

# **CHAPTER-I**

## **INTRODUCTION**

### **1.1 Background of the Study**

Nepal is one of the least developed Countries in the world. Despite the poor performance in several sectors of nation, its achievement in term of communication is quite satisfactory.

The establishment of NTV in the year 2041 proved to be the milestone for many TV channels which are in operation now. Though newspaper is the oldest and the powerful media, television has dual advantages over it. Television combines sound, sight, motion and immediacy that other form of media are unable to achieve. This special feature of it has been able to create original and imaginative appeals to the viewers.

Though the need of television was realized much earlier, its transmission was started only during early eighties. In Nepal it started only with the establishment of Nepal Television in the year 2041, Magh 17. Since then it has been broadcasting several programs information, news and advertisement. In the context of Nepal, 44% of total populations watch NTV which is 32% of demographic area of Nepal. In addition to NTV, here are other one dozen television channels in operation. However, being the oldest and the most reliable television channel, it has got the first preference from Nepalese viewers.

Nepal is an agricultural country. More than 80% of people are engaged in agriculture. However, a number of people are also involved in industrial sector. This has resulted in the increment of GDP of the country. The leading industries of Nepal are Chaudhary Group, Khetan Group, Hulas Group, Jyoti Group, Dugar Group, and Panchakanya Group of industries. These industries have led Nepal to the path of development.

Among the companies listed above, we are going to study about effectiveness of Nepal Television Advertisement on consumer behavior with special reference to CG food (Nepal) Ltd.

## **1.2 Introduction to NTV**

Nepal Television (NTV) is the national level television operating since more than two and a half decade long. It started its project in 1984 AD. Under sixth Development PLAN 1980-1985 with the slogan Communication for the Development, before starting NTV, no news could be transmitted and on aired instantly when any event used to occur. Nepal Television Proved to be the milestone in the field of communication. And with 5 television sets, for the first time in the history Nepal, the visit of Royal families to Australia was broadcasted to everyone surprise and excitement. Right after that, NTV started its 30 minutes of transmission regularly.

Though NTV was established in the year 2041, Magh 17, its experimental transmission became successful and it was turned into full fledged corporation on 12th Poush, 2042 under communication act of his majesty's government. From 14th Poush 2042, NTV went on air for 2 hours transmission regularly from 7 pm to 9 pm with the help of VHF Band and VHF transmitter.

In the beginning, the broadcasting was within Kathmandu Valley only by using VHS equipment of 100 watts. Later its service was extended out of valley with the help of Nepal Telecom and airways department of Lalitpur in 2044, Kartik 25. In the year 2058, Nepal Television started its satellite transmission with the use of Intel sat through Nepal Telecom's earth station But later in the year 2063 Ashad 1, after 6 years only it came into operation in 22 countries of South Asia.

With the aim of providing the fresh news and information to the people, Nepal Television extended its transmission period to full 24 hr. from 2063 Shrawan 1. Currently it is accessible to 45% of demographic area and 65% of country's population.

Among all the channels of Nepal, NTV is the most advanced and the most well equipped channel of Nepal. As it is the oldest and the most reliable channel, most of the people like

to view it for information, entertainment and knowledge. So business persons are expected to be benefited from it by giving right information at the right time. Similarly, the customers are also to be helped with timely and reliable information.

Now, Nepal Television has two channels: NTV and NTV2. The NTV2 was started in the Technical assistance of Government of China. This new channel is also going on progress. From this year, Nepal Television has planned to expand the terrestrial coverage of NTV2 across the different regions of the country.

The main financial source of Nepal Television is Advertisement. Apart from Advertisement, the Government of Nepal provides budget for the expansion of coverage of NTV and development activities.

This year, Nepal Television has plan to setup local transmission stations at Palpa, Hetauda and Tehrathum. The Kohalpur station has also been activated for program development and news collection purpose.

The transmission has been recently started in Gulmi and Dang. NTV, being the oldest television channel is trying to serve all the people with timely and right information. It seems that it has tried to fulfill its slogan with full of sincerity as the contribution made by it for the development of Nepal is undoubtedly great.

### **Organization Structure**

NTV is supervised by a board of directors who are appointed by the Ministry of Information and Communication. The Board, headed by the Chairman, consists of six members including the General Manager. One membership is exclusively set aside to represent the staff.

### **Human Resources**

After twelve years of service, the total number of staff has increased to a total of 304. Out of these 203 are permanent and 101 are on contract basis. Most are on the technical side,

totaling 191 and the remaining 140 are non-technical. The Organization is constantly seeking to further enhance the staff's talents by way of training and motivation.

The Asia Pacific Institute for Broadcast Development (AIBD) has been the major source for Nepal Television in getting its staff trained in various areas of television. The other institutes who have supported NTV in training are Asia Pacific Broadcasting Union, Radio Netherlands Training Centre, JICA, Tun Abdul Raazzak Broadcasting Institute, Deutsche Welle Television Training Centre, Worldview Foundation and other related institutions. Besides these NTV also conducts its own in-house training programs at regular intervals

### **Future Plans**

Considering the difficult terrain of the country' it is almost impossible for NTV to reach the entire population without the use of satellite, Therefore, as the 21<sup>st</sup> century approaches and in keeping pace with development efforts, NTV looks ahead into transmitting its program via satellite within the next three years. This would not only cover the entire country, it would also make its signals available to Nepalese living abroad and to others who would be interested in knowing more about Nepal.

Satellite transmission has been incorporated in the Ninth Five Year Plan (1998-2002) of His Majesty's Government As per the Ninth Plan the first two years will concentrate on the preparation, Le, network planning, studio design, maintenance centre and calibration lab, a research on the possibility of participation from the private sector, equipment purchase etc. Transmission, program production, updating, evaluation etc. will be carried out in the following three years. A channel will be dedicated solely for Distance Education.

The organization is now gearing up for this preparation. Program have been accordingly planned and a training Centre is soon to be established. It is from this time onwards that Nepal TV will be operating with state of the art equipment.

## **Membership**

NTV is a full member of the Asia Pacific Broadcasting Union whose headquarter is located in Kuala Lumpur, Malaysia. It obtained this membership in 1987. It is also an associate member of the Geneva based European Broadcasting Union.

### **1.3 Introduction to CG Foods (Nepal)**

Chaudhary Group is the most reputed company of Nepal. The first step towards establishing the business empire goes to late Bhuramal Chaudhary about 135 years ago. He had a shop in Juddha Sadak which is now called Newroad where he paid the rent of annual Rs 200. After his demise, his son Lunkaran Das Chaudhary gave new dimension to his Business. He established the business house named Bhuramal Lunkaran and Arun Impex, Construction Company named United Builders, Nepal's first flooring and furnishing business, shopping arcade named Arun Emporium. Later on his sons Basanta K. Chaudhary, Arun Kumar Chaudhary and Binod Kumar Chaudhary took the responsibility of flourishing his business.

Chaudhary Group has been serving the nation since last 65 years. It is a conglomerate of over 40 businesses. IT is spread headed by Mr. Binod Kumar Chaudhary, Mr. Basant Kumar Chaudhary and Mr. Arun Kumar Chaudhary. Along with them there are more than 40,000 people working with them who are speeding the development of the company.

Chaudhary Group has been contributing in the field of food & beverages, automobiles, infrastructure, consumer durables, financial services and other specialties. But here we are particularly studying about noodles and snacks of CG foods (Nepal). We have studied it browser, related reports and visited its web sites. The details of those are presented underneath.

## **Vision**

To establish a corporate, conglomerate with core competence in food & beverages, financial services, infrastructure, real estate and hospitality industries and to achieve the coveted position amongst the leading companies in south East Asia.

## **Mission**

- ) To understand the customer insight and meet their needs with safe, effective and world class product.
- ) To integrate the dealers, distributors, retailers, suppliers and TV partners into the Chaudhary family.
- ) To recruit, develop, motivate & retain the best talent within the country. If needed from abroad and provide them a challenging and demanding environment.
- ) To foster a strong emotive feeling of ownness and ownership with the company.
- ) Emerge as a model corporate institution and contribute effectively towards the upliftment of Nepalese society and country at a large.

## **Letter of Appreciation Received in 2004**

Fast Food Nepal Pvt. Ltd. A subsidiary of Chaudhary Group has been awarded with a better performance on quality production award by Nepal Bureau of Standard and Metrology. According to a press release, the producer of Wai Wai instant noodles has been recognized as one of the best companies for quality control and production.

## **Achievement**

Chaudhary Group has achieved various distinctions of being the first in Nepal, i.e.

### **) United Builders**

The first organized Construction Company

### **) Flooring**

The first modern concept of flooring & furnishing was brought into Nepal by the Group.

### ) **Arun Emporium**

The first and largest modern departmental arcade in Nepal with individual departments for ladies, gents, electronic and household goods

### ) **Exports to India**

The Group was the first to start processed food, i.e. Biscuits in North Eastern part of India competing against established names like Britannia and Parle.

### ) **Electronic**

The Group's as well as Nepal's first electronic company in Sound Equipments & Electrical Appliances Industries (SEEAI) pioneered a range of fine audio products & home appliances.

### ) **Noodles**

The Group is the first to set up a sophisticated and state of the art technology noodle plant with the technical collaboration with a Thai company in Nepal, which is amongst the biggest in South Asia.

### ) **Assembly Plant**

The first television and radio assembly plant in Nepal

### ) **Industrial Park**

The first and the only privately owned industrial park in Nepal

### ) **Real Estate**

The first real estate company introduce modern concept of housing in Nepal.

### ) **Snacks**

The first company to manufacture snacks.

### ) **Hospitality Sector**

The first Global Company in the hospitality sector.

### ) **ISO 9002**

The first food production company to be awarded ISO 9002.

### ) **International Asia Award**

The first company to be awarded the International Asia Award.

### **Quality Policy**

CG food (Nepal) doesn't comprise in term of quality. So it is regulated with FDA, USA for sale of noodles & snacks into the US territory. Its Wai Wai has always been a spearhead of change in noodles industry which offers its loyal customer 100% assurance of vitamin and minerals.

### **Global Partners of Chaudhary Group**

) Gulf Oil International	USA
) Suzuki Motor Corporation	Japan
) LG Electronics Inc. South	Korea
) Thai Preserved Food Factory Co. Ltd.	Thailand
) Maruti Udyog Ltd.,	India
) Ashok Leyland Ltd.	India
) Ansal Buildwell Ltd.	India
) Escorts Heart Institute and Research Centre	India
) Independent Power Corporation	UK
) The Indian Hotels Company Ltd. (Taj Group)	India
) Innovation Group	Singapore
) Western Union Financial Services Inc.	USA
) KT & G	Korea

## **Product & Production**

The company has produced many food and beverages within its umbrella but we are going to study particularly about Noodles and snacks produced by it. There are brown noodles, snacks noodles, white noodles and bhujia and snacks which are particularly loved by customers. The influence towards the product has been made especially by NTV advertisement in the mind of people since it is viewed largely by them. Though we are studying about the noodles particularly, the products under it are as follows.

## **Food and Beverage**

(Enriching the body)

CG foods (Nepal) Pvt. Ltd. are also registered with FDA, USA for sale of its Noodles and Snacks into the US territory!

## **FMCG**

A well integrated, self-contained food and beverages industry set up by Chaudhary Group has evolved to become one of Nepal's leading manufacturers of fast food snacks and fruit juices.

## **Pashupati Biscuits**

This company had its inception in 1973, amid competing with major Indian brands. But in spite of awesome odds, Pashupati biscuits became a popular name and a market leader. In the wake of its popularity a role reversal took place when the company started exporting biscuits to India.

## **Instant Meal Pvt. Ltd.**

It is the first cereal based blended food and baby food manufacturing company in Nepal having ISO 9001:2000 QMS (Quality Management System) registration and Instant Meal Pvt. Ltd. is also the first company in Nepal to be certified for Hazard Analysis and Critical Control Point (HACCP) the approval from Central Board of HACCP. It is the only production unit recognized by the UN agencies to produce blended food in Nepal for catering to the domestic and neighboring foreign markets.

**FUDCO (Gold Beverages Pvt. Ltd., Nepal Thai Foods Pvt. Ltd., Kwik Foods Pvt. Ltd.)**

An integrated food production complex of Chaudhary Group on the southern fringe of Lalitpur district, it offers a wide range of products of true international quality using the latest food technology. FUDCO is divided into 3 sub-units manufacturing noodles, extruded snacks, fried pellets and fruit juices.

**CG Foods (Nepal) Pvt. Ltd**

Nepal's first and only ultra modern private industrial park which is situated in Nawalparasi. It houses various units equipped with latest technology, R & D and laboratories for manufacturing snacks, food, beverages and cigarette. There are also ancillary units producing specialty food items to suit different lifestyles. CG Foods (Nepal) Pvt. Ltd. (CGFN) houses a total of 3 production units, the main being noodles production facility which has 3 plants operating under the same roof with a combined capacity of producing 615 packets of noodles per minute, the largest in the South East Asia. Others plants are Potato Chips, Wafer and Bhujia.

**Shree Mahalaxmi Maida Mills Pvt. Ltd.**

The plant imported from Germany with the world class technology of Bhuller made and based on roller technology is fully automatic. The company's main products are Maida, Aantta, Suji and Bran.

**Nirvana Vanaspati Udyog (Pvt.) Ltd**

The Cook brand edible oil and hydrogenated fat produced from Nirvana Vanaspati is the trend setter and the market leader in the edible oil and hydrogenated fat sector and caters for domestic and international market where as Surya Agro Products Pvt. Ltd. is fitted with modern oil expelling machineries for expelling rape seed oil and sunflower oil.

**Export Business**

ISO 9002 certification has proved that the products of CG are of international Quality and are exported in south Asian cities and Wai Wai is even exported in USA.

## **Corporate Social Responsibility**

Despite earning a high profit from more than 40 businesses, Chaudhary group has actively participated to fulfill its social responsibility by doing a lot in the field of sports, health and education. Some of them can be highlighted under the following points.

- ) Establishment of Norvic International hospital with free medical camps every month and medical education program every three month.
- ) Establishment of Chandbagh School with International standard and Chaudhary education of foundation with CG scholarship to support poor and meritorious student.
- ) Chaudhary group has always supported the talent in the field of sports. It has fully supported Bhachung Bhutia, the captain of Indian football, Binod Das, the captain of national senior cricket team of Nepal, Shakti Gauchan, the Vice president of National senior Cricket Team and Shivaram Shrestha, Professional Golf player.
- ) Similarly, Infrastructure development, contribution in art, literature and cultural heritage, and work to support the nature and environmental problem comes under social corporate responsibility of Chaudhary group of industry.

## **Product Lines on CG Food**

- ) Brown Noodles
- ) White Noodles
- ) Snacks Noodles
- ) Bhujia and Snacks
- ) Confectionaries
- ) Cigarette

### **Brown Noodles**

- ) **Golmol**

Net Weight per Packet =75 gm

Packet /cartoon= 30x75gm

Seasoning= 3 seasoning-onion oil-chilly-taste enhancer

) **Mama 100**

Net Weight per Packet = 75 gm

Packet/Carton = 30 x 75

Carton Dimension = 305 x 175 x 235

) **Wai Wai Chicken**

Net Weight = 75 gm

Packet /Carton = 30 x 75 gm

Carton Dimension = 350 x 305 x 225

Seasoning: 3 seasoning-onion oil-chilly-Taste enhancer

) **Wai Wai Premium**

Net Weight = 100 gm

Packet /Carton = 30 x 100 gm

Carton Dimension = 420 x 310 x 230

) **Wai Wai Veg**

Net Weight = 75 gm

Packet /Carton = 30 x 100 gm

Carton Dimension = 420 x 310 x 230

**White Noodles**

) **Wah Wah**

Net Weight = 50 gm

Packet /Carton = 30 x 600 gm

Carton Dimension = 300 x 180 x 300

) **Soltee**

Net Weight = 50 gm

Packet /Carton = 30 x 50 gm

Carton Dimension = 300 x 180 x 300

## **Snacks**

) **MIMI** = 50 gm

Net Weight = 50 gm

Packet /Carton = 60 x 50 gm

Carton Dimension = 310 x 290 x 206

Cheese Balls (Crunchy, Chrispy, Cheesy adding flavors to life)

) **Choco Balls** (Chocolaty)

Net Weight per Packet = 25 gm, 15 gm

Packet/Carton = 60 x 20 gm

Golmol – Cheese Balls NTWPP 20 gm, 15 gm, 10 gm

Packet/carton = 24 x 100 gm, 30 x 35 gm, 30 x 35 gm

Flavors Munchy, Masala, Salty, Delightful, Cheesy Cheese and Onion, Roasted Chicken

) **Prawn Crackers**

NTWT = 25 gm

Packet Carton = 60 x 20 gm

Carton Dimension = 580 x 235 x 355

) **Tic-Tic (Onion and Garlic Crunch)**

NTWT = 15 gm

Packet/Carton = 60 x 15 gm

Carton Dimension = 510 x 270 x 255

) **Tomato Balls**

NTWT = 20 gm

Packet/Carton = 30 x 20 gm

Carton Dimension = 350 x 350 x 215

) **Veg Crackers**

Content per Bottle = 20 gm

Packaging Carton = 30 x 20 gm

Carton Dimension = 350 x 350 x 215

) **Rintin Snack**

Net Weight per Packet = 10 gm

Carton Dimension = 560 x 250 x 160

Packet/Carton = 300 x 10

) **Sathi**

Net Weight per Packet = 65 gm

Packet/Carton = 30 x 65 gm

Carton Dimension = 300 x 305 x 225

#### **1.4 Focus of the Study**

The study is mainly focused towards following things.

- ) Nepal Television its role spreading and creating brand images of noodles and snacks of CG foods (Nepal) Ltd.
- ) Effectiveness of advertisement through NTV towards the noodles and snacks of CG food (Nepal).
- ) People's re-action about the advertisement broadcasted by NTV.

#### **1.5 Significance of the Study**

Advertisement plays a crucial role to the manufacturer, wholesaler, retailer and even the consumers. It is because of the following reasons:

- ) Without advertisement it is difficult to push the product in the today's competitive market.
- ) It allows the consumer to know the availability of the products.
- ) It benefits to consumer and society.

- ) It helps to identify the purchase response of the customers when pretest and post test advertising is done.

### **1.6 Statement of the Problem**

The market today is not as a decade before. The introduction of variety of products everyday has made the manufacturer difficult to push the product in the market and get satisfaction in term of profit and sale. Business activities in modern day business world are highly complex and competitive. So to exist and survive in such competitive business world is a difficult task. As the business world is highly complex and competitive, all the marketers or the business man try to design and develop an effective marketing program and launch the qualitative products in the market. As the market consists of many competitors and the substitute products, one should be very much serious as to how to create awareness of the customers and draw their attention towards their own products, So that they hear, see and view the advertised products. In the absence of advertisement,, even the best product cannot be marketed. Similarly the flood of product introduced everyday has created confusion in the mind of the customers. So, advertisement helps to communicate the message about the goods and services to the target customers. This motivates them to buy the products by being influenced from the information gain.

Nepal became the member of WTO in the year 1995. Since then, the responsibility of providing quality products and competing with the other products of international world is also under its arena. But still, proper planning, lack of research, maintenance of standard is lacking in Nepal. This is due to the shortsightedness and lack of proper vision, strategy and mission of marketing manager.

Along with these, the political instability, changing business policy of government, lack of infrastructure, frequent band and strikes, and unlimited load shedding has negatively affected all the business houses of our country. So CG Company has also become the victim of all these burning problems.

### **1.7 Objective of the Study**

The study is mainly focused on the effectiveness of NTV advertisement on consumer behaviors with special reference to CG food (Nepal) Ltd. The main objectives of the research are as follows.

- ) To find out the effectiveness of NTV advertisement on customer purchase response.
- ) To find out the effectiveness of NTV advertisement on post purchase behavior.
- ) To find out how the different groups of people perceive the advertisement broadcasted by Nepal Television.

### **1.8 Limitation of the Study**

- ) The study is conducted in Kathmandu valley only.
- ) The study is based on the information received from respondent selected from judgmental sampling.
- ) The study will be formed on primary data and it would be supported by secondary data.
- ) The data collection will be mainly primary data which are basically based on customer intention and attitude. And the secondary data which are also used to some extent can only be relied on the authenticity of publication.
- ) The CG foods (Nepal) ltd has many products but the study will be dealt with the noodles and snacks only.
- ) The study provides the general overview of consumer behavior of people of Kathmandu Valley with special reference to NTV advertisements.
- ) The data are taken by distributing the questionnaire to total 40 respondents of people living in Kathmandu Valley.

## **1.9 Organization of the Study**

For the purpose of thesis writing, a total of five chapters are taken into consideration.

### **Chapter-1I: Introduction**

The first chapter consists of background of study, Focus of the study, Significance of the study, Statement of the problem, Objective of the study and the Limitation of the study.

### **Chapter-1II: Review of Literature**

The second chapter includes various information obtained from different books, journals, magazines and previous thesis. The source of each has been disclosed in this chapter.

### **Chapter-1III: Research Methodology**

The third chapter details about research design, source of data collection, population and sample, data gathering procedure, data collection procedure, tabulation of data and processing of data are given in expanded form.

### **Chapter-1IV: Presentation and Analysis of Data**

The fourth chapter, data and information obtained is tabulated and are calculated in percentage basis so that right response can be obtained in concrete form. The bar diagram is presented for each table as well. Major findings of the study are also presented in this chapter.

### **Chapter-1V: Summary Conclusion and Recommendations**

The fifth chapter consists of summary, conclusion and recommendation in which summary of the whole research is presented. The conclusion reached after the research and recommendations needed are also given there.

In addition to these, the related references and appendixes are also attached at the last.

## **CHAPTER-II**

### **REVIEW OF LITERATURE**

#### **2.1 Theoretical Concept of Marketing**

This is the age of marketing. Without marketing no organization can run well. The word marketing is derived from the word market; which means the area for exchange of goods and services. There are two parties in marketing. One is the buyer and the other is the seller. Both the parties should come in contact and negotiate the terms of purchase and sale of goods and services. So it consists of supply and demand.

The traditional concept of marketing defines it as selling products only. .However, selling is just the part of marketing activities. Marketing has the boarder definition and scope. The modern concept defines marketing as the demand management. IT is said that the marketing helps to stimulate demand. It finds out the very basic need, want and demand of the customers and assists the organization to offer the same to the potential customer.

According to American Marketing association: - “Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, and services to create exchanges that satisfy individual and organizational objective” (Kotler, 2003:15).

This definition mainly focuses on the following aspects.

- ) It recognizes marketing as the process. The process involves planning and implementation of marketing activities. Such as conception, pricing promotion and distribution of product.
- ) These marketing activities are undertaken to create exchange that meet individual and organizational goal which include satisfaction and utility from the product. The organizational goal includes profit and long-term survival of the organization.
- ) According to Philip Kotler “Marketing is the social managerial process by which individual and group obtain what they need and want through creating , offering

and freely exchanging product and service of value with others.” This definition focuses on the following aspect of marketing.

- a. Marketing is a social process performed by individual and groups.
- b. Marketing is performed for meeting needs and wants of products.
- c. Marketing is concerned with creating offering and exchanging product and services (Kotler, 2003: 9).

Marketing is the performance of activities that seek to accomplish an organizational objective by anticipating customer or client needs and directing a flow of need satisfying goods and services from producer to customer or client (Agrawal, 2007:1).

Marketing is a total system of business activities designed to plan, price, promote and distribution want satisfying product to target market to achieve organizational goal (Agrawal, 2007: 2).

## **2.2 Function of Marketing**

- ) Marketing is the process of planning and implementation of marketing activities, such as conception, pricing, promotion and distribution of products.
- ) The marketing activities are directed to create exchanges that meet individual and organizational goal.

The exchange of goods and services takes place through the creation of values and satisfaction incorporated in the product. The existence and the survival of the companies depend on how they add values to its product and provide satisfaction to its customer.

The main function involves knowing the individual and organizational need, wants and demand and providing the related service and product with the intention to satisfy them. Marketing activities consist of four mix mainly product mix, price mix, place mix and promotion mix. All the mix has equal role to play however, promotion mix or marketing communication is the most important and integral part of marketing. All type of marketing communication establishes the flow of understanding between buyer and

seller. Buying behavior can be favorably influenced through the promotion to increase the share of market; marketers should follow the effective and persuasive communication.

There are various matters of creating the demand of the customers such as advertising, personal selling, public relation and publicity. Advertising is an important means of communicating the message about the goods and services that are offered in the target market. It is an indirect means of communicating the message to the target audiences (Koirala, 2000:1).

### **2.3 Advertising**

The word advertising is derived from a Latin word *advertere* which means to turn the attention towards the specific thing.

In earlier times, advertisement was only meant to inform or announces anything publicly. It is used to provide information about birth, deaths, and engagements but had little or no attention to persuade.

But at present advertisement solely works to communicate about the product and persuade customer to buy them. In other words, advertisement works to promote the product and the service among the public.

It is a non-personal form of communication conducted through the paid media at a target group. It is a mass communication and is transmitted through the mass media i.e. radio, television, magazines and newspaper. It is the most widely used form of promotion and is sponsored by advertiser. Advertisement usually provides information about the advertising firm, its product, product quality, place of availability etc. The target is simply to attract the prospective buyers towards the product and services (Shrestha, 2002: 18).

According to American marketing association: - “Advertisement is any paid form of non personal presentation and promotions of goods ideas, and services by an identified sponsor” (Kotler, 2003: 637).

According to Arens and Bowl: - “Advertising is the non personal communication of information, usually paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor”(Shrestha, 2002:19).

These all definition focuses advertisement as any form of presentation which carries message towards the group of people. These messages promote ideas, goods and services which are paid by the identified sponsor.

## **2.4 Evolution of Advertising**

Advertising is not same as today as it was in the past. It had to cross various phases to come up to today's position. Its evolution can be presented in following ways.

### **2.4.1 Early Advertising**

In early societies, there was less production and the society was also small. People used to produce themselves and excess they used to barter among themselves.

Distribution was limited to how far the people can walk and advertising how loud they can shout. Peddlers, street hawkers, and town criers used words of mouth for the flow of information.

When time passed by the society begins to develop. Greek and roman merchants expanded contact with other societies. The production became large and there was need of communication regarding the product availability. So illustration, sign and criers were used as early methods of advertising.

### **2.4.2 Early Printed Advertising**

In the year 1450, there was a drastic change in the history of advertising. With the development of printing press advertisement became easier through posters, handbills and sign and finally the first mass medium-newspaper

The printed advertisement first appeared in 1472 in England announced a prayer book for sale 'The weekly news' was the first newspaper published 1622 in England. Newspaper became the mass medium for the rapid growth of advertisement. The first ad offering coffee was made in a newspaper in England in 1652.

Various advertisers used newspaper and magazines to convince the readers about the product superiority with the similar product. It became popular from middle of 18th century in England and America.

### **2.4.3 Development of Modern Advertising**

From the mid 1700s industrial revolution begin and reached America by 1800. There were discovery of different sophisticated machineries which helped in mass production. The information about it should be provided to the probable buyers by the means of advertisement and hence it was flourished. Introduction of photography in 1839 made it easy to display the right appearance and qualities of product. In 1840, magazine ads were also used much. In 1890 NW Ayer and Son became first modern advertising agency in Philadelphia. The development of telegraph, telephone, typewriter and motion picture enabled people to communicate as news before.

### **2.4.4 Development of Advertising in 20th Century**

With the starting of 20th century salesmanship, color printing and magazines had already become our norms .Electronic media such as radio and TV had become the primary source of advertisement. But the popularity of television was dual because of its visual and oral presentation.

#### **2.4.5 Development in the Information Age**

The technological development in last decade of 20th century boosted the level of advertisement with introductions of cables and satellite transmission. Television became the most advanced means of advertisement.

Personal computers, modems, electronic boards gave advertising new media for reaching the potential customers (Shrestha, 2002: 28-32).

#### **2.5 Role of Advertisement in Product Promotion**

Role of advertisement is great in product promotion as no product can be sold properly if no proper information is communicated to the prospect.

Advertisement is not only beneficial to the consumer but to the manufacturer, middleman, and also to the society. Its importance can be highlighted in the following points.

##### **2.5.1 Benefit to the Manufacturer**

Manufacturer can be benefited by the advertisement in the following ways.

- a. With the help of advertisement, manufacturer can display their product in a distinct way. The products and services-style, features, sizes, colors, specification prices, etc can be communicated to the customers.
- b. It's a mass medium so; advertiser can reach the vast number of consumers and make recognize his products to them.
- c. Advertisement also boosts up the sale by attracting new consumers and by maintaining the loyalty among the others.
- d. Mass production is possible only through advertising which in turn lowers the cost per unit.
- e. Advertisement helps the manufacturer to cope with the intense competition in the competitive market.
- f. It helps in demand creation, demand maintenance and building demands steadily which consequently help to improve brand image and goodwill of the company.

### **2.5.2 Benefit to the Consumer**

The ultimate aim of advertising is to fulfill the customers need by rightly informing them about the product. Advertising helps the prospective buyers in the following way.

1. Advertising helps the customer to rightly choose product of his need.
2. It also educates them about the new uses of the product.
3. Manufacturer charges low price for the product communicated to the mass which is beneficial to the customers in term of price.
4. Advertisement helps to avoid the excessive prices charged by the middle man by announcing its retail price.
5. It also guarantees the quality of the product as reputed manufacturer mostly advertise their product.
6. Advertising makes customer easier to recall the product by repeating its brand name again and again.

### **2.5.3 Benefit to the Middleman**

- a. Advertisement facilitates selling so it requires less effort for middleman to continue the prospect about the utility of the product.
- b. Advertisement quickens the turnover and assures regular and permanent business to them
- c. Advertising makes middle man to share the reputation already created without pending anything on it.
- d. Advertising adds extra knowledge to the middleman and boost up their confidence in selling their product.
- e. It maintains better relation between manufacturer and middleman as middleman also works to push his sale.

### **2.5.4 Benefit to the Society**

- a. It generates employment opportunity in the society.
- b. It educates people about different products and enables them to select the most suitable one.

- c. Large –scale production is possible only through advertisement which ultimately in utilization of scarce economic resources.
- d. It also promotes the standard of living by increasing the variety and quality in consumption in minimum cost.
- e. Advertising sustains the press and other media by providing lot of revenue to press, radio and television network.
- f. It builds up the nation's image by promoting the product internationally.
- g. Advertisement develops the creativity and talents of personnel engaged in advertising business (Shrestha, 2002: 22-26).

## **2.6 Objectives of Advertising**

The objective of advertisement is many. However some important points are highlighted

- ) Advertising introduces a new product to the potential customer and gives information about attribute quality, prices and availability of the product. It attracts new groups of customer and catches the new market quickly.
- ) Advertising is the share of the product in the market by persuading the group of customers for the trial purchase and repeat purchase. This helps to sustain and extend demand.
- ) Constant and repeated brand of the product build image among the customers and help them.
- ) Advertising educates the customers by giving correct and several uses of the product. The correct and timely information that reaches the customer helps them to decide the product and make the right choice.
- ) Advertising helps customers to remember the product. Since customers have short memories, it's the advertisements that constantly remind them about the product (Shrestha, 2002:27-28).

## **2.7 Advertising Medias**

Medias are the channels for transmission of advertising message. There are various forms under it.

### ) **Indoor Advertising Media**

In this type of media, one can sit at home and read newspaper, listen to radio or watch television or cinema. Indoor advertising Medias uses those vehicles which carry message in the right house or indoor of the audience.

### ) **Outdoor Advertising Medias**

It is the earliest form of advertising which reach people when they are out of doors. The main purpose of outdoor advertising media is to draw attention of the public towards the advertised product and to supplement other media. It consists of posters, printed displays, electrical signs, traveling display, sky writing, and sandwich men.

### ) **Direct Advertisement**

Direct advertising is the direct way of informing the consumer about the product availability. They use means like, fax, computer services, salesperson or other means.

### ) **Display Advertising**

Display advertising demonstrates the real object to the prospect and induces them to purchase. Display advertising uses namely display, showroom, and exhibition.

Among the Medias listed above television which belong to indoor advertising media is one of the most effective media for the broadcasting of advertisement.

Today, the medium of television is available to advertiser in two forms. Broadcast TV and cable TV. Television is a means of reaching a mass medium .It has the advantage overall the medias since it consist of sight, sound, movement, the opportunity to demonstrate the product the potential to use, special effect ,the empathy of viewers and the belief on seeing it before our eyes.

In Nepal, NTV being the oldest television channel servers these all (Shrestha, 2002: 154–181).

## **2.8 Factors Affecting Media Choice**

There are several means and Medias to carry the advertising message. All these Medias do have the features of its own. Whatever might be the selected medium it should reach the largest number of possible people, must attract their attention and should be economical?

## **2.9 Media Scheduling**

Scheduling and timing of the advertisement is known as media scheduling. The schedule suitable for one advertiser may not be suitable for another advertiser. Hence each advertiser must prepare a schedule suitable for them. After choosing the vehicles to carry message, one should decide how many space or time each vehicles to buy. There are six types of media scheduling which can be listed as follows.

- ) Steady pulse
- ) Seasonal pulse
- ) Periodic pulse
- ) Erratic pulse
- ) Start up pulse
- ) Promotional pulse

(Shrestha, 2002:185)

## **2.10 Historical Development of ADS in Nepal**

History of advertisement is said to be as old as Malla history (Madan Kumar Phuyal, 2006). The importance of advertisement in Nepal was not realized as important as today in the earlier period. There was very less production and the concept of marketing and advertising was quite new to the people. After the establishment of new business houses and business enterprises manufacturer and wholesaler begin to think it as an important tool of trade and commerce. They begin to feel that advertisement is necessary to push the product to the potential consumer. Effective and inspiring advertisement teaches the customers and persuades him to buy the product. Even the most superior product can't do well in comparison to the products that are advertised. Rightly and timely advertised product really increases the sale and profit of the producers.

Malla period is said to be the initial stage of advertising in Nepal. Since the consumption habits of people begin to change during 936-1825 B.S, advertisement also begin to flourish drastically.

In those days, the producers are said to be announcing their product availability, price and product attribute to the people. Whenever there used to be any organized functions like melas, jaatras people used to bring their products and demonstrate, display and sell them. Malla kings were said to be much interested in knowing the need, want and desires of people. We have also come to know that the public announcer used to announce the opening and the closing of gambling period during laxmi puja and other occasion during Rana period.

The period of public announcing begin to cease after the establishment of print media. Print media brought revolution in the field of advertisement.

Nepali Magazines and News Paper begin to feature advertisement after its establishment. Gorkhapatra is the first newspaper which was published in 1958 B.S. After it many daily, weeklies, biweeklies; fortnightly and monthly newspaper and magazines are in publication.

After print media the audio media or radio came into operation after the introduction of democracy in Nepal. It was after 20th Chaitra, 2007 BS. Radio Nepal begins to broadcast three hours of commercial program. Later its service was lengthened.

Later many FM station under private ownership were established who were equally contributing well in the field of advertising. Many FM station like Kantipur FM, Image FM, CJMC FM etc are doing very well these days. After the establishment of Nepal television in 2042 BS, the sector of advertising began to reach the peak. NTV had the dual benefit over the radio. Since with it the audio as well as video was possible to obtain, now a days, many Nepali TV channels are in operation. Nepal Television, Kantipur television, Image channel, Sagarmatha TV are some of these. All these audio

visual media are contributing a lot for the development and progress of advertisement. However, the contribution made by NTV is significantly great as product advertised by this media is watched by any people staying in different geographical area.

### **2.11 Consumer Behavior**

Consumer behavior or the buyer's behavior refers to series of activities that buyers disclose regarding the purchase of the product. It is a decisional process and acts of consumers regarding buying and using of products. It studies how individual, group and organization select, buy, use and dispose the goods, ideas, services and experiences. It is the buying behavior of the consumer which is observable by others. Buyer's behaviors or the consumer behavior is the multidisciplinary approach as it studies psychology, sociology and economic factor (Kotler, 2003: 171).

Consumer behavior can be studied in three levels. They are as follows.

#### **) Individual Level**

In this level, more emphasis is given to the purchase decision related with psychology, perception, personality etc.

#### **) Micro Level**

In this level, reference group or peer group are taken under consideration.

#### **) Macro Level**

In this level, the studies can be done in a broad way. Influence of branding as well as environmental forces are taken into consideration.

### **2.12 Determinants of Consumer Behavior**

#### **) Economic Factors**

Economic factor relates to the purchasing power and financial position of the customers living in the target market. It is concerned with economic variable such as employment

opportunity, inflation, liquid assets with the people, rate of interest charged by the bank, fiscal and monetary policy of the government etc. These economic variables also affect the purchasing behavior of the buyers.

The consumption habits of the consumer in different societies are influenced by economic consideration. There are certain assumptions under it.

- ) Rational behavior
- ) Well defined preferences
- ) Perfect information
- ) Budget constraints
- ) Insatiable desire

#### ) **Demographical Determinant**

Demographic variable is the study of population and its distribution in terms of characteristics such as age, sex, culture, income, family size, occupation, education etc. These factors affect the buying behavior of the customers.

#### ) **Socio-Cultural Determinants**

Socio-cultural determinant refers to those factors which directly influences the people living in the society. IT uses family, reference group, social class, cultural group as the determinant to buy the product. They all belong to different norms and values and affect the consumer behavior differently. It consists of following:

##### **Individual**

Individual characteristics can also affect in consumer behavior. People are of different characteristics and nature. The features like age, income, job position, personality and attitude determine the person's buying behavior. Their needs and wants differ from one to another. So this particular and varying feature of a person also is the factor that marketers have to take into consideration while studying the consumer behavior.

**Family**

A family is a basic form of group who lives together and interacts to satisfy their personal and mutual need. A family can be nuclear, joint or extended. Here the head of the family usually determine what is needed to each family member. Family member act as the influencer to buy any products.

**Reference Group**

As a reference group, we understand those groups who have direct or indirect influence in the personal behavior. Reference group provides information on product and services. It also provides norms and behavioral rule and provides certain values and attitude that guide a person in the choice of the product and brands. These groups may be friends, family, neighbors etc. who directly influence the buying behaviors of the consumer.

**Culture**

Culture is the sum total of human knowledge, belief, art moral laws, and custom etc. Culture can be tangible as well as intangible. Culture is the learned behavior from past. It is dynamic and adoptive. These all features like art, belief, laws, and customs influence the buying behaviors of the consumers.

**Sub Culture**

Subculture is the homogeneous characteristics relating to religion, language, race, caste and ethnicity. It provides certain identification and socialization for its member. Marketers should prepare the right mix to meet the need of the sub-cultures.

**) Psychological Determinant of Consumer Behavior**

Psychological determinants consist of motivation, perception, learning, personality, belief and attitude and life style. Motivation is the internal force to drive the individual, perception, knowledge or ideas about a product or a situation. Learning is change in individual's behavior developed from experience. Personality is feature of person belief and attitudes are thoughts and life style is the pattern of life that we are leading .These all things have something to influence the buying behaviors of the consumers.

### 2.13 Importance of Understanding Buyer's Behaviors

There are many importance of learning and knowing buyer's behavior. Some of them are as follows.

- ) It enables a marketer to rightly assess the nature of consumer needs and wants and the best way of satisfying them.
- ) It helps marketing executives to know about marketing input such as price, quality service images etc. To know the answer of why and how consumers buy product.
- ) It helps to locate new marketing opportunities through the study of per capita income, geographical, social and psychological mobility of people etc.
- ) It helps to make a marketer capable to define, analyze and understand about marketing requirements.
- ) It also helps to measure the effect of strategies and evaluation of the firm's improving the strategies. It helps to identify and categorize the need and desire of customers into different segments.
- ) The organization can select an appropriate position for brand after study of consumer's image of brands. It helps policy makers to determine an effective public policy about consumers.

### 2.14 Study of Related Thesis

This study is not the first study done about advertising. Many other related studies are also done in similar topics. Some of them are as follows.

**Pandey J. (2002)** entitled "*A comparative Advertisement with special reference to NTV*".

The objective of the study was to find out the opinion of the viewers of NTV program and its effectiveness as the media for advertisement. The special objectives were as follows.

- ) This study is conducted to fulfill the partial requirements of MBA program
- ) To find out general attitude of NTV viewers
- ) To find out influential factors to buy the product advertised

- ) To find out how effective NTV advertisement has been in comparison to other media
- ) To draw conclusion and make recommendation

### **Findings**

- ) A large group of people watch NTV daily. So it is an effective medium of advertisement.
- ) Besides, it also indicates that the target group of ad should be women and people of age group 55 and above.
- ) Large number of viewers watches TV 1-4 hours daily.

So it can be confirmed that most of them watch TV some hours daily.

- ) Demand of NTV in market is quite low. It indicates that a fact that NTV programs should be improved so as to attract more and more people towards it.
- ) NTV has been facing competition due to introduction of foreign channel through space time net and cable operators like sky net work , Himalayan net work etc.
- ) It is also said that a lot of people watch NTV and foreign channels equally.
- ) In the light of above data, it can be said that viewers watch different channels on the basis of program they broadcast.
- ) Large number of people watches entertainment and news in foreign channels. The reason for that is variety in entertainment program and broadcasting of current news at regular interval.
- ) It can also be said as the most preferable time to watch NTV is 8- 9 pm.
- ) Different viewers like different programs news, image channels programs are more popular in morning transmissions.
- ) From the above analysis, it can be said that the large percentage of viewers like News and entertainment program in evening transmission of NTV.
- ) The study also clearly indicates that different viewers like different programs according to their choice.
- ) According to above analysis, in educational program of NTV, most of the respondents watch Hamro Swasthya, in current affairs/informative Bishow

- Ghatana is mostly popular. In entertainment program, Hijo Aja Ka Kura is Popular and in sports, Gillette Sports is popular.
- ) In the light of above data, it is clear that large percentage of respondents wants to watch English programs like serial, movies in NTV.
  - ) According to the above analysis it is also said that a large percentage of respondents watch image channel. So image channel is popular among the viewers.
  - ) By the above analysis, it is even found out some portion of people like to watch Sangrila channel and some do like to watch Divyadristi and some do not like the both.
  - ) Most of the respondents ranked NTV average in different specified period.
  - ) Most of the respondents also watch ads in NTV therefore advertisement transmitted by NTV is not so bad.
  - ) IN the light of above analysis, it is clear that the large percentage of respondents says that effective media of advertisement is television.

Another thesis entitled “*Role of advertising activities of Bottlers Nepal LTD and Pepsicola Ltd*” was done by **Shrestha, B.K. (2002)** with following major objectives.

- ) To justify the comparative advantage from advertisement of Coco cola company and Pepsi cola company.
- ) To determine the expenses for advertisement by the company.
- ) To determine the most likely advertisement broadcasted by the company.

### **Findings**

- ) According to most respondents Pepsi cola advertising is better than Coca-Cola.
- ) Both the products advertisement is viewed by the consumer of different age and sex group.
- ) Most of the consumer of different age like TV advertisement of Coco –cola
- ) Now a days FM advertisement are becoming popular than other advertisement.
- ) Most of the consumer of different ages and sex group buy their product themselves.
- ) Consumer is mostly attracted by quantity rather than quality.

- ) Consumers are influenced by TV and FM advertisements.
- ) No one is influenced by personal selling.
- ) News paper advertisement is also getting popularity.
- ) According to female consumer of different age group they are agreed that advertisement is entertaining but for male consumer of different age it plays the role of informing.
- ) Both the products role is satisfactory for different age and sex groups of consumer.
- ) Mostly consumer of different age and sex are consuming the product before one year.

Another study is thesis by **Madan Prasad Phuyal (2006)** entitled “*Nepal Television Advertisement and its effect in consumer behavior with special reference to Himalayan Snacks and noodles company*”.

The objectives of the study are

- ) To evaluate the effect of NTV ad on customer purchase behavior of people of Kathmandu.
- ) To examine how the different group of people perceive the advertisement broadcasted by NTV and their relation.

### **Findings**

- ) To examine the effect of NTV ads for post purchase decision.
- ) Most people prefer to watch NTV in comparison to other channels.
- ) People often watch NTV regularly.
- ) Message from ads usually reaches the prospective consumer.
- ) Almost all the people of Kathmandu eat noodles.
- ) Viewers mostly prefer suggestive, humorous and educational aspect in NTV ads.
- ) Consumer peruses ads of Mayos Wai Wai, 2 pm, Sakalaka Boom and Ruchee mostly.
- ) With the comparisons of all visual Medias, TV ad is the most influencing factor of buying noodles.

- ) Most of the consumer remembers Wai Wai, Mayos, Rana and 2 pm when they remember noodles.
- ) Impressive aspects of ads of H.S.N Co. are presentation, visual prize, music and actress and actors. Among the brands of company, Mayos is the best brand.
- ) People's belief on prize policy by the company is neither good nor bad.
- ) For the post purchase decision NTV ads play the vital role.
- ) Noodles Product of H.S.N Co. is neither good nor bad.
- ) The company is adopting integrating promotional plan.
- ) NTV has lower GRP as well as quite effective for post purchase decision of consumers.

**2.15 Research Gap:** This Research Study is new. So it is own self unique. I have not found lightly difference among the Thesis. Thesis Research study is very important for researcher in future. In this research study, primary data is used to analyze the data. Advertisement in Nepal Television is focused mainly. How to promote the product in market for mass sale and compete in the market is analyzed.

## **CHAPTER-III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Methodology**

Research is the systematic and organized effort to investigate a specific problem that needs a solution. Research methodology refers to the various sequential steps to be adopted by a researcher in studying a problem with the certain objects in view to get the conclusion. The objective of this research work is to find out the answer of the questions. The methodology, which has been used in this study, consists of research design, nature and sources of data, data gathering procedure and the analytical tools etc. This chapter explains the design of our research in detail. This is a systematic process of research activity. It includes various elements like sample size, process of sample selection, the variables employed, the source and method of gathering data, the reliability of instrument selected and statistical procedure in the analysis are carefully explained the various methodology used in this are explained below. This chapter explains the specific research design to achieve the research target. It includes research design, nature of data, data gathering procedure, population and sample and data processing procedure.

#### **3.2 Research Design**

To fulfill the need of our research, survey method of research design has been used. It is used with analytical and descriptive approach with the objective to meet the target of the study. Here both the questionnaires and published data are used.

#### **3.3 Source of Data**

Most of the data needed for our subject or research have been collected from the primary source of data. The questionnaire which includes various questions which comprises the research objective has been submitted to people and necessary information is collected. In addition to it, secondary source of data are also used. Different manuals and papers magazines and news papers are referred to obtain the related data.

### **3.4 Population and Sample**

The people of Kathmandu valley has been taken as population among them, 40 sample respondents are taken into consideration for our study.

### **3.5 Data Gathering Procedures**

A set of questionnaire had been distributed to the sample respondent of Kathmandu valley. The questionnaire is structured and includes both open ended and close ended questions. It is self administered and is conducted in Kathmandu valley. The questions were simplified and were explained to the respondents who had problem to understand the gist of it.

### **3.6 Data Collecting Instrument**

Primary data collection instrument is questionnaire; they are distributed to different people of different age group, sex, gender, and educational background. Secondary data are collected from sources like NTV library, personal visit.

### **3.7 Tabulation of Data**

The consistency of the answers provided by the respondent were checked and tabulated to age, sex, and educational status. Different sets of tables have been prepared for every important questionnaire. Simple listing method is used for tabulation and reasons given by them are presented in percentage basis.

### **3.8 Data Processing Procedure**

The data that are collected from questionnaire are in raw form which has to be processed in this study, after receiving the required data they are tabulated in suitable form then simple arithmetical percentage tool were used for analysis to reach at the conclusion.

## **CHAPTER-IV**

### **PRESENTATION AND ANALYSIS OF DATA**

#### **4.1 Introduction**

This is the chapter in which data collected from the questionnaire have been presented and analyzed with the concern to reach the objective of our study. The main objective of our study is to find out the effectiveness of Nepal television advertisement towards the consumer behavior with reference to CG Food (Nepal) Company Limited.

#### **4.2 Consumer Survey**

The questionnaires which have been duly filled by person of different age, sex, educational background have been tabulated in the simple form and the percentage of each have been calculated to find out the concrete answer of our research. Each data is shown under table as follows.

#### **4.3 Profile of Consumers**

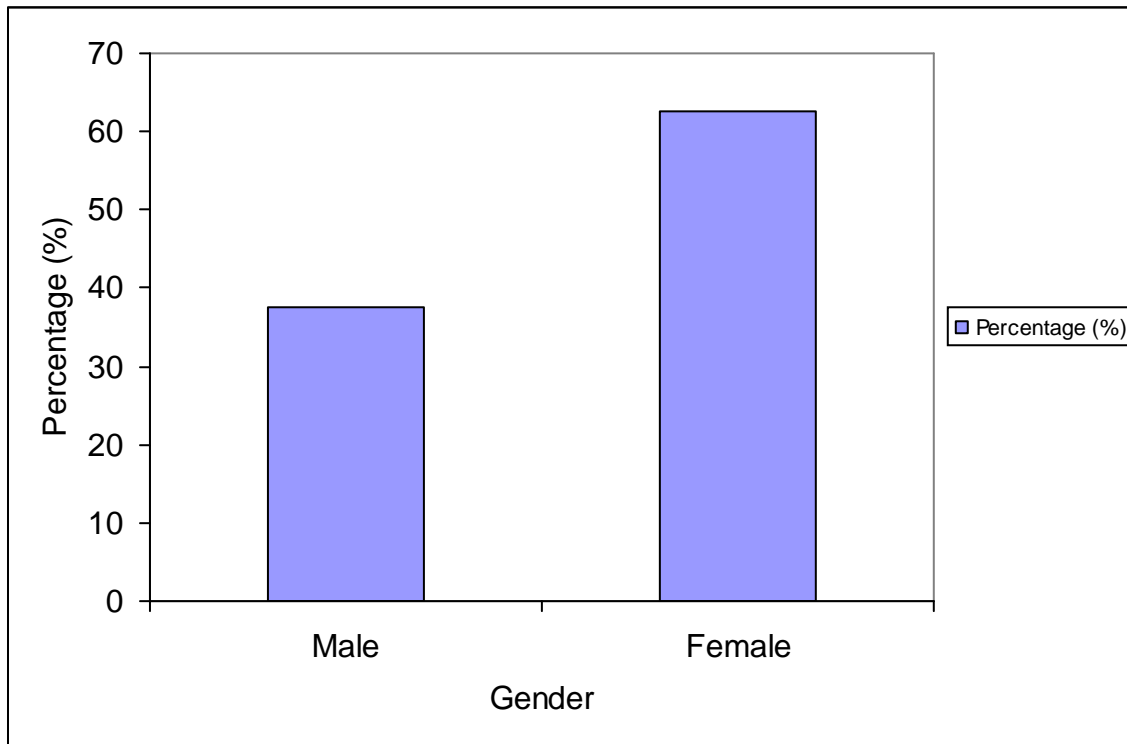
There are three tables under which it shows people belonging to different age group, educational back ground, age sex etc.

**Table 4.1**  
**Profile of Consumers Regarding their Gender**

S. N.	Particulars	Numbers	Percentage (%)
1	Male	15	37.5
2	Female	25	62.5

*Source: Field Survey*

**Figure 4.1**  
**Profile of Consumers Regarding their Gender**



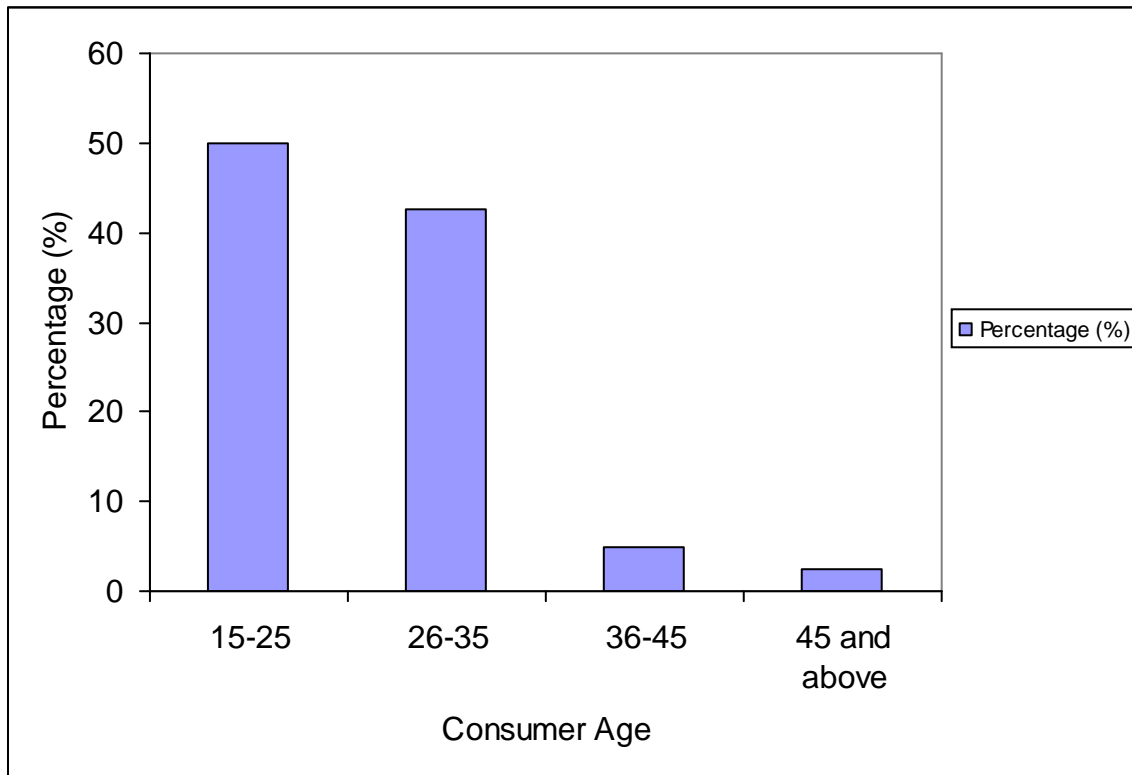
According to the above table and figure, the respondents under Male Category are 15 and under Female Category are 25 they both possess 37.5% and 62.5% of the total percent.

**Table 4.2**  
**Profile of the Consumer Regarding Age**

S. N.	Particulars	Numbers	Percentage (%)
1	15-25	20	50
2	26-35	17	42.5
3	36-45	2	5
4	45 and above	1	2.5

*Source: Field Survey*

**Figure 4.2**  
**Profile of the Consumer Regarding Age**



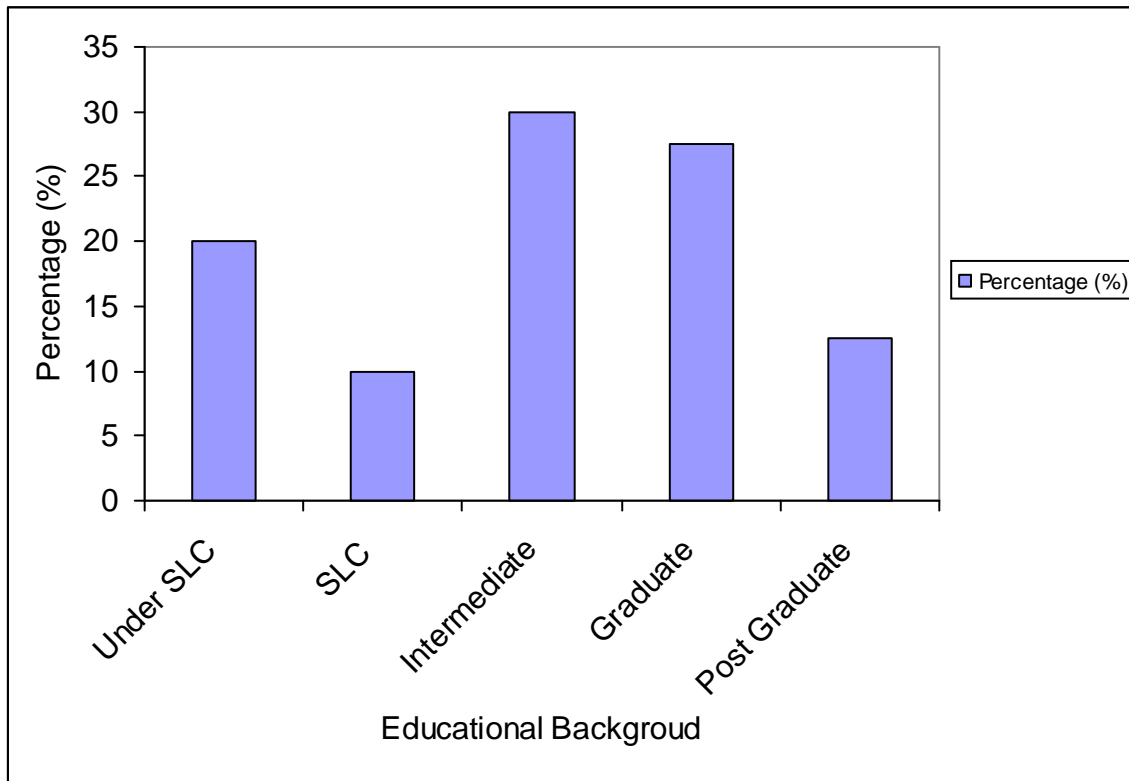
From the above table and figure, it can be obtained that among the 40 respondents 20 belong to 15-25 Age Group which means 50% ,17 belong to Age Group 26-35 which means 42.5%, 2 belong to 36-45 Age Group and 1 belongs to 45 and above Age Group which means 5%, 2.5% of total percentage of respondents respectively.

**Table 4.3**  
**Profile of Customer Regarding Educational Background**

S. N.	Particulars	Numbers	Percentage (%)
1	Under SLC	8	20
2	SLC	4	10
3	Intermediate	12	30
4	Graduate	11	27.5
5	Post Graduate	5	12.5

*Source: Field Survey*

**Figure 4.3**  
**Profile of Customer Regarding Educational Background**



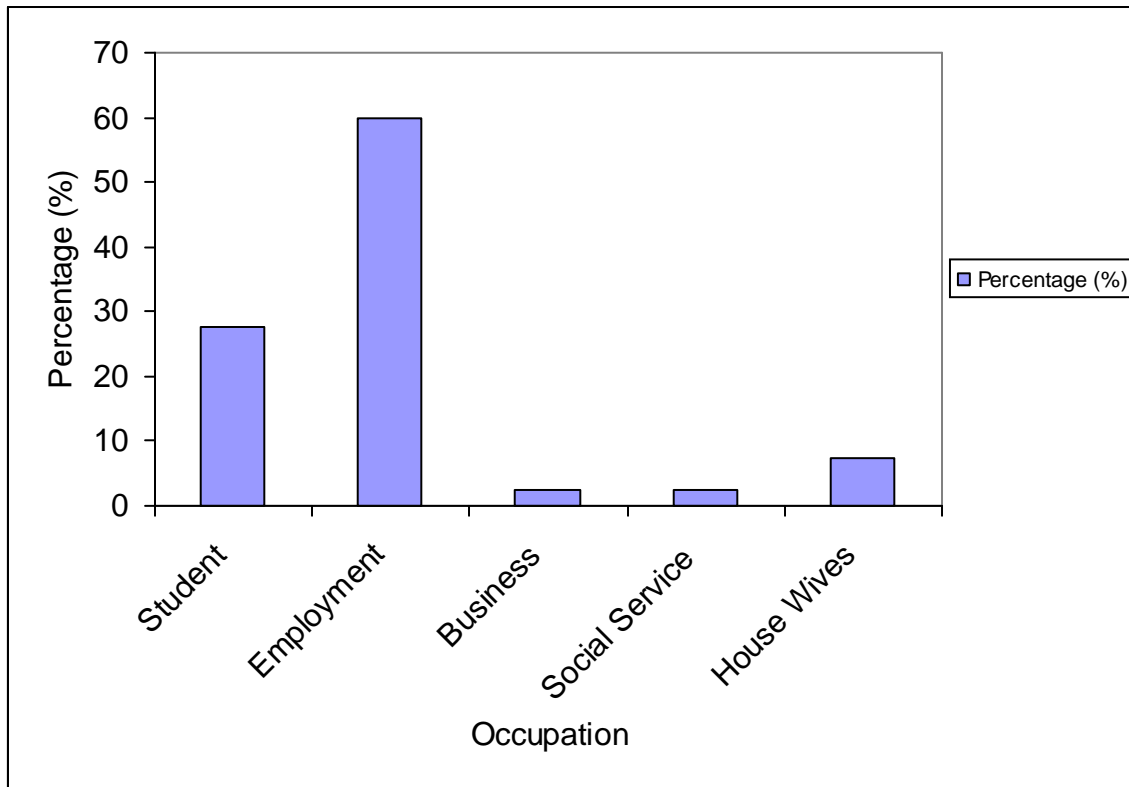
According to above table and figure, the numbers of respondents Under SLC are 8, SLC are 4, Intermediate are 12, Graduate are 11 and Post Graduate are 5. In term of percentage, Under SLC it is 20%, SLC it is 10, Intermediate it is 30, Graduate 27.5 and Post Graduate it is 12.5%.

**Table 4.4**  
**Profile of the Customer Regarding their Occupation**

S. N.	Particulars	Numbers	Percentage (%)
1	Student	11	27.5
2	Employment	24	60
3	Business	1	2.5
4	Social Service	1	2.5
5	House Wives	3	7.5

*Source: Field Survey*

**Figure 4.4**  
**Profile of the Customer Regarding their Occupation**



According to the above table and figure, the numbers of respondents associated in our research are 11 Students, 24 Employees, 1 Businessman, 1 Social Worker and 3 housewives. It means 27.5 % of respondents are Students, 60 % are Employment, 2.5 % Business, 2.5% Social Service and 7.5 Housewives Category.

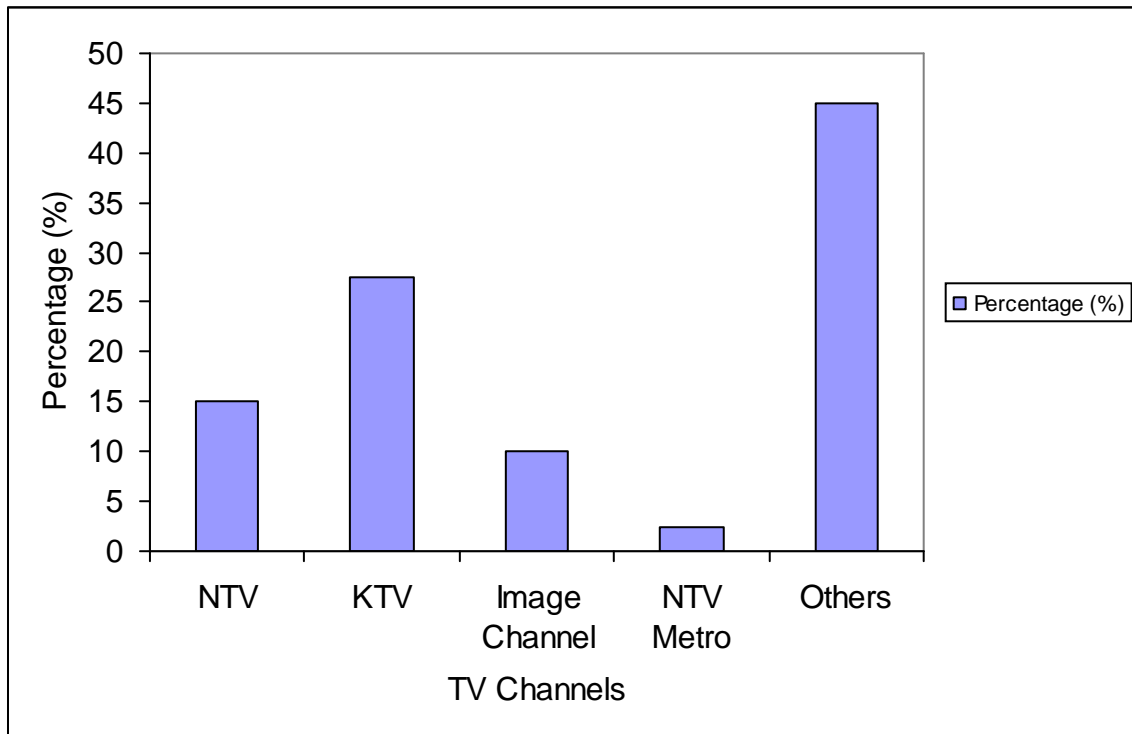
**Table 4.5**  
**Profile of Customers Regarding Preference to Different TV Channels**

S. N.	Particulars	Numbers	Percentage (%)
1	NTV	6	15
2	KTV	11	27.5
3	Image Channel	4	10
4	NTV Metro	1	2.5
5	Others	18	45

*Source: Field Survey*

**Figure 4.5**

**Profile of Customers Regarding Preference to Different TV Channels**



According to the above table and figure, the number of respondents whose first preference is NTV is 6 or 15%, whose second preference is KTV are 11 or 27.5%, Image Channel is 4 or 10%, NTV Metro is 1 or 2.5% and Other Remaining Channels are 18 or 45%.

**Table 4.6**

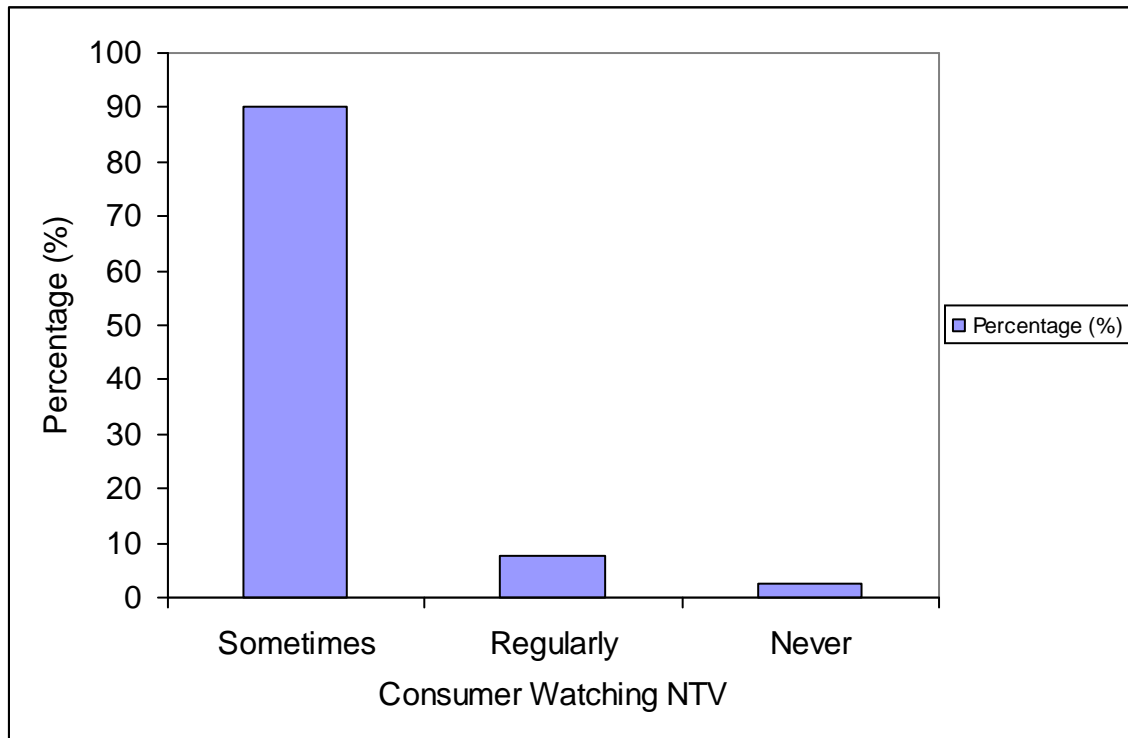
**Profile of the Consumer Regarding Frequency of Watching NTV**

S. N.	Particulars	Numbers	Percentage (%)
1	Sometimes	36	90
2	Regularly	3	7.5
3	Never	1	2.5

*Source: Field Survey*

**Figure 4.6**

**Profile of the Consumer Regarding Frequency of Watching NTV**



According to above table and figure, the number of respondents who Sometimes Watch NTV ads are 36 or 90% who Regularly Watch is 3 or 7.5% and who Never Watch is 1 or 2.5%.

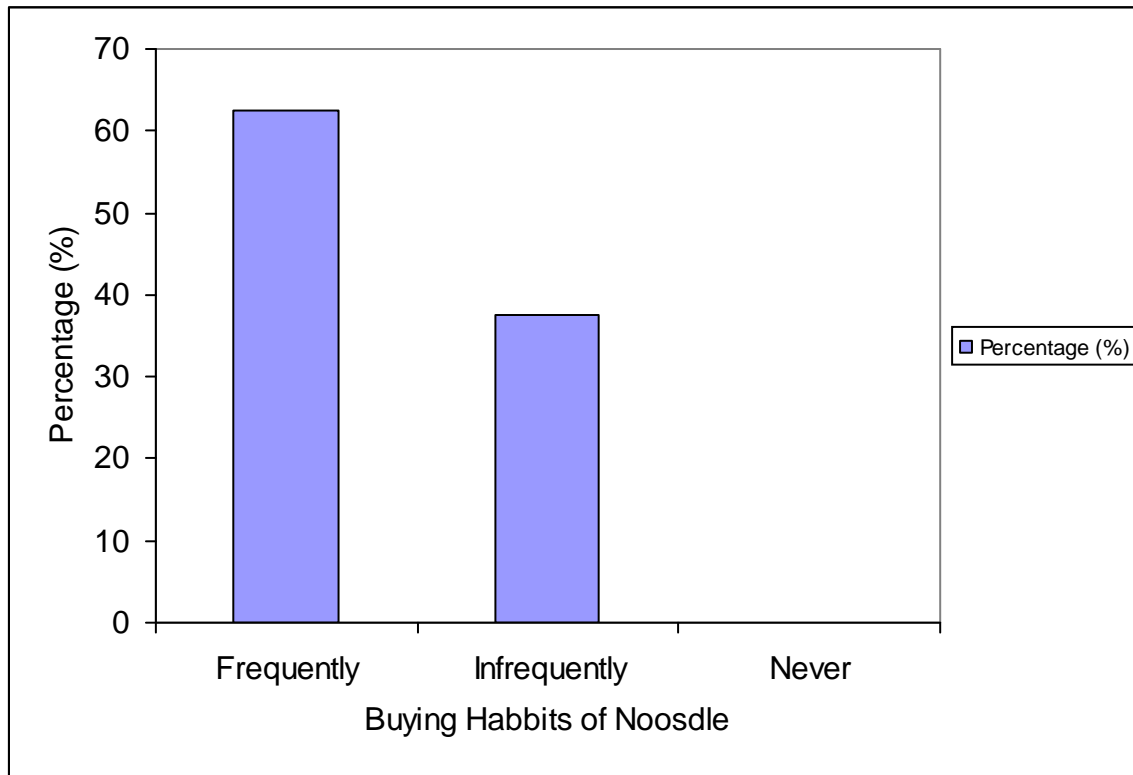
**Table 4.7**

**Profile of Customer Regarding Buying Habit of Noodles**

S. N.	Particulars	Numbers	Percentage (%)
1	Frequently	25	62.5
2	Infrequently	15	37.5
3	Never	0	0

*Source: Field Survey*

**Figure 4.7**  
**Profile of Customer Regarding Buying Habit of Noodles**



The above table and figure tells us that many of the respondents frequently buy Noodles. According to our survey 25 respondents or 62.5% Frequently buy noodles, 15 of them or 37.5 Infrequently buy it. There is hardly anyone who does not buy noodles at any time.

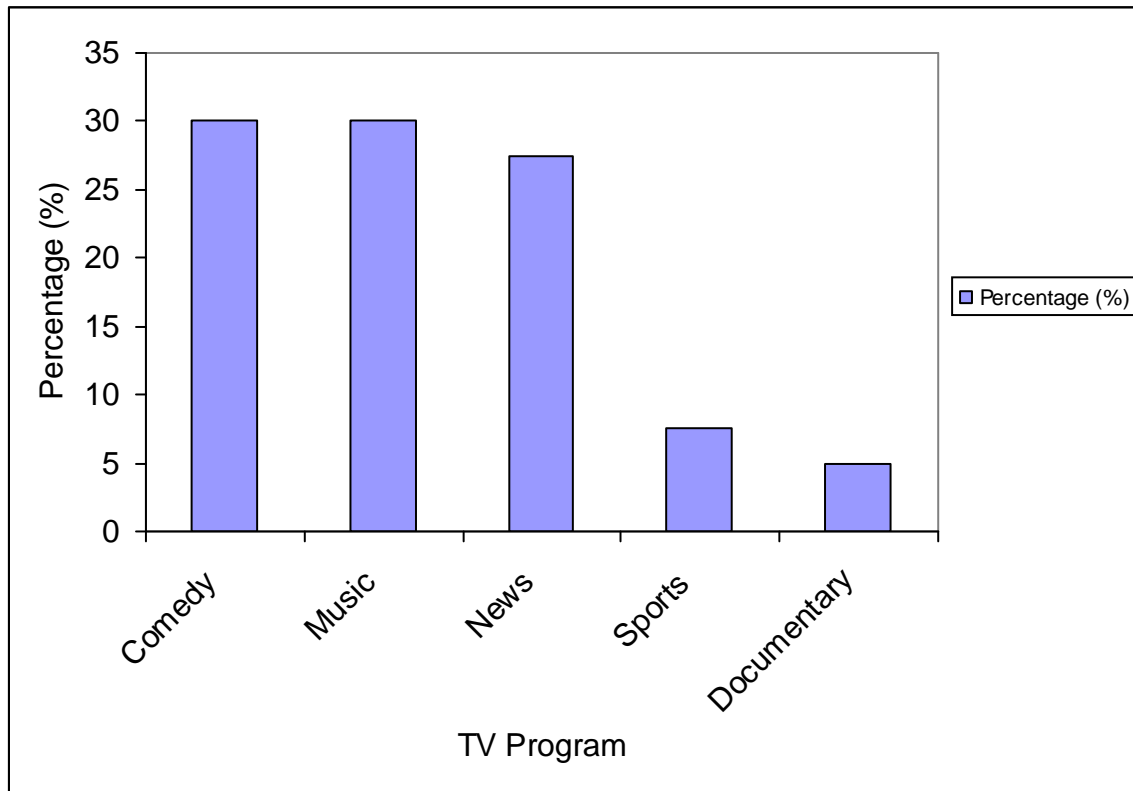
**Table 4.8**  
**Profile of the Customers Regarding Preference to the NTV Programs**

S. N.	Particulars	Numbers	Percentage (%)
1	Comedy	12	30
2	Music	12	30
3	News	11	27.5
4	Sports	3	7.5
5	Documentary	2	5

*Source: Field Survey*

**Figure 4.8**

**Profile of the Customers Regarding Preference to the NTV Programs**



The above table and figure shows us that 30% of the respondents love to view Comedy, 30% love Music, 27.5% love News, 7.5% love Sports and 5% Documentary.

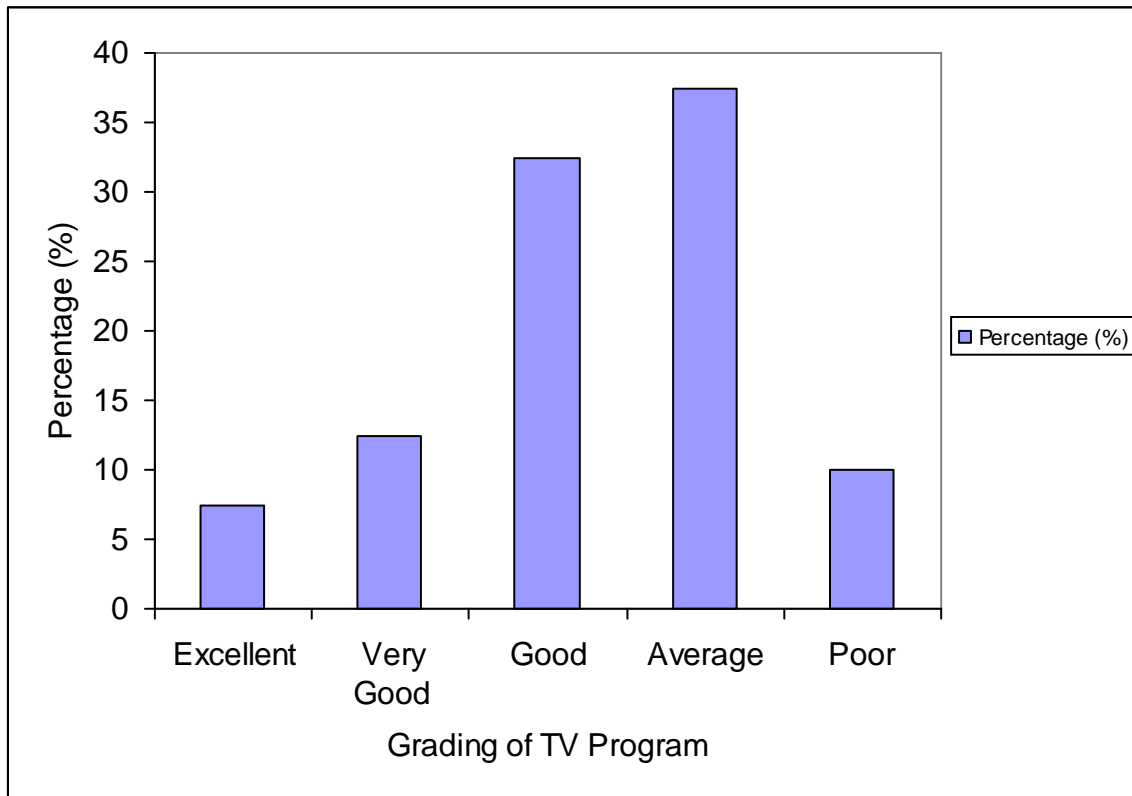
**Table 4.9**

**Profile of the Consumers Regarding Grading of NTV Programs**

S. N.	Particulars	Numbers	Percentage (%)
1	Excellent	3	7.5
2	Very Good	5	12.5
3	Good	13	32.5
4	Average	15	37.5
5	Poor	4	10

*Source: Field Survey*

**Figure 4.9**  
**Profile of the Consumers Regarding Grading of NTV Programs**



According to above table and figure, the different respondents have rated NTV programs according to their view. Under Excellent Category there are 3 respondents or 7 % of the total, under Very Good there are 5 or total 12.5%, under Good there are 13 or 32.5%, under Average 15 or 37.5%, and under Poor 4 or 10 % of the total.

**Table 4.10**

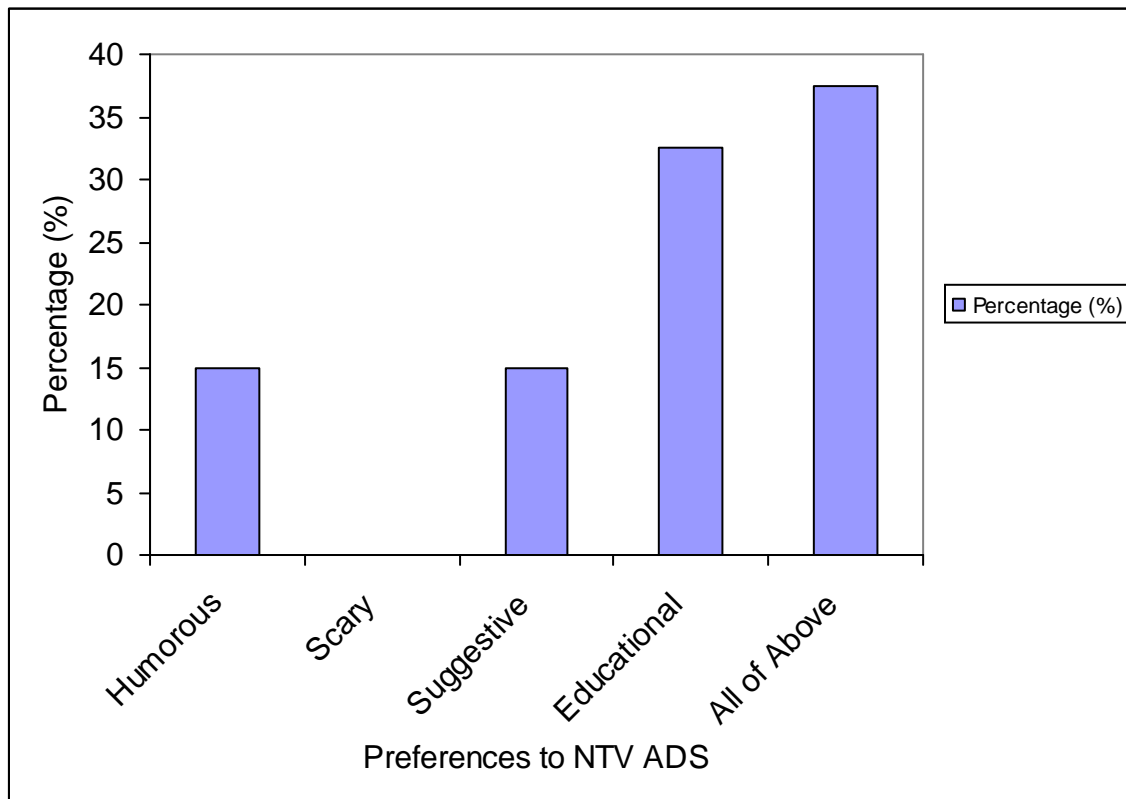
**Profile of the Consumers Regarding Preference to NTV ADS**

S. N.	Particulars	Numbers	Percentage (%)
1	Humorous	6	15
2	Scary	0	0
3	Suggestive	6	15
4	Educational	13	32.5
5	All of Above	15	37.5

*Source: Field Survey*

**Figure 4.10**

**Profile of the Consumers Regarding Preference to NTV ADS**



According to above table and figure, 6 or 15 % of respondent love to watch Humorous type of ads 0 % love to watch Scary ads, 6 or 15% love to watch Suggestive, 13 or 32.5 %, love Educational and 15 or 37.5 % love all kinds of ads that are displayed in NTV.

**Table 4.11**

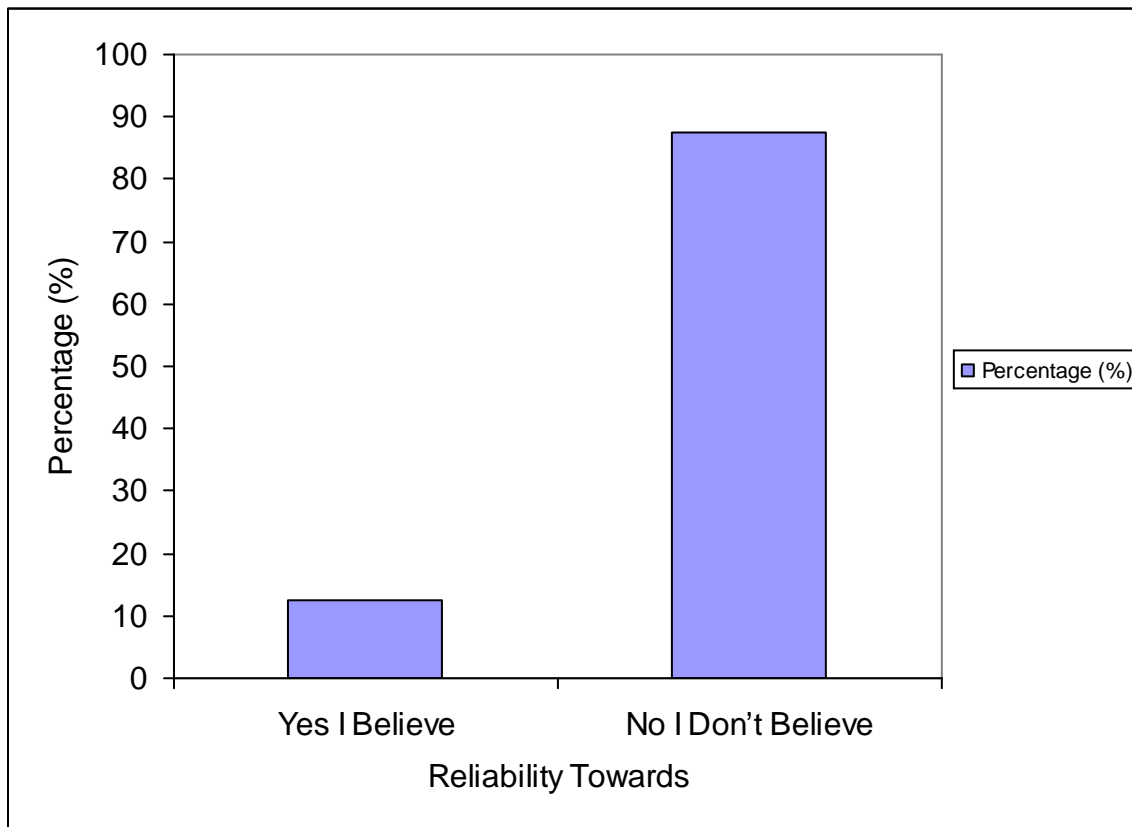
**Profile of the Customers Regarding Reliability towards the Quality of Noodles**

S. N.	Particulars	Numbers	Percentage (%)
1	Yes I Believe	5	12.5
2	No I Don't Believe	35	87.5

*Source: Field Survey*

**Figure 4.11**

**Profile of the Customers Regarding Reliability towards the Quality of Noodles**



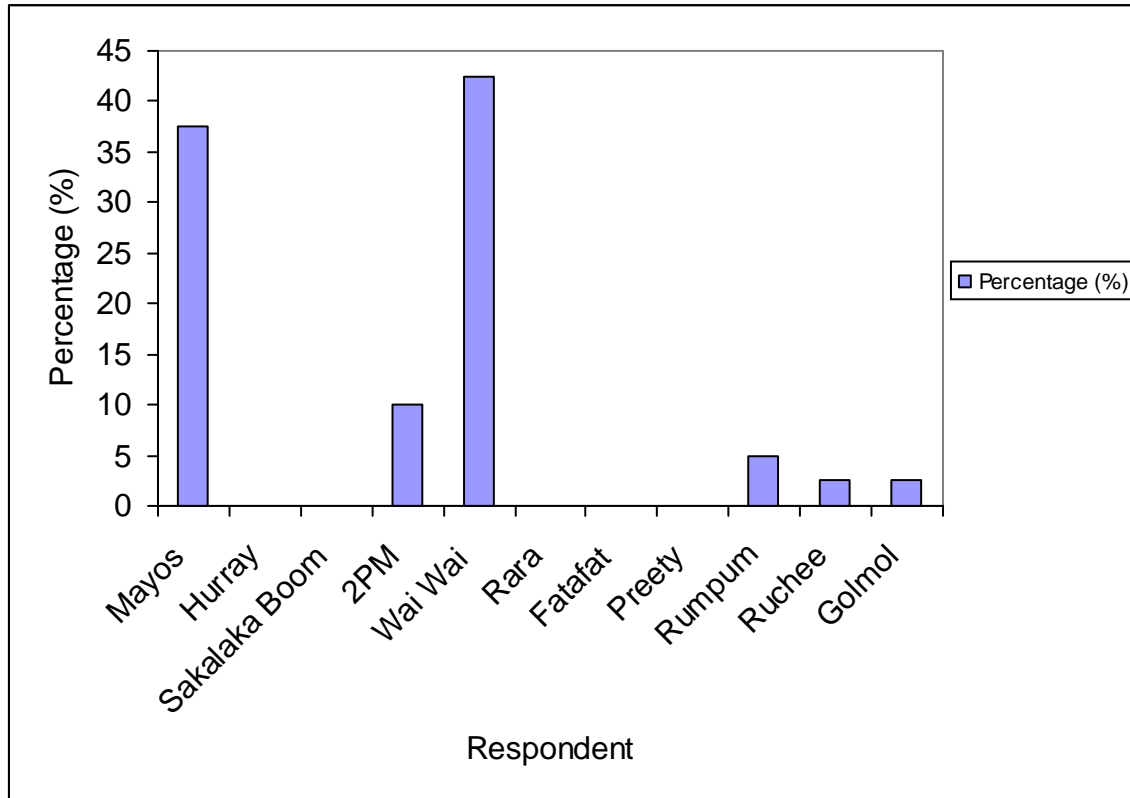
According to above table and figure, 5 respondents believe in the quality of noodles as it is advertised and remaining 35 do not believe it perfectly. That means only 12.5 % Believe and remaining 87.5 % Donot Believe in quality policy as they have seen in advertisement.

**Table 4.12**  
**Profile of the Consumers Regarding Preference of the Noodles ADS that are**  
**Broadcasted in NTV**

S. N.	Particulars	Numbers	Percentage (%)
1	Mayos	15	37.5
2	Hurray	-	-
3	Sakalaka Boom	-	-
4	2 PM	4	10
5	Wai Wai	17	42.5
6	Rara	-	-
7	Fatafat	-	-
8	Preety	-	-
9	Rumpum	2	5
10	Ruchee	1	2.5
11	Golmol	1	2.5

*Source: Field Survey*

**Figure 4.12**  
**Profile of the Consumers Regarding Preference of the Noodles ADS that are**  
**Broadcasted in NTV**



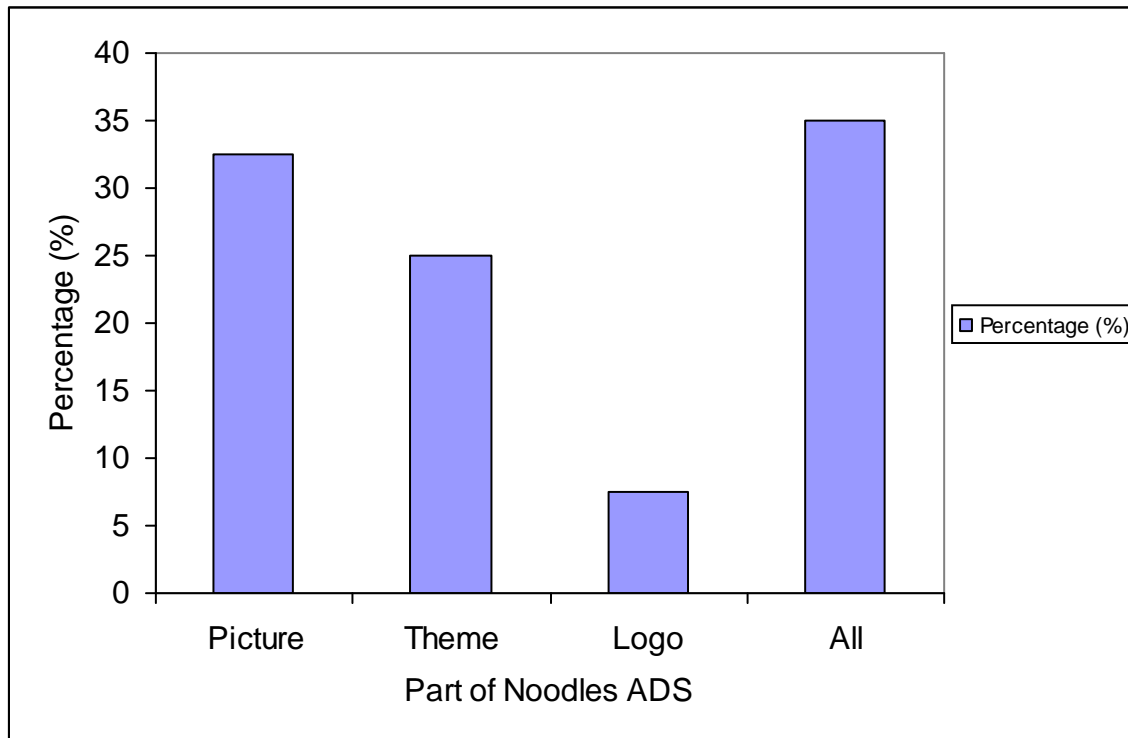
According to above table and figure, the respondents have given highest preference to the ad of Wai Wai. 42.5% of respondents like ad of Wai Wai that means 17 out of 40. 15 like ads of Mayos or 37.5% like Mayos's ad. 4 or 10% like ad of 2 pm whereas 5% like Rumpum and 2.5% like Ruchee and again 2.5% like Golmol's ad. A total of 2, 1, 1 like ads of Rumpum, Ruchee, Golmol respectively.

**Table 4.13**  
**Profile of the Customer Regarding Parts of Noodles ADS**

S. N.	Particulars	Numbers	Percentage (%)
1	Picture	13	32.5
2	Theme	10	25
3	Logo	3	7.5
4	All	14	35

*Source: Field Survey*

**Figure 4.13**  
**Profile of the Customer Regarding Parts of Noodles ADS**



The above table and figure shows that 32.5% of people like Picture in the part of Noodles, 25 % like Theme, 7.5% like Logo and 35 % like everything that are displayed in ads of Noodles.

**Table 4.14**

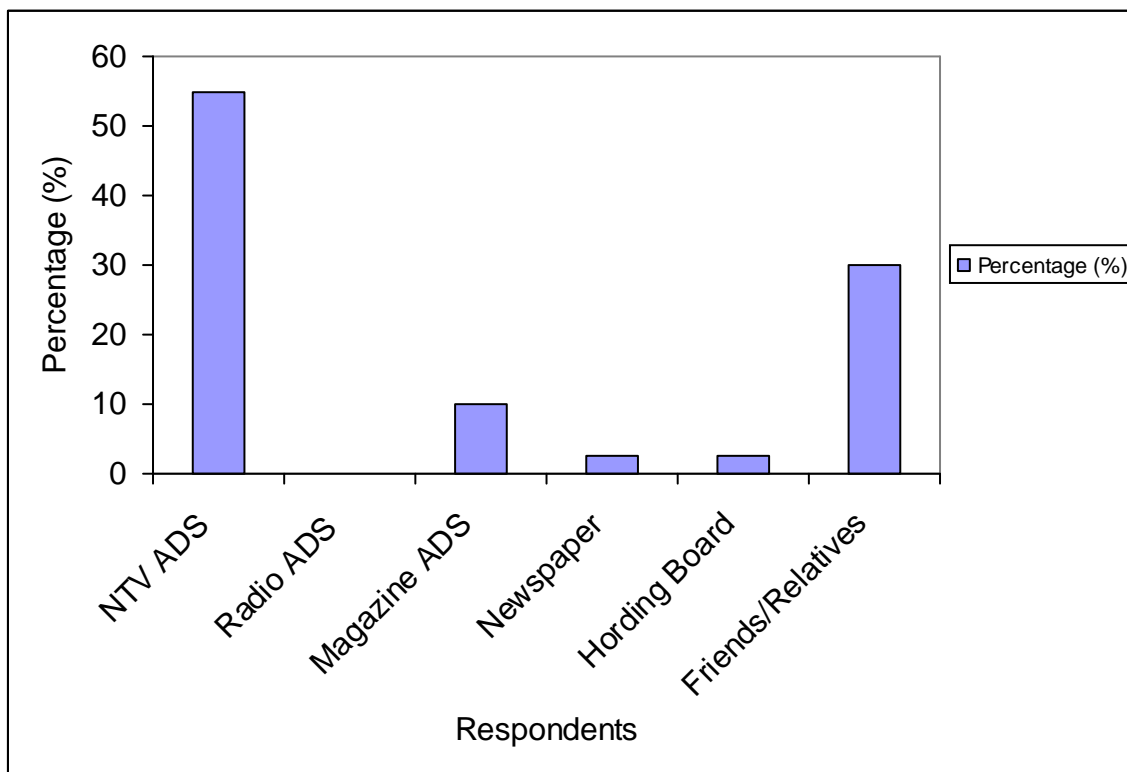
**Profile of Customer Regarding Factors influencing to buy Noodles**

S. N.	Particulars	Numbers	Percentage (%)
1	NTV ADS	22	55
2	Radio ADS	0	0
3	Magazine ADS	4	10
4	Newspaper	1	2.5
5	Hording Board	1	2.5
6	Friends/Relatives	12	30

*Source: Field Survey*

**Figure 4.14**

**Profile of Customer Regarding Factors influencing to buy Noodles**



According to above table and Figure, NTV ads plays the significant role to influence the buyers to buy the noodles. 55% of respondents were influenced by NTV ads, 0% by radio

ads, 10 % by magazines, 2.5% by newspapers, 2.5% by hoarding boards and finally 30% by friends and relatives.

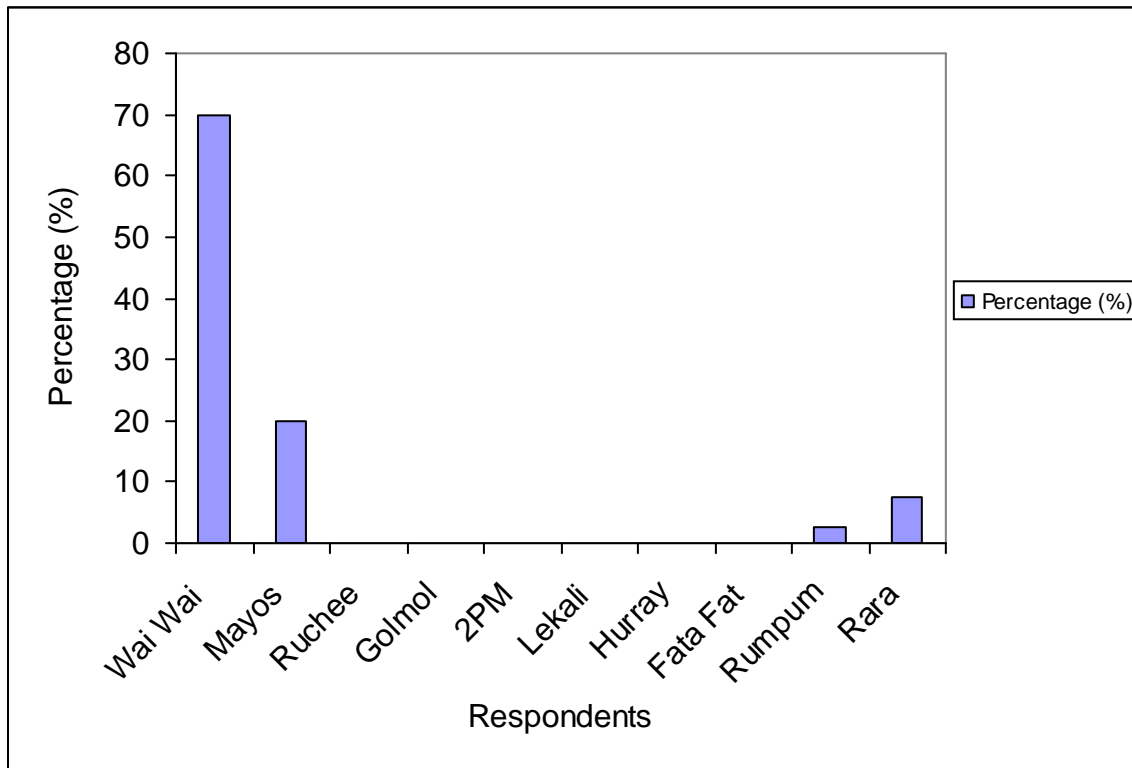
**Table 4.15**  
**Profile of Customers Regarding Mind Share of the Noodles**

S. N.	Particulars	Numbers	Percentage (%)
1	Wai Wai	28	70
2	Mayos	8	20
3	Ruchee	-	-
4	Golmol	-	-
5	2. PM	-	-
6	Lekali	-	-
7	Hurray	-	-
8	Fata Fat	-	-
9	Rumpum	1	2.5
10	Rara	3	7.5

*Source: Field Survey*

**Figure 4.15**

**Profile of Customers regarding Mind Share of the Noodles**



According to above table and figure, 28 Respondents said that Wai Wai comes to their mind when they think of Noodles. Similarly 8 said Mayos and 1 said Rumpum and 3 said Rara. That means Wai Wai has 70% of mind share, Mayos has 20 % of mind share, Rumpum has 2.5 and Rara also has 7.5 % of mind share. Other Noodles have less impression in the memory of consumers.

**Table 4.16**

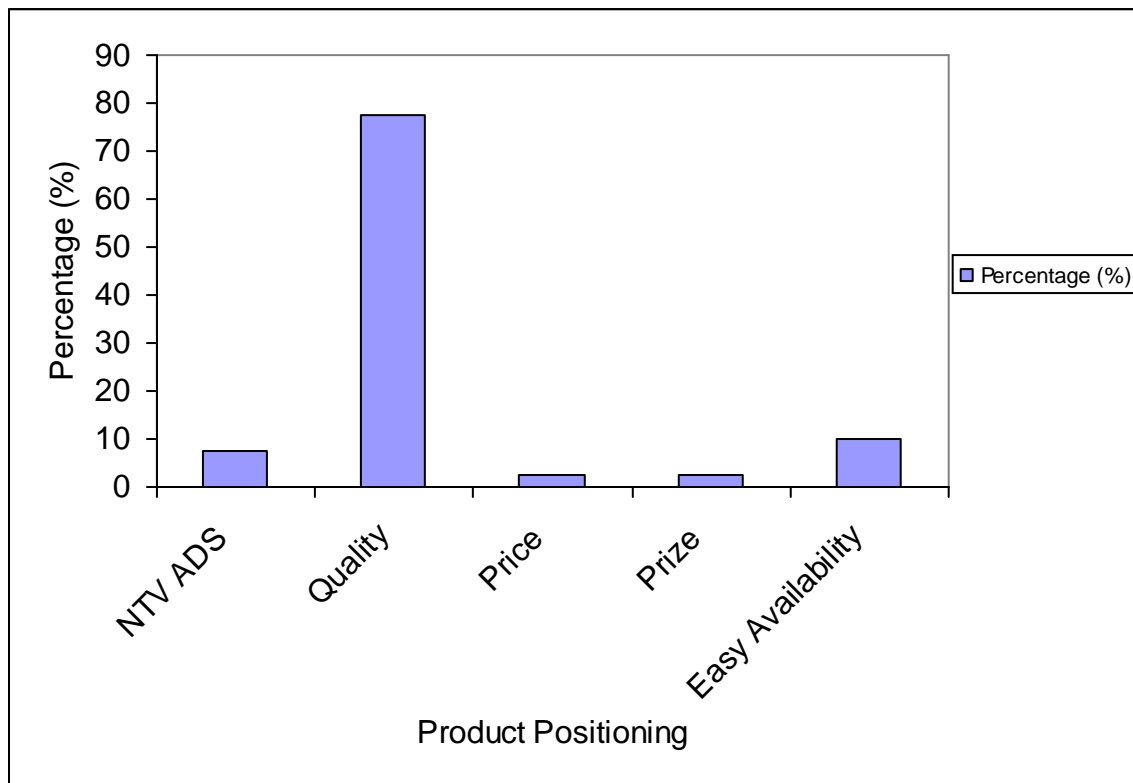
**Profile of the Customers regarding the Product Positioning**

S. N.	Particulars	Numbers	Percentage (%)
1	NTV ADS	3	7.5
2	Quality	31	77.5
3	Price	1	2.5
4	Prize	1	2.5
5	Easy Availability	4	10

*Source: Field Survey*

**Figure 4.16**

**Profile of the Customers Regarding the Product Positioning**



According to the above table and figure, 7.5% remember the noodles of their likings because of NTV ads, 77.5% remember because of quality, 2.5 remember because of reasonable price, 2.5 remember because of prize and 10 % because of easy availability.

**Table 4.17**

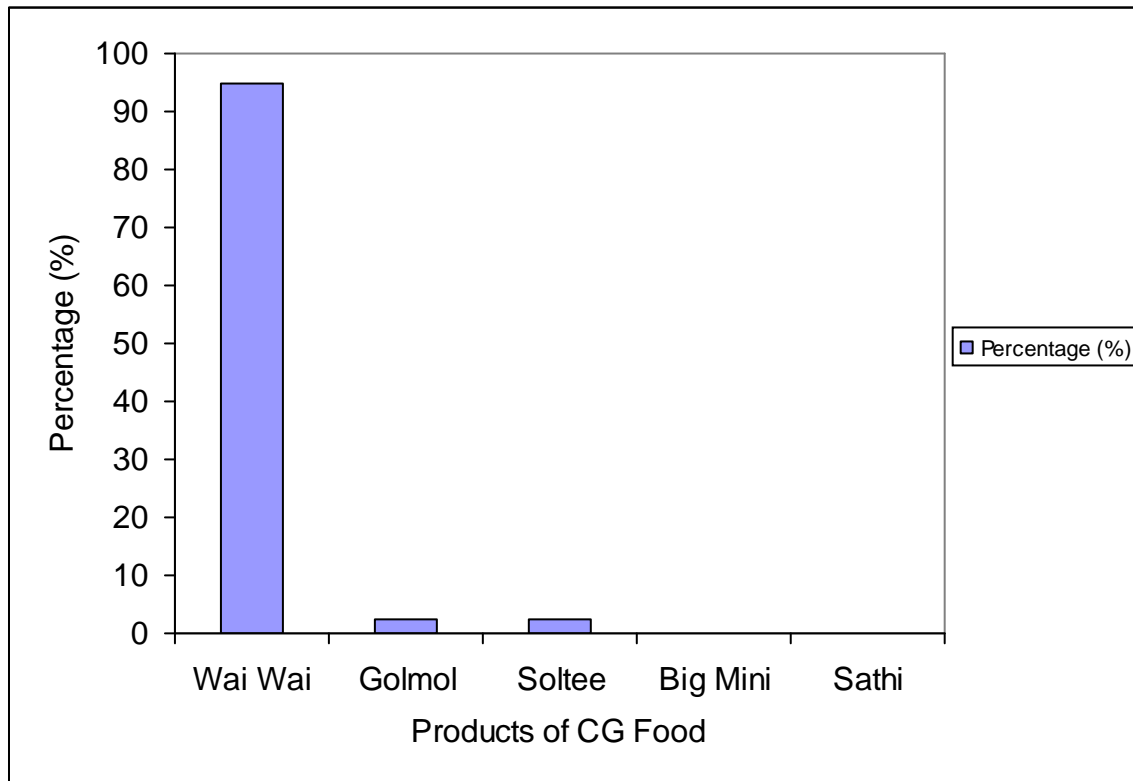
**Profile of the Consumer regarding Preference to the Noodles of CG Food (Nepal)  
Limited**

S. N.	Particulars	Numbers	Percentage (%)
1	Wai Wai	38	95
2	Golmol	1	2.5
3	Soltee	1	2.5
4	Big Mini	-	-
5	Sathi	-	-

*Source: Field Survey*

**Figure 4.17**

**Profile of the Consumer Regarding Preference to the Noodles of CG Food (Nepal)  
Limited**



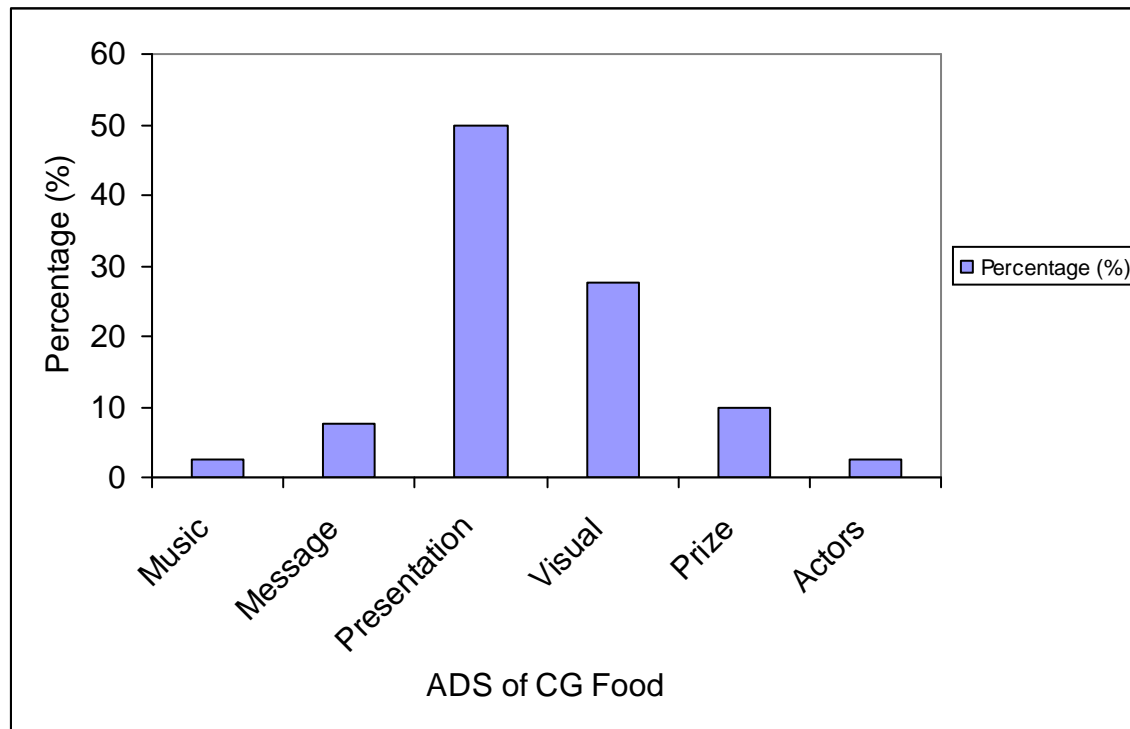
According to above table and figure, Wai Wai has the largest mind share among all the Noodles produced by CG Food (Nepal) Ltd. 95% of respondents have given preference to Wai Wai, 2.5% to Golmol and Soltee respectively. Rests of the Noodles have to be properly advertised to win the heart of the consumers.

**Table 4.18**  
**Profile of the Customers Regarding the Most Impressive Aspect of ADS of CG food**  
**(Nepal) Limited**

S. N.	Particulars	Numbers	Percentage (%)
1	Music	1	2.5
2	Message	3	7.5
3	Presentation	20	50
4	Visual	11	27.5
5	Prize	4	10
6	Actors	1	2.5

*Source: Field Survey*

**Figure 4.18**  
**Profile of the Customers Regarding the Most Impressive Aspect of ADS of CG food**  
**(Nepal) Limited**



According to above table and figure , 2.5% of respondent said that Music is the most impressive aspect, 7.5% said Message, 50% said Presentation, 27.5% said Visual, 10% said Prize and 2.5% said Actors are the impressive aspect which attract them to the product of CG Food (Nepal) Ltd.

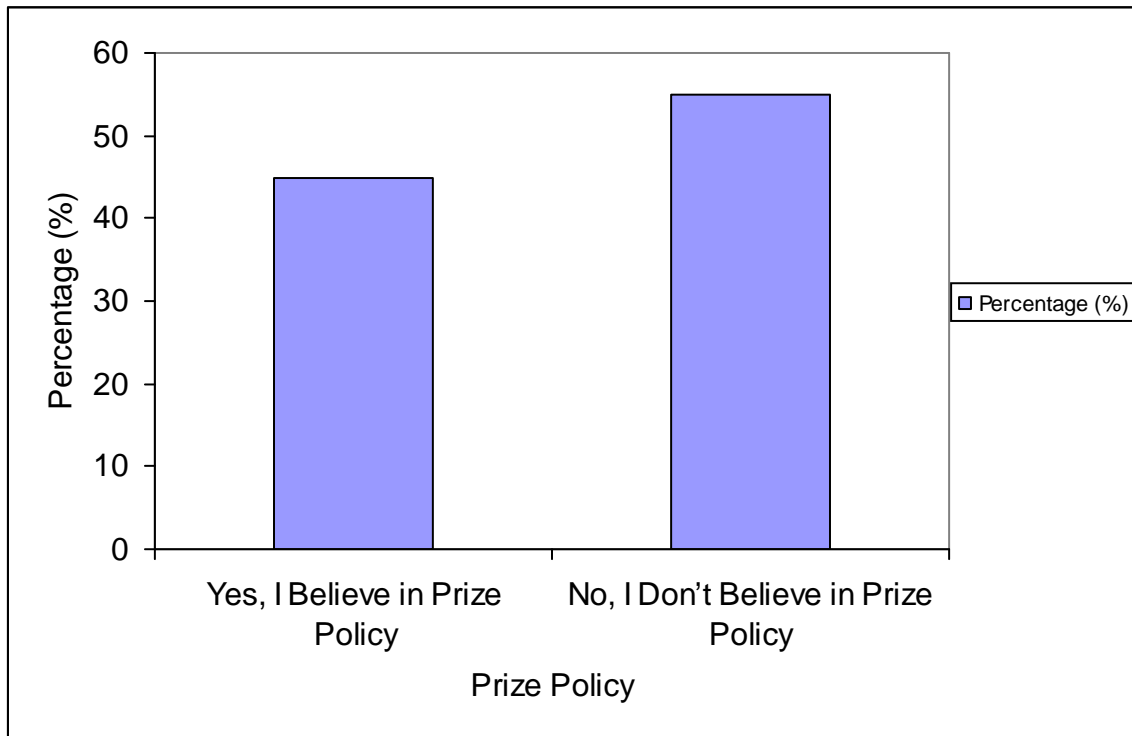
**Table 4.19**  
**Profile of the Customer According to the Prize Policy of the Customer**

S. N.	Particulars	Numbers	Percentage (%)
1	Yes, I Believe in Prize Policy	18	45
2	No, I Don't Believe in Prize Policy	22	55

*Source: Field Survey*

**Figure 4.19**

**Profile of the Customer According to the Prize Policy of the Customer**



According to above table and figure, customer's conviction towards the Prize Policy is nearly same. 45% of them believe in Prize Policy where as 55% do not believe in it.

**Table 4.20**

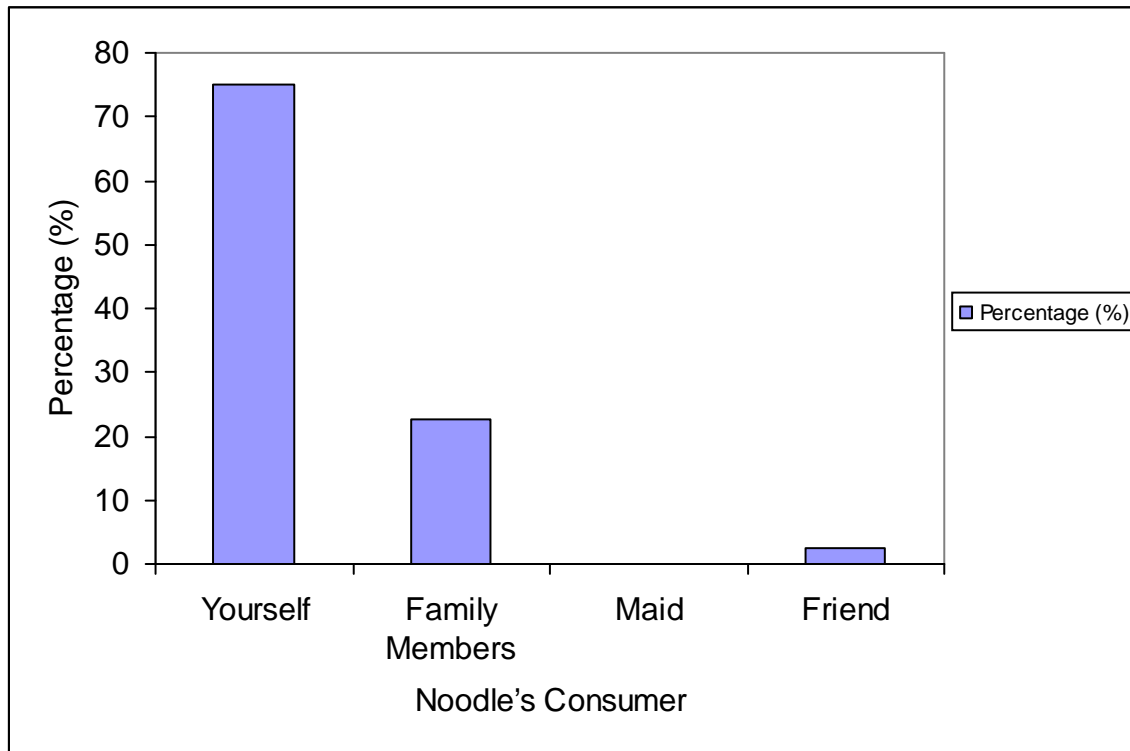
**Profile of the Customers Regarding the Person Who Usually Buy Noodles for Them**

S. N.	Particulars	Numbers	Percentage (%)
1	Yourself	30	75
2	Family Members	9	22.5
3	Maid	-	0
4	Friend	1	2.5

*Source: Field Survey*

**Figure 4.20**

**Profile of the Customers Regarding the Person Who Usually Buy Noodles for Them**



The above table and figure shows that most of the respondents buy noodles themselves. According to our study, 75% of the respondents buy Noodles Themselves, 22.5% said that their Family Members buy for them and 2.5% said their Friend buy it for them.

**Table 4.21**

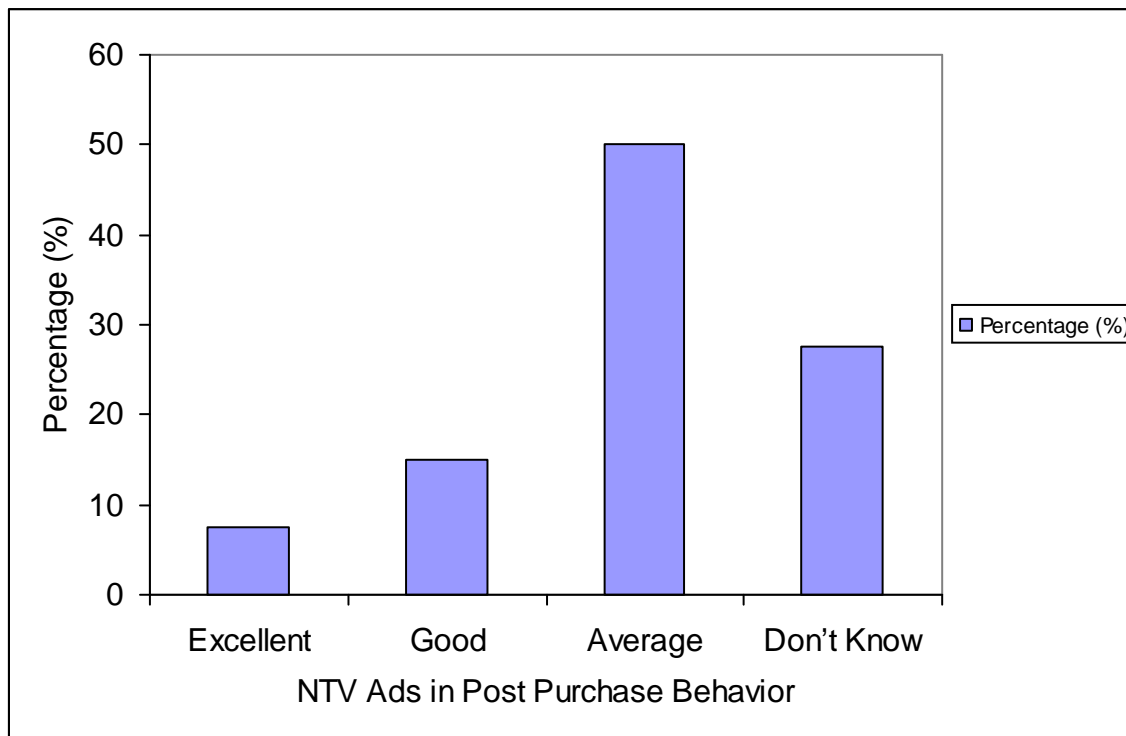
**Profile of Customer regarding effect of NTV ADS in Post Purchase Behavior**

S. N.	Particulars	Numbers	Percentage (%)
1	Excellent	3	7.5
2	Good	6	15
3	Average	20	50
4	Don't Know	11	27.5

*Source: Field Survey*

**Figure 4.21**

**Profile of Customer regarding effect of NTV ADS in Post Purchase Behavior**



The above table and figure shows that there is Excellent effect of NTV ads to 7.5% of respondents in post purchase behavior, similarly Good effect to 15%, Average effect to 50% and 27.5 Do not Know about any effect caused by NTV in their post purchase behavior.

**Table 4.22**

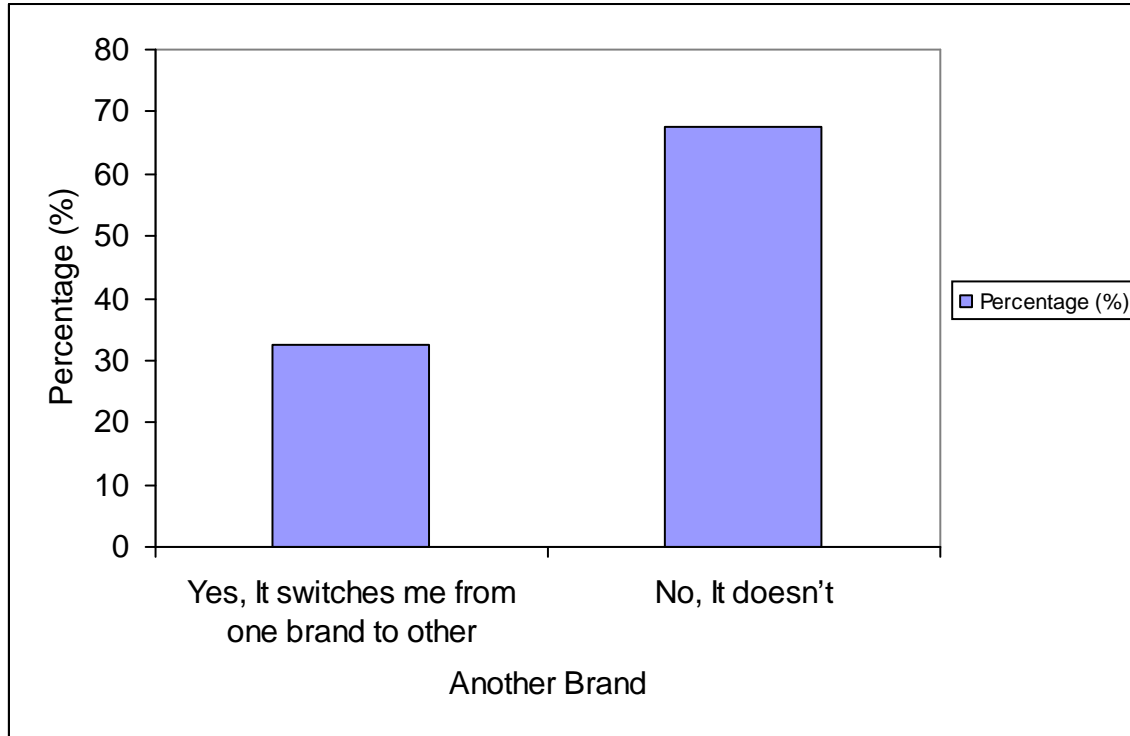
**Profile of Customer Regarding Effect of NTV ADS to Switch the Customers From one Brand to the other**

S. N.	Particulars	Numbers	Percentage (%)
1	Yes, It switches me from one brand to other	13	32.5
2	No, It doesn't	27	67.5

*Source: Field Survey*

**Figure 4.22**

**Profile of Customer regarding effect of NTV ADS to Switch the Customers From one Brand to the other**



According to above table and figure, 32.5% of respondents say that NTV ads switch them from one brand to the other brand where as 67.5% says that it doesn't do anything like that.

**Table 4.23**

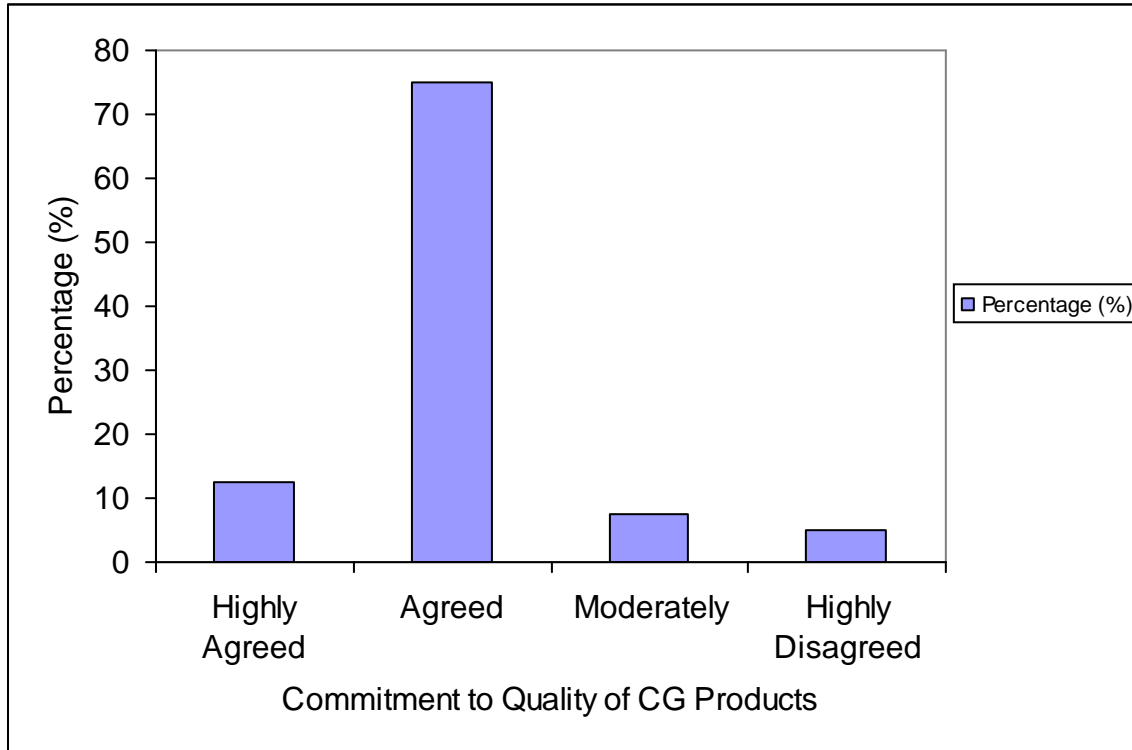
**Profile of the Customer regarding the level of Agreement towards the Quality of Product of CG food (Nepal) ltd in Comparisons to Other Company**

S. N.	Particulars	Numbers	Percentage (%)
1	Highly Agreed	5	12.5
2	Agreed	30	75
3	Moderately	3	7.5
4	Highly Disagreed	2	5

*Source: Field Survey*

**Figure 4.23**

**Profile of the Customer regarding the level of Agreement towards the Quality of Product of CG Food (Nepal) Ltd in Comparisons to Other Company**



According to above table and figure, 12.5 % Highly Believe that products of CG food (Nepal) Ltd are better than product of other company, 75% Agree with it, 7.5% has Moderate belief in it, and 5% Highly Disagree with it.

**Table 4.24**

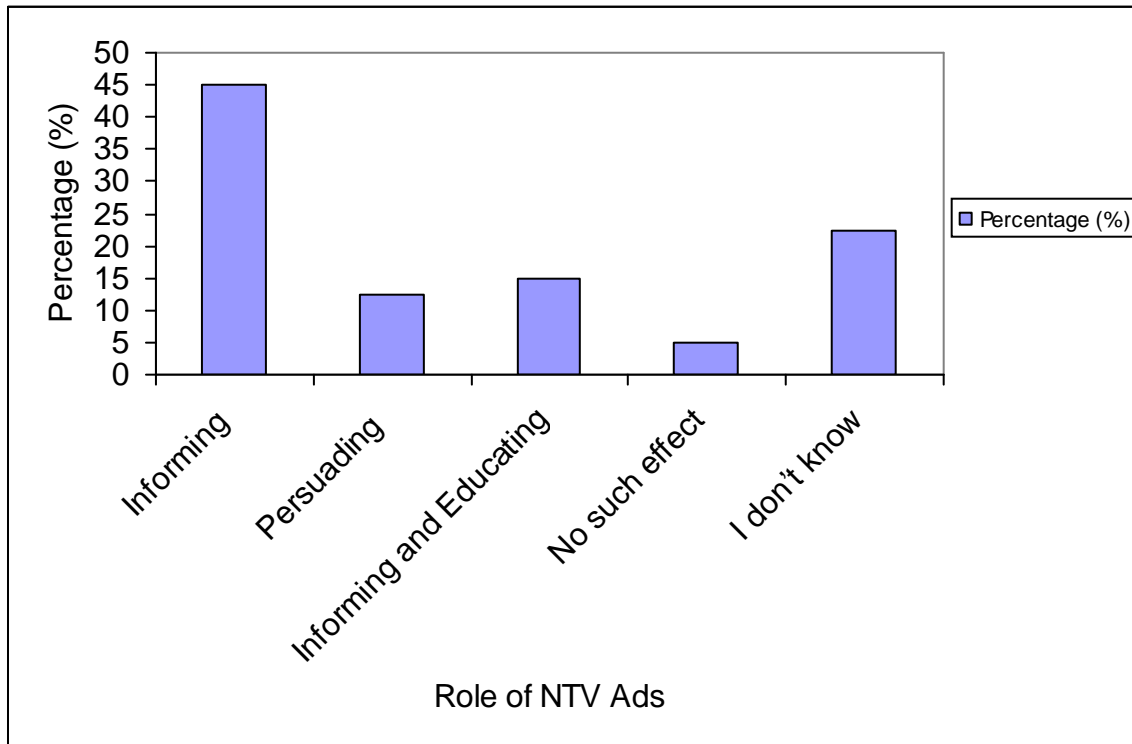
**Profile of the Customers According to the Kind of Role NTV ADS Play on  
Consumer Behavior**

S. N.	Particulars	Numbers	Percentage (%)
1	Informing	18	45
2	Persuading	5	12.5
3	Informing and Educating	6	15
4	No such effect	2	5
5	I don't know	9	22.5

*Source: Field Survey*

**Figure 4.24**

**Profile of the Customers According to the Kind of Role it plays in their Buying  
Behavior.**



According to the above table and figure, 45% of respondents believe that NTV plays the role of informing about the product, 12.5% says that it persuades them to buy the product,

15% say that it informs as well as educate them, 5% say they don't have such effects and finally 22.5% do not know about any effect caused by NTV ads.

**Table 4.25**

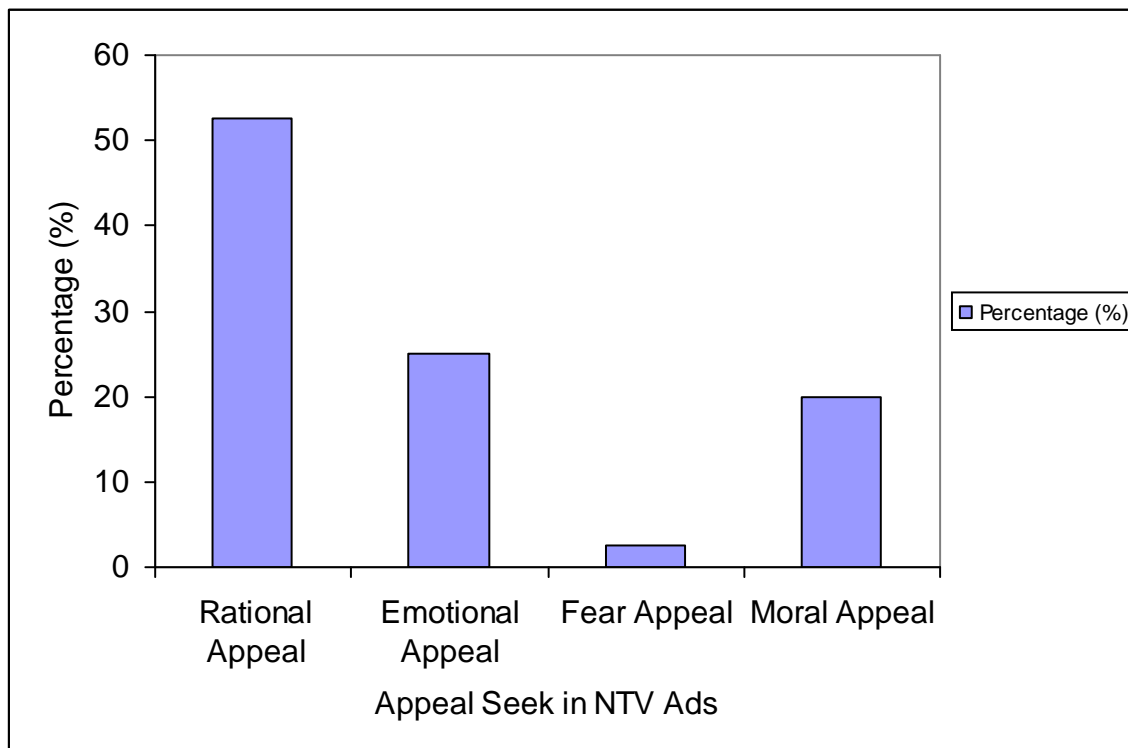
**Profile of Customers Regarding Different Appeals they seek in NTV Advertisement**

S. N.	Particulars	Numbers	Percentage (%)
1	Rational Appeal	21	52.5
2	Emotional Appeal	10	25
3	Fear Appeal	1	2.5
4	Moral Appeal	8	20

*Source: Field Survey*

**Figure 4.25**

**Profile of Customers Regarding Different Appeals they seek in NTV Advertisement**



According to above figure and table, we can mainly find that viewers want rational appeal in NTV ads as 52.5% said they want rational appeal in NTV ads, 25% said emotional appeal, 2.5% said fear appeal and 20% seek for moral appeals in NTV ads. Hence advertiser should include such appeals while making the advertisements.

#### **4.4 Major Findings of the Study**

After the completion of the research, we have come to the following major outcomes.

- ) Almost all the people of Katmandu watch NTV but they are inclined to other Nepali television channels as well foreign channels.
- ) People of Katmandu mostly eat Noodles in different forms of meal.
- ) People of Katmandu watch NTV ads to some extent and they want Humorous, Suggestive, and Educative Message in this regard. Hardly anybody has preferred to scary ads.
- ) People of Katmandu like Wai Wai as the favorite brand. Similarly Mayos comes the second and 2 pm, Rumpum, Ruchee and Golmol comes there after.
- ) Most people would love picture, theme and logo in Noodles AD.
- ) People do not believe in 100% in quality of noodles as they are advertised by the advertiser.
- ) There are several factors which influence the buyer to buy Noodles. Among these NTV ad is one of the main factor.
- ) Wai Wai has got the top priority in the mind share of Noodles among the Noodles product present in market even among the noodles of CG food (Nepal) Ltd.
- ) People love presentation of ads of CG Food (Nepal) Ltd. In addition to it visual, Message, Music Prize and Actors also influence to them to watch ad to some extent.
- ) People's belief in prize policy of Noodles ad is more or less the same.
- ) NTV ads also help people to remember the product even after the long time of their purchase and tend them to make the repeat purchase or test purchase.
- ) People have changed their brand after getting information from NTV ads.
- ) People do agree that product of CG Food (Nepal) are better than product of other company to some extent.

- ) People living in Katmandu Valley love to watch News, Music, and Comedy Shows in NTV. So ads displayed in mid of these programs seems to serve well the manufactures wish.
- ) People have average view towards the NTV Program.
- ) People feel that mostly NTV has performed the informing role about the product advertised. Some of them believe that it has played persuading as well as educating role.
- ) People mostly seek for rational appeal in any kind of advertisement displayed. In addition to it, they also look for Moral and Emotional Appeal in it.

## **CHAPTER-V**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

This study is taken into consideration to find out the effectiveness of NTV advertisement on the consumer behavior with special reference to noodles and snacks of C.G food (Nepal) Ltd.

NTV is the youngest television in Asia. It started its project in 1980 AD under sixth development PAN 1980. It is accessible to 45 % of demographic area and 66% of total country area. When NTV started its transmission, people were much lured to its program. Though TV advertisement was new to people in those days, it has become a top most necessity in today's context. Nepal television started its full fledged 24 hours transmission from 2063 B.S. or 17th July, (2006). Since then it has received maximum of advertisement and helping the manufacturer and wholesaler in selling their product.

In today's competitive world no product can be sold without advertisement. It moulds the consumer behavior and tends consumer to notice, try and retry the product. Even it helps them in their post purchase behavior in buying the product.

To study about the consumer behavior influenced by NTV advertisement, we have studied the product of Chaudhary Group of Industries, especially the noodles product of CG Food (Nepal) Pvt. Ltd. Is the first and only ultra-modern private industrial park which is situated in Nawalparasi? It has various units equipped with R & D and laboratories for the manufacturer of Snacks, Food, Beverages and Cigarette. Among all, Noodles product is the pivotal one with the capacity of 615 packets of noodles per minute, the largest in South East Asia.

People of Kathmandu Valley are taken as the entire population as it consists of people of all over Nepal. The sample of 40 from the list is taken using the judgmental sampling method.

As data collecting instrument, structured questionnaire is used with various types of open and close ended question. Both primary and secondary data are collected to reach at the conclusion.

We have come to know that ads of NTV has somehow effected positively in the consumer behavior of the people of Katmandu valley and equally helped the manufacturer and wholesaler to push their product in the market.

## **5.2 Conclusion**

After studying, analyzing and observing all the data through the questionnaire the conclusion of the study can be drawn out as follows:

- ) NTV has been helping to mould the perception of consumer towards the positive to the product advertised.
- ) The program of NTV doesn't get first priority from its viewers rather they are more often inclined to the programs of other channels.
- ) There is a tough competition between noodles and snacks of CG food (Nepal) Ltd and other companies. However consumers have belief towards the product of CG.
- ) NTV has also helped the customer to make post purchase decision on any brand of product.
- ) Customers do love humorous, educative and suggestive type of advertisement. They feel such ads are catchy.
- ) Among the product of CG food (Nepal) Ltd. Chaudhary Group's Wai Wai is only mostly remembered so other products under it seem to be overshadowed. Hence proper mechanism is expected for the improvements in other products too.
- ) Consumers look for emotional, rational and moral appeals in products advertised.

## **5.3 Recommendations**

- ) As there is tough competition these days with different TV channels, NTV should be more competitive regarding the transmission of quality programs.

- ) People do like comedy and musical programs. So advertisement given in mid of these programs is probable to give more benefit.
- ) People are becoming more conscious to the quality of noodles. For that reason quality aspect should be given more emphasis.
- ) People have suspicion towards the prize policy of noodles company so it should be done in the real ground.
- ) People are influenced to buy product through NTV ads. So NTV ads should be pleasing to ear and eye. It should depict truth in what product consist of not on imaginative aspect.
- ) People seem to remember Wai Wai much so noodles manufacturer should use different to uplift the product under CG food (Nepal) ltd.
- ) People watch other TV channels equally so programs broadcasted in NTV should be according to the viewer's preference.
- ) Some people have suggested reducing the price of noodles product to increase their affordability.
- ) Noodles Company can increase their share by using Halal meat for noodles production .With this; even the orthodox Muslim can consume them without second thinking.
- ) The advertisement broadcasted should be so sweet that people would stop changing the channels when commercial break appears.
- ) Though NTV is well equipped .It only gets 17% of total ads so right professionals and management should work to increase it.
- ) NTV ADS should possess different appeals which catch their attention for long period of time.

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- Tele Awaz* September (2007), Volume 2

## Appendix–I

### Questionnaire

My name is Sharad Singh Bhandari. I am going to do a research on “*The effectiveness of Nepal Television Advertisement on the Consumer Behavior with special reference to CG Food (Nepal) Ltd.*” for the fulfillment of my Masters Degree of Business studies.

I request you to fill this questionnaire and provide me the related data for the completion of my research.

#### Profile of the Consumers

1. Your full name:-

2. Your gender:

a. Male ☐

b. Female ☐

3. Which of these categories best describe your age?

a. 15-25 ☐

b. 26-35 ☐

c. 36-45 ☐

d. Above 45 ☐

4. Your education

a. Under SLC ☐

b. SLC ☐

c. Intermediate ☐

d. Graduate ☐

e. Post graduate ☐

5. Your current occupation

a. Student ☐

b. Employment ☐

c. Business ☐

d. Social Service ☐

e. Housewife ☐

### Questionnaire for Customers

6. Which television channel do you usually watch most?

a. NTV ☐

b. KTV ☐

c. Image Channel ☐

d. NTV Metro ☐

e. Others ☐

7. DO you watch NTV ads?

a. Sometimes ☐

b. Regularly ☐

c. Never ☐

8. Do you eat noodles?

a. Frequently ☐

b. Infrequently ☐

c. Never ☐

9. What kinds of program do you usually prefer in NTV?

a. Comedy ☐

b. Musical ☐

c. News ☐

d. Sports ☐

e. Documentaries ☐

10. How do you grade the programs of NTV?

a. Excellence ☐

b. Very good ☐

c. Good ☐

d. Average ☐

e. Poor ☐

11. What kind of AD you generally like to watch in NTV?

a. Humorous ☐

b. Scary ☐

b. Suggestive ☐

d. Educational ☐

e. All of above ☐

12. Do you believe that the qualities of noodles product of all the companies are true as they advertise?

a. Yes ☐

b. No ☐

13. Which of the advertisement of noodles that you like most?

a. Mayos ☐

b. Hurray ☐

c. Sakalaboom ☐

d. 2 pm ☐

e. Waiwai ☐

f. Rara ☐

g. Fatafat ☐

h. Preety ☐

i. Rumpum ☐

j. Ruchee ☐

k. Golmol ☐

14. Which part of the noodles ad does you like the most?

a. Picture ☐

b. Theme ☐

c. Logo d. All ☐

15. Which of the following factors influences you to buy the noodles?

a.) NTV AD ☐

b. Radio ADS ☐

c. Magazine ADS ☐

- d. Newspaper ☐ e. Hoarding Board ☐ f. Friend\Relatives ☐
- 16 .Which noodles come to your mind when you first think of noodles?
- a. Waiwai ☐ b. Mayos ☐ c. Ruchee ☐  
d. Rumpum ☐ e. 2-PM ☐ f. Lekali ☐  
g. Hurray ☐ h. Fatafat ☐  
i. Rumpum ☐ j. Rara ☐
- 17 .What factors have made you remember this noodle rather than others?
- a. NTV Ad ☐ b. Quality ☐  
c. Price ☐ d. Prize ☐  
e. Easy Availability ☐
- 18 .Which noodles of CG Food (Nepal) Ltd. have influenced you the most?
- a Waiwai ☐ b Golmol ☐  
c Soltee ☐ d Big Mimi ☐  
e Sathi ☐
- 19 .Which aspects are more impressive in the ad of CG food (Nepal) Company Ltd?
- a. Music ☐ b. Message ☐ c. Presentation ☐  
d. Visual ☐ e. Prize f. Prize ☐  
g. Actor and Actress ☐
20. Most of the noodles producers are adopting consumer promotion policy such as prize policy. Do you believe prize policy of the producers?
- a. Yes ☐ b. No ☐
21. Who usually buys noodles for you?
- a. You Yourself ☐ b. Family Members ☐  
c. Maid ☐ d. Friend ☐
22. What is the effect of NTV advertisement in your post purchase behavior?
- a. Excellent ☐ b. Good ☐  
c. Average ☐ d. Don't Know ☐
23. Have you changed the brand after getting information from NTV ads?
- a. Yes ☐ b. No ☐
24. Please indicate your agreement or disagreements with the statement of CG Food products are better than products of other company?

a. highly agreed ☐

b agreed ☐

c moderate disagreed ☐

d. highly disagreed ☐

25. What kind of role does NTV ad play in your buying behavior?

a. Informing Role ☐

b. Persuading Role ☐

c. Informing and Educating ☐

d. No such effect ☐

e. I Don't Know ☐

26. What kind of appeal do you seek in NTV ads?

a. rational appeal ☐

b. emotional appeal ☐

c. fear appeal ☐

d. moral appeal ☐

27. If you have any suggestion for CG food (Nepal) Ltd. Please state below, if no please mark it cross.

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**Thank you very much for your valuable time, co-operation and support**

## Appendix-II

### Rate Structure for Advertisement in NTV

- a.) Ordinary Time: Spots placed before 6:30 or placed anywhere during regular program as per NTV's convenience.
- b.) Fixed Time: Spots before and after the program as per advertiser's release order (except Prime Time, super promo Time & Special Time).
- c.) Prime Time: Spots release before the Nepali News and other program decided by NTV.
- d.) Super Prime Time: Spots before special program.

### Rate for Domestic Product

Effective from 2055 Shrawan 1

Time Category	Spot Duration	In Rupees	Rate in Words
<b>Ordinary Time</b>	<b>10 Sec.</b>	<b>1450</b>	<b>Up to 20 Words Rs. 1450 Extra per Word Rs. 65</b>
	<b>20 Sec.</b>	<b>2200</b>	
	<b>30 Sec.</b>	<b>3050</b>	
	<b>60 Sec.</b>	<b>6050</b>	
<b>Fixed Time</b>	<b>10 Sec.</b>	<b>1950</b>	<b>Up to 20 Words Rs. 1950 Extra per Word Rs. 85</b>
	<b>20 Sec.</b>	<b>2900</b>	
	<b>30 Sec.</b>	<b>4100</b>	
	<b>60 Sec.</b>	<b>8150</b>	
<b>Prime Time</b>	<b>10 Sec.</b>	<b>2900</b>	<b>Up to 20 Words Rs. 2900 Extra per Word Rs. 150</b>
	<b>20 Sec.</b>	<b>4400</b>	
	<b>30 Sec.</b>	<b>6050</b>	
	<b>60 Sec.</b>	<b>12100</b>	
<b>Super Prime Time</b>	<b>10 Sec.</b>	<b>4000</b>	<b>Up to 20 Words Rs. 4000 Extra per Word Rs. 160</b>
	<b>20 Sec.</b>	<b>6050</b>	
	<b>30 Sec.</b>	<b>7150</b>	
	<b>60 Sec.</b>	<b>14300</b>	
<b>Between Nepali News</b>	<b>10 Sec.</b>	<b>4650</b>	
	<b>20 Sec.</b>	<b>7050</b>	
	<b>30 Sec.</b>	<b>8250</b>	
	<b>60 Sec.</b>	<b>16500</b>	
<b>Between English News</b>	<b>10 Sec.</b>	<b>2650</b>	
	<b>20 Sec.</b>	<b>4000</b>	
	<b>30 Sec.</b>	<b>5500</b>	
	<b>60 Sec.</b>	<b>11000</b>	

Greetings on the occasion of H.M. the King's H.M. the Queen's and the C Brown Prince's birthdays, Democracy Day & New Year for two slots @ Rs. 2000/- (Before the Morning and Evening News Bulletins)

Other greetings for two slots Rs. 3,000/- (Before the Morning and Evening Nepali News Bulletins)

### **Rate for Foreign Product**

Effective from 2055 Shrawan 1 (17<sup>th</sup> July, 1998)

<b>Time Category</b>	<b>Spot Duration</b>	<b>In Rupees</b>	<b>Rate in Words</b>
<b>Ordinary Time</b>	<b>10 Sec.</b>	<b>2900</b>	<b>Up to 20 Words Rs. 2900 Extra per Word Rs. 130</b>
	<b>20 Sec.</b>	<b>4400</b>	
	<b>30 Sec.</b>	<b>6100</b>	
	<b>60 Sec.</b>	<b>12100</b>	
<b>Fixed Time</b>	<b>10 Sec.</b>	<b>3900</b>	<b>Up to 20 Words Rs. 3900 Extra per Word Rs. 170</b>
	<b>20 Sec.</b>	<b>5800</b>	
	<b>30 Sec.</b>	<b>8200</b>	
	<b>60 Sec.</b>	<b>16300</b>	
<b>Prime Time</b>	<b>10 Sec.</b>	<b>5800</b>	<b>Up to 20 Words Rs. 5800 Extra per Word Rs. 300</b>
	<b>20 Sec.</b>	<b>8800</b>	
	<b>30 Sec.</b>	<b>12100</b>	
	<b>60 Sec.</b>	<b>24200</b>	
<b>Super Prime Time</b>	<b>10 Sec.</b>	<b>8000</b>	<b>Up to 20 Words Rs. 8000 Extra per Word Rs. 320</b>
	<b>20 Sec.</b>	<b>12100</b>	
	<b>30 Sec.</b>	<b>14300</b>	
	<b>60 Sec.</b>	<b>28600</b>	
<b>Between Nepali News</b>	<b>10 Sec.</b>	<b>9300</b>	
	<b>20 Sec.</b>	<b>14100</b>	
	<b>30 Sec.</b>	<b>16500</b>	
	<b>60 Sec.</b>	<b>33000</b>	
<b>Between English News</b>	<b>10 Sec.</b>	<b>5300</b>	
	<b>20 Sec.</b>	<b>8000</b>	
	<b>30 Sec.</b>	<b>11000</b>	
	<b>60 Sec.</b>	<b>22000</b>	

### **Note:**

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

made by agencies registered with NTV will result in the concerned agency fore fitting its commission.

- b.) 50% discount will be made to all advertisement order for morning transmission.
- c.) An additional 100% will be added over the regular rates for advertisements on tobacco and beer.
- d.) VAT on the above rates

#### **Rates of Studio and Other Services**

<b>Studio and Other Services</b>	<b>Rate in Rupees</b>
<b>Betacam Camera per Shift</b>	<b>6000</b>
<ul style="list-style-type: none"> <li>▪ Winter Season 6 Hours</li> <li>▪ Summer Season 7 Hours</li> </ul>	
<b>High Band Camera &amp; Recording one Shift</b>	<b>3000</b>
<ul style="list-style-type: none"> <li>▪ Winter Season 6 Hours</li> <li>▪ Summer Season 7 Hours</li> </ul>	
<b>Lights: Per Light per Shift</b>	<b>150</b>
<b>Betacam Editing Set per Hour</b>	<b>1500</b>
<b>High Band Editing Set per Hour</b>	<b>500</b>
<b>Studio (Pro.) Rate for One Hour:</b>	
<ul style="list-style-type: none"> <li>▪ Simple Recording</li> <li>▪ Visual Mixing</li> <li>▪ Special Effect</li> </ul>	<b>2000</b> <b>3000</b> <b>4000</b>
<b>Studio (Trans.) Rate for One Hour:</b>	
<ul style="list-style-type: none"> <li>▪ Simple (Sub Titling)</li> <li>▪ Special Effect</li> </ul>	<b>3000</b> <b>6000</b>
<b>Transfer Charge:</b>	
<ul style="list-style-type: none"> <li>▪ Audio Transfer to Highband with One Caption (Per Notice Ad.)</li> <li>▪ Betacam to Highband</li> </ul>	<b>1000</b>
<b>VHS up to 10 Minutes</b>	<b>1000</b>
<b>Extra Per Minute</b>	<b>100</b>
<ul style="list-style-type: none"> <li>▪ High Band to VHS, VHS to Highband up to 10 Minutes</li> <li>▪ Extra Per Minutes</li> <li>▪ NTV's Visual Transfer for Commercial use per Minutes</li> <li>▪ Feature Film Transfer Celluliod to Video Cassette per Minutes</li> </ul>	<b>500</b> <b>50</b> <b>2000</b> <b>1000</b>
<b>Program Telecast Charge :</b>	
<ul style="list-style-type: none"> <li>▪ Educational and Development</li> </ul>	<b>500</b>
<b>Program Per Minute</b>	
<ul style="list-style-type: none"> <li>▪ Commercial Program per Minute</li> </ul>	<b>1000</b>
<b>O. B. Van One Shift</b>	<b>15000</b>
<b>(One Shift 6 Hours with One Hour Break)</b>	

## **Appendix-III**

### **Terms & Conditions for Advertisement of NTV**

- a.) Advertisements are accepted in Nepali & English languages only.
- b.) Payment in full must be made in advance for any advertisement order.
- c.) All materials for commercial time must conform to the requirements of the censor of Ministry of Information & Communication. The decisions of NTV for approval of materials will be final and shall not be contested by the Agency/Advertiser. NTV reserves the right to refuse to transmit any advertisement material or programmed without assigning any reason. In such cases NTV will refund the money paid for the order. - NTV reserves the right to change the rates and conditions without any prior notice. However, NTV will allow advertisers 10 days from the date of the announcement of change in rates and conditions to cancel or amend their contracts.
- d.) Agency commission will be as per NTV's rules.
- e.) Apart from the above mentioned rates, the rates for special program and for live transmissions will be fixed accordingly.

Nepal Television (NTV) began its regular transmission towards the end of 1985 on an experiment basis, and became a full fledged corporation under the Communication Act of His Majesty's Government in 1986. In the media history of Nepal, NTV has maintained a steady pace in its network development. Its signal, in the beginning, covered only the valley of Kathmandu. The second and third phase of expansion enabled access to NTV's signal to 22% of the population. The popularity of NTV grew to such an extent that it resulted in the hastening of the Organization's fourth phase of expansion. A separate transmitter to cover Banke and Bardia was also established in Kohalpur. By the end of 1998 the station in Kohalpur will be linked to the central station. Currently the signal covers 32% of the population and 44% of the country's land area.

## Appendix-IV

### Programs of NTV

<b>Morning Transmission</b>	<b>6:30 A.M. to 9:00 P.M.</b>
<b>Evening Transmission</b>	<b>5:30 P. M. to 11:00 P.M.</b>
<b>Weekend Transmission</b>	<b>12:00 Noon to 5:00 P.M.</b>

### Evening Transmission

<b>Sunday</b>	
<b>5:30</b>	<b>Opening Children Program</b>
<b>6:10</b>	<b>Krishi Karyakaram</b>
<b>6:30</b>	<b>Headline News</b>
<b>6:35</b>	<b>Lok Geet / Dohori Geet</b>
<b>7:00</b>	<b>Telefilm (In National Language)</b>
	<b>Achel</b>
<b>7:30</b>	<b>News</b>
<b>8:00</b>	<b>Pakistani Serial</b>
<b>8:25</b>	<b>Arth Ko Arth</b>
<b>9:30</b>	<b>News in English</b>
<b>10:00</b>	

<b>Monday</b>	
<b>5:30</b>	<b>Opening Children Program</b>
<b>6:10</b>	<b>Krishi Karyakaram</b>
<b>6:30</b>	<b>Headline News</b>
<b>6:35</b>	<b>Swasthya Charcha</b>
<b>7:00</b>	<b>Abhibyakti / Mero Atit Mero</b>
	<b>Bartman</b>
<b>7:30</b>	<b>Mr. Fantus</b>
<b>8:00</b>	<b>News</b>
<b>8:25</b>	<b>Om Namaha Sivaya</b>
<b>9:20</b>	<b>Bahas Samarpan</b>
<b>9:50</b>	<b>Filler</b>
<b>10:00</b>	<b>News in English</b>

<b>Tuesday</b>	
<b>5:30</b>	<b>Opening Children Program</b>
<b>6:10</b>	<b>Krishi Karyakaram</b>
<b>6:30</b>	<b>Headline News</b>
<b>6:35</b>	
<b>7:00</b>	<b>Khel Khel</b>
<b>7:30</b>	<b>Achel</b>
<b>8:00</b>	<b>News</b>
<b>8:25</b>	<b>Telefilm</b>
<b>9:00</b>	<b>Geetanganli</b>

<b>9:30</b>	<b>Jagriti</b>
<b>10:00</b>	<b>News in English</b>

<b>Wednesday</b>	
<b>5:30</b>	<b>Opening Children Program</b>
<b>6:10</b>	<b>Krishi Karyakaram</b>
<b>6:30</b>	<b>Headline News</b>
<b>6:35</b>	<b>Mero Ghar Mero Sansar</b>
<b>7:00</b>	<b>P. Anurodh / Ankhijhyal</b>
<b>7:30</b>	<b>Serophero</b>
<b>8:00</b>	<b>News</b>
<b>8:25</b>	<b>Telefilm</b>
<b>9:00</b>	<b>Hindi Serial</b>
<b>9:30</b>	<b>Aawaz / Pratibodh</b>
<b>10:00</b>	<b>News in English</b>

<b>Thursday</b>	
<b>5:30</b>	<b>Opening Children Program</b>
<b>6:10</b>	<b>Krishi Karyakaram</b>
<b>6:30</b>	<b>Headline News</b>
<b>6:35</b>	<b>Hamro Gaun Ramro Gaun</b>
<b>7:00</b>	<b>Kaukuti</b>
<b>7:30</b>	<b>Documentary</b>
<b>8:00</b>	<b>News</b>
<b>8:25</b>	<b>Hindi Serial</b>
<b>9:30</b>	<b>Biswa Ghatana</b>
<b>10:00</b>	<b>News in English</b>

<b>Friday</b>	
<b>5:30</b>	<b>Opening Children Program</b>
<b>6:10</b>	<b>Krishi Karyakaram</b>
<b>6:30</b>	<b>Headline News</b>
<b>6:35</b>	<b>Song</b>
<b>7:00</b>	<b>Y. A. Café (Young Asia T.V.)</b>
<b>7:30</b>	<b>Cinelahar</b>
<b>8:00</b>	<b>News</b>
<b>8:25</b>	<b>Hijjo Ajja Ka Kura</b>
<b>9:05</b>	<b>Chintan Manan / Manthan</b>
<b>9:30</b>	<b>Documentary / Saramsa</b>
<b>10:00</b>	<b>News in English</b>

<b>Saturday</b>	
<b>5:30</b>	<b>Opening Children Program</b>
<b>6:10</b>	<b>Krishi Karyakaram</b>
<b>6:30</b>	<b>Headline News</b>
<b>6:35</b>	<b>Aayam</b>

<b>7:00</b>	<b>Nature Calls (Young Asia T.V.)</b>
<b>7:30</b>	<b>Devi</b>
<b>8:00</b>	<b>News</b>
<b>8:25</b>	<b>Clap</b>
<b>8:50</b>	<b>Telefilm</b>
<b>9:25</b>	<b>Sanibar Vijay Kumar Sang</b>
<b>10:00</b>	<b>News in English</b>

#### **Morning Transmission**

<b>6:30</b>	<b>Religious Program</b>
<b>7:05</b>	<b>News in Nepali</b>
<b>7:30</b>	<b>Image Channel Presentation</b>

#### **Saturday Afternoon Transmission**

<b>12:00</b>	<b>News for Deaf</b>
<b>12:30</b>	<b>Mero Geet (Song)</b>
<b>13:00</b>	<b>Anurodh (Feedback)</b>
<b>13:30</b>	<b>Hit Clips (Entertainment)</b>
<b>14:00</b>	<b>Feature Film</b>