prices, quality and other attributes and benefits of the products or brand alternatives.

Information search process and behavior has important implications in advertising. Advertisers need to understand product specific search behavior in order to be able to influence the search process.

Advertising in Evaluation of Alternatives Stage

In this stage, a consumer uses the information to clarify the various alternatives and their relative attractiveness. This is the least understood part of the consumer buying process. Each individual has his/her own system of evaluations. In general, the evaluation process includes determination of the evaluative criteria, reducing the range of alternatives and evaluating criteria.

Advertising in Choice or Purchase Decision

The evaluation process leads a consumer to make a choice among several alternatives. In this stage, the consumer normally has to make two types of choices: the brand choice and the store choice. Sometimes a consumer may face a problem of choosing between non-comparable alternatives such as whether to purchase a car, buy a house, or go for an expensive vacation.

Advertising, personal selling and sales promotions are primarily directed at influencing consumers' choice. Advertising targeted at building brand positioning

can benefit from a good understanding of consumer groups that desire different sets of attributes in products and services. Brands can be perfectly positioned to match those desires and aspirations.

Advertising in Post Acquisition (Purchase) Behavior

Understanding the post-acquisition behavior of consumers has become extremely important in today's context. This is very important from the viewpoint of consumers' satisfaction with the product. Satisfied consumers not only become brand loyal but also work as brand ambassadors. Dissatisfied consumers not only show strong complaint behavior but also spread negative image of the brand and the company. The method of product disposal has become a critical issue in the societal marketing concept. There are four areas of marketing interest in the post acquisition phase. They are consumption and usage, satisfaction and dissatisfaction, consumers' complaint behavior, cognitive dissonance and product disposition.

ii. Advertising and Information Processing

Advertisers and their agencies strive to develop creative advertising investing huge resources in hiring, retaining and supporting scarce talents, researching markets, developing advertisements and launching them in the media. Every advertiser works to develop the effective campaign and every creative artist dreams of creating the most innovative and unique advertisement. Yet, only a few advertisements are effective enough to achieve their goals. Many fail to draw attention, some fail to persuade consumers and others are miscomprehended by the target audience (Tellis, 2004:27). Thus advertisers, advertising agencies and the creative team must understand the theory of information processing in order to be able to evolve effective advertising.

Information processing involves the process whereby consumers receive, process, interpret and store information and translate into a response. It is the process through which individuals are exposed to information, attend to information and comprehend the information.

Individuals use information for the following five purposes:

-) To be informed about products and services
-) To understand and evaluate products and services
-) To try to justify previous product choice
-) To resolve conflict between buying and postponing purchases
-) To be reminded about purchasing products that needs frequently replenishing

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Information Acquisition – Theory of Inattention to Advertising

Information processing begins when an individual is exposed to information (advertisements) that is detected by sensory organs. The result of this detection is called sensation. All exposure results into exposures, but all sensations do not result into attention. The attention factor depends on whether factor depends on

whether a person is in the state of active processing, passive processing or information avoidance.

Perception – Theory of Consumer Resistance to Persuasion

Perception refers to the process for transforming information into meaning. Perception works on the principle of selectivity of information. Three types of selectivity are important in advertising- selective attention, selective perception and selective retention.

Interpretation – Theory of Miscomprehension

Interpretation involves evaluating the information in terms of the reliability, timeliness, validity and usefulness. Comprehension of the information is influenced by the consumers' past experience, personality and values.

iii. Theories of Advertising Objectives and Effectiveness

Every advertiser, advertising agency and creative artist desire to develop, produce and launch advertising campaign that is effective enough to achieve the desired goal(s). However, advertise and academics differ in terms of what should be the goal or objectives of advertising.

Theory of Advertising and Change

Most advertisements are targeted at forming consumers' attitude towards the advertised product or service so that they view them favorably at the time of forming their evaluation and purchase decisions. Advertisers also try to modify consumer's current attitude in favor of the firm's product or service.

Attitude is a learned tendency to respond to an object in a consistent manner. Attitudes are formed out of the learning process of a consumer that result from

information processing and experience with the product or service. Attitudes have three major components: cognitive, affective and conative. Advertisers try to influence one of these three components of attitude through advertising.

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2.1.4 Role of Advertising

Advertising plays four types of roles in business and in society. They are marketing, communication, economic and societal. The brief explanations of these roles are explained as follows.

i. The Marketing Role: Marketing is the process a business uses to satisfy consumer needs and wants through goods and services. The particular consumers at whom the company directs its marketing effort constitute the target market. The tools (4Ps) available to marketing include the product, its price, and the means used to deliver the product, or the place. Marketing also includes a method for communicating this information to the consumer called marketing communication, or promotion.

Marketing communication consists of several related communication techniques, including advertising, sales promotion, public relations, and personal selling. The role of advertising, within marketing, is to carry persuasive messages to actual and potential customers.

ii. The Communication Role: Advertising is a form of mass communication. It transmits different types of market information to match buyers and sellers in the marketplace. Advertising both informs and transforms the product by creating an image that goes beyond straightforward facts.

iii. The Economic Role: There are two points of views about how advertising affects an economy. In the first, advertising is so persuasive that it decreases the likelihood that a consumer will switch to an alternative product, regardless of the price charged. By featuring other positive attributes, and avoiding price, the consumer makes a decision on these various non-price benefits.

The second approach views advertising as a vehicle for helping consumers assess value, through price as well as other elements such as quality, location, and reputation. Rather than diminishing the importance of price as a basis for comparison, advocates of this school view the role of advertising as a means to objectively provide price/value information, thereby creating a more rational economy.

iv. The Societal Role: Advertising also has a number of social roles. It informs us about new and improved products and helps us compare products and features and make informed consumer decisions. It mirrors fashion and design trends and adds to our aesthetic sense. Advertising tends to flourish in societies that enjoy some level of economic abundance, on which supply exceeds demand. In these societies, advertising moves from being informational only to creating a demand for a particular brand (Wells and Sandra, 6th ed.).

2.1.5 Advertising and Brand Choice

Historically, most products were unbranded. Products sold packages containing goods without any identification mark on them. Branding started when craftsman put trade marks on their products to protect against inferior quality. Painters started signing their work. Pharmaceutical companies were the first to put brand names. Today hardly anything is unbranded (Chunawalla and Sethia, 1997:17).

A brand is “a name, sign, symbol or design, or combination of them, which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler, 1996).

Brands are names generally assigned to a product or service or a group of complementary products. An effective brand name allows a company to charge more for its products, which in turn increases gross margins. Strong brands provide customers with assurances of quality and reduction of search time in the purchasing process. A brand name develops strength in the marketplace when many consumers choose the brand because they consider it salient, memorable and noteworthy (Clow and Baack, 2000).

Today most of the products are bought by brand rather than inspection, consumers demanded branded product in this sense successful marketing of that product. That’s why every manufacturers or marketers are trying their best to develop a positive attitude in their mind towards the brand of their products. But quite naturally, all the consumers do not deal or behave with the brands, there are some consumers who keep on striking up to a particular brand whereas some are different in selection of brands. In this context advertising play a crucial role in the market place as it inform, persuade, remind and reassure about the product and its feature.

Growth of advertising is due to the presence of branded products. Generic products need advertising only to stimulate primary demand. Competitive advertising is possible when products are branded.

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1. He has the fundamental freedom to spend or not to spend his disposable income on goods and services these are available in the market place. No one can force the individual in the society to spend as per their calculations. That is. The consumer may spend now or postpone the purchase to future date.
2. Once he decides to spend on a particular products or service, he has again full freedom to choose from the available products or services in the market. Buying a product is one thing and buying the best is another. Buying the best depends on his ability to select the best among the wide range of varieties to get maximum satisfaction from reasonable price. Advertising does the job of enhancing consumers' ability by providing varieties of required information.

Advertising affects favorably the consumer's choice, because it helps the consumer to exercise his power of sovereignty in the most appropriate way,

advertising acts counselor or guide to the consumer. Advertising provides detailed and up to date information, regarding the various products available in the market so that the consumer would decide to buy wisely and intelligently. Advertising as a mass media help the consumer in preserving and promoting their sovereignty in the following forms.

In the first place it “informs”. It informs the consumer about all products and services available for sale- as to when they are available under what condition? At what price? and so on. Secondly, it “explains”. It explains the features relative merits of each product or service so that he can have comparative account for making wise selection. Thirdly, it “educates”. It provides good ideal of information regarding products or services whether a person is interested to buy or not. This useful knowledge enlightens him as to what a product is? How it differs from others in the line? What it does for him? At what cost it speaks not only of existing products but also the products when will be produced in near future. It makes him well-informed member of a society. This knowledge is available without payment. He pays, of course, if he buys the product or service. For instance, while introducing for the first time, say an instant noodles, soft drink, the purpose’s simply to educate. Fourthly, it acts as a “guide” of consumer today. The consumers are really at sea because the present markets are flooded with too many varieties of products. There are many products with wide range which are trying to meet the variable needs of consumers. It is pertinent to note that consumers needs differ in terms of quality, quantity, price and time factors.

It is the advertising which solves his problem of coming to the conclusion. It is so because; advertising makes him more needs conscious and directs him to the point of most accurate decision of selection in best way, optimally.

To sum up, advertising is very powerful and successful mass media of communication that makes possible for the consumers brand choice through

rational selection. The knowledge rendered through advertising is useful in selection of the best brand at reasonable price. Through advertising the consumer find himself as rational and intelligent purchaser.

2.1.6 Advertising and Product Positioning

In today's world, our markets are full of me-too products with little to differentiate them from one-another. So it has to be over communicated and make distinctive in the consumer's mind and this task lies in the hand of advertising. The consumers mentally rank the products in their mind; along one or more than one dimensions. So advertiser should achieve his product ranked as first in consumer's mind along some significant dimension of purchase. It is like searching a niche or a hole in the consumer's mind not occupied by someone else and is termed as product positioning.

Positioning is the process of creating a perception in the consumer's mind regarding the nature of a company and its products relative to the competition. Position is created by variables such as the quality of products, prices charged, method of distribution, image, and other factors (Clow and Baack, 2000:25).

Positioning is the act of designing the company's image and value offer so that the segment's customers understand and appreciate what the company stands for in relation to its competitors (Kotler, 1996:17).

According to this definition product positioning especially create a positive image or impression in the mind of consumer and they became famous about company and it's product in comparison to the others competitors. To find out about product position it requires some formal marketing research. The results are usually plotted on groups to show where our product and company stands. It is actually based on consumer's perception how they perceived towards product and company. It is a

psychological process which is to some extent depend upon some materialistic value.

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The positioning decision is often the crucial strategic decision for a company or brand because the position can be control to customer's perception and choice decision. There are many different ways to position product. They may be ranked in the consumer's mind by the benefits they offer, by a perceptible difference or by some imperceptible or even induced difference. But positioning also depends upon the products and organization's marketing strategy. The most frequently used positioning strategy is associating a product with an attributes, a product's feature or consumers benefits for instance close up tooth paste emphasized fresher breath and good smile with shining teeth.

2.2 Review of Advertising Environment in Nepal

2.2.1 Development of Advertising in Nepal

The Nepali proverb "*Bolneko pitho bickchha nabolneko chamal pani bikdaina*" points out that the Nepalese society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product cannot be sold if the marketer fails to talk about it. It shows that advertising has been deep-

rooted in our culture and was prevalent long back. Certainly, advertising in those days was done in other forms of communications. Government used to public announcers to communicate information and orders. Even in the late Rana period, public announcers went through the streets announcing the opening and closure of gambling periods during the *Laxmi Puja* and on the other occasions. There used to be such announcements were known as “Jhali” and announcing “*Jhali Pitne*”. Perhaps the announcers came with an instrument of the same name and beat while making announcement.

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The history of Radio Broadcasting in Nepal starts from Magh, 2007 B.S. At first, the radio broadcast was made from the premises of the Raghupati Jute Mills at Biratnagar on 21 Falgun 2007, Chaitra 20(2nd April, 1952) a broadcasting station was established in Singh Durbar School Ghar under the name of Radio Nepal. One and half hour daily programme of Hindi record songs and advertisement was broadcasting from the beginning during the afternoon transmission and the advertisement were handled through commercial department.

The history of advertising agencies in Nepal was started after establishing advertising agency in 2017 B.S. At the time advertising was only about the official

notice and information and number of advertiser were also very few. Advertising was rarely done in private newspaper while advertisement from Radio Nepal was not in practice.

The history of Television broadcasting in Nepal starts from Poush, 2014 B.S. in the name Nepal Television and starts to telecast the programme in the 2042 B.S. While the commercial telecasting started only in 2044 B.S.

NTV and FM Radio are also playing important role in this field. In fact, some other media are also doing their job according to the expectation. Among them the FM program which was introduced on Poush 15, 2052 B.S. become much more popular in the Kathmandu Valley and now in the other cities of the country too.

2.2.2 Government and Legal Provision 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 misleading advertising is an unfair method of competition. It gives undue advantages to the advertiser. In the long run it destroys faith in advertising and in the media which 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 methods and for-bides to misrepresents an 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 ingredients which may reduce the quality of the product (Black market and some other social crimes and punishment act 2032, the Nepal Ain Sangrah Khanda 2031).

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 media. A commercial advertiser cannot be expected 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 (The Chhapakhana Ra Prakashan Samandi Nepal Kanun Lai Samsodhan Garuu Beneko Ain 2032, 2051).

The Press Policy 2048

1. According to the government's standard regularity and its scope, even if there are differences in ideologies and objectives, advertisement will be provided from the concerned authorities to the private media.
2. The monopoly of the government owned media over the public information will be eliminated.
3. Principally it will be encouraged to publish readable news and materials on literate, environment, population, tourism and health 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 newspapers and media (The Press Policy 2048 Information and Communication Ministry Publication).

Advertising Codes of Radio Nepal

1. Radio Broadcasting Service reserves the right to change the slots/spots through the relevant time period for which the change is made, unless they are fixed spots and special position of broadcast are pre-arranged.
2. All materials and scripts for commercial time must conform to the requirement of the censor. The decision of Radio Nepal will be final and will not be contested by the agency/advertiser. The agency and Advertiser will be responsible for all materials transmitted under the contract and agree

to indemnify Radio Nepal against all action, claims and demands brought or made against Radio Nepal by reason of the said transmission.

3. No advertisement shall be permitted which relates to or promotes cigarettes, tobacco products and liquor. However, information about such product shall be given with extra charge.
4. Advertisement for service concerned with lotteries other than those conducted by Government Organization shall not be accepted.
5. Commercial tending to praise one's own product while running down the products of competitors or commercials with such an intention will not be accepted for broadcast.
6. Advertisements tending to have an adverse impact on the society or those that contain obscene works or those tending to perpetuate superstitions will not be broadcasted.
7. Advertisements which give false and confusing price or guarantee advertisements of goods whose name and format is copied from other products will not be broadcasted.
8. Advertisements of medicines, which claim to definitely cure certain disease, will not be accepted.
9. Commercials of goods carrying foreign trademarks and brand names but manufactures in Nepal must be submitted with a copy of the registration with Department of Industry/HMG.
10. Commercials recorded outside of Radio Nepal will be subjected to qualify test before acceptance.

Advertising Codes of Nepal Television

1. All advertisements to be telecast by NTV should be authentic and meaningful.

2. All matters relating to advertisement to be telecast in NTV should be standard, decent and fairly entertaining.
3. Advertisement should be appropriate from technical perspective.
4. Advertisement should be made in Nepali, English and other National Languages.
5. Advertisement of smoking and liquor will be discouraged.
6. No scene of smoking and drinking liquor will be telecast.
7. Once being approved for telecast, generally no advertisement will be changed or retained that no technical fault or special reason to do so arises. In case of change or repair the concerned advertising agency and advertiser will be informed within 24 hours, beside holidays for the same.
8. No advertisements contravening sections 14 and 15 of the National Broadcasting Act, 1972 will be telecast.
9. Advertisement to be telecast in NTV will be encouraged to be made in Nepal.
10. When NTV sells telecasting time the advertiser/buyer should follow the terms and conditions provided in its directives.

2.2.3 Soft Drink Business in Nepal

With the change in the lifestyle of the people and modernization getting in vague, Nepalese market has become a battle field of soft drinks.

In fact, international companies/ brands are entering in different forms. Some of them are coming through joint venture collaboration, licensing, franchise and some of them have appointed agents and dealers in Nepal. Some of the international brands have already been establishes as market leaders in soft drink business in the country. A live example is the situation of Coca Cola and Pepsi Cola. “Coca Cola (Coca Cola family) seems to be unbeatable and governing around 90 percent market share while Pepsi Cola has rest of the market share,

whereas both the brands boast of international fame having tough competition everywhere. One thing we should not overlook is that Pepsi is ahead in some of the markets. It is ahead in neighboring markets, India and Pakistan.

Brands differ from other assets such as patents and copyrights, which have expiration dates. A brand is essentially a seller's promise to deliver a specific set of features, benefits, and services consistently to the buyers.

The Chinese invented paper and Europe built its first paper mill by the year 1275. Perhaps the most important event that ushered in the era of modern advertising was the invention of movable type by Johannes Gutenberg in 1440. His invention made possible new advertising media and the first forms of mass advertising including printed posters, handbills, and newspaper advertisements (Bovee and Arens, 1986:10).

The publicity and promotional campaigns of Coca Cola makes commercials featuring Nepali models, dress and customer and prints the brands adopting typical Nepali festivals like *Dashain, Tihar and Holi*. These are the things that can help the company associate with the local consumers and localize the company for brand loyalty.

Pepsi has also been spending a lot in promotions and advertisements. It brought Miss World Aishwarya Rai and Bollywood Actress Manisha Koirala for the product's promotion, but that don't help sustained sales growth. Though late, Pepsi too seems recruiting local people at least at the middle level management. Still they have to do a lot in order to gain the faith of the local people so that they can feel Pepsi Cola is not a stranger, it is theirs'.

For the last few years, Pepsi has been very aggressive. Pepsi's bottling company installed pet bottle plant early February 2000, inventing one hundred million rupees for it and introduced some of its brands in 1.5 liter and 500 ml pet bottles.

Then, it introduced 200 ml Phuchhe Pepsi at the right time and the product is doing well in the market. This help to increase the market share of Pepsi. Pepsi's global competitors, Coke, meanwhile has not stayed silent spectator. It introduced its brands in pet bottles through by importing the bottles. It also introduced different promotional campaigns.

The prestigious birth in the market between these Cola giants has been growing ever since Pepsi came to Nepal in 1986. Coke had a sort of monopoly in the market till then. And the war in the market between the two global giants is going on to benefit Nepalese consumers.

Since Coke entered Nepal in 1979 it has been enjoying marker leadership in soft drink industry. As, it is said earlier, Pepsi came to Nepal only in 1986. Being a late entrant, Pepsi has been trailing far behind Coke. Pepsi could have expanded its market share but its bottling company has frequent changes in ownership and management which lack to achieve it. Similarly trying to take all responsibility for sales and distribution directly and lacking enough advertising and promotional campaigns, initially the company could not sustain the increased demand because of limitation in production capacity. In recent times the company seems to be more serious. Its marketing has become more aggressive. But that is not going to be enough as yet since its rival is stronger in many respects. For example Pepsi installed bottling capacity here is only 2,250,000 cases per year and that was achieved only after the commissioning of the pet bottling line about six months ago. Of this capacity, the company has been able to sell only about 1,200,000 cases a year where as Coke's sales volume is estimated at over 4,300,000 cases a year. Similarly, Pepsi has no production facility in the terai region, but Coke does. Because of this distribution cost of Pepsi is higher and quick response to increased demand in some market places is difficult. Still, Pepsi has chances of high growth

provided it strengthen its distribution and sales and marketing team. This will further help Nepal's soft drink market to grow.

2.3 Review of Related Studies in Nepal

The related literatures which are similar to the role of advertising have been reviewed and their objectives and findings are noted as follows:

Binay Kumar Thakur (2004) in his masters' thesis entitled "The role of advertising in brand loyalty (with special reference to soft drinks) set the following objectives:

- i. To analyze the effectiveness of advertising on brand loyalty of consumers product.
- ii. To evaluate the role of advertising for brand loyalty in Nepalese market.
- iii. Do consumers give more importance to advertising rather than any other promotional tools while making selection decision?

The major findings of his study are:

- i. Both Coca-Cola and Pepsi-Cola realize the essence of advertising in the present situation.
- ii. Advertising is the main source of information about particular brand as well as most sensitive subject in the course of promotion.
- iii. Advertisement plays an important role in changing brand of soft drink.
- iv. Brand awareness of the Nepalese consumers is found to be high.
- v. Majority of Nepalese consumers are found brand loyal.
- vi. Consumers' involvement in purchasing of soft drink mostly is loyal.
- vii. Most of the consumers brand choice decision on products depends on themselves.
- viii. It is found that advertisement has a great contribution for purchase of soft drinks.

P.R. Pandey (2005), in his masters' thesis entitled "A study of Advertising in Nepal" has conducted the research with the following objectives:

- i. To identify the present position of advertising in Nepal.
- ii. To find out the existing patterns and brands.
- iii. To identify the constraints hindering the use of advertising as an effective method of promotion and
- iv. To suggest measure to enable advertising to play its role effectively.

The major findings of the study are:

- i. Advertising is the main method of promotion practiced in the country.
- ii. An effect of advertising is generally not evaluated.
- iii. Publication media, radio and cinema are the most used media for commercial advertising.
- iv. Both the advertisers and the advertising agencies recognized the need for advertising in the present context of their markets in Nepal.
- v. Advertisers think that advertising has favourable impact on their customers, sales and profits. Customers' responds are favourable to advertising though most of them are economically backward and uneducated.

Damodar Nepal (2006), conducted "A study on Brand Loyalty of the Nepalese consumers" with the following objectives:

- i. To identify the Nepalese consumers different age, groups, gender, family size, education and income groups of consumers regarding the brand awareness.
- ii. To find out whether Nepalese consumers are brand loyal or not.
- iii. To identify the correlates of brand loyalty.

The major findings of the study are as follows:

- i. Consumer buys the product by brand rather than inspection in case of the soft drinks.
- ii. In each of the products selected for this study at least 75 percent Nepalese consumers are found to have knowledge of almost all alternative brands available in the market. Brand awareness of the Nepalese consumers is found to be high.
- iii. Female are more brand loyal than male.
- iv. Brand loyalty has positive association with store loyalty.
- v. One of the important characteristics of brand loyal consumer is not to be influenced by special deals such as discount, prize coupon and bumper prizes.
- vi. The brand loyalty of Nepalese consumers are found to be at least influenced by price and advertisement. Consumer shift their brand not because of the price or advertisement but due to their desire to taste new brand.

Khila Raj Ojha (2007), conducted a research entitled “ A study on marketing, usage pattern, attitude and image of soft drinks in Kathmandu Valley” with the following objectives:

- i. To examine the consumers’ perception and behavior in the purchase of soft drinks in Kathmandu.
- ii. To find out the level of awareness of different brand, their images and attitudes towards different brand.
- iii. To evaluate the distribution network and marketing strategies of soft drink companies in Kathmandu.
- iv. To evaluate the impact of advertisement and sales promotion schemes on sales of soft drinks in the study area.

The major findings of the study are:

- i. Coke is the number one choice and people's attitude towards coke is far more positive than to other brands.
- ii. It is found that people consider soft drinks as daytime drinks and people take it for quenching the thirst.
- iii. The findings includes consumers' first preference goes to quality, taste and brand name and only the moderate level of preference to availability, advertisement and price.
- iv. It has been found that the consumers have more exposure of soft drink advertisement through the television and then magazine. While exposure through radio is found to be very low.
- v. In terms of consumers' perception of the most effective media, the TV is the most effective media followed by radio, magazines, hoarding board, electronic board and wall paintings.

Pradeep Shrestha (2008), conducted the study on, The Role of Advertising in Brand choice and product positioning in the year 2007. The study based on Kathmandu valley and used primary data.

The study has conducted to analyze the effectiveness of advertising on brand of consumer products, to evaluate the role of advertising in product positioning from the consumer perspective and do consumers give more importance to advertisement rather than any other promotional tools while making selection decision?

Brands differ from other assets such as patents and copyrights, which have expiration dates. A brand is essentially a seller's promise to deliver a specific set of features, benefits, and services consistently to the buyers.

The Chinese invented paper and Europe built its first paper mill by the year 1275. Perhaps the most important event that ushered in the era of modern advertising was the invention of movable type by Johannes Gutenberg in 1440. His invention

made possible new advertising media and the first forms of mass advertising including printed posters, handbills, and newspaper advertisements (Bovee and Arens, 1986:10).

CHAPTER- III

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It facilitates the research work and provides reliability and validity. In other words, it is systematic product of knowledge. This chapter deals with the method and techniques used to meet the objectives of the study. The research methodology employed in the present study is described as follows.

3.1 Research Design

“Research design is the plan structure and strategy of investigation conceived so as to obtain answer to research questions and to control variance. The plan is the overall scheme of program of the research. It includes an outline of what the investigator will do from writing the hypothesis and their operational implication to the financial analysis of data” (Wolff and Pant, 2000). The primary objectives of this study is to study the role of advertising in brand choice of soft drinks; examine into the effectiveness of advertising in product positioning of soft drinks; and to evaluate the importance of advertising compared to other promotional tools in making brand selection decision. The study is primarily based on the consumer level study. The data and information collected from the study of the consumers have been analyzed and interpreted according to the need of the study for attaining stated objectives. This study is based on exploratory and descriptive research design.

3.2 Sources of Data

The data used in this study are mainly primary. In supplement to the primary data, secondary data sources have also been used. The primary data are collected from the consumers of the product from different locations of Lalitpur Sub Metropolitan

City. Similarly for secondary data various magazines, newspapers, websites and thesis are utilized.

3.3 Population and Sample Size

The population of the study includes all people of Lalitpur Sub Metropolitan City who consume soft drinks. The total sample used in this study is 140 and the respondents are taken from the Lalitpur Sub Metropolitan City. Respondents have been selected through the judgmental sampling. The logic behind using judgmental sampling in this study is that the sample is very small in comparison to the population. The judgmental sampling is based on size, gender, age, education and occupation. Table 3.1 presents the profile of the respondents included in this study.

Table 3.1: Respondents' Profile

Sex	Male	Female	Total
Total	72	68	140
Age			
15-24	19	32	51
25-34	33	16	49
35-50	20	20	40
Total	72	68	140
Education			
Graduate	31	23	54
Under- Graduate	21	25	46
Below S.L.C.	20	20	40
Total	72	68	140
Profession			
Students	22	24	46
Employees	19	18	37
Businessmen	31	3	34
Housewives	-	23	23
Total	72	68	140

Gender Profile

Table 3.2: Gender of the respondents

Gender	Frequency	percent
Male	72	51.42
Female	68	48.58
Total	140	100.0

Source: Field Survey, 2010

From the above table we can see that out of 140 respondents of this study 51.42 percent are male respondents and 48.58 percent are female respondents.

Age Profile

Table 3.3: Age of the respondents

Age Group	Frequency	percent
15-24	51	36.0
25-34	49	35.0
35-50	40	29.0
Total	140	100.0

Source: Field Survey, 2010

The study was also segmented on two age groups. It is clear from the above table that the age group of 15-24 consists of 36 percent, 25-34 consists of 35 percent of the total study and 29 percent consists of 35-50 age group.

Education Profile

Table 3.4: Education of the respondents

Education	Frequency	percent
Non-Graduates	46	33.0
Graduates	54	38.0
Below S.L.C	40	29.0
Total	140	100.0

Source: Field Survey, 2010

Education is segmented into three groups via non-graduates, graduates and below S.L.C. Students holding below bachelor’s degree are segmented as non-graduate whereas students holding master’s degree are segmented as graduates. The table depicts that 33 percent are non-graduates, 38 percent graduates and 29 percent are below S.L.C. students.

Profession Profile

Table 3.5: Profession of the respondents

Profession	Frequency	percent
Students	46	33.0
Employees	37	26.0
Businessmen	14	10.0
Housewives	43	31.0
Total	140	100.0

The profession segments in this study are divided into four groups consisting of students, employees, businessmen and housewives. The table shows out of 140 respondents 33 percent consists of students, 26 percent consists of employees, 10 percent consists of businessmen and 31 percent are housewives.

3.4 Data Collection Procedure

This study is conducted on the basis of the information collected from questionnaire, textbooks, magazines, newspaper, websites, etc. the structured questionnaires are designed to collect the required information (see Annex for the sample Questionnaire). In the process of collecting information, 115 questionnaires were distributed to the target respondents out of which, 15 questionnaires have been discarded due to lack of full and adequate response.

3.5 Data Analysis Tools

The entire distributed questionnaire was collected to make them applicable for presentation and analysis. Presentation of data has been in tabular form, simple bar diagram and pie-chart. SPSS software is used to test the hypotheses that are set for the study. Manual calculation has also been done in some cases.

3.6 Hypothesis tested:

The hypotheses tested in this study are stated as following:

Ho: Gender is independent in drinking soft drinks regularly.

Ho: Profession is independent in terms of the factors influencing the choice of soft drink.

Ho: The brand loyalties of two age-groups are independent.

Ho: Reasons for switching brand is independent with education level.

Ho: The importance given to each variable while purchasing the brand of soft drink is independent with gender.

Ho: Role of advertising in buying decision is independent with the profession.

Ho: Presence of different factors in advertising is independent with different professions.

Ho: Variables on building the brand image of soft drinks are not equally important among graduate and non-graduate students.

Ho: There is no relationship between age and belief in advertising and its message.

CHAPTER- IV

PRESENTATION AND ANALYSIS OF DATA

This chapter presents the analysis and interpenetrations of the collected data. The data in this chapter are presented, analyzed and interpreted to obtain the stated objectives of the study. Analyses of the responses are descriptive as well as empirical. Tables, diagrams, standard deviations and chi-square test are used for analysis. SPSS have been used to facilitate the analysis of primary data.

4.1 Regular Drinkers of Soft Drinks

Respondents were asked whether they drink soft drinks regularly or not and were provided with two options, 'Yes' or 'No'. The following table shows the total number of respondents who drink soft drink regularly and the respondents who don't drink regularly.

4.1.1 Gender and Regular Consumption of Soft Drinks

Table 4.1 Gender of the regular drinkers of soft drinks

Regular Drinkers	Gender of the Respondents				Total	
	Male	Percent	Female	Percent	Total	Percent
Yes	34	46.15	35	52.08	69	49.28
No	38	53.85	33	47.92	71	50.72
Total	72	100	68	100	140	100

Source: Field Survey, 2010

The above table shows that 49.28 percent respondents answered with 'Yes' option and 50.72 percent answered with 'No' option. It showed most of them don't drink soft drinks regularly. Among 72 male respondents 46.15 percent drink soft drinks regularly and 53.85 percent does not drink regularly. On the other hand 52.08

percent female drink regularly and 47.92 percent do not drink regularly. It showed female are more regular drinker of soft drink than male.

Test of Hypothesis 1

A hypothesis has been set to show that the gender is independent in drinking soft drinks regularly. A chi-square test has been used to test the hypothesis.

Null Hypothesis: Gender is independent in drinking soft drinks regularly.

Alternative Hypothesis: Gender is dependent in drinking soft drinks regularly.

Level of significance: 5 percent

Degree of freedom: 1

Calculated value: 0.351

Tabulated value: 3.841

Since the calculated value is less than tabulated value, which is 3.841, the null hypothesis is rejected. This means gender is dependent in drinking soft drinks regularly. Male drinks more than female.

4.1.2 Age and Consumption of Soft Drink

Table 4.2 Age of the regular drinkers of soft drinks

Regular Drinkers	Age of the Respondents					
	15-24	Percent	25-34	Percent	35-50	Percent
Yes	29	56.86	20	40.82	20	50.0
No	22	43.14	29	59.18	20	50.0
Total	51	100	49	100	40	100

Source: Field Survey, 2010

The table 4.2 shows that respondents in age group of 15-25 consists 51 percent of the total respondents and age group of 24-35 consists of 49 percent of the total respondents. 56.86 percent are regular drinkers from age group of 15-24 and 43.14

percent are not the regular drinkers. Similarly 40.82 percent from the age group of 24-35 are regular drinker of soft drinks whereas 59.18 percent are not. Similarly 50.0 percent from the age group of 35-50 are regular drinker of soft drinks and 50.0 percent are not. From this figure we can conclude that age group of 15-24 are more regular drinkers than the other age group.

4.1.3 Education and Consumption Of Soft Drinks

Table 4.3 Education of the regular drinkers of soft drinks

Regular Drinkers	Education of the Respondents					
	Below S.L.C.	Percent	Non-Graduates	Percent	Graduates	Percent
Yes	28	70.0	25	54.35	24	44.44
No	12	30.0	21	45.65	30	55.55
Total	40	100	46	100	54	100

Source: Field Survey, 2010

Education is divided into three level viz below S.L.C., non-graduates and graduates. As presented in table 4.3, non-graduates are 32.85 percent, below S.L.C. are 28.58 and graduates are 38.57 percent of the total respondents. From the study it is found that 54.35 percent non-graduates drink soft drinks regularly and 45.65 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. From the study it is found that 70.0 percent below S.L.C. drink soft drinks regularly and 30.0 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. This shows that below S.L.C. and non-graduates people drink more regularly than graduate people.

4.1.4 Profession and Consumption Of Soft Drinks

Table 4.4 Profession of the regular drinkers of soft drinks

Regular Drinkers	Profession							
	Students	Percent	Employees	Percent	Businessmen	Percent	Housewives	Percent
Yes	26	56.52	16	43.24	5	35.71	22	66.67
No	20	43.48	21	56.76	9	64.29	21	33.33
Total	46	100	37	100	14	100	43	100

Source: Field Survey, 2010

Education is divided into three level viz below S.L.C., non-graduates and graduates. As presented in table 4.3, non-graduates are 32.85 percent, below S.L.C. are 28.58 and graduates are 38.57 percent of the total respondents. From the study it is found that 54.35 percent non-graduates drink soft drinks regularly and 45.65 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. From the study it is found that 70.0 percent below S.L.C. drink soft drinks regularly and 30.0 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. This shows that below S.L.C. and non-graduates people drink more regularly than graduate people.

4.2 Influencers to Consumption of Soft Drinks

The second question in the study was asked to the respondents to know the factors that influence the consumption of soft drinks. They were given four options to get the feedback of the question – ownself, friends, family members, and others.

4.2.1 Influencers and Gender

Table 4.5 Influencers and gender

Regular Drinkers	Gender of the Respondents				Total	
	Male	Percent	Female	Percent	Total	Percent
Ownself	44	73.08	41	72.92	85	73
Friends	19	25	17	22.92	36	24
Family Members	9	1.92	10	4.17	19	3
Total	72	100	68	100	140	100

Source: Field Survey, 2010

Education is divided into three level viz below S.L.C., non-graduates and graduates. As presented in table 4.3, non-graduates are 32.85 percent, below S.L.C. are 28.58 and graduates are 38.57 percent of the total respondents. From the study it is found that 54.35 percent non-graduates drink soft drinks regularly and 45.65 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. From the study it is found that 70.0 percent below S.L.C. drink soft drinks regularly and 30.0 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. This shows that below S.L.C. and non-graduates people drink more regularly than graduate people.

4.2.2 Influencers and Age

Table 4.6 Influencers and age

Regular Drinkers	Age of the Respondents					
	15-24	Percent	25-34	Percent	35-50	Percent
Ownself	36	70.59	37	75.51	20	50.0
Friends	14	27.45	10	20.41	20	50.0
Family members	1	1.96	2	4.08	-	-
Any others	-	-	-	-	-	-
Total	51	100	49	100	40	100

Source: Field Survey, 2010

The respondents themselves from the age group of 15-25 are highest for influencing to drink as they count 36 numbers i.e., 70.59 percent. But the number of friends and family members only counts 27.45 percent and 1.96 percent. Similarly, among the females self-influence is very high at 75.51 percent. Again friends and family members' influence are only 20.41 percent and 4.08 percent respectively.

4.2.3 Influencers and Education

Table 4.7 Influencers and education

Regular Drinkers	Education of the Respondents					
	Below S.L.C.	Percent	Non-Graduates	Percent	Graduates	Percent
Ownself	20	50.0	36	78.26	37	68.52
Friends	12	30.0	9	19.57	15	27.78
Family Members	8	20.0	1	2.17	2	3.7
Total	40	100	46	100	54	100

Source: Field Survey, 2010

Education is divided into three level viz below S.L.C., non-graduates and graduates. As presented in table 4.3, non-graduates are 32.85 percent, below S.L.C. are 28.58 and graduates are 38.57 percent of the total respondents. From the study it is found that 54.35 percent non-graduates drink soft drinks regularly and 45.65 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. From the study it is found that 70.0 percent below S.L.C. drink soft drinks regularly and 30.0 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. This shows that below S.L.C. and non-graduates people drink more regularly than graduate people.

4.2.4 Influencers and Profession

Table 4.8 Influencers and profession

Regular Drinkers	Profession of respondents							
	Students	Percent	Employees	Percent	Business-men	Percent	Housewives	Percent
Ownself	35	76.09	28	75.68	8	57.14	22	66.67
Friends	11	23.91	8	21.62	4	28.57	21	33.33
Family Members	-	-	1	2.7	2	14.29	-	-
Any Others	-	-	-	-	-	-	-	-
Total	46	100	37	100	14	100	43	100

Source: Field Survey, 2010

Influencers to drink soft drinks of this study from different profession are shown in table 4.8. It shows 73 percent influencers are themselves, 24 percent are their friends, 3 percent are their family and 0 percent any others. 76.09 percent students answered that they themselves drink soft drink, 23.91 percent by their friends and no family members influences them. Likewise 75.68 percent employees viewed themselves as influencers, 21.62 percent friends and 2.7 percent their family members. Only 57.14 percent businessmen viewed themselves as influencers to drink soft drink, 28.57 percent friends and 14.29 percent family members. Lastly 66.67 percent housewives considered themselves as influencers, 33.33 percent friends and no influencer from their family.

Test of Hypothesis 2:

A hypothesis has been set up to find out the relationship among the respondents of different profession regarding who influences them to drink soft drinks.

Null Hypothesis: The respondents of different profession are independent with their influencers in drinking soft drink regularly.

Alternative Hypothesis: The respondents of different profession are dependent with their influencers in drinking soft drink regularly.

Level of significance: 5 percent

Degree of Freedom: 6

Calculated Value: 8.338

Tabulated Value: 12.592

The calculated value of chi-square is lesser than tabulated value. Thus null hypothesis is rejected and alternative hypothesis is accepted. So the respondents of

different profession are dependent with their influencers in drinking soft drink regularly.

4.3 Brand Loyalty of Soft Drink

The research also focused on examining the brand loyalty factor in terms of the demographic characteristics of the respondents. The data regarding the brand loyalty were gathered from different segment of respondents that are presented and analyzed in the following paragraphs:

4.3.1 Gender and Brand Loyalty

Table 4.9 Gender and brand loyalty

Brand Loyalty	Gender of the Respondents				Total	
	Male	Percent	Female	Percent	Total	Percent
Yes	42	61.54	40	62.5	62	62
No	30	38.46	28	37.5	38	38
Total	72	100	68	100	140	100

Source: Field Survey, 2010

As shown in table 4.9, among the total male respondents 61.54 percent are found to be brand loyal whereas 38.46 percent are brand disloyal in soft drinks. Likewise, among the female respondents 62.5 percent are found to be brand loyal while 37.5 percent are disloyal. It shows female are more brand loyal than male in the case of soft drinks.

4.3.1 Age and Brand Loyalty

Table 4.10 Age and brand loyalty

Brand Loyalty	Age of the Respondents					
	15-24	Percent	25-34	Percent	35-50	Percent
Yes	31	60.78	31	63.27	20	50.0
No	20	39.22	18	36.73	20	50.0
Total	51	100	49	100	40	100

Source: Field Survey, 2010

Table 4.10 shows the brand loyalty factor in terms of age of the respondents. Brand loyalties of soft drinks in age group of 15-24 are found to be 60.78 percent, whereas brand disloyalty stands at 39.22 percent. Similarly, brand loyalty in the age group of 24-35 is found to be 36.73 percent and 36.73 percent as disloyal and age group of 35-50 is found to be 50.0 percent and 50.0 percent as disloyal. It is

clear that from the age group of 25-34 are more brand loyal than the age group of 15-24.

Test of Hypothesis 3

A hypothesis has been set up to find out that the brand loyalties of two age-groups are independent.

Null Hypothesis: The brand loyalties of two age-groups are independent.

Alternative Hypothesis: The brand loyalties of two age-groups are not independent.

Level of significance: 5 percent

Degree of Freedom: 1

Calculated Value: 0.065

Tabulated Value: 3.841

Since the calculated value is lesser than tabulated value null hypothesis is rejected and alternative hypothesis is accepted. Hence the brand loyalties of two-groups are not independent. Age group 25-34 has more brand loyalty than that of 15-24 group.

4.3.3 Education and Brand Loyalty

Table 4.11 Education and brand loyalty

Brand Loyalty	Education of the Respondents				Total	
	Non-Graduates	Percent	Graduates	Percent	Total	Percent
Yes	47	58.7	35	64.81	82	62
No	39	41.3	19	35.19	58	38
Total	86	100	54	100	140	100

Source: Field Survey, 2010

Table 4.11 presents the brand loyalty in terms of education of the respondents. The study found that 58.7 percent non-graduates are brand loyal whereas 41.3 percent of are brand disloyal. Among the graduates, 64.81 percent are found to be loyal and 35.19 percent are disloyal. It means graduates show higher level of loyalty than non-graduates in the case of soft drinks.

4.3.2 Profession and Brand Loyalty

Table 4.12 Profession and brand loyalty

Brand Loyalty	Profession							
	Students	Percent	Employees	Percent	Business-men	Percent	Housewives	Percent
Yes	29	63.04	21	56.76	10	71.43	21	49.0
No	17	36.96	16	43.24	4	28.57	22	51.0
Total	46	100	37	100	14	100	43	100

Source: Field Survey, 2010

Education is divided into three level viz below S.L.C., non-graduates and graduates. As presented in table 4.3, non-graduates are 32.85 percent, below S.L.C. are 28.58 and graduates are 38.57 percent of the total respondents. From the study it is found that 54.35 percent non-graduates drink soft drinks regularly and 45.65 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. From the study it is found that 70.0 percent below S.L.C. drink soft drinks regularly and 30.0 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. This shows that below S.L.C. and non-graduates people drink more regularly than graduate people.

4.4 Reasons for Switching Brand

In this section respondents were asked why they shift their brand of soft drink. They were provided four options in the questionnaire. The options were ‘Taste or Quality’, ‘Availability’, ‘Corporate image’ and ‘Other’s recommendation’. The data that are obtained in the questionnaire are analyzed in the following section.

4.4.1 Gender and reasons for brand switching

Table 4.13 Gender and reasons for brand switching

Reasons	Gender of the Respondents				Total	
	Male	Percent	Female	Percent	Total	Percent
Taste or Quality	13	40	13	38.89	26	39.47
Availability	15	50	14	44.44	29	47.37
Corporate image	6	5	10	16.67	16	10.53
Other’s recommendation	6	5	-	-	11	2.63
Total	40	100	18	100	82	100

Source: Field Survey, 2010

As presented in table 4.13 out of 20 male respondents, 40 percent stated taste/quality as reasons for shifting the brand, 50 percent stated availability, while only 5 percent each stated corporate image and other’s recommendation as the reasons for shifting the brand. Similarly, out of 18 female respondents, 38.89 percent stated taste/quality, 44.44 percent stated availability, and 16.67 percent corporate image and none was influenced by other’s recommendation.

4.4.2 Age and Reasons for Brand Switching

Table 4.14 Age and reasons for brand switching

Reasons	Age of the Respondents					
	15-24	Percent	25-34	Percent	35-50	Percent
Taste or Quality	7	35	8	44.44	20	50.0
Availability	10	50	8	44.44	20	50.0
Corporate image	2	10	2	11.11	-	-
Other's recommendation	1	5	-	-	-	-
Total	20	100	18	100	40	100

Source: Field Survey, 2010

Table 4.14 reveals the total number of respondents' views regarding switching their brand of two age groups. In the study 35 percent respondents from age group of 15-24 viewed taste /quality as a reason for switching brand. Similarly 50 percent viewed availability, 10 percent viewed corporate image and only 5 percent viewed other's recommendation for switching the brand. In the age group of 25-34, 44.44 percent viewed taste/quality, 44.44 percent as availability, only 11.11 percent as corporate image, and no one viewed other's recommendation as reason for switching the brand.

4.4.3 Education and Reasons for Brand Switching

Table 4.15 Education and reasons for brand switching

Reasons	Education of the Respondents			
	Non-Graduates	Percent	Graduates	Percent
Taste or Quality	8	42.11	7	36.84
Availability	10	52.63	8	42.11
Corporate image	1	5.26	3	15.79
Other's recommendation	-	-	1	5.26
Total	19	100	19	100

Source: Field Survey, 2010

The table 4.15 shows the number of the respondents from two educational groups of people and their reasons for switching the brand of soft drink. The table shows that 42.11 percent non-graduates and 36.84 percent graduates switch the brand due to taste and quality. Similarly, 53.63 percent non-graduates and 42.22 percent graduates switch brand because of the availability of the brand. Only 5.26 percent non-graduates and 15.79 percent graduates viewed corporate image as the reason for changing the brand. No respondents from non-graduates pointed other's recommendation as reason for switching the brand. While 5.26 percent of the graduate viewed other's recommendation as reason for switching the brand.

Test of Hypothesis 4

A hypothesis has been set up to show the relationship between education and reasons for switching brand.

Null Hypothesis: Reasons for switching brand is independent with education level.

Alternative Hypothesis: Reasons for switching brand is dependent with education level.

Level of significance: 5 percent

Degree of Freedom: 3

Calculated Value: 2.289

Tabulated Value: 7.824

Since the calculated value of chi-square is lesser than the tabulated value null hypothesis is rejected and alternative hypothesis is accepted. So reasons for switching brand is dependent with education level. The respondents with higher education switch brand more than that of lower education.

4.4.4 Profession and Reasons for Brand Switching

Table 4.16 Profession and reasons for brand switching

Reasons	Profession							
	Students	Percent	Employees	Percent	Business-men	Percent	Housewives	Percent
Taste or Quality	6	35.29	7	43.75	2	50	-	-
Availability	7	41.18	8	50	2	50	1	100
Corporate image	3	17.65	1	6.25	-	-	-	-
Other's recommendation	1	5.88	-	-	-	-	-	-
Total	17	100	16	100	4	100	1	100

Source: Field Survey, 2010

As shown in the table 4.16, 35.29 percent students' view that they switch their brand because of taste/quality and 41.18 percent switch because of availability.

Similarly 17.65 percent switch due to corporate image and 5.88 percent switch due to other's recommendation. Among the employees 43.75 percent switch due to taste or quality, 50 percent switch due to availability, while 6.25 percent because of corporate image and no employees are found to switch their brand of soft drink due to other recommendation. Similarly, 50 percent of the businessmen switch because of taste/quality, 50 percent because of availability and no respondents were found in the last two reasons - corporate image and other's recommendation. Lastly 100 percent housewives are found to switch their brand of soft drink due to availability and not a single respondent marked other three reasons for switching the brand.

4.5 Role of Advertising in Switching Brand

The respondents were also asked whether advertising play any role in switching the brand and options with ‘Yes’ or ‘No’ was also provided in the questionnaire. The result of this question are analyzed and presented in the following section:

4.5.1 Gender and role of advertising in brand-switching

Table 4.17 Gender and role of advertising in brand-switching

Role of Advertising	Gender of the Respondents				Total	
	Male	Percent	Female	Percent	Total	Percent
Yes	45	67.31	43	68.75	88	68
No	27	32.69	25	31.25	52	32
Total	72	100	68	100	140	100

Source: Field Survey, 2010

From the table 4.17 it is clear that the respondents who accept that advertising play role in switching brand are 67.31 percent among male and 68.75 percent among female. The respondents who do not accept advertising as role player for switching brand are 32.69 percent among male and 31.25 percent among female.

4.5.2 Age and role of Advertising in Brand-Switching

Table 4.18 Age and role of advertising in brand-switching

Reasons	Age of the Respondents					
	15-24	Percent	25-34	Percent	35-50	Percent
Yes	39	76.47	29	59.18	20	50.0
No	12	23.53	20	40.82	20	50.0
Total	51	100	49	100	40	100

Source: Field Survey, 2010

As shown in the table 4.18, 76.47 percent from the age group of 15-25 respondents answered with yes option and 23.53 percent answered with no option. Likewise 59.18 percent respondents answered yes and 40.82 percent answered with no option for the question whether advertising play role in switching brand and in age group 35-50 50.0 percent respondents answered yes and 50.0 percent answered with no option. The result indicates that among both males and females, there is similar trend in the opinion regarding the positive role of advertising in promoting brand switching behavior.

4.5.3 Education and Role of Advertising in Brand-switching

Table 4.19 Education and role of advertising in brand-switching

Role of Advertising	Education of the Respondents			
	Non-Graduates	Percent	Graduates	Percent
Yes	39	63.04	49	72.22
No	27	36.96	25	27.78
Total	66	100	74	100

Source: Field Survey, 2010

The table 4.19 shows that 63.04 percent non-graduates and 72.22 percent graduates accept with the statement that advertising play a role in switching the brand. On the other hand, 36.96 percent non-graduates and 27.78 percent graduates does not accept with the statement.

4.5.4 Profession and role of Advertising in Brand-switching

Table 4.20 Profession and role of advertising in brand-switching

Profession	Role of Advertising				Total	
	Yes	Percent	No	Percent	Total	Percent
Students	39	73.91	17	26.09	56	46
Employees	31	70.27	16	29.73	47	37
Businessmen	12	50	12	50	24	14
Housewives	6	33.33	7	66.67	13	3
Total	88	68	52	66.67	140	100

Source: Field Survey, 2010

As shown in the table 4.20 the respondents who agree with the statement that advertising play role in switching brand is 73.91 percent among students, 70.27 percent among employees, 50 percent among businessmen and 33.33 percent among housewives. On the other hand, the respondents who do not agree with the statement are 26.09 percent among students, 29.73 percent among employees, 50 percent among businessmen and 66.67 percent among housewives. The result indicates that in terms of profession students, employees, and businessmen feel that there is positive role of advertising in brand-switching behavior in the case of soft drinks.

4.6 Preference of Soft Drinks

Consumers' preference of the brand of soft drink was collected during the study period. 'Taste', 'Price', 'Quantity', Advertising', 'Availability', 'Sales Scheme' and 'other people recommendation' options were provided to the respondents.

4.6.1 Gender and Brand Preference

Table 4.21 Gender and brand preference

Reasons	Gender of the Respondents				Total	
	Male	Percent	Female	Percent	Total	Percent
Taste	43	75	44	83.33	87	79
Price	-	-	-	-	-	-
Quantity	5	1.92	7	6.25	12	4
Advertising	5	3.85	5	2.08	10	3
Availability	9	11.54	7	6.25	16	9
Sales Scheme	5	3.85	-	-	5	2
Other's people recommendation	5	3.85	5	2.08	10	3
Total	72	100	68	100	140	100

Source: Field Survey, 2010

As presented in the table 4.21, 75 percent of male prefer a brand mainly due to the taste, and 11.54 percent due to availability. Other reasons have very low effect on the brand preference. Similarly among the females taste is the main reason as 83.33 percent prefer brand due to taste.

Test of Hypothesis 5

A hypothesis on this issue has been set to find out whether gender is dependent variable while purchasing the brand of soft drink.

Null Hypothesis: The importance given to each variable while purchasing the brand of soft drink is independent with gender.

Alternative Hypothesis: The importance given to each variable while purchasing the brand of soft drink is dependent upon gender.

Level of significance: 5 percent

Degree of Freedom: 5

Calculated Value: 4.527

Tabulated Value: 11.07

Education is divided into three level viz below S.L.C., non-graduates and graduates. As presented in table 4.3, non-graduates are 32.85 percent, below S.L.C. are 28.58 and graduates are 38.57 percent of the total respondents. From the study it is found that 54.35 percent non-graduates drink soft drinks regularly and 45.65 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. From the study it is found that 70.0 percent below S.L.C. drink soft drinks regularly and 30.0 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. This shows that below S.L.C. and non-graduates people drink more regularly than graduate people.

4.6.1 Age and Brand Preference

Table 4.22 Age and brand preference

Reasons	Age of the Respondents					
	15-24	Percent	25-34	Percent	35-50	Percent
Taste	39	76.47	40	81.63	20	50.0
Quantity	1	1.96	3	6.12	20	50.0
Advertising	3	5.88	-	-	--	-
Availability	4	7.84	5	10.20	-	-
Sales Scheme	1	1.96	1	2.04	-	-
Other's people recommendation	3	5.88	-	-	-	-
Total	51	100	49	100	40	100

Source: Field Survey, 2010

Table 4.22 shows the respondents' brand preferences in the two age groups. In the age group of 15-24, 76.47 percent prefer brand due to taste, 7.84 percent prefer availability, 5.88 percent due to other's people recommendation. Similarly, in the age group of 25-34, 81.63 percent prefer their brand due to taste.

4.6.2 Education and Brand Preference

Table 4.23 Education and brand preference

Reasons	Education of the Respondents			
	Non-graduates	Percent	Graduates	Percent
Taste	42	78.26	43	79.63
Price	-	-	-	-
Quantity	8	2.17	3	5.56
Advertising	9	4.35	1	1.85
Availability	11	10.87	4	7.41
Sales Scheme	8	2.17	1	1.85
Other's people recommendation	8	2.17	2	3.7
Total	86	100	54	100

Source: Field Survey, 2010

Table 4.23 shows the brand preference in terms of the education levels of the respondents. The result shows that 78.26 percent non-graduates prefer brand due to taste and 79.63 percent of the graduates also prefer the brand due to the taste. After the taste factor the other important factor is noted to be the availability of the most preferred brand.

4.6.3 Profession and Brand Preference

Table 4.24 Profession and brand preference

Reasons	Profession of the respondents							
	Students	Percent	Employees	Percent	Business-men	Percent	Housewives	Percent
Taste	36	78.26	31	83.78	10	71.43	22	66.67
Price	-	-	-	-	-	-	-	-
Quantity	-	-	2	5.41	2	14.29	-	-
Advertising	3	6.52	-	-	-	-	-	-
Availability	4	8.7	2	5.41	2	14.29	21	33.33
Sales Scheme	1	2.17	1	2.70	-	-	-	-
Other's people recommendation	2	4.35	1	2.70	-	-	-	-
Total	46	100	37	100	14	100	43	100

Source: Field Survey, 2010

Education is divided into three level viz below S.L.C., non-graduates and graduates. As presented in table 4.3, non-graduates are 32.85 percent, below S.L.C. are 28.58 and graduates are 38.57 percent of the total respondents. From the study it is found that 54.35 percent non-graduates drink soft drinks regularly and 45.65 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. From the study it is found that 70.0 percent below S.L.C. drink soft drinks regularly and 30.0 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. This shows that below S.L.C. and non-graduates people drink more regularly than graduate people.

4.7 Role of Advertising in Buying Decision

In this section question regarding role of advertising in buying decision were asked to the respondents and the data on this are collected. They are presented and analyzed in the following table.

4.7.1 Gender and role of advertising in buying decisions

Table 4.25 Gender and role of advertising in buying decisions

Role of Advertising	Gender of the Respondents				Total	
	Male	Percent	Female	Percent	Total	Percent
Yes	54	84.62	49	81.25	103	83
No	18	15.38	19	18.75	137	17
Total	72	100	68	100	140	100

Source: Field Survey, 2010

Out of total male respondents 84.62 percent opined that advertising play important role in their buying decision (see table 4.25). Similarly, 81.25 percent of the female respondents opined that advertising play an important role in buying decision. The results indicate that both male and female see the importance of advertising in their buying decisions related to soft drinks.

4.7.2 Age and Role of Advertising in Buying Decisions

Table 4.26 Age and role of advertising in buying decisions

Role of Advertising	Age of the Respondents					
	15-24	Percent	25-34	Percent	35-50	Percent
Yes	43	84.31	40	81.63	20	50.0
No	8	15.69	9	18.37	20	50.0
Total	51	100	49	100	40	100

Source: Field Survey, 2010

As presented in the table 4.26, among the 51 respondents from age group of 15-25, 84.31 percent agree with the statement that advertising play an important role in buying decision. Similarly, .81.63 percent respondents from age group of 24-35 agree with this factor. This also indicates that there is an overwhelming agreement among the respondents irrespective of the age category in terms of the positive role of advertising in the buying decisions.

4.7.3 Education and role of advertising in buying decisions

Table 4.27 Education and role of advertising in buying decisions

Regular Drinkers	Education of the Respondents					
	Below S.L.C.	Percent	Non-Graduates	Percent	Graduates	Percent
Yes	28	70.0	39	84.78	44	81.48
No	12	30.0	7	15.22	10	18.52
Total	40	100	46	100	54	100

Source: Field Survey, 2010

Table 4.27 reflects that among the 140 respondents 84.78 of non-graduates, 70.0 percent of below S.L.C. and 81.48 percent of the graduates think that advertising play an important role in buying decision.

4.7.4 Profession and Role of Advertising in Buying Decisions

Table 4.28 Profession and role of advertising in buying decisions

Role of Advertising	Profession of the respondents							
	Students	Percent	Employees	Percent	Businessmen	Percent	Housewives	Percent
Yes	40	86.96	29	78.38	11	78.57	43	100
No	6	13.04	8	21.62	3	21.43	-	-
Total	46	100	37	100	14	100	43	100

Source: Field Survey, 2010

In the table 4.28 it is shown that 86.96 percent of students, 78.38 percent of employees, 78.57 percent of businessmen and 100 percent of housewives think that advertising play a role in buying decision.

Test of Hypothesis 6

A hypothesis on this has been set up to test the significance difference in the views of respondents of different profession on the role of advertising in buying decision

Null Hypothesis: Role of advertising in buying decision is independent with profession

Alternative Hypothesis: Role of advertising in buying decision is dependent with profession.

Level of significance: 5 percent

Degree of Freedom: 3

Calculated Value: 1.879

Tabulated Value: 7.815

Here the calculated value of chi-square is lesser than the tabulated value. So null hypothesis is rejected and alternative hypothesis is accepted. Hence role of advertising in buying decision is dependent with profession.

4.8 Presence of Advertising Factors

To communicate the exact meaning advertising should carry certain character or factor. To abstract the proper answer on this point several factors were given as option to mark them as a factor that must be present in advertising to the respondents.

4.8.1 Gender and Presence of Advertising factor

Table 4.29 Gender and presence of advertising factor

Factors	Gender of the Respondents				Total	
	Male	Percent	Female	Percent	Total	Percent
Informative	27	42.31	25	41.67	52	42
Entertaining	15	19.23	20	31.25	35	25
Persuasive	11	11.54	15	20.83	26	16
Reminding the product	19	26.92	8	6.25	27	17
Total	72	100	68	100	140	100

Source: Field Survey, 2010

Respondents who feel advertising should have presence of informative factor are 42.31 percent among the male and 41.67 percent among the female respondents. Again respondents who feel entertaining factor should be present are 19.23 percent among male and 31.25 percent among the female respondents. Respondents who emphasize on persuasive factor are 11.54 among male and 20.83 percent among female. Lastly, the respondents who feel reminding the product as a factor are 26.92 percent among male and 6.25 percent among female.

Test of Hypothesis 7

A hypothesis on this has also been set up to see dependency of different advertising factors with different profession.

Null Hypothesis: Presence of different factor in advertising is independent with gender.

Alternative Hypothesis: Presence of different factor in advertising is dependent with gender

Level of significance: 5 percent

Degree of freedom: 3

Calculated value: 9.067

Tabulated value: 7.815

Since the calculated value is greater than tabulated value null hypothesis is accepted. So the presences of different advertising factors are independent with gender.

4.8.2 Age and Presence of Advertising Factor

Table 4.30 Age and presence of advertising factor

Factors	Age of the Respondents					
	15-24	Percent	25-34	Percent	35-50	Percent
Informative	21	41.18	21	42.86	20	50.0
Entertaining	13	25.49	12	24.49	20	50.0
Persuasive	9	17.65	7	14.29	-	-
Reminding the product	8	15.69	9	18.37	-	-
Total	51	100	49	100	40	100

Source: Field Survey, 2010

From the age group of 15-24, 41.18 percent respondents emphasize on informative, 25.49 percent emphasize on entertaining, 17.65 percent on persuasive and 15.69 percent on reminding the product as a factor that should present in advertising. On the other hand, from the age group of 24-35, 42.86 percent of the respondents feel informative, 24.49 percent entertaining, 14.29 percent persuasive and 18.37 percent reminding the product.

4.8.3 Education and Presence of Advertising Factor

Table 4.31 Education and presence of advertising factor

Reasons	Education of the Respondents					
	Below S.L.C.	Percent	Non-Graduates	Percent	Graduates	Percent
Informative	28	70.0	20	43.48	22	40.74
Entertaining	12	30.0	10	21.74	15	27.78
Persuasive	-	-	9	19.57	7	12.96
Reminding the product	-	-	7	15.22	10	18.52
Total	40	100	46	100	54	100

Source: Field Survey, 2010

The table 4.31 shows that 43.48 percent of non-graduates, 70 percent of below S.L.C. and 40.74 percent of graduates think informative factor should be present in advertising. Similarly, 21.74 percent of non-graduates and 27.78 percent of graduates emphasize on the entertaining factor 19.57 percent of non-graduates and 12.96 percent of graduates emphasize on the persuasive factor; and lastly, 15.22 percent of non-graduates and 18.52 percent of graduates think reminding the product factor should be present in advertising.

4.8.4 Profession and Presence of Advertising Factor

Table 4.32 Profession and presence of advertising factor

Reasons	Profession of respondents							
	Students	Percent	Employees	Percent	Businessmen	Percent	Housewives	Percent
Informative	22	47.83	13	35.14	6	42.86	14	33.33
Entertaining	8	17.39	14	37.84	3	21.43	-	-
Persuasive	9	19.57	5	13.51	1	7.14	14	33.33
Reminding the product	7	15.22	5	13.51	4	28.57	15	33.34
Total	46	100	37	100	14	100	43	100

Source: Field Survey, 2010

As presented in table 4.32, students who think informative as a factor that should present in advertising are 47.83 percent, and those considering entertaining are 17.39 percent, persuasive factor account for 19.57 percent, and reminding the product factor are 15.22 percent. Among the employees, those considering informative factor are 35.14 percent, those considering entertaining factor are 37.84 percent, persuasive and reminding the product both are 13.51 percent each. Similarly businessmen considering informative factor are 42.86 percent, entertaining factor 21.42 percent, persuasive factor 7.14 percent and reminding the product factor are 28.57 percent. Among the housewives, the informative, persuasive, and reminding factors have received equal weight.

4.9 Role of Advertising in Building Brand Image

The question regarding whether advertising play any role in building brand image or not was asked to the respondents. They were provided two options with ‘Yes’ or ‘No’.

4.9.1 Gender and Role of Advertising in building Brand Image

Table 4.33 Gender and Role of Advertising in building Brand Image

Role of Advertising	Gender of the Respondents				Total	
	Male	Percent	Female	Percent	Total	Percent
Yes	58	92.31	57	97.92	115	95
No	14	7.69	11	2.08	25	5
Total	72	100	68	100	100	100

Source: Field Survey, 2010

As presented in the table 4.33, 92.31 percent of the males and 97.92 percent of the females accept with the statement that advertising play important role in building brand image.

4.9.2 Age and Role of Advertising in building Brand Image

Table 4.34 Age and Role of Advertising in building Brand Image

Role of Advertising	Age of the Respondents					
	15-24	Percent	25-34	Percent	35-50	Percent
Yes	48	94.12	47	95.92	20	50.0
No	3	5.88	2	4.08	20	50.0
Total	51	100	49	100	40	100

Source: Field Survey, 2010

As presented in table 4.34, 94.12 percent from age-group of 15-24 and 95.92 percent from age group of 25-34 opined that advertising play an important role in building brand image of the product.

4.9.3 Education and Role of Advertising in building Brand Image

Table 4.35 Education and Role of Advertising in building Brand Image

Role of Advertising	Education of the Respondents			
	Non-Graduates	Percent	Graduates	Percent
Yes	65	97.83	50	92.59
No	21	2.17	4	7.41
Total	86	100	54	100

Source: Field Survey, 2010

As presented in the table 4.35, 97.83 percent of non-graduates and 92.59 percent of the graduates accept that advertising plays its role in building brand image of the product.

4.9.3 Profession and Role of Advertising in Building Brand Image

Table 4.36 Profession and Role of Advertising in building Brand Image

Reasons	Profession of respondents							
	Students	Percent	Employees	Percent	Business-men	Percent	Housewives	Percent
Yes	45	97.83	34	91.89	13	92.86	43	100
No	1	2.17	3	8.11	1	7.14	-	-
Total	46	100	37	100	14	100	43	100

Source: Field Survey, 2010

As shown in the table 4.36, in terms of profession 97.83 percent of students, 91.89 percent of employees, 92.86 percent of businessmen and 100 percent of housewives accept on the positive role of advertising in building the brand image of the product.

4.10 Advertising factors for Building Brand Image

Respondents were provided four options in this question. The attempt was made to find out the factor which is important in advertising for building brand image of the soft drink. The options were ‘Low Price’, ‘High Quality’, ‘Suitable for a particular buyer’ and ‘Suitable for a particular occasion’.

4.10.1 Gender and advertising factors for building the brand image

Table 4.37 Gender and Role of Advertising in building Brand Image

Reasons	Gender of the Respondents				Total	
	Male	Percent	Female	Percent	Total	Percent
Low price	17	7.69	6	2.08	13	5
High Quality	43	57.69	35	62.5	78	60
Suitable for a particular buyer	32	34.62	20	31.25	52	33
Suitable for a particular occasion	-	-	7	4.17	7	2
Total	72	100	68	100	140	100

Source: Field Survey, 2010

Education is divided into three level viz below S.L.C., non-graduates and graduates. As presented in table 4.3, non-graduates are 32.85 percent, below S.L.C. are 28.58 and graduates are 38.57 percent of the total respondents. From the study it is found that 54.35 percent non-graduates drink soft drinks regularly and 45.65 percent don't drink. Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. From the study it is found that 70.0 percent below S.L.C. drink soft drinks regularly and 30.0 percent don't drink.

Similarly 44.44 percent graduates drinks regularly and 55.55 percent does not drink regularly. This shows that below S.L.C. and non-graduates people drink more regularly than graduate people.

4.10.2 Age and Role of Advertising in building Brand Image

Table 4.38 Age and Role of Advertising in building Brand Image

Reasons	Age of the Respondents					
	15-24	Percent	25-34	Percent	35-50	Percent
Low price	2	3.92	3	6.12	20	50.0
High Quality	32	62.75	28	57.14	20	50.0
Suitable for a particular buyer	16	31.37	17	34.69	-	-
Suitable for a particular occasion	1	1.96	1	2.04	-	-
Total	51	100	49	100	40	100

Source: Field Survey, 2010

In terms of the age category (see table 4.38), 3.92 percent emphasize on low price, 62.75 on high quality, 31.37 percent on “suitable for a particular buyer”, and 1.96 percent on “suitable for a particular occasion” from the age group of 15-24. From the respondents of the age group 24-35, 6.12 percent emphasize on low price, 57.14 on high quality, 34.69 percent on “suitable for a particular buyer”, and only 2.04 percent on “suitable for a particular occasion”.

4.10.3 Education and Role of Advertising in building Brand Image

Table 4.39 Education and Role of Advertising in building Brand Image

Reasons	Education of the Respondents					
	Below S.L.C.	Percent	Non-Graduates	Percent	Graduates	Percent
Low price	28	70.0	25	2.17	4	7.41
High Quality	12	30.0	21	65.22	30	55.56
Suitable for a particular buyer	-	-		32.61	18	33.33
Suitable for a particular occasion	-	-		-	2	3.70
Total	40	100	46	100	54	100

Source: Field Survey, 2010

As shown in the table 4.39, 2.17 percent of non-graduate and 7.41 percent of graduates feel that low price should be present in advertising for building brand image of the product. Similarly, 65.22 percent of non-graduates and 55.56 percent of graduates pointed on the high quality. Respondents emphasizing on the “suitable for a particular buyer” account for 32.61 percent of non-graduates and 33.33 percent of graduates. Similarly, 3.70 percent graduates feel that advertising should be suitable for a particular occasion and non-graduates people have not pointed on this factor.

Test of Hypothesis 8

A hypothesis has also been set up on this section to see whether different advertising variables have equally important role on building brand image of soft drinks by graduate and non-graduate students.

Null Hypothesis: Different variables have equally important role on building the brand image of soft drinks by graduate and non-graduate students.

Alternative Hypothesis: The importance given to each variable have completely different role in building the brand image of soft drinks by graduate and non-graduate students.

Level of significance: 5 percent

Degree of freedom: 3

Calculated value: 3.455

Tabulated value: 7.815

Since the calculated value is lesser than calculated value null hypothesis is accepted. Hence different variables have been considered equally important on building the brand image of soft drinks by graduate and non-graduate students.

4.10.4 Profession and Role of Advertising in building Brand Image

Table 4.40 Profession of the respondents

Reasons	Profession of respondents							
	Students	Percent	Employees	Percent	Business-men	Percent	Housewives	Percent
Low price	1	2.17	1	2.70	2	14.29	15	33.34
High Quality	32	69.57	20	54.05	7	50	14	33.33
Suitable for a particular buyer	13	28.26	14	37.84	5	35.71	14	33.33
Suitable for a particular occasion	-	-	2	5.41	-	-	-	-
Total	46	100	37	100	14	100	43	100

Source: Field Survey, 2010

The data presented in table 4.40 shows that 2.17 percent of students, 2.70 percent of employees, 14.29 percent of businessmen and 33.33 percent of housewives focus on low price for building brand image of the soft drink. Likewise, 69.57 percent of students, 54.05 percent of employees, 50 percent of businessmen and 33.33 percent of housewives focus at high quality. Similarly, 28.26 percent of

students i.e., 37.84 percent of employees 35.71 percent of businessmen and 33.33 percent of housewives focus on “suitable for a particular buyer” for building brand image. Likewise, 5.41 percent of employees focus on “suitable for a particular occasion” and no respondents from other profession have focused on this point.

4.11 Believability of advertising and its Message

Respondents were also asked how much they believe the advertising and its message during the study. To find out the believability of the advertising and its message question was set up and answer on this are presented in the table below.

4.11.1 Gender and believability

Table 4.41 Gender and believability

Believability	Gender of the Respondents				Total	
	Male	Percent	Female	Percent	Total	Percent
I believe fully	12	13.46	12	14.58	24	14
I believe to some extent	42	71.15	38	68.75	80	70
I don't know	-	-	-	-	-	-
I don't believe so much	11	11.54	10	10.42	21	11
I don't believe at all	7	3.85	8	6.25	15	5
Total	72	100	68	100	140	100

Source: Field Survey, 2010

As presented in the table 4.41, it shows that 13.46 of males and 14.58 percent of females believe fully on what is said in the advertisement and its message. In terms of gender male and female who believe to some extent are 71.15 percent and 68.75 percent respectively. But no body accepts that they don't know about the

believability of advertising and its message. Males and females who do not believe so much are 11.54 percent and 10.42 percent respectively. Lastly male and female who don't believe at all account for 3.85 percent and 6.25 percent respectively.

4.11.2 Age and Believability

Table 4.42 Age and Believability

Believability	Age of the Respondents					
	15-24	Percent	25-34	Percent	35-50	Percent
I believe fully	8	15.69	6	12.24	20	50.0
I believe to some extent	33	64.71	37	75.51	20	50.0
I don't know	-	-	-	-	-	-
I don't believe so much	6	11.76	5	10.20	-	-
I don't believe at all	4	7.84	1	2.04	-	-
Total	51	100	49	100	40	100

Source: Field Survey, 2010

As shown in the table 4.42, 15.69 percent from age group of 15-24 and 12.24 percent from the age group of 24-35 believe fully on the advertising and its message. Likewise, 64.71 percent respondents from the age group of 15-24 and 75.51 percent respondents from the age group of 25-34 believe on the advertising and its message to some extent. No response was found in third option - I don't know. Similarly, 11.76 percent of respondents from the age group of 15-24 and 10.20 percent of respondents from the age group of 25-34 "don't believe so much in advertising and its message". Lastly, from the age group of 15-24, 7.84 percent of respondents and 2.04 percent from the age group of 24-35 don't believe at all.

Test of Hypothesis 9

A hypothesis has set up to find out the relationship between age and belief in advertising and its message

Null Hypothesis: There is no relationship between age and belief in advertising and its message.

Alternative Hypothesis There is significant relationship between age and belief in advertising and its message.

Level of significance: 5 percent

Degree of freedom: 3

Calculated value: 2.366

Tabulated value: 7.815

Since the tabulated value is greater than calculated value null hypothesis is rejected. Hence there is relationship between age and belief in advertising and its message.

4.11.3 Profession and believability

Table 4.43 Profession and believability

Reasons	Profession of respondents							
	Students	Percent	Employees	Percent	Businessmen	Percent	Housewives	Percent
I believe fully	3	6.52	7	18.92	3	21.43	14	33.33
I believe to some extent	36	78.26	24	64.86	9	64.29	14	33.33
I don't know	-	-	-	-	-	-	-	-
I don't believe so much	6	13.04	4	10.81	1	7.14	-	-
I don't believe at all	1	2.17	2	5.41	1	7.14	15	33.34
Total	46	100	37	100	14	100	43	100

Source: Field Survey, 2010

In terms of profession of the respondents (see table 4.43) it has been found that 6.52 percent of students, 18.92 percent of employees, 21.43 of businessmen and 33.33 percent of housewives believe fully on advertising and its message. The ratio of respondents who believe to some extent are 78.26 percent of students, 64.86 percent of employees, 64.29 percent of businessmen and 33.33 percent of housewives.

Similarly, respondents who don't believe so much are 13.04 percent of students, 10.81 percent of employees, 7.14 of businessmen. Likewise, respondents who don't believe in the advertising and its message are 2.17 percent of students, 5.41 percent of employees, 7.14 percent of businessmen and 33.33 percent of housewives

4.12 Credibility evaluation of advertising

In the questionnaire, respondents were asked to express their views relating to the credibility of advertising of soft drink. It means that how much they believe as originality, trustworthiness and truth up to the advertising of soft drink. The following table gives the clear information about it.

Table 4.44 Credibility evaluation of advertising

Soft drink	Weighted Mean	Rank
Coca-Cola	$\frac{37*1+32*2+24*3+6*4+1*5}{100} = 2.02$	1
Pepsi	$\frac{5*1+35*2+43*3+9*4+8*5}{100} = 2.8$	4
Fanta	$\frac{12*1+34*2+38*3+11*4+5*5}{100} = 2.63$	3
Sprite	$\frac{19*1+31*2+40*3+7*4+3*5}{100} = 2.44$	2
7-up	$\frac{5*1+17*2+46*3+18*4+14*5}{100} = 3.19$	5

Coca-Cola

The respondents who highly believed in the advertising of Coca-Cola is 37 percent, believe to some extent is 32 percent, 24 percent have 'neutral' views, and 'disbelief' is 6 percent, and 1 percent of respondents 'highly disbelief'.

Pepsi

In case of Pepsi advertisements 5 percent respondents opined on 'high belief', 35 percent on 'belief to some extent', 43 percent have 'neutral' opinion, and 9 percent respondents have 'disbelief' opinion. The number of respondents who ticked 'highly disbelief' option are 8 percent.

Fanta

For the advertising of Fanta, 12 percent respondents went for 'high belief', 34 percent ticked 'belief to some extent', 38 percent for 'neutral' views and 11 percent for 'disbelief'. The number of respondents who thought that the advertising of Fanta as 'highly disbelief' is 5 percent.

Sprite

In case of sprite, 19 percent respondent ticked 'high belief' option, 31 percent 'somewhat belief', 40 percent respondents have 'neutral' opinion, 7 percent for 'disbelief', and 3 percent voted for 'highly disbelief' option.

7-Up

In case of 7up, 5 percent respondents went for 'high belief' option, 17 percent respondents' ticked 'belief to some extent', and 46 percent admitted that they have 'neutral' opinion. Respondents who went for 'disbelief' option is 18 percent and that of 'highly disbelief' option is 14 percent.

After calculating the weighted average mean of advertising of different soft drink coca-cola got the first ranking because it has the smallest weighted mean (2.02) as compared to other soft drinks. It shows that advertising of coca-cola has the best credibility among the consumers. Sprite got the second ranking position with a weighted mean of 2.44. Third rank is obtained by Fanta with weighted mean of 2.63. Pepsi stands in the fourth position with weighted mean of 2.8 and 7-Up got the last position with a weighted mean of 3.19.

4.13 Major Findings of the Study

The study has found following major findings from the collected questionnaire:

Advertising is the main sources of information about a particular brand as well as promotion of a particular product. Marketers of soft drink realize that presence of advertising is crucial for promoting a product.

Most of the respondents are regular drinkers of soft drink and female are more regular than male. Regarding the different profession, 56.52 percent students and 43.24 percent employees drink soft drink regularly. On the other hand 35.71 percent businessmen and 66.67 percent housewives drink regularly. So housewives are more regular in drinking and then come students, employees and businessmen. Non-graduate drink more regularly and they are 54.35 percent whereas graduate are 44.44 percent only.

The influencers of consumer to drink soft drink are mostly themselves. Among the total respondents of 140, 73 percent are influenced by themselves, 24 percent are by friends, 3 percent are by friends and no respondents are influenced by any other factor to drink soft drink. Most of the consumers are brand loyal towards the brand of soft drink. 62 percent of the respondents are brand loyal. Female are more brand loyal than male respondents. Out of total female respondents, 62.5 percent are found brand loyal in soft drink. 60.78 percent respondents from age group of

15-24 and 63.27 percent respondents from age group of 24-35 are found brand loyal.

Non-graduate and below S.L.C. respondents are found to be brand loyal of soft drink by 58.7 percent and graduate are found by 64.81 percent. Hence graduate are more brand loyal than non-graduate people. Students are brand loyal toward the brand of soft drink by 63.04 percent, employees by 56.76 percent, businessmen by 71.43 percent and housewives by 66.67 percent. This means that housewives are more brand loyal than others.

Most of the consumers preferred the brand of coke and second one is Fanta in this study. The main important reason or factor causing brand switching is because of availability of the product. After then it comes taste or quality, corporate image and other's recommendation sequentially.

Consumers are also affected by their behavior to switch by the taste or quality. Consumer switching behaviors have been also found to be affected by advertising. 68 percent respondents viewed that advertising play role in switching the brand.

Male respondents are more than female respondents who agreed with the statement that advertising play role in switching the brand. Male are found 67.31 percent while female are only 32.69 percent. Students are more with the belief that advertising play an important role in switching the brand with 73.91 percent. Most of the consumer prefers the brand of soft drink because of taste factor. Second, quantity and then advertising, availability, sales scheme and others people recommendation.

Advertising is important in buying decision of soft drink. Most of the consumers prefer informative factor in advertising and then entertaining, reminding and persuasive the product to be effective. Most of the respondents are found positive towards the advertising as an important for developing a particular image of the product

High quality is crucial in advertising for developing a particular image of the product but focusing on a particular occasion is not important at all. Most of the respondents believe to some extent with advertising and its message and no single person said they don't know about it. The consumers associate the product information with their believability in advertising message. If there are other options among alternative brands the quality positioning strategy is the best way of positioning. After this focusing on suitable for particular buyer strategy is effective. In the credibility evaluation of different soft drink, coke is ranked first following Sprite, Fanta, Pepsi and 7-Up.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

To accomplish the business objectives marketing programs give stress to various elements such as product, price, distribution channels and promotion. This concept of marketing mix is very useful in determining the significance of advertising in the total marketing program. Advertising is one of the elements of promotion. It is widely used promotional tools and is used by business, non-government, charities and service institution.

An advertising campaign is a series of connected operations designed 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 nature 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.

The Nepalese market scenario of the advertising is found to be in growing stage. All the marketers have start realizing the essence of advertising whether it be product selling business or service selling business. However when we compared advertising with other progressive countries, Nepal is much lagging behind.

The study is done to find the role of advertising in brand choice and product positioning of soft drink business. The main objective of the study is to examine the role of advertising in brand choice of soft drinks by consumers. The other

objectives are to evaluate the effectiveness of advertising in product positioning and to evaluate the importance of advertising compared to other promotional tools in making brand selection decision by consumers.

All the Nepalese consumer of the mentioned products is considered population of the study. A sample of 140 consumers including 66 male and 54 female are taken out from the population on the basis of judgmental sampling. A well structured questionnaire is the main instrument for collecting data required for the study. The data and information by means of questionnaire are interpreted and analyzed so as to attain the stated objectives of the study.

From the presentation and analysis of the collected data, it is found that advertising is the main sources of information about a particular brand as well as promotion of a particular product. Marketers of soft drink realized that presence of advertising is crucial for promoting a product. Consumer switching behaviors as well as in buying decision of soft drink have been also found to be affected by advertising. Most of the consumer believe to some extend with advertising and its message so informative segment should also present in advertising to be more effective. About the product positioning, soft drink advertiser should focus on the high quality of their product in the market.

5.2 Conclusion

From the above study we can conclude that advertising is the most important factor in today's competitive world. Every business organization has a need of advertising to promote its product or services. Its importance has also been recognized by the consumer to have the knowledge regarding the different brand of products available in the market.

In Nepal, most of the consumers do not drink soft drink regularly. In the same context it is found that female, student, non-graduate and age group of 15-24 drink soft drink more regularly and they all are influenced to have it by themselves.

Female consumer of Nepalese soft drink are more brand loyal than male consumer. Similarly age group of 24-35, graduate and business people is also more brand loyal towards the soft drink.

Consumers from the entire segment switch their brand of soft drink due to the availability of the soft drink in the market. It is found that about half of the consumers switch their brand because of availability. It is also accepted by the consumer that advertising also play role in switching the brand.

Taste factor in soft drink makes them to prefer to have a soft drink. However the other factor such as quantity, advertising, availability, sales scheme and other's recommendation affect only a small amount. But price does not make any affect on them in having soft drink.

Advertising also play highly important role while buying decision. The maximum consumers give importance of advertising in buying decision.

The advertisement of soft drink should possess the informative quality in their advertisement. Entertaining factor is also essential in advertisement to some extend. But other two factors i.e. persuasive and reminding the products are not so much essential.

Advertisement which focuses on high quality is preferred by consumer for building the brand image of the soft drink. The positioning of product on the basis of particular buyer is also preferred and positioning through low price is not very much accepted by the soft drink consumer.

Consumer of soft drink belief to some extends on the advertising and its message. That means advertising believability is found satisfactory.

Consumers are more credible towards the advertisement of coke brand of coca-cola product. Due its credibility in advertising and its message most of them prefer to have coke and are brand loyal towards it.

5.3 Recommendations

The following recommendations are made based on this study:

1. In this 21st century, consumers are more conscious about the products that are available in the market along with other competitive brand. So marketers are suggested to advertise their product through mass media. Hence, advertising through television and newspaper would be suitable.
2. Most of the consumers are brand loyal. But their loyalty does not exist in strong way due to the unavailability of the brand. Since there is facility of distribution system but they are not sufficient to meet the consumer demand. So adequate distribution system should be made by the concerned marketers.
3. Consumers are also found to switch their brand due to advertising. So advertisers are suggested to have an advertisement that can attract their consumer and sustain them.
4. Consumers are also attracted by the taste of soft drink. Marketers are suggested to coordinate strongly on marketing variables such as quantity, advertising, availability and sales scheme.
5. Consumers want information about the product in advertising. So the presence of informative advertisement is suggested and entertaining type too. Advertising frequently will also create positive image towards the brand.

6. Advertising effectiveness greatly depends upon its truthfulness. Untruthful, misleading, deceptive and exaggerated advertising cannot attract consumers. Hence to make the advertising more believable and effective, it should be primarily concentrated towards the well being of consumers by providing truthful and acceptable message.
7. To make advertising role more effective, advertisement should be creative and unique in design with truthful information along with quality product and reasonable price.

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