

**A STUDY ON IMPACT OF ADVERTISING MEDIA ON CONSUMER
BUYING BEHAVIOR OF CLOSE UP TOOTH PASTE IN
KATHMANDU VALLEY**

A Thesis

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Submitted to

Office of the Dean

Faculty of Management

Tribhuvan University

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

New Baneshwor, Kathmandu

February, 2009

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Advertising is one of the ways of promoting products services and idea among various ways. Advertising influences consumer attitude and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumers. Advertising is essential to manufactures whole-seller and even to the retailer and it assist to excel the sale of products and services. Many specific communication and sales objects can be assigned to advertising. The degree of effectives of advertising is determined by the satisfaction of consumer. The objectives of advertising can be classified with respect to its aim as informing persuading and remanding.

Advertising is made according to the product life cycle, if the product is in introduction phase, optimal advertising is to inform and if the product is in maturity phase than persuading advertising is optimal. Likewise if the product is in decline phase than optimal advertising is to constantly remind the buyers about products and services.

Advertising is any paid from of non personal presentation and promotion of ideas goods and services by an identified sponsor (Kotler and Armstrong, 1998:450).

Advertising is non-personnel communication of information usually paid for and usually persuasive in nature about products services and ideas by identified sponsors through the various media. So advertising influences to the consumer buying behaviors, it is study of how individuals make decision to spend their available resource (Time, money, effort) on consumption related items.

“The term consumer behavior refers to the television the behavior of that consumer who display in searching using evaluating and disposing of products and service that he/she expect will satisfy his/her needs”(Shiffman and Kanuk ,2000:6).

The history of advertising in Nepal is recent one but even in this short span of time, it has remarkably grown up where the first Newspapers of the country was started on 1958 B.S. Just prior to this only the medium of advertising was of the month. Now different daily, weekly, monthly and other so many periodically have given significant contribution for its brightness to coming marketing process. So advertising can be divided into two parts as: electronic and non-electronic advertising depending upon the prospective consumers and the nature of market segment. Electronic advertising as Radio, TV, E-mail and internet and non-electronic advertising as paper advertising, pumpleting, wall painting, hoarding board can be taken for sending the message.

Media has its own advantage and disadvantage and cost structure. This study tries to know which advertising media is effective among the electronic and non-electronic media to launch the products, services and ideas in the target market. Basically this study relates with electronic and non-electronic media this research focuses on the advertising Close up toothpaste through Nepal television and among non-electronic media this research focuses on advertising Close up toothpaste through Kantipur daily Newspaper (paper advertising).

In the context of Nepal, Nepal television is perhaps one of the youngest Television in Asia, it started as a project in January 1985 under sixth development plan (1980-1985) in which a provision was made to undertake feasibility of the establishment of television in the country and being TV transmission service at selected places if found from economic and technical standpoints. Despite doubts felt by many, it began its experimental transmission for Katmandu valley in a modest manner with VHF equipment and in the VHF band in those days there were only about 400 TV sets, the majority of which also used for receiving Doordarshan signals when NTV went on air with its thirty minutes transmission, the number of TV sets increased dramatically. A 100 watt transmission when set up Katmandu valley during its experimental transmission, the regular transmission of two hours was commenced by the end of 1985. In February of 1986 it became a full fledged corporation under the communication Act of his majesty's Government (internet). Currently it covers around 41% of country's geographic area and 62% of the population. NTV is offering diversified programmers from entertainment to

information news to current affairs catering all strata of the society. NTV has also started transmission from its second channel “NTV Metro” No it is gearing up for coverage expansion and is expected to cover 100% of the land area. Similarly, Kantipur daily newspaper is one of most popular newspaper among various groups as student, Jobholder, officials, farmer and even to housewife. This newspaper has been published by Kantipur publication (P.) Ltd. After the restoration of democracy in Nepal, in year 2047 B.S., Kantipur Publication Ltd. came into existence as the only private daily broadsheet. At that time small size newspaper inclined towards political parties and few independent small size newspapers were also in the market. Kantipur daily newspaper was published in B.S. 2049 Falgun 7 by Goyanka publication in paper with picture in the first page along with the coverage of different informational and national events. Now, Kantipur daily newspaper has minimum twelve pages with four color pages and is printed in Katmandu, Biratnager and Narayamghat simultaneously.

To conduct this research, Kathmandu has been taken as a market segment with respect to Close up toothpaste. Market segment is the process of dividing potential market into distinct subjects of consumers with common needs or characteristics and selecting one of more segments to target with a distinct marketing mix. If all consumers have same needs wants desire and same background, education and experience mass marketing would be a logical strategy because it would save cost of advertising and other marketing strategies. However, it is not possible to have all the customers with same needs want desires and same background, which they force to segment the market.

Close up toothpaste is the product of the research. It is also one of the reputed products in case of toothpaste in Nepal product by Close up Nepal Lever Limited. Nepal Lever has been focusing on domestic business and consumer relevant innovations Nepal Lever Ltd are conducting so many programs to advertise the product or to lunch and re-lunch the product in the market. The products size and prize has been managed by Nepal Lever Limited in accordance with consumer needs and wants. Nepal Lever Limited focused not only its product and services to excel the sales but also concerns with the society. It has been contributing resources to the society by society welfares program as sewing and tailoring training program for women, distributing relief to flood victims.

1.2 Statement of the Problem

Nowadays the significance of the advertising media is multiplying day by day. The company should analyze\know which kinds of advertising media are useful to influence the consumer's buying behavior in the target market because only understating of the consumer's views attitude, test towards the products and services do not assist to increase the sales. Many organizations expenses huge amount of total budget without exactly knowing the effectiveness of media. Even though business man always watch cost benefit analysis so it is essential to measure the effective of advertising. But there is the problem not only for small business house but also to the large business house to select appropriate media to send the message about products and services in order to reach the target consumer group. Thus advertising can be made only effective at the time when advertiser knows the actual practical problem of the consumer's. If the advertising does not access to the product coverage market and does not solve the consumer's problem it will be ineffective.

Basically, some researches have been conducted by various persons relating to the advertising with respect to consumer's views, attitude test but there is not any research performed in the topic of media research with respect to electronic and non-electronic media. Therefore it is a major issue which media of advertising is effective among electronic and non-electronic media to influence consumer's buying habits and how they perceive to the advertising media. Advertiser has to select two or more than two media to convey message about products and services in order to get merits of both electronic and non-electronic media. Bearing above all in the mind following research problems are identified:

-) What is relationship between media and consumer behavior? Do media impact on consumer behavior?
-) Does the company's larger advertisement have good effect on sales?
-) Is there any effect electronic and non-electronic media in advertising?
-) What kind of media effect on Close up toothpaste NTB and Kantipur Daily.

1.3 Objectives of the Study

The main objectives of this media are to identify effective media among electronic and non-electronic, depending on consumer's preference and media habit. However, main objectives of study are:

1. To study and evaluate the impact of media on consumer buying behavior.
2. To see the impact of advertising on sales and examine its relation in business promotions.
3. To study and analyze the position of advertising of toothpaste on Nepal television and Kantipur Daily Newspaper
4. To provide useful suggestion to the concerned people and organizations on the basis of study findings.

1.4 Significance of the Study

Advertising is the most popular promotion tool to create need and wants of consumers. Now it is widely used by social business government organization. The growth of advertising in Nepal is phenomenal considering the fact that a few decades back, only a few products reached out to consumers through limited media like the national daily Gorkhapatra or the state owned stations. With the mushrooming of FM stations, private print media and television s channels and increasing access to media advertising is growing with leaps and bounds. For making consumers well informed, advertising is becoming more important to provide suggestion on various aspects of daily life.

It is hard to make of products and services without advertising. Advertising is essential to inform, persuade and remind to the consumers. Various media are used by the company but now among the various media television and daily newspaper are the popular media. So this study is valuable to the marketing manager to improve their advertising policy. As advertising involves cost and every cost should be for the good return. Every year many manufacturing and trading organization have been investing millions rupees only for advertising of their products. Unfortunately a proper research regarding advertising media has not been properly analyzed and evaluated. So the present research focuses on media selection among electronic and non-electronic media. Similarly this thesis also

important for the researcher because it is the requirement of Central department of management to completed M.B.S and it may prove a literature to the further researcher to conduct the researcher relating to this aspect.

1.5 Limitations of the Study

Although pious efforts have been made to research the objectives of the study, the following limitations can not be ignored.

1. This study covers only impact of consumer buying behavior on advertising media.
2. Primary data have been collected only from Kathmandu valley and Secondary data from Uni Lever Nepal Limited as population.
3. Only selected statistical tools are used.
4. There may be innumerable factors showing some degree of relationship with consumer behavior but here only selected variables taken in to account.
5. This research has completed in a short time span and money to complete as requirement of masters degree.

1.6 Organization of the Study

Basically this study has been divided in to five chapters. The first chapter is introductory in nature and it includes background of the study, statement of the problem objective of the study, significant of the study.

The second chapter is the review of literature which includes conceptual review of pervious studies. Meaning of advertising purpose of advertising, advertising media and method of measuring advertising effectiveness have been included in conceptual review.

The third chapter is the research methodology which includes research design population and sampling source of data collection procedure analytical tool and data processing.

The fourth chapter of this study is presentation, analysis and interpretation of data which includes consumers opinion about Close up toothpaste consumers behavior when advertisement of Close up toothpaste appears on NTV consumers behavior when

advertisement of Close up toothpaste see in the Kantipur Daily Newspaper, media used by Nepal Lever Ltd. And cost structure of advertising to advertise Close up tooth paste, total sales of Close up toothpaste for recent six years electronic and non electronic media ranked by Nepal Lever Ltd. And television channel and newspaper used by Nepal Lever Limited. The last chapter consists of summary, finding and recommendation besides these chapters bibliography and appendices have also been affixed at the end.

CHAPTER-II

REVIEW OF LITETATURE

Review of literature is an essential part of any study. It is a way to discover what other researcher has conducted in the area selected by the present researcher. It is also a way to avoid investigating problems that have already been definitely answered.

2.1 Conceptual Review

Conceptual review assists to know the theories of the study area. Therefore the researcher has reviewed the following conceptual aspects.

-) Meaning of advertising
-) Purpose of advertising
-) Advertising media
-) Method of measuring advertising effectiveness

2.1.1 Meaning of Advertising

The world advertising is derived from the two Latin words ad' means towards and vertigo means I turn. So the meaning of advertising is to turn people's attention to the specific things. Earliest form of advertng is to draw the people's attention towards the specific things. In other word advertising is to draw people's attention to the certain goods.

Before knowing the definition of advertising we should address the difference between advertising and advertisement. It Consists of activates advertising involved in presenting to a group a non personal, oral or visual openly sponsored message called as advertisement, is disseminated through one or more media is paid for by identified sponsor (Stanton, 1977:537).

This definition clearly distinguished between advertising and advertisement. Advertising is simply a message, but advertising is a process. This process includes programming the

series of activities which is necessary to plan and prepare the message and get it to intend market. Other points are that advertising is used to help sell products and services. The buyer makes five decisions in the affirmative in marketing a purchase in any one is missing; he does not buy which he has said yes to all five a purchasing result. These five decisions related to need product source price and time (Littlefield and Kirkpatrick 1971:165).

People normally argued that why do company spend so much money on advertising. This option occurs because some people regard expenses made in advertising is waste of money but other think it as a buying guide. Both consumers and sellers, advertising are informative devices. Hence advertising consists of those activities by which visual or oral message are addressed to selected public for the purpose of informing and influencing them to buy the product.

Some definitions of advertising have been given below so as to make clear meaning of advertising. The American marketing association defines advertising as “any paid form of non personal presentation of goods, services or ideas for action openly paid for by identified sponsor” (Koirela 1997:259-260).

A writer has described the difference between advertising and sales promotion in his book “sales promotion in Nepal” as sales promotion and advertising differ in terms of objectives as well as the frequency duration and purpose of users. Advertising informs, persuade, and remind the target market. Where as sales promotion goes to encourage purchase by the brand loyal consumers and attracts news and competitors brand users. For effective sales promotion are required creative talent, time and money. It became expensive with frequent operation. While excess sales promotion with respect to a branded product may hurt that products brand image. Advertising crates awareness in the market place and may be repeated designed to create and image of or to carry a sales message about a product or service to the consumer, while sales promotion is as activity and used to generate and immediate sales of the product or service”(Koirala ,1991:28-29)

It is micro managerial function of any organization to send the information to the members of the society (Sontakki, 1999:1).

Advertising is a form of communication intended to promote the sale of a product or service to influence a particular cause to gain political support to advance a particular cause or to elicit some other response desire by the advertiser “(New Encyclopedia, Britanica Mactopedia, 1979:103).

“Advertising that induces a change in sales of perception of the product is a milestone for brand” (Katmandu Post, 2004:1).

So this study concludes that advertising should have such power as attention, communication, readability, memorability and selling.

2.1.2 Purpose of Advertising

There are so many objectives of advertising, which depends upon the policy of the company. Generally in the past, the purpose of advertising was to inform to the prospective consumer about goods and services produced by the company. Now a days advertising not only concern with the information flow but also motivate, persuade to the target consumer in the specific market.

Every stage of product life cycle need advertising but volume of it may be low and high depending upon the nature and stages. Advertising creates demand for the goods and market it possible for the introduction of mass production, installation of up to date machinery and consequent reduction of cost of the articles. Advertising is beneficial not only to the producer and retailer but also to the consumers.

Mass production need mass selling it makes possible by improvement and installation of latest plants as well as advertising through effective media but difficult to say that effective media vehicle. Purpose of advertising can be listed below as:

-) It helps retailers in multiplying sales
-) It assists to increase the demand of the product

-) It conveys message to the prospective consumers
-) It makes the public conscious

Advertising is important to retailer, for the retailer it quickens the turnover as well as reduces degree of remaining dead stock and result in proportionate reduction of overhead expenses. It informs the fluctuated price of the product so the retailer can avoid the losses by the price change.

Similarly, it provides benefits to the buyer's. The manufacturers are compelled to maintain the quality of the goods advertised. Money spend on advertising that is a kind of investment and manufacturer wants to return from the consumer so that he has to fix the quality of the product advertised on the media then the consumer gets the qualitative goods and services .

Likewise by the advertising, public know about the various goods and services previously unknown to them so it educates the public and enable them to select the most suitable goods and services by comparing goods and services lunched by the various manufacturers. It creates curiosity and interest of people. After interest is aroused advertising also makes people. After interest is aroused advertising also makes people acquire after and seek further information about goods and services advertised. So we can say that advertising is such thing which makes networks among various parties as consumer, public, manufacturers, and retailer and so on.

In other hand consumer behavior is a function of a complex process so it is difficult to say that advertising is only on variable that influences the behavior of the consumer. Advertising objectives can also be classified as per their objectives in terms of informing, persuading or reminding. Example of information type objectives includes making prospective consumer aware of a new product announcing a new price and explaining how a product works. Persuading objectives include attempting to build brand preference and loyalty and changing a consumer's attitude about particular bran characteristics. Objective having to do with reminding includes communication telling consumers where and when to buy the product (Boyd, Westfall and Stasch, 2002:731).

2.1.3 Advertising Media

It has been said that the development of media of mass communication dates back to the initial years of the Rana period. Prior to this pamphlets were used to speak at loud voices to advertise in the temporary market. Advertising research primarily relates to these critical decisions that have to be made to develop an advertising program:

- a. setting objectives,
- b. selecting the message,
- c. choosing appropriate media vehicles,

This study will concern with the third objective of advertising research. Selecting advertising media is itself a decision process because it is an act of finding out the most cost-effective media to deliver the desired number of exposures to the target audience. The effect of exposure on audience awareness mainly depends on the exposures, each frequency, and impact of lead time. However, using or choosing any media is determined by analyzing different factors, such as, target audience, media habits, nature of product message to be given to buyer, costs incurred on advertising etc. (Sharma, 2001:235).

Now various media are available in the Nepalese market. The individual advertising situation largely determines the complexity of media selection. A retailer in a small town where there is only a weekly newspaper does not have much of a problem. However, a retailer in a major metropolitan area has the problem of choosing media from among newspaper, radio, television, outdoor, transit, and direct mail. The problem of media selection is even more complex in the case of the national advertiser who sells to a broad national market. What type of media should be used? Magazines? If woman magazines, which specific ones? Lady's home journal, McCall's, Good Housekeeping, if newspaper in which cities? If television, a nationwide network or stations with which local coverage in individual markets? What network? What stations?

There are no rules of thumb or set formulas for solving these selection problems. Each advertising situation presents its own unique set of circumstances. Each type of medium

has its own character and each specific medium in turn differs from the next. There is no single best medium for all advertising situations. Each media decision must be made in light of particular requirements of a particular situation. Even competitors selling the same products to nearly the same markets use different media strategies (Sandage Vernon and Rotzoll, 1996:437).

The coverage or reach of the media is the size of potential audience readers, listeners and viewers covered by the media. Circulation refers to the numbers of copies of the newspapers and magazines distributed, number of radio and television sets receiving the signals. Each medium of communication has different cost structures depending upon size and position of advertisement in print media and time slots in audio and audiovisual media. The level of advertising impact of the different media also differs. Media research is targeted to find and evaluate these important aspects for appropriate media selection.

There are various media options available to the advertiser. Media selection is concerned with selection of the most efficient and cost efficient and cost effective advertising media. Media research helps the advertisers to identify the various media available in a target market, their coverage circulation, cost and impact. The advertising media can be grouped into two broad categories according to its nature of information flow.

A. Electronic Advertising Media

- Television
- Film
- Radio
- E-mail and internet

B. Non-Electronic Advertising Media

- News paper
- Posters
- Hoarding
- Traveling display
- Exhibition and trade fairs

❖ **Electronic Advertising Media**

Television is the one of the leading advertising media as well as popular for developed and developing countries. Most of the advertising uses it as an advertising medium because it combines the merits of both radio and cinema. Consumer can see and hear the advertisement message in their homes. It gives information to a large number of people through sounds and visual pictures.

The private enterprise system governing U.S. television and burgeoning of alternatives channels, first on pay T.V. then on cable television, has led to fierce competition. Each station seeks larger audience so as to sell more commercials and charge higher prices for commercial time, this means showing the programs that attract the larger audience. Over a time U.S firms have become very adopt in producing such mass audience pleasing programs. This is the comparative advantage in world market.

In sharp contrast to the united state, European television was at one time largely government controlled. Basically, Government ownership of stations means non-commercial television except for rare and restricted instances. In West Germany, for example, television advertising was restricted to 40 minutes a day, in Switzerland 20 minutes a day.

Deregulation of European television has changed the competitive environment. The use of new technologies (satellite broadcasting, cable and pay TV) has increased the number of channels. For example in Japan after 1990, 24 hours satellite TV broadcasting will increase the number of channels available from 7 to 12 or 13.

Now there are more TV station in Europe and Japan and more air time to fill, there will be a greater demanded for TV programming. Also deregulated TV station and channels will show more commercials, so there is a more advertising by firms seeking a European market “(Terpstra and Sarathy 1990:605-606)”.

So we know the importance of television advertising in U.S.A, Japan and Europe due to the fast growing of TV station and habit of consumers watching TV.

History of Nepal Television

Nepal television is popular advertising medium nowadays. Nepal television is perhaps one of the youngest television in Asia, it started as a project in January 1985 under the sixth development plan (1980-1985) in which a provision was made “to undertake feasibility study of the establishment of television in the country and to begin TV transmission service at selected at places if found feasible from economic and technical standpoint”. Despite doubts felt by many, it began its experimental transmission for Katmandu valley in a very modest manner with VHF equipment and in the VHF band in those days there were only about 400 TV sets the majority of which were used basically for video purpose. Some o f these receivers were also used for receiving Doordarshan signals. The thirst of TV programs was growing. When Nepal TV went on air with its thirsty minute’s transmission, the number of TV sets increased dramatically. A 100 Watt transmitter was then set up to cover Katmandu valley during this experimental transmission regular transmission of two hours commenced by the end of 1958. In February of 1986, it becomes a full fledged corporation under the communication Act of His Majesty’s Government (Internet).

NTV is supervised by aboard of directors who are appointed by the ministry of information and communication. The board, headed by the chairman, consists of size members including the general manager. One membership is exclusively set aside to represent the staff. Now Nepal television has following organizational structure.

Present Status and Future Plan of NTV

Nepal television is state-owned television broadcasting station operating as terrestrial broad caster. NTV using Intel sat 66 degree east as link satellite for terrestrial expansion of overage NTV has enjoyed 17 years of Monopoly in the market. It has maintained a steady growth and development in transmission network; coverage expansion and capacity development during its operation. Currently it covers around 41% of the country’s geographic area and 62% of the population. NTV is offering diversified programmers from entertainment to information news to current affairs catering all strata

society. NTV has also started transmission from its second channel “NTV metro”. It is not gearing up for coverage expansion and is expected to cover 100% of the land area within two years (NTV Rate Card, 2003\2004).

NTV has two tiers of management. The first tier is the board of directors, whose members are appointed by the ministry of information and communication. The board is led by chairman and consists of four members including the general manager and the representative of the staff the board is responsible for formulating long term policies and strategies. The second tier is the executive body headed by the general manager, who is assisted by three deputy general managers and seven directors of various divisions. The divisions are news division, program division financial administration and administration division. Five units of different offices directly function under general manager. There are various sections under each division. Total numbers of such sections are 22 NTV has a total of 400 employees, and a significant portion of those is well qualified and experienced professional. A majority of the technical people has a background of advanced training in their respective fields from abroad.

NTV encourages a culture of excellence with the organization, where all members strive to find out ways for bettering one’s own performance. This corporate culture will transform NTV into a powerful force in electronic media despite the proliferation of national and international television channels (NTV introduction card, 2003\2004).

Programming

Since the time of its inception, Nepal television has been offering various

Programme to its viewers from news information, education to entertainment. The objective of Nepal television is to educate and inform the general mass in helping to uplift the country’s socio-economic condition further it also aims to preserve and promote the country’s culture Fourteen years ago when Nepal television began its first transmission there was hardly one minute of advertising in a two-hour transmission. Today, Nepal television has an average of 150 minute advertising per day transmission but this time will be fluctuated according to its season. But out of total advertising time

85 minutes has been allocated for news programme (NTV official Record), A survey conducted by CEDA reveals that out of total audience watch news programme, 73.7% audience Tito sattya. NTV programming caters to the needs of all strata of people by producing and broadcasting a wide variety of programmers.

Radio Nepal

Radio Nepal was established on 1st April 1951. Initially the transmission covered duration of 4 hours and 30 minutes through a 250 watt transmitter. Over the years, Radio Nepal has strengthened its institutional

Capacity considerably and diversified itself in terms of program format technical efficiency and coverage. Radio Nepal airs programs on short wave medium wave and FM frequencies. Regular broadcasts cover duration of 16 hours everyday which includes 2 hours of regional broadcasts 9:30 hours to 11 hrs in morning and from 18 hrs to 18.30 hrs in the evening. However on the public holding's there is an additional 2 hours, extending the total duration to 19 hours, FM Katmandu, the first FM channels covering Katmandu valley and adjoining areas was started in 1995 from its premises at Singh Durbar, Katmandu .

Radio Nepal is the cheapest and quickest means of mass communication in Nepal. In a mountainous country like Nepal, Radio broadcasting has provided to be a very effective medium for disseminating information educating people and entertaining the masses. Radio Nepal recognizes that its primary obligation is to serve its listeners. It has been providing various programs aimed at creating mass awareness in its attempts to reflect the views of all sections of the society. The people in the hilly area and many of the remote villages have little or no access neither to motorable road nor to any communication and entertainment facilities.

Illiteracy being a common feature among the people, little use is made of the news papers which has very limited and delayed circulation. Therefore, radio has been the most suitable means of dissemination information and providing entertainment.

After the change in its structure in 1984 A.D. as self sustaining broad, Radio Nepal has been more aware in marketing. It has been adopting the Policy of selling commercial air-time to interested parties. Promotional advertisements in the form of jingles and other formats as well as sponsored programs are limited. Radio Nepal started its program distribution through V-SAT network from 26th August 1999. Earlier it was distributing its program to the different broadcast stations through the telephone line of Nepal Telecommunications Corporation. In the system introduced recently, the main hub station is at Singadurabar, Katmandu and program can be received in all the received stations. With the in production of new System on a high quality monaural program channel now available is through the V-SAT. The system has the facility of upgrading to provide multi-channel capacity for further use. Radio Nepal faces the challenges of new innovations in broadcast technology although with the good wishers of all its listeners Radio Nepal aims to offer quality distinctive in addition to its responsibility to inform, educate and entertain (internet).

Terms and Condition

- a. Advertising tending to have an adverse impact on the society or those that commutation obscene word or those tending to perpetuates superstitious will not be broadcasted.
- b. Advertisements which give false and confusing prices on guarantee advertisement of goods whose name and formats are capital from other products will not be broadcasted.
- c. Advertisement of medicines which claims to definitely cure certain disease will not be accepted.
- d. Commercials of goods carrying foreign trade marks and brand names but manufactured in Nepal must be submitted with a copy of the industrial development.
- e. Commercial recorded outside of Radio Nepal will be subject to quality test before acceptance.
- f. For foreign products a additional 25% will be charged. But there will be no extra additional charge on entertainment programs.

- g. Commercial tending to praise one's own product while running down the products of competitors of commercial with such an intention will not be accepted for broadcast.
- h. Advertisement of goods whose have and format is copied from other products will not broadcast.
- i. Radio Nepal reserves the right to discontinue, postpone or cancel any programme, with out prior notice to agency/ advertiser. In such cases, contract or accept other alternatives.

The condition of tap:

The margin from the start of the tape to the beginning of the recorded materials should be at least fifteen seconds.

Spacing in between two advertisements should be 10 to 15 seconds. Tape not conforming to the above specification will be rejected (Radio Nepal Rate Card, 2004).

Film

Film is a kind of medium in which advertising message can be included. Short and interesting story films are exhibited to emphasize the advertising message. Film is perhaps the most revolutionary creation in the visual artistic expression. Since its birth little more than eighty and nineteen years ago this ever expanding medium had a profound influence in our societies, particularly in the field of communication. With in decades of its appearance it reaches a maturity, which has no parallel in the history of other art forms. Today particularly for developing countries, this potential medium of mass communication is impossible to put through.

This medium is considered as a best medium "because looking after the 48% of literacy rate" (Ninth plans 054-059) films represent an effective advertising medium in reaching the message.

Presentation of cinema starts in 2006-7 B.S, prior to this English and India movie were presented in SinghDurbar at the premiership of juddha samsher. With in the four decades of time, advertising through cinema sliders is more popular among the advertisers.

E-mail and Internet

E-mail and internet is the modern technology which has become popular among the urban consumers. Here, e-mail means electronic mail service that is sent from one computer to another and displayed on screen. Similarly internet means an international computer network with information accessible to the public via modern links. Usually, the e-mail programme stores the message on the network until the user wants to read them. There are many kinds of e-mail system, but they all provide the same basic services for sending and retrieving message, and attaching files to message. Usually user can print e-mail messages. Store them for future reference, or simply read messages and delete them.

Internet is an extension of the network system to the entire world. it is an electronic highway that connects various networks around the world. These networks belong to government agencies, universities libraries and big business houses. Having been connected to the internet, users can send electronic mail, share files and search a data base. A data is a collection of related information. In order to be connected the internet a user needs to be linked to local service provider and open an account with him. Some important Nepalese sites:

www.businessnepal.com

www.nepal-hotel.com

www.nepalnews.com

www.yakyeti.com

www.south-asia.com

www.catmando.com

www.Kantipuronline.com

www.closeupzone.com

Now the world has become a small village due to the change of technology. Near to two corona people use internet so that it has made easy life and helped to the consumer to know about new as well as existing product more. Though the help of internet consumers

can see and read the information about products and services produced from any corner of the world and order may place to get the product in the house.

It is the world wide advertising so consumer does not to meet the place where the needed products are available. Now a days product flow the information about products and services through the help of internet so that prospective consumers can see it .Now internet accessibility has been very near to consumer due to the competition of Nepal telecommunication and other private company, they are lunching new scheme of mobile phone that helps to use internet with out phone internet is impossible. So the internet advertising is better in coming future.

❖ **Non-Electronic Advertising Media**

News paper

The newspaper has become an integral part of the life of almost every community. It is really hard to imaging life without newspaper in this situation. It has covered the places on office school campus bank and good cup of tea in the morning or even more important than tea to start the day, the newspaper is a mass medium that is read by almost everybody and everywhere. Newspaper is major community serving medium today for both news and advertising.

The newspaper is classified in terms the bases of coverage frequency, and language. Here coverage means geographical and subject coverage. On the basis of area a newspaper can be national regional and local. In Nepal National and Daily Newspapers are:

- The Gorkhapatra
- The Rising Nepal
- The Kantipur
- The Kathmandu post
- Unaapurna post
- The Sagarmatha
- The Lokpatra Dainik
- The Himalayan Times and

Weekly newspaper is:

- Samakalin
- Astha
- Bimarsha
- Dasanter

Punarjagram

Dristhi

The first newspaper, in the modern sense is said to have appeared in the Netherlands in the year 1529AD. Archer's weekly news first published in May 23, 1922 is however, regarded as the earliest genius newspaper. Newspaper Nepalese news is undoubtedly a recent phenomenon. Unlike the United States, magazines entered the field of journalism prior to the advent of newspaper in Nepal. The prior of Nepalese journalism was Motiram Bhatt a Nepali poet who edited and published the first Nepali monthly Gorkha-Bharajeevani printed at Babaras in the year of 1986. I was Motiram Bhatt who collaborated with Krishna Dev Panday in setting up the pashupati press. The first print in Katmandu, A monthly Sudha Saghar was printed and published in that press in 1898. The same pashupati press printed the first paper Gorkhapattra during the premiership of Dev Shamsheer Jung Bahadur Rana in 1901 (Khattri 2033).

In 1662 A.D. the Gorkhapattra was set up to run the paper on commercial basis with public participation. Gorkhapattra Corporation expanded its field by publishing Rising Nepal Daily and the Nepalese prospective in English. Unfortunately, Nepalese perspective is out of print these days. These days Gorkhapattra printed daily and reaches to must of the districts in the kingdom. There are manly local papers daily weekly monthly and so many magazines in Nepal, which published the advertisement in black and white and colour attractive forms.

Basically this study concerns with the Kantipur Daily Newspaper focusing to the advertisement of Close up toothpaste so some related information with Kantipur Daily Newspaper and its terms condition to publish the advertisement has been explained below.

Kantipur Daily Newspaper

Historical Background of Kantipur Publication

Kantipur Daily Newspaper is popular newspaper among national and non-national readers. This news paper has been published by Kantipur publications (p) Ltd. After the

restoration of democracy in Nepal, in the year 2047 B.S, Kantipur publication private Limited came into existence as the only private daily broadsheet. At that time small size newspaper inclined towards political parties and little independent small size newspaper were also in the market. There was a need of daily broadcast. At that time small size newspaper were also in the market. There was a need of daily broadcast that could provide a in this regard the arrival of Kantipur Daily and The Katmandu post contributed to a significant change in the history of newspaper in Nepal (Kantipur publication, 2058 B.S.) In B.S. 2049 Falgun 7 publication by Goyanka publication in shrey a printer's press the Kantipur Daily Newspaper and the Katmandu post had shyam Goyanka as the managing editor, Yogesh Upadhayaya as editor, S.P. Sigh as marketing manager and development vice president and Dhan pradhan as advisor for marketing management in the first ever issue of the publications. The first office was at Thapathali in Aakashdeep building under a tin shade. There were eight pages in the paper with pictures in the first and last page along with the coverage of different international and national events. There cartoons by Rajesh K.C. titled Gajab Chha Baa was placed in a corner of the first page. Since it was issue there was a special editorial section entitled Bhawshya ko Swagatmaa (Roughly translated the welcome of future) The second page consisted of news of he valley, the third and fourth pages consisted of opinions, fifth page covered international events sixth pages covered market news and seventh pages consisted of sporting events. The classification of the paged in the Katmandu post was also the same as above excepted for the fact that the fifth page was called world and the third pages was called Region.

TO give information financial strength to the publication house and management team, half of the share of Goyanka publications was given to the Gyawali and sirohiya family. Then after starting from 2049B.S.the name Kantipur post Hem Raj Gyawali's name was kept as the publisher, and title managing editor was replaced by editor/from 2050 B.S. the name Kantipur publications was published in both the papers instead of the Goyanka publication.

After some mutual understanding and co-operation the remaining 50% share of the publications shifted its office to a new building in Baneshwor on 2052\11\20 B.S. from

the Aakashdeep building. After the sirohiya and Gyawali family took the responsibilities the publication become independent in many ways. The publication installed its own press in Manahara at Koteshwor.

Kantipur publications had established links with the international news agencies like AP, AFP, PTI, and XINHUA for correspondence. TO collect the national news it had its correspondents and stringers all around the nation. For making the publication well organized, branch, offices were established at Kathmandu, Biratnager Pokhara and Nepalgunj. The process of distribution and advertisement collection was maintained through these offices. For its effort in the field of publications, a Kantipur publication was given the Gorkha Dakshin Bshu by His Majesty. Many other publications awarded the publications a Kantipur publication with honors and merits. According to the survey done by various agencies, publications occupy the leading position. The success of publication is due to the team spirit of the workers and confidence in investment and taking the publication new heights, the management team has been appreciated by everybody. It is estimated that publications reaches to more than 100000 people who incuse Nepalese as well as non- Nepalese (Kantipur publications, Millestone, 2058 B.S. \23).

The organizational chart of Kantipur publication has been presented.

Chair man
Managing Director
Director

- | | |
|---------------------------------|--------------------------------------|
| - General Manger | - Editor |
| - Deputy General manager | - Deputy Editor |
| - Associate G.M. | - Senior Associated Editor |
| - Assistant G.M. | - Associate Editor |
| - SR Manager | - Senior Assistant Editor |
| - Associated manger | - Assistant senior sub editor |
| - Assistant manager | - Sub. Editor |

- **Senior Executive**
 - **Assistant senior Executive**
 - **Executive**
 - **Junior Executive**
 - **Assistant**
 - **Junior Assistant**
 - **Junior Despatcher**
 - **Cycle Boy**
 - **Peon**
- Junior Sub-Editor**
 - **Retainer**

General Background

Kantipur Daily Newspaper is the daily newspaper published by Kantipur publication (P) Ltd. In order to exhibit the actual picture of various news relating to national and international events, as well as, analytical views to the general people.

Kantipur Daily Newspaper was published in B.S. 2049 Falgun 7 by Goyanka, publication in Shreya printer's press. There were eight pages in the paper with pictures in the first and last page along with the coverage of different international and national events. The cartoons by Rajesh K.C. titled Gajab Chha Baa was placed in corner of the first page. Since it was the first issue, there was a special editorial section entitled Bhawishya ko Swagatma (roughly translated "the welcome of future"). The second page consisted of news of the valley, the third and fourth Pages consisted of opinions, fifth page covered international events sixth Page covered market news and seventh page consisted of sporting events.

Now, Kantipur Daily Newspaper has minimum twelve pages with four colour pages and it printed in Katmandu, Biratnager and Narayangath simultaneously. It has a children supplement an eight page tabloid everyday Friday and the weekend of correspondents besides cartoon illustration design computer and proof stations in their full strength. An authentic and detailed coverage of national and international events including trade and commerce as well as wide enhance coverage of sports are Kantipur strength.

A committed team of professional consisting of nearly fifty editorial staff in Katmandu, around thirty supporting staff in computer and proof reading section and sixty correspondents and stringers based in districts produce the company's most popular daily (Kantipur publication, Millstone, 2058:1-2).

Administration

Administration department has a dedicated team of fifty one staff who are responsible for keeping up to date records of six hundred and twenty employees of the company. Besides keeping the records it also collects application for the vacancies announced with in the company for further approval from the from the top management .It makes appointment letters distribute identity cards to the employees and renews the publications registration every year.

The department has deputed two Sir, Assistant in the Kantipur Daily and the Katmandu post as secretaries to the editors of the respective departments. in addition it has further deputed its manpower at district bureau, Kantipur feature section to smoothen the working system in an organization . Administration department managers the store and supplies all the required items to all the departments. Library section is also under this department where in two employees are allocated for managing it properly.

The department has insured about 275 employees including press staff and administrative staff under group accidental insurance. The responsibility of correspondence with government offices and private organizations also falls under this department,. The administrative team is constantly trying in finding ways to make further improvements in the department as and when needed (Kantipur publication, Millstone 2058:28).

Marketing

A successful organization is run with a balance co-ordination between its different departments and branches .one of such is the marketing department. Marketing department is directly associated with the market. It is a department where by it learns the past operated in the present and predicts the future. It can be said that the success of the

organization depends significantly upon the dedication, honesty and resolution of the employees which will ultimately determine the fate of an organization. Marketing department can be considered to be a very sensitive department as it is associated with the core requirement of the company which is “Revenue government “it is a department where constant market monitoring analysis and solution is required. In a competitive world as of today, the biggest challenge that faces us is in our ability to give the clients best service possible.

A good marketing quality of the organization is characterized. The marketing division of organization can be taken as an example of successful marketing division. Marketing department has three core functions namely customer relationship establishment, customer maintenance and customer retention. The field officers are responsible for the day to field visits to their potential clients, keeping themselves updated about their clients business converting client’s feedback as an opportunity to ultimately lead to the enhancement of the business.

The marketing department has other sub-sections which act as a backbone to the day to day operations of the department. It starts with the booking counter where all the incoming advertisement is booked. In the scheduling, section where the layout planning of the advertisement is done (Kantipur publication, Millston, 2058:22-23).

Tariff in Nepal Currency Exclusive of VAT 13% Kantipur (Nepali National Daily)

Cost structure for advertising has been developed on various categories such as black and white with frequency discount, colour with frequency Discounts, special position rate etc.

Poster

Here, poster means information about products and service painted in the different kinds of paper and posted in the wall so that prospective consumer can see/watch such message. Poster media is a kind of another way of advertising of products and services. Poster advertising assists to producer to manufactures to inform or remind about goods

and services in life cycle of products producers use the available media to reach the prospective consumers. Especially poster advertising is used for introduction phase of products and services it is highly used by generally small scale organization it is basically adopted to excel the sales of products and services immediately.

Posters are strategically placed in the retail outlets to catch buyer's attention and it is effective in building consumer awareness of the product. But major problem association with it is retailer's limitation to provide space our displays form manufacturers and they can exhibit a few in the limited space.

Hoarding

Basically, hoarding is a large board used for displaying advertisement. Small as well as large company use such type of advertisement to attract of prospective consumer by hanging hoarding in the public way, so that consumer can see it easily quickly . Generally, this type of advertisement is used to convey the message of consumer goods such as noodles, shampoo, shop, Horlicks, toothpaste, television motor bike car and so on.

Now hoarding board has become popular in Nepal. Especially large company like surya Tobacco, Bottlers, Nepal Lever, Majestic auto limited (Hero motors) and Chaudari group have been using hoarding to advertise the products and services. However, hoarding assists to excel the sales products and services. Besides its own significant the pressure from society has been raising to avoid unnecessary hoarding in the town. Nevertheless it is extensively used during the introduction of a new product in the market.

Traveling Display

Traveling display is also a kind of advertisement which is used to make the attention to the consumer towards products and services traveling display means it is a travel with advertisement of products and services which is displayed by banner large poster and so on .Similarly various programs are also organized to make the product popular among the people in such a way that consumer can undertake about products and services easily.

In the context Nepalese market, some small as well as large company uses this type of advertisement for consumer products. However this type of advertisement is not so popular in our country although sometime traveling display can be seen in the market.

Trade Fair and Exhibition

Trade fair participation provides a very wide exposure to the product among potential users. Trade fairs and expositions are organized at national and international levels. Manufacturers participate in the trade fairs in order to expose their new products to a very large number of visitors. Buyers are more positive and ready to purchase new product in trade fairs than in the normal market. Installations and accessory equipment are mostly introduced through special exhibitions.

In the context of Nepalese market some higher some higher levels trade fair and exhibitions are conducted on Birandra International conference hall new Baneshwar. Similarly other fair and exhibitions program are performed on Rastraya Saba Griha, Bhrikuti Mandop, exhibition road and others place. Originally this type of market has been developed from the bazaar system that bazaar in the past.

2.1.4 Method of Measuring Advertising Effectiveness

Advertising objective should be made before measuring its effectiveness. Because effectiveness can be measured by comparing sales of the company before and after the advertisement launched in the target market within a specific period of time. Without advertising objective the firm is likely to spend huge amount of money in the development and launching of advertisement campaigns, fail to realize good results. However, advertising ultimately leads to increase the sale of the products and services. Advertisement can be developed and launched to meet any of the following objectives.

Brand Recognition and Acceptance

Most the advertisement is targeted at achieving recognition and acceptance of the brand name by the buyer's. This is the basic objectives of advertising. All marketing firms

would like the potential buyers in the least to recognize its products available in the market. This objective of advertising does not call for consumer action resulting in sales.

Trial Purchases

Many advertising campaigns during the introduction stage of the product life cycle are targeted at achieving the trial purchase of the product. Such advertising induce the general buyers to try the product at least once.

Influence at Sign of Buying Decision

Some advertising is strategically placed in the retail outlets seek to influence the buyers to buy the firm's brand if he\she has not made prior brand purchase decision.

Value Addition

Some firms seek to add value to its product through an image enhancement exercise launched through special advertising campaigns. This is targeted to achieve higher price level its products.

Aid in personal selling and sales promotion

Some advertisements are built to make the job of the door to door salesperson convenient by informing the potential buyers about the visit by the salesperson. Many advertising are lunched to inform the buyers about the sales promotion campaigns.

Remind

Some advertisement is built just to remind the buyers about the firm and its products (Koirala, 2002:77-80).

Evaluation Advertising Effectiveness

Evaluating advertising effectiveness is not easy task for the company. According to Jerome McCarthy if sales Vs communications is the objective of advertising and sales is

the main objectives, measurement of advertising results has to pinpoint the increase in sales that has occurred on account of advertising. Exact measurements become difficult because sales is the result of so many other factors in addition to advertising. Even when communication is the goal measurement of effectiveness becomes difficult it can be measured around an audience's ability to recognize and recall the message.

In spite of the above limitations, firms resort to evaluation of advertising results. They try to assess how far the sales task and the communication task have been accomplished by advertising.

Evaluating How far communication Tasks has been Accomplished

The methods used for this evaluation are the same as those employed in copy testing. In this test the effectiveness of advertising is evaluated three phases, the first phase is known as pre-test the second phase as tracking study and the third phase as post test or after tests.

i. Pre-test or Before Test

Advertiser often prepares several copies and test their effectiveness in order to select and launch the most effective copy through the campaign the copy test is executed by using consumer Jury, Rating scales, Portfolio test, psychological test physiological test and day after recall test method.

ii. Test during the campaign

Effectiveness test during the campaign is conducted usually one or two weeks after the launch. Some firms often launch two or three advertisement on the same product and like to find out which is most effective. The most effective and its continued for the rest of the campaign period while ineffective ones are withdrawn. period they are known as tracking studies. Advertisement packing studies are conducted through inquiry and sales test method

iii. Post after Tests

Post tests are conducted to measure the total effectiveness of the advertisement after the campaign over. Post test are organized to measure the recall and recondition value of the advertisement .Two types of test as recall and recognition test are performed to measure the advertising effectiveness.

Evaluating How far the sales task has been accomplished

In this method , sales task is to correlated past sales to past advertising expenditures with the help of statistical techniques .This methods has some limitations especially in highly, fluctuating market conditions where in the past sale in the result of several factors than advertising.

Besides this past sales or historical data based method market tests are also used to used to get an idea of the sales effect of a campaign .in such case, before lunching a campaign, certain feretories are kept as test market and are exposed to different level to exposure to the campaign .The result in such test market are computed to get an idea of the impact of the campaign on the sales in these markets (Rameswmy, 1990:391-392).

2.2 Review of Previous Studies

The related literatures which are similar to advertising have been reviewed.

Shrestha (2001) studied on “The role of advertising in brand choice and product positioning with soft drink”, which had the following objectives.

- i. To analyze the effectiveness of advertising on brand of consumer product.
- ii. To evaluate the role of advertising in product positioning from the consumer prospective and
- iii. To find out consumer’s important to advertisement and other promotional tools while making selection decision

Major finding of the study were:

- i. Advertising has been established as important promotional tools both in high involvement and low involvement goods. Advertising important to consumer goods is comparatively more weightily than industrial goods
- ii. Consumer gets knowledge about products through different media of advertising. Advertising is considered as the primary source of information

ng of this study were

- i. Both consumers and advertising recognize the need of advertising (especially radio media) in the present context of Katmandu market.
- ii. For promotion product advertising is only a main method used by the producer
- iii. Of all advertising media available in Nepal, radio advertising ranked top in the list.
- iv. Most of the advertiser's fixed advertising budget on the basis of last years budget. they have not considered about percentage of total
- v. All respondents (advertisers) are in a joint view that effect of advertising is that recognized.
- vi. Effectiveness of advertising can only be seen in between two weeks to four weeks and advertising media available in Nepal cinema advertising is the cheapest.
- vii. When analyzing the response of consumer effective forms of media are Radio, TV and cinema periodically ranked first second and third respectively.

Shrestha, (2003) studied on "marketing of cold drink in Narayanghat" with the following objectives.

- i. To find out the popular media of advertising for the cold drinks which can easily attract the potential consumers of each company's branded cold drink.
- ii. To find out the relationship between the brand preference and advertising.

- iii. To identify the best choice of consumer on cold drinks on the basis of selecting brands, advertising habitual, testing and asking question and personal inspection.

Finding from the study were

- i. NTV is the most popular media in the Narayanghat city while the radio Nepal holds the second position and wall painting the third.
- ii. The advertising of the coca-cola of the NTV is much more attractive than that of pespi-cola.
- iii. The advertisement about coca-cola is getting much more attractive with cinema house which are established an important parts of the Narayanghat city.
- i. **Aryal (2005)** had been conducted on the topic entitled “An examination on female role print advertisements.
- ii. To examine the attention of individual over the roles and activates played by female models in print.
- iii. To evaluate the perception of individual towards the female models and self family response of female models of print on their portrayed roles interested roles , their profession inspiration to fall into the profession the degree of satisfaction and family response of their profession .

By analyzing the response of respondents Mr. Aryal had reached on the following findings

- i. The female featured print advertisement regarding the product of food/snacks: soft drink/water personal and beauty care, household application /furnishing and alcoholic beverage were noticed by all levels of individuals of the society. The print advertisements of the products of household cleaning/washing kitchen supplies ,household cleaning washing kitchen supplies and institution /educational materials public service were also noticed by female individuals of society

- ii. The female artists and ramp models under the age of 25 or below as female models being portrayed in print advertisements were liked by the individuals of the society.
- iii. Couple role and traditional activities career oriented activities played by female models in print advertisements were attentive for all levels of individuals in society. Single rate of female models was also being attentive to the young female individuals (below 25) sex appeal activity was found to be attractive to the male individuals.
- iv. Majority of male and female and individuals having age above 25 believed female portrayed print advertisement in nominal terms, but in case of individuals having age below 25 nothing can be stated because of their mixed reactions. There was low degree of impression of female portrayed print advertisement over the purchasing decision of male and female and the individuals having age below 25 or the individuals having age above 25. Majority of the individuals having age below 25 was not affected from the advertisements and most of individuals having age above 25 did not recall the advertisements.

) studied on “The communication Effect of Advertising and Brand preference of instant Noodles” the main objectives were as follows.

-) To analyze the popular media of advertising its strength and weakness.
-) To analyze the advertising appeal and relation between brand preference and advertising qualities of instant noodles.

The major findings of the study were:

- a) Of all media available in Nepal the radio has proved itself a leading one to create awareness in customer about the advertised product especially edible goods like instant noodles. After that the firm cine slide comes orderly.
- b) Most of the educated people of Katmandu are aware of brand (Mayos and the Ruchi) of instant Noodles because of their advertisements.

- c) Most of the uneducated people of Katmandu could not say anything about the advertisement.
- d) Advertising qualities of instant noodles have made no change in brand preference.
- e) In case of the newspaper advertisement, the RaRa has attracted many of customers because of its style of photo presentation while the Ruchi has attracted to its customers with the help of layout headlines.

Ghimire (2006), an another study which was conducted on “Advertising through television impact of consumers behavior” has the following objectives

- i. To identify the present situation of TV advertising of NTV.
- ii. To know what kind of advertising they prefer and
- iii. To know how the different groups of people perceive the advertisement from television and their reactions about advertising

Major finding of this study were:

- i. Mostly children young and old age people prefer musical advertisements where as others prefer good wording advertising.
- ii. Considering sex female consumer prefers musical advertisement considering the education with good wording and vice-versa while considering the education factor people below SLC and uneducated people prefer musical advertisement.
- iii. Most of people gave first preferences to advertisements from TV followed by newspaper, Radio, magazine, cinema respectively and many people watch NTV advertisement.
- iv. Repetition of advertisements attracts peoples attention and people prefer to choose advertised product if the price and quality of both products are same.
- v. Advertisements help to recall the brand or product name while buying.

Manandhar (2007) studied on the topic “A comparative study on the Effectiveness of promotional tools on sales” have the following objectives

- i. To find out what promotional tools is more acceptable by the Nepalese customers.
- ii. To find out what mode is more wisely used by the marketers are sales promotional tools.
- iii. To find out which promotional tools are best to attract the customers.
- iv. To find out whether the sales promotion does impact on the sales of bowling game.

Major find from the study were:

- i. The person gets information or knows about bowling game from advertisement more than from their friends.
- ii. People are aware of advertising as a promotional tool rather than other promotional tool and the people watch \listen\read advertisement to get information and entertainment.
- iii. Price discount and cash prize are two major sales promotions that attract the customer towards products or services.
- iv. Sales promotion tool include people to play bowling game most. Due to cash prize and price discount they are induce to play bowling game respectively.
- v. Advertising and sales promotion such as cash prize price discount is most widely used by bowling center and cash prize and price discount type of promotional tool is most appreciated by Nepalese customers .
- vi. Advertising helps to aware the customers and includes them to play bowling game where as sales promotion induces them to play bowling game repeatedly.

Thapa (2007) studied on “The role of advertising in brand loyalty” (with special reference to soft drink) had the following objectives.

-) TO analyze the effectiveness of advertising on brand loyalty of consumer product.
-) To evaluate the role advertising for brand loyalty in Nepalese market.

- J To determine consumers important to advertising and other promotional tools while making selection decision.

The major finding of the study where:

- i. Advertising is the main source of information about particular brand as well as sensitive subject in the country in the course of promotion
- ii. Most of the consumers like entering advertisement than other types of advertisement.
- iii. It is found that advertisement has a great contribution for purpose of soft drink.
- iv. Consumers second reason of brand switching is advertising
- v. The effective advertising in time is regarded as the best tool for brand loyalty.
- vi. Most of the consumers have given first preference to the test of the product while the quality of the product is considered second important factor in case of soft drink.

2.3 Research Gap

These are the major research works done by the different researchers relating to the advertising topic different researcher in marketing subject. Actually no research has been carried out so far in Nepal about “Advertising media impact on consumer buying behavior” to find out media effectiveness and impact of media on consumer buying behavior relating to the consumer goods i.e. Close-up toothpaste. This study therefore has been conducted mainly to find out effective media and its impact on consumer buying behavior especially the product of Uni Lever Nepal i.e. Close up toothpaste. So, this study will be fruitful to those interested person, parties, scholars, professor, students, businessman and government for academically as well as policy perspective.

CHAPTER-III

RESEARCH METHODOLOGY

Research methodology is the combination of two worlds like research and methodology. Research means to search again to find out something new and more about a phenomenon. It is systemic and organized effect to inquire about a specific problem that needs an answer, this process of gathering recording analyzing and interpreting data with the purpose of finding solution to the problem is called research.

3.1 Research Design

Research design is the specification of methods and procedures for acquiring the information needed. It deals with what procedure. If research design is good, it ensures that the information obtained is relevant to the research question and collection by objective and economical procedures. Research design is the plan, structured and strategy of investigation conceived so as to obtain answer to research questions and to control variance. The plan is the overall scheme or program of research and it includes an outline of what the overall scheme or program of research and it includes an outline of what the investigator will do from writing the hypothesis and operational implication to the final analysis of the data. Research design is “The logical and systematic planning and directing a piece of research” (Wolf and Pant, 2003:16).

The research design of this study is analytical as well as descriptive in nature. The study collects information relating to the media habits of the population and their attitude towards the different media. The questionnaire has been prepared in such a way that helps to find the role of media on public opinion, impact of media on human minds advertising expenses spent by Uni Lever Ltd, media focused by Uni Lever Limited to promote tooth paste effectiveness of advertising media through media used of previous media by the consumer and their preferences to the particular media buying consumer goods. The questionnaire contained both the objectives type and open ended question conducted from Kathmandu valley.

3.2 Population and Sample Size

The term population refers to the number of consumers who lie in the specific area. Most of the consumers living in Terai or Hilly side of the Nepal who use Close up tooth paste. It is difficult to collect information from the entire consumer so that sample has been taken by using random sampling method. However, this study has taken the consumers of 17-48 years of age from the population. The respondents are different in terms of age, sex, and occupation. The consumers who have been living in, Kathmandu valley permanently have been chosen as the respondents of this study. The research work is based on primary data. The collection of data is done on the basis of different factors found common in most of the samples of the population. Total sample were classified on the basis of different characteristics of the consumers, which are as follows:

Table 3.1

Sample Classified on the Basis of Different Characteristics of the Consumers

Age group									
Occupation	17-24		25-32		33-40		41-48		
	Male	Female	Male	Female	Male	Female	Male	Female	Total
Student	25	25							50
Jobholders			25	25					50
Farmer					50	-			50
Housewife							-	50	50
Total	25	25	25	25	50	-	-	50	200

Sample was classified on the basis of gender (Male and female). There were altogether 50 males and 50 females in a sample. The sample was further classified age-wise into four different groups: 17-24 age group, 25-32 age group, 33-40 age group and 41-48 age group. The total population was further classified on the basis of occupation. There were altogether four categories considered for this study purpose.

3.3 Sources of Data

Data may be obtained either from the primary source or secondary source. Statistical data are classified as primary and secondary data. Primary data is first hand or original in character. Generally, they are generated by field surveys. Primary data are collected directly from the respondent through the methods of observation, interviewing and questionnaire survey and those primary data are collected by some individual research bodies and government. Data which are not originally collected rather obtained from published or unpublished sources are called secondary data. Sometime secondary data should use due to time and resource limitation so normally individual research work is based on both primary and secondary data but it depends on the research problem.

The study is based on primary data that are collected by field survey from Kathmandu valley and there is no hard and fast rule to use data so as per the need of research work. NTV rate card, NTV introduction card, Kantipur introduction and rate card, few thesis submitted to the institution of management, information from Uni Lever Nepal limited and others related information have been collected.

3.4 Data Collection Procedure

In order to obtain the required data for the study, two sets of questionnaire were prepared one for the consumer and the next for the sampled company. The former questionnaire contained seven questions whereas the latter only ten questions (see Appendix III).

Before distributing the questionnaires, prior approach was made to the respondents and their approval was got by convincing the purpose of the difficulties felt by the respondents to some queries were overcome by clarifying the sense of the questions.

In the third round, the researcher got the questionnaires filled. Except these data, some other data were collected by visiting Radio Nepal, Kantipur publication, Nepal Television etc. and convincing the authorize about the purpose of research. These sources data were secondary in nature.

3.5 Analytical Tools

There are so many tools used to get the result to the research work. Normally average percentage, ratio correlation, regression analysis and chi-square test are used for the analysis of data from the field. Among these analytical tools, this research work uses correlation, Percentage and chi-square test.

Correlation

Correlation means relation between two variables or more than two variables. Relation between the variables may be positive and negative, linear and non linear and simple multiple and partial. Two variables are said to have Correlation, when they are so related that change in the value of variable is accompanied by the change in the value of other. For example increase in advertisement expenditure is accompanied by increase in sales. Correlation analysis only helps in determining the extent to which the two variables are correlated but does not tell about cause and effect relationship. The following methods can be used to study the correlation between two variables.

- Scatter diagram
- Karl Pearson's correlation coefficient
- Spearman's rank correlation

Scatter diagram method is a graphical method of studying correlation the simplest method of ascertaining the correlation between two variables is the scatter diagram. One of the widely used mathematical methods of calculating the correlation coefficient between two variables is Karl Pearson's correlation coefficient. It is also known as Pearson's correlation coefficient and it is denoted by r_{xy} or simply r is defined by

$$R = \frac{\text{cov}(X,Y)}{s_x s_y}$$

Where

$$\text{Cor}(X, Y) = \frac{1}{N} \sum (X - \bar{X})(Y - \bar{Y})$$

\bar{X} , \bar{Y} being the arithmetic average of X series and Y series respectively. The formula can be put in the following forms.

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$$

Where

$$X = x - \bar{x}, Y = y - \bar{y}$$

Properties of correlation coefficient

- i. correlation coefficient lies between -1 and + 1
- ii. The formula for correlation is symmetrical i.e. $r_{xy} = r_{yx}$
- iii. Correlation coefficient is the geometric mean between two regression coefficients
- iv. The correlation coefficient is indecent of change of origin and scale i.e. $r_{xy} = r_{uv}$ where $U = \frac{x-a}{h}$, $V = \frac{y-b}{k}$, a,b are assumed means

$$h \quad k$$

And h,k factors for x series and Y series respectively (Bajracharya, 1996:250-255)

Chi- square Test

The chi square test is one of the simplest and most widely used non-parametric tests in statistical work. The symbol chi square is the Greek letter chi. the chi square test was first used by Karl Pearson in the year 1900. The quantity chi square describes the magnitude of the discrepancy between theory and observation. it is defined as:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where, O refers to the observation and E refers to the expected frequencies (Gupta, 1997: 42-43)

In this study χ^2 test has been applied to find out the effectiveness of media. χ^2 test has been used as test of goodness of fit and test of independence. Compute the expected frequencies E_1, E_2, E_n corresponding to the observed frequencies O_1, O_2, \dots, O_n under the some theory of hypothesis

- i. Compute the deviation (O-E) for the each frequency and that square them to obtain $(O-E)^2$

Divided the square of the deviations $(O-E)^2$ by the corresponding expected frequency on obtain $\frac{(O-E)^2}{E}$

E

- ii. Add the value obtained in step (iii) to company $\chi^2 = \sum \frac{(O-E)^2}{E}$
- iii. Look at the tabulated value of chi-square for $(n-1)$ d.f. at certain level of significant usually five percent or 1% from the table of significant value of chi-square given in the table

If calculated value of chi-square is less than the corresponding tabulated value obtained in step than it is said to be non-significant fluctuation of sampling. In the other hand data do not provide any evidence against the null hypothesis which may therefore , be accepted the required level of significant and can concluded that there is good correspondence between theory and experiment.

- iv. On the other hand if the calculated value of chi-square is greater than the tabulated value it is used to be significant. In other words the discrepancy between the observed and expected frequencies can not be attributed to chance and are in the situation can reject the null hypothesis, this can be conclude that the experiment does not support the theory (Gupta, 1992:18.4)

3.6 Data Processing

Both the primary and secondary data have been collected according to need of the research. The information collected from field survey and Nepal Lever Limited has been used to prepare table, figures by sorting and grouping in accordance with their homogeneous nature. The statistical tools like chi-square test correlation coefficient have been incorporated in the research to test the hypothesis set. Besides these tools this thesis has adjusted the use of the mathematical tool like percentage. Recommendations and suggestions have been added after the analysis and interpretation completed.

CHAPTER –IV

PRESENTATION, INTERPRETATION AND ANALYSIS OF DATA

This study is basically based on analytical and descriptive approach so this study has tried to give accurate picture of the advertising effectiveness relating to the product of Close up tooth paste.

4.1 Media Used by Uni Lever Nepal Limited

To know the media availability for Nepal Lever to advertise, Close up toothpaste the researcher took an opinion survey. The obtained information has been shown in Table 4.1.

Table 4.1
Media used by Uni-Lever Nepal Limited

News paper	Radio
Television	Cinema

Source: Uni Lever Limited, 2009

Among the various media vehicle available the Nepal Lever Limited has preferred only some of them to advertise Close up toothpaste such as Newspaper, Radio, Television, Cinema etc.

4.2 Cost Structure of Advertisement to Close up Toothpaste

The researcher collected information relating the cost of Close up toothpaste advertising cost within a six years, which has been presented in Table 4.2

Table 4.2
Advertising cost Born by Nepal Lever limited for recent six years

Years	Cost (Rs)	Years	Cost (Rs)
2002	3615000	2005	11475000
2003	6525000	2006	13155000
2004	9015000	2007	1399500

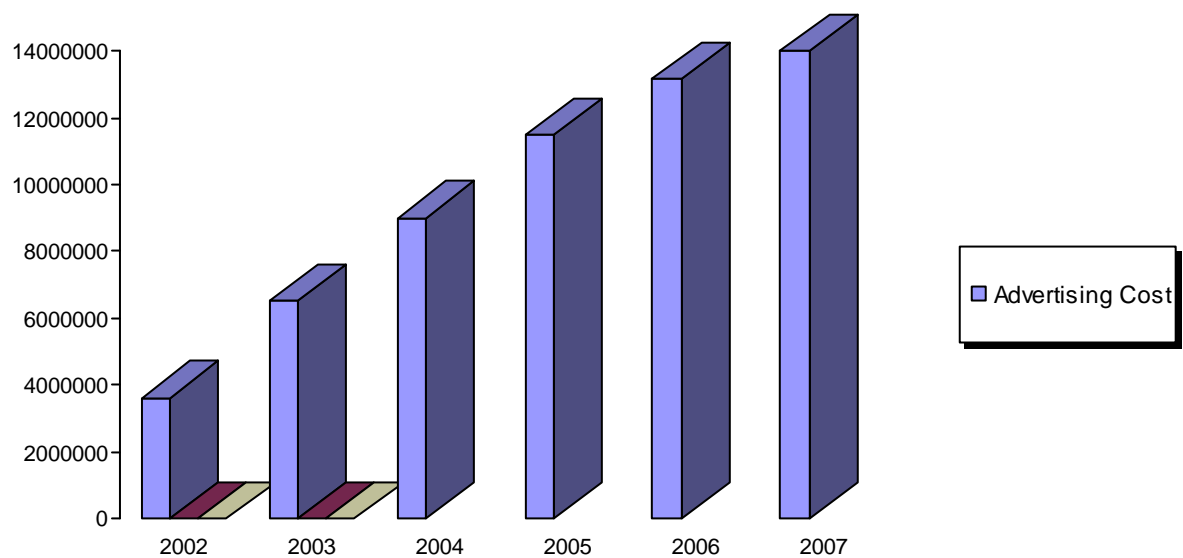
Source: Uni Lever Nepal Limited, 2009

Table 4.2 depicts the advertising cost and its differences with in six years. In 2002 the advertising cost was Rs 3615000 and in 2007 it came to be Rs 13995000, which indicates the increasing trends in advertising cost but the cost increasing trend is slower.

Above all responses have also been shown on the following figures so that one can know the fact of data easily. Advertising cost for recent six years

Figure 4.1

Advertising cost recent six years



4.3 Total Sales of Close up Toothpaste for Recent Six Years

Sales and advertising are related with each other. So to analyze the impact of advertising on sales data have been presented for recent six years.

Table 4.3

Total sales of Nepal Lever for Recent six years

Years	Sales (Rs)	percent	Years	Sales (Rs)	Percent
2002	2410000	-	2005	7650000	27.29
2003	4350000	80.50	2006	8770000	15.64
2004	6010000	38.16	2007	9330000	6.39

Source: Uni Lever Nepal Limited, 2009

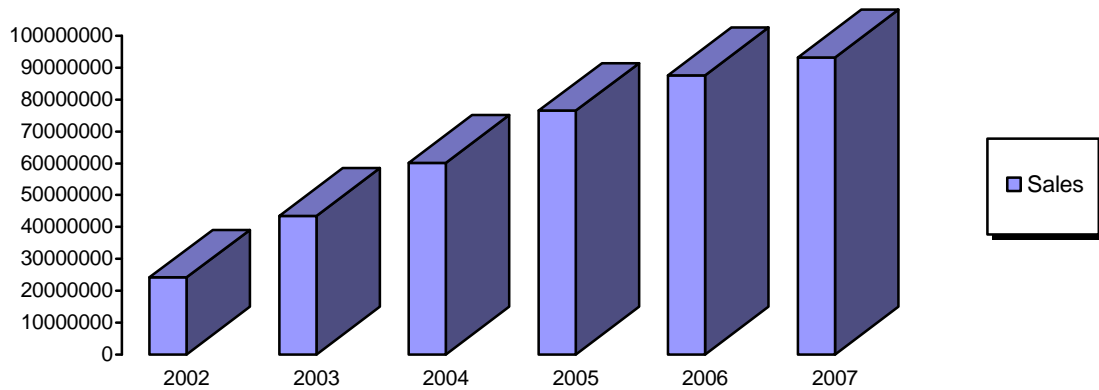
The above table indicated the sales and the sales of Close up toothpaste for recent six years. In 2002 the sales was Rs 24100000 and it came to Rs 93300000 in 2007,

According to Table 4.3, the sales of Close up toothpaste are favorable for four years (i.e. until 2007) but the sales of Close up toothpaste in 2006 and 2007 increase suddenly.

This information can be presented on the following figure so that reader can identify the fact of information easily.

Figure 4.2

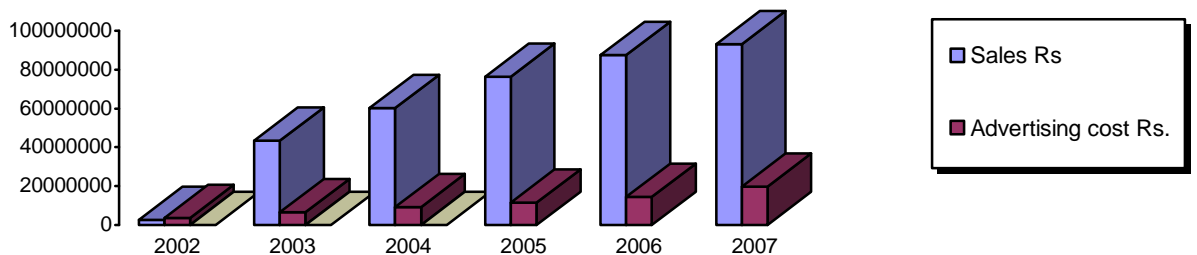
Sales of Close up toothpaste recent six years



The relation between sales and advertisement has been shown by figures so that one can understand the trends of advertisement media impact on sales easily.

Figure 4.3

Impact on advertising media cost and sales recent six years



To identify the relationship between sales and cost of advertisement of Close up toothpaste, the researcher set the following diagram.

Hypothesis 8

HO: There is no significant relationship between advertising cost and sales revenue

HA: There is significant relationship between advertising cost and sales revenue

Decision; Here the correlation equation has proved that the sales of Close up toothpaste has been fluctuated as compared to advertising cost so the null hypothesis is rejected. It concludes that there is a positive relationship between the sales and advertising cost (According to Appendix VIII and XII).

4.4 Media Preference by Uni Lever Nepal Limited

The researcher collected information relating to the electronic media from Nepal limited to know the preference to media given by Nepal Lever to advertise Red tooth paste the researcher conducted opinion survey and collected information have been shown below:

Electronic media Ranked by Uni Lever Nepal Limited

Electronic media

Television

Radio

Direct E-mail and Internet

Film

According to figure 4.3 televisions got first preference to advertise the Close up toothpaste Radio direct e mail and internet and film got second third fourth preference respectively to advertise the Close up tooth paste

The above figure concludes that Nepal Lever Ltd to advertise Close up toothpaste out of non-electronic media the following hierarchical diagram has been given

To find out the priority given by Nepal lever Ltd to advertise Close up toothpaste out of non-electronic media the following hierarchical diagram has been given below:

Non-Electronic Media

Daily News paper

Poster

Hoarding board

Traveling Display

Nepal Lever Limited gave first priority to daily news paper to advertise Close up toothpaste. Similarly, poster boring board traveling display got second third and fourth priority.

This study concludes that daily newspaper and poster has vital role to advertise Close up toothpaste in case of non-electronic media.

4.5 Television Channels Used by Uni Lever Nepal Limited

Under non-electronic media there are various media vehicle and under non-electronic media there are also various media for the product to advertise products and services. With respect to television and daily newspaper some question were asked to know the media used by Nepal lever such which television channel do you mostly used and why? And what weight age do you give to the following daily news paper for advertising purpose? Please ranks according to your preference.

In case of television channel, NL selected Nepal television and channel Nepal to advertise Close up toothpaste. The reason of choosing NTV was its wide coverage of audience and TV watching habit of consumers. Similarly in case of channel Nepal, NL selected it targeting to urban consumers assuming that urban consumers has the habit of watching cable channel.

4.6 Consumer's Opinion about Close up toothpaste

Different age group respondents expressed different opinions about the causes for what they Close up toothpaste such as breathing fresh, strengthening teeth shining teeth white, etc. Their Responses have been shown in Table 4.4

Table 4.4
Causes of Use of Close up Toothpaste

Age group	Causes								
	sample	Fresh teeth	%	Strong teeth	%	Shiny white	%	Combination all	%
17-24	50	14	28	12	24	10	20	14	28
25-32	50	12	24	14	28	8	16	16	32
33-40	50	8	16	11	22	11	22	20	40
41-48	50	13	26	16	32	6	12	15	30
	200	47	23.5	53	26.5	35	17.5	65	32.5

Source: Opinion Survey, 2009

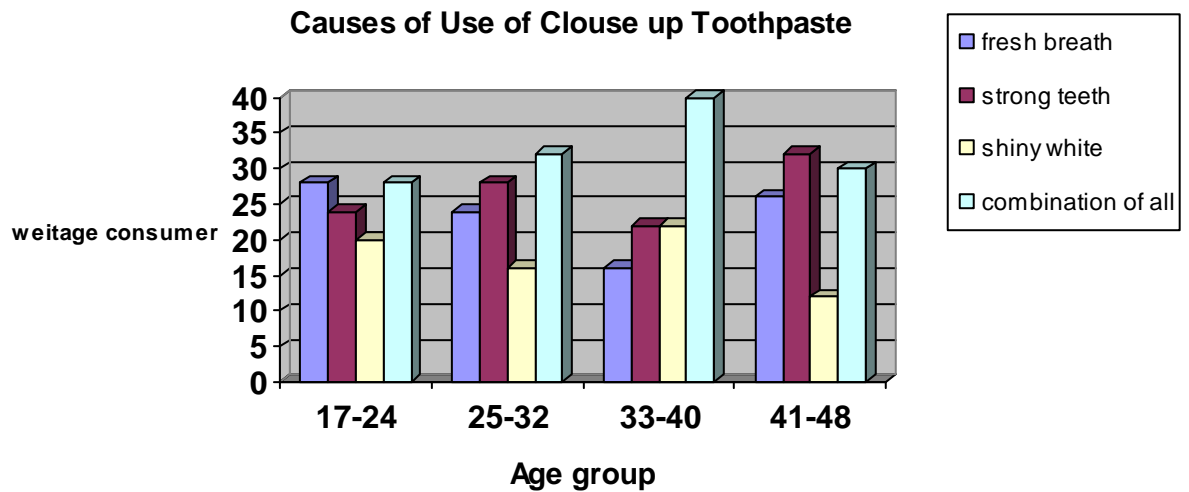
Table 4.4 inculcates the age level of respondents and causes for using Close up toothpaste. All the respondents have been categorized in to four groups. Under 17-24 age group, 28 percent use Close up tooth paste for fresh breathing ,24 percent for strong teeth and 20 percent for shining teeth white respectively. But in total, 28 Percent is for all these purposes.

Among 25-35 age group, 24 percent use Close up tooth paste for fresh breathing 28 percent for strong teeth, 16 percent for shining teeth white respectively. But 32 percent use Close up tooth past for all these purpose.

Under 33-40 age group, 16 group use it for fresh breathing, 22 percent for strong teeth and 22 percent for shying teeth white respectively. And in an aggregate 40 percent use Close up tooth past for all these purposes. Similarly, among 41-48 age group, 26 percent use Close up toothpaste for fresh breathing, 32 percent for strong teeth and 12 percent for shining white teeth respectively. But 30 percent use it for all these purpose.

Among, the total response (i.e. 200) 23.5 percent use Close up toothpaste for fresh breathing 26.5 percent for strong teeth and 17.5 percent for shining teeth white respectively. And 32.5 percent consumers use Close up toothpaste due to its consolidated characteristics. These above response can also be presented in a bar-diagram so that reader can understand it easily.

Figure 4.4



The respondents between age 33-40 are dominant so far as the utilization of Red tooth paste is concerned because these consumers might be educated and aware relating to the effectiveness to the product. When opinions were collected on the basis of gender, the responses appeared slightly variant in Table 4.5.

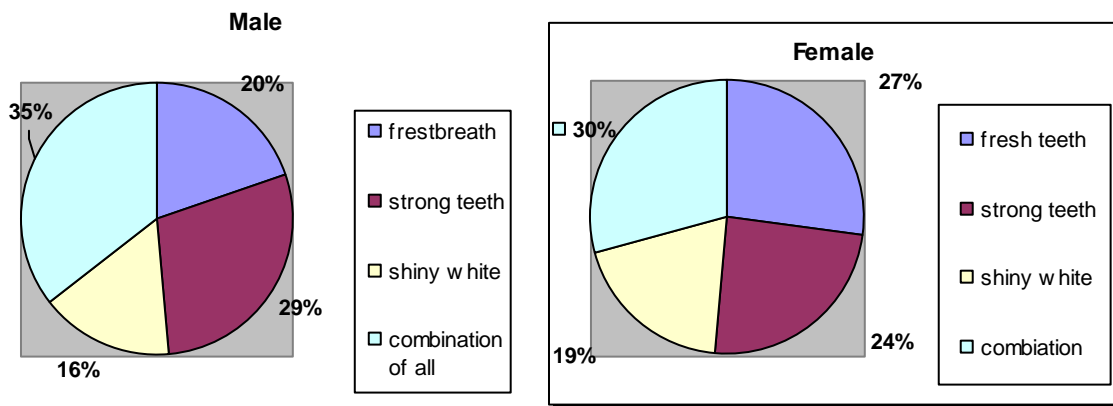
Table 4.5
Causes for Using Close up Toothpaste (According to Gender)

Gender	causes								
	sample	Fresh breath	%	Strong teeth	%	Shiny white	%	combination	%
Male	100	20	20	29	29	16	16	35	36
Female	100	27	27	24	24	19	19	30	29
Total Response		47		53		35		65	

Source: Opinion Survey, 2009

The table 4.5 shows that out of total male respondents, 20 percent use Red tooth paste for fresh breathing, 29 percent for strong teeth and 16 percent for shining teeth white respectively. But 36 percent use it for all these purposes. Similarly among total female respondents ,27 percent use Close up toothpaste for fresh breathing ,24 percent for strong teeth and 19 percent for shining teeth white respectively .But 29 percent use it for all three purpose . These Reponses have also been presented in pie –chart so that one can know the fact of data quickly.

Figure 4.5
Causes for using Close up (According to Gender)



Out of total respondents, male consumers are dominant in using Close up toothpaste because they might be conscious about their health. This study shows that the female consumers are not more aware than male. it male be the causes of lack of education.

When opinions were collected on the basis of occupation, the Reponses appeared slightly different in Table 4.6.

Table 4.6
Causes of Using Close up Toothpaste (According to Occupation)

Responses									
Occupation groups	Sample	Fresh breath	%	Strong teeth	%	Shiny white	%	combination	%
Student	50	15	30	13	26	8	16	14	28
Jobholder	50	12	24	11	22	7	14	20	40
Farmer	50	8	16	16	32	10	20	16	32
Housewife	50	12	24	13	26	10	20	15	30
		47		53		35		65	

Source: Opinion Survey, 2009

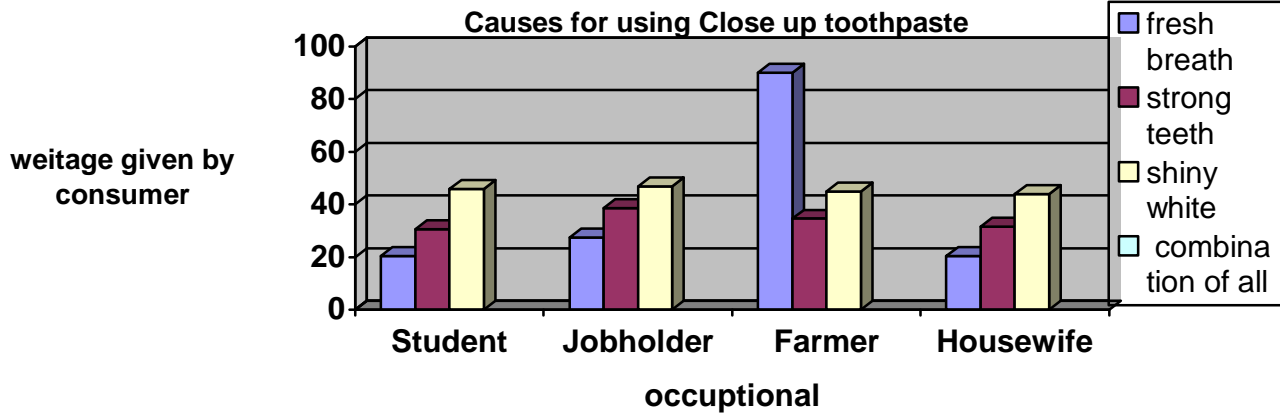
Table 4.3 shows that under that under student group, 30 percent use Close up toothpaste effort fresh breathing, 26 percent for strong teeth and 16 percent for shining teeth white respectively. But 28 percent use Close up tooth paste for all these purposes.

Among Jobholder group, 24 percent use Close up toothpaste for fresh breathing, 22% for strong teeth and 14% for shining teeth white respectively use Close up toothpaste for all these purposes.

Under farmer group, 16 percent use Close up toothpaste for fresh breathing, 32 % for strong teeth, 20% for shining teeth white and 32% use it for all these purposes.

Similarly, under the housewife group, 24% use Close up teeth paste for fresh breathing, 26% for strong teeth ands 20 % for shining teeth white respectively. But 30% use NL for all these purposes. These responses have also been shown in bar-diagram which can help to the reader to know the responses quickly.

Figure 4.6



Out of total consumers, 40% of Jobholder respondents use Close up toothpaste due to its combination features such as fresh breath, strong teeth and shiny white etc. because, they might be more aware than group such as student farmer and housewife.

To find out the source used by consumers i.e. friends family member advertisement salesman) the researcher got quite different response in Table 4.4.

Table 4.7
Sources Used for Information (According to Age)

Response									
Age	Sample	BY friends	%	By family member	%	By advertisement	%	By salesman	%
17-24	50	12	24	3	6	32	64	3	6
25-32	50	10	20	8	16	23	46	9	18
33-40	50	7	14	13	26	25	50	5	10
41-48	50	5	10	15	30	17	34	13	26
Total Response	200	34	17	39	19.5	97	48.5	30	15

Source: Opinion Survey, 2009

This table depicts that among 17-24 age groups, 24 % got the information about Close up toothpaste at the first time from their friends, 6% got the information from family

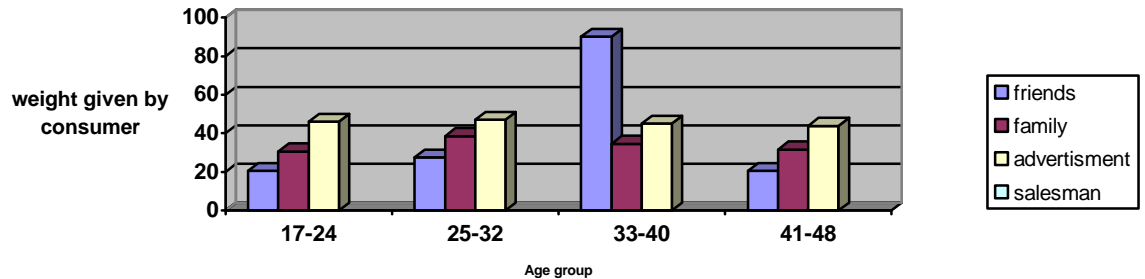
member, 64 % got the information from advertisement and 6% got the information about Close up toothpaste at the first time from salesmen respectively.

Under 25-32 age group, 20% got the information about Close up toothpaste at the first time from friends, 16% got the information from family member, 46% got the information form advertisement and 18 percent got the information at the first time about Close up toothpaste from their friends, 26% got the information from family members, 50% got the information form advertisement and remaining 18 % got the information about the Close up toothpaste at the first time from their salesman. Similarly under 41-48 age group, 10 % consumers got the information form their friends, 30% got the information form family member, 34 %got the information from advertisement and remaining 26% got the information about Close up toothpaste at the first time from the salesman respectively

Likewise among the total response, 17 percent consumer got the information from their friends, 19.5 % got the information from the family member and 15 % got the information about Close up toothpaste at the first time from their respectively. But 48.5 percent got the information about Close up tooth paste at the first time from the advertisement. These above response have aloe been present in bar-diagram below to reflect the fact of data easily.

Figure 4.7

Sources used for informaiton (According to age)



What the researcher reveals is that among the various sources information about product. Under 17-24 age group 64 % consumer expressed their views that they got information

about products and services by advertisement. This age group dominant the others that might be the causes of news generation when views were collected on the basis of gender, the Responses appeared differently in Table 4.5.

Table 4.8
Sources Used for Information (According to Gender)

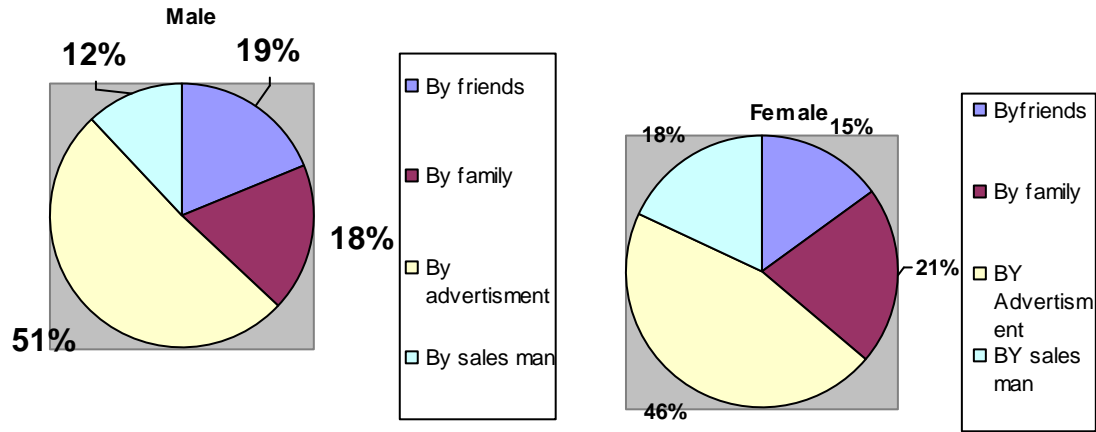
Sources									
Gender	sample	friends	%	By family	%	advertisement	%	By sales men	%
Male	100	19	19	18	18	51	51	12	12
female	100	15	15	21	21	46	46	18	18
Total response	200	34		39		97		30	

Source: Opinion Survey, 2009

The above table reflects that out of total male consumers, 19 percent got the information about Close up toothpaste first time their friends, 18 percent got the information from the Under female consumers, 15 percent got the information from their friends, 21 percent got the information from family member, 46 from advertisement and 18 percent for the first time about Close up Toothpaste from the salesmen.

These above responses have been presented in a pie-chart below to reflect the fact of data easily and quickly.

Figure 4.8
Sources used for information (According to Gender)



These above responses conclude that out of total male respondents 51 percent use advertisement as a source for getting the information about Close up toothpaste while under female respondents. Only 46 percent use advertisement, it might be the causes of greater involvement of male on buying goods then female. Consumers' opinions were collected on the basis of occupation and the given responses appeared differently in Table 4.6.

Table 4.9
Sources used for Information (According to Occupation)

Sources									
Occupation	Sample	By friends	%	By family member	%	By advertisement	%	By sales persons	%
Student	50	11	22	7	14	28	56	4	8
Jobholder	50	10	20	11	22	24	48	5	10
Framer	50	6	12	12	24	19	38	13	26
Housewife	50	7	14	9	18	26	52	8	16
Total Response	200	34		39		97		30	

Source: Opinion Survey, 2009

The given table indicates the occupation level of respondents and their behavior to know the first time about Close up Toothpaste. Under the student group, 22 percent got the

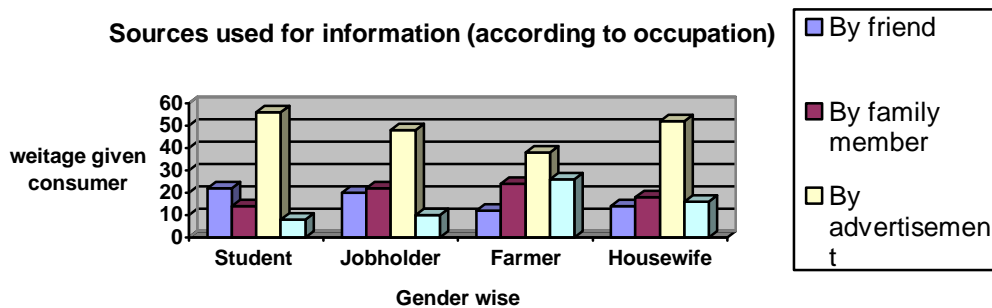
information from friends, 14 percent got the information from their family member, 56 percent got the information from the advertisement and remaining 8 percent got the information at the first time from the salesmen.

Among the Jobholder group, 20 percent got the information from friends, 22 percent got the information form family member and 10 percent got the information at the first time about Close up toothpaste from their salesmen respectively. But 56 percent got the information at the first about Close up toothpaste form the advertisement.

Under the farmer group, 12 percent got the information from their friends, 24 percent got the information from the family members and 26 percent got the information at the first time about Close up Toothpaste from salesman respectively. But 38 percent got the information at the first time about Close up from the advertisement.

Similarly, among the housewife group, 14 % got the information at the first time about the Close up Tooth paste from friends, 18% got the information from family member and 16% got the information from salesmen respectively. But 52% got the information at the first time about Close up Toothpaste from the advertisement. These responses have also been in a bar-diagram so that one can understand so that one can understand the fact of data easily.

Figure 4.9



The above Responses reflects that out of total respondents students have been influenced by the advertisement of Close up toothpaste (i.e. 56 percent of total student). But the

advertisement has not touch significantly to the farmer because only 38% of farmers are in favor of Close up toothpaste advertisement this might be lack of understanding of advertisement.

To test the hypotheses regarding to sources used by consumers following hypotheses has been set by the researcher and tested.

Hypothesis 1

Ho: There is no significant difference between the views expressed by the respondents relating to the sources used for information

HA: There is significant difference between the views expressed by the respondents relating to the sources used for information.

Decision; since the calculated value of chi-squire (see Appendix –I) is greater than tabulated value (i.e. $59.72 > 7.81$) .So null hypothesis (Ho) is rejected and concludes that the views of consumers towards the information sources are used.

4.7 Consumers Habit and Media choice with Respect to Advertisement

To find out consumers habit of watching, reading, and listening advertisement and to ascertain the media among electronic and non-electronic, among with the causes of such choices, the researcher obtained quite different responses in Table 4.10.

Table 4.10
Watching /Listening /Reading Habit of Advertisement

Particular	Number	Percent
Yes	170	86.95
No	30	13.05
Total	200	100.00

Source: Opinion Survey, 2009

As on table 4.10, out of total respondents, 86.95 percent consumer's watch/read /listen advertisement and remaining 13.05 consumers expressed their views that they do not. So this study has avoided such respondents due to the responses out of this research work.

Relating to choices that consumers made of media to watch, listen and read, dominant media remained TV and daily news papers.

Table 4.11
Media Choice by Consumers

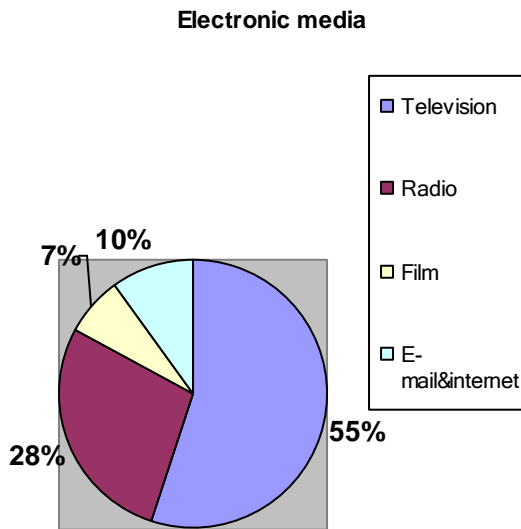
Electronic media	No.	Percent	Non-electronic media	No.	Percent
Television	110	55	Daily newspaper	106	53
Radio	56	28	Poster	46	23
Film	14	7	Hoarding board	36	18
E-mail & internet	20	10	Traveling display	12	6
Total Response	200	100	Total Response	200	100

Source: Opinion Survey, 2009

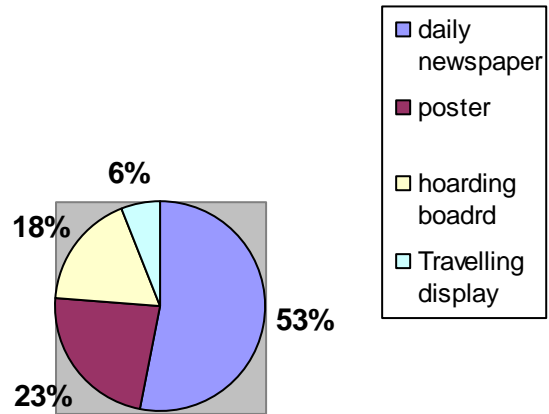
The above table shows that out of total respondents, 55 percent, 28 percent, 10 percent and 7 percent consumers use television, radio e-mail & internet film respectively to get information about Close up toothpaste these responses can also be present pie-chart so that reader can know it easy.

Figure 4.10
Media Choice

Electronic Media



Non-electronic media



Hypothesis 2

Ho: there is no significant between the views expressed by consumer to use different electronic media

H1: There is significant difference between the views expressed by consumer to use different electronic media

Decision : the calculated value of chi-square (see Appendix –II) is greater than tabulated value i.e. $116.64 > 7.81$ so null hypothesis (Ho) is rejected and it concludes that there is significant differences in the views of consumers use different media that means television, radio, film e-mail and internet influence to the consumers differently.

Non-Electronic media

Ho: There is no significant difference between the views expressed by consumers to use different non-electronic media.

HA; there is significant difference between the views expressed by consumers to use different non-electronic media.

Decision Here calculated value of chi-square (see Appendix –III) test is greater than tabulated value of 5% level of significant (95.84>7.81) .So null hypothesis (Ho) is rejected and this can be concluded that there is significant difference in the frequency of consumers for using non-electronic media.

When views regarding to the exact message given by the advertisement were collected, the following response have been found in Table 4.12.

Table 4.12
Expectation of Messages that Consumer Needed

	No.	Percent
Exact message	130	65
No exact message	70	35
Total	200	100

Source: Opinion Survey, 2009

To know the coverage of message that has been expected by consumers, it was founded that out of total consumers, 65 percent got the exact message from the advertisement while 35 percent did not have the exact message.

These responses have also been shown in a pie-chart so that one can have quick reflection of the fact.

Figure 4.11

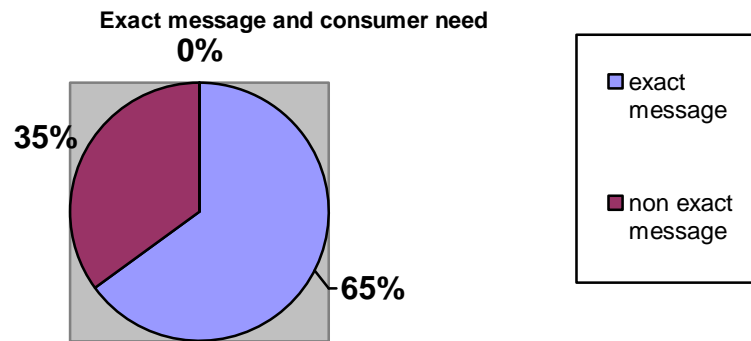


Table 4.13
Media as the Information Source for Consumer

Electronic media	No	percentage	Non-electronic media	No.	Percentage
Television	92	46	Daily Newspaper	54	27
Radio	66	33	Poster	56	28
Film	24	12	Hoarding board	54	27
E-mail &Internet	18	9	Traveling display	36	18
Total	200	100	Total	200	100

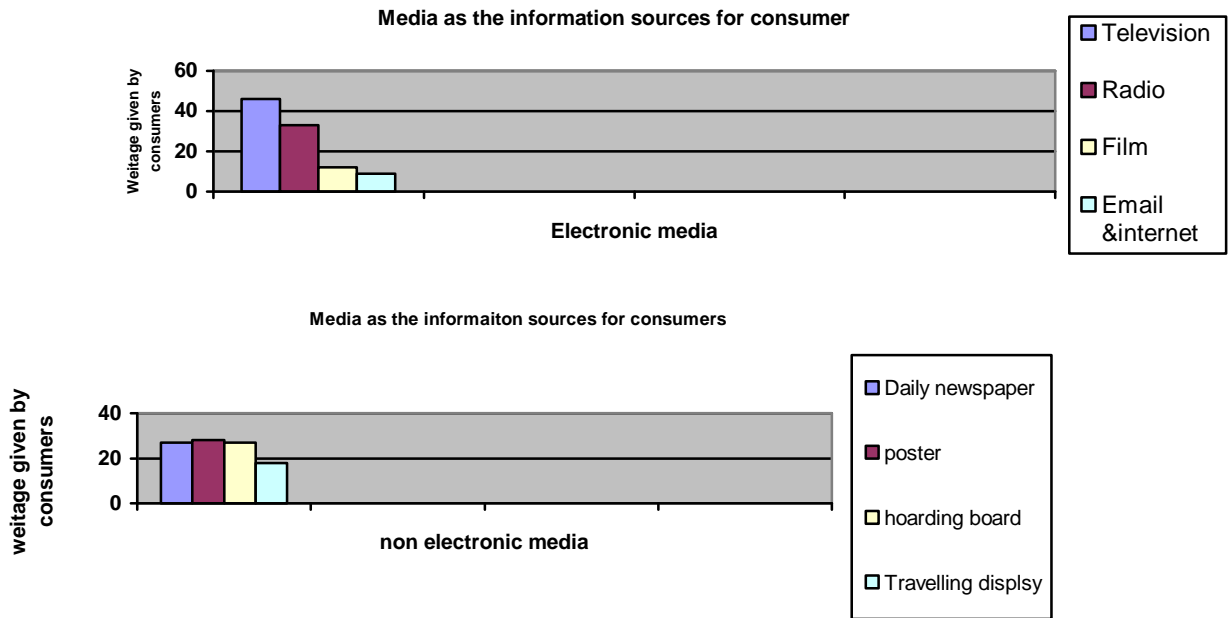
Source: Opinion Survey, 2008

In case of electronic media, out of total respondents 46 percent got the full information of products and services from television, 33 percent from Radio and 12 percent from film respectively. But only 9 percent got the full information about products and services by the use of email & internet.

Similarly, among the non-electronic media 27 percent got the full information of products and services from daily newspaper, 28 percent from poster, 27 percent from hoarding board and 18 percent from traveling display respectively

These above responses have also been shown in a bar-diagram so that one can understand the fact of responses easily.

Figure 4.12



This study reveals that out of electronic media television and radio has vital role to communicate exact message of products and services while daily newspaper poster and hoarding board have wide coverage to communication exact message about product and services among non-electronic media

❖ **Electronic media**

To find out major source of information about product the researcher has set the following hypothesis and tested.

Hypothesis

Ho: There is no significant difference between the views expressed towards electronic media regarding the source of information

HA: There is significant difference between the views expressed towards electronic media regarding the source of information.

Decision: Since the calculated value of chi-square (See Appendix IV) is greater than tabulated value so null hypothesis (Ho) is rejected. It concludes that consumers use different media, out of electronic media, to know information about product. In other word the media has hierarchical order of importance to flow the information of products and services.

❖ **Non –Electronic media**

Ho; there is no significant difference between the views expressed towards non-electronic media regarding the source of information

HA: There is significant difference between the views expressed towards non-electronic media regarding the source of information.

Decision : Here calculated value of chi-square (See Appendix -V) is less than tabulated value so null hypothesis (Ho) is accepted it concludes that there is no significance difference between non-electronic media to flow the information required by consumers or its means all media are equal important to flow the information.

4.8 Consumer Behavior when Advertisement of Close up Appears on Nepal Television

The below table indicates the consumers behavior when advertisement about Close up toothpaste appears on NTV .Out of total (17-24) age respondents 36 percent were curious about advertisement, 30 percent just watched to advertisement, 20 percent tried to know what the advertisement wants to say and remaining 14 percent switched off the television.

Under (25-32) age group, 32 percent were curious about advertisement, 30 percent tried to know what the advertisement wants to say 26 percent just watched the advertisement and only 12 percent switched off the television.

Similarly, among the 33-40 age respondents 32 percent were curious about advertisement, 28 percent tried to know what the advertisement wants were to say 24 percent just wanted to advertisement and remaining 16 percent did not like the

advertisement and switched off the television when advertisement of Close up toothpaste appears on NTV

Table 4.13
Consumers Behavior when Advertisement about Close up toothpaste on NTV
(According to age)

Responses									
Age group	Sample	Switch off the TV	%	Try to know what it wants to say	%	Curious about advertisement	%	Just watch to advertisement	%
17-24	50	7	14	10	20	18	36	15	30
25-32	50	6	12	15	30	16	32	13	26
33-40	50	8	16	14	28	16	32	12	24
41-48	50	10	20	19	38	12	24	9	18
Total	200	31		58		62		49	

Source: Opinion Survey, 2009

The above table indicates the consumers behavior when advertisement about Close up toothpaste appears on NTV .Out of total (17-24) age respondents 36 percent were curious about advertisement, 30 percent just watched to advertisement, 20 percent tried to know what the advertisement wants to say and remaining 14 percent switched off the television.

Under (25-32) age group, 32 percent were curious about advertisement, 30 percent tried to know what the advertisement wants to say 26 percent just watched the advertisement and only 12 percent switched off the television.

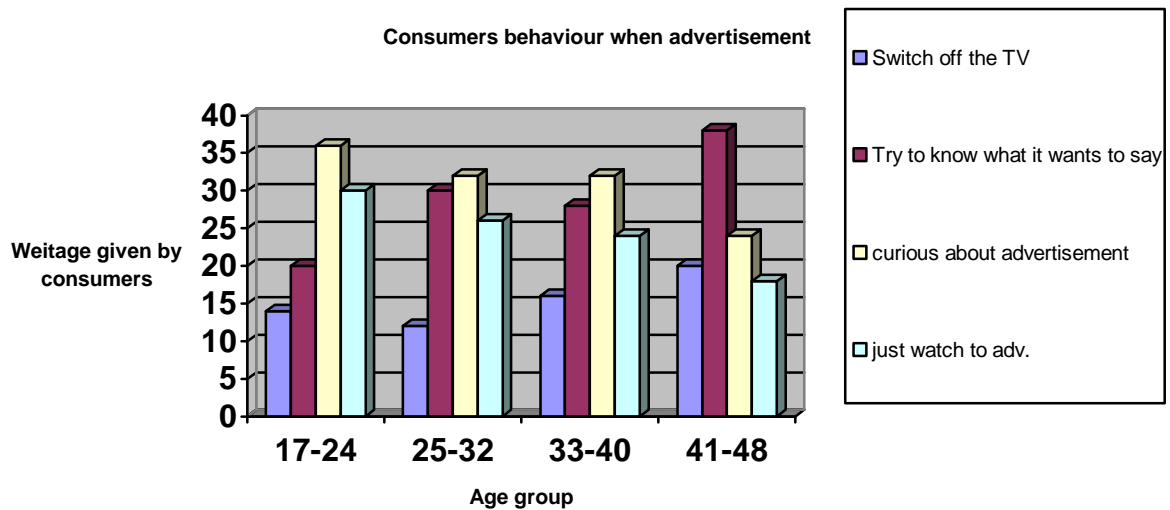
Similarly, among the 33-40 age respondents 32 percent were curious about advertisement, 28 percent tried to know what the advertisement wants were to say 24 percent just wanted to advertisement and remaining 16 percent did not like the advertisement and switched off the television when advertisement of Close up toothpaste appears on NTV.

Finally under (41-48) age respondents, 38 percent tried to know what the advertisement wants to say, 24 percent were curious about advertisement, 20 percent switched off the television and 18, percent just watched to advertisement when the advertisement of Close up toothpaste appears on NTV.

Similarly, among total responses, 15.5 percent consumers switched off the television 29 percent tried to know what the advertisement wants to say and 31 percent consumers were curious when the advertisement of Close up toothpaste appears on NTV But 24.5 percent consumers just watched the advertisement of Close up toothpaste on NTV.

These above responses have also been presented by bar-Diagram so as to understand it easily.

Figure 4.14



This above table reveals that the advertisement of Close up toothpaste on NTV is effective because most of the consumers were curious about advertisement and among the various age group ,17-24 age groups has been influenced by the advertisement. This might be happened due to attractive preparation advertisement on NTV.

In order to find out the responses to consumers when they watch TV advertisement, the researcher got the repossesses slightly different on the basis of gender in Table 4.12.

Table 4.14
Consumers Behavior when advertisement about Close up toothpaste appears on
Nepal Television (According to Gender)

Responses									
Gender	Sample	Switch off the TV	%	Try to know what it wants to say	%	Curious about advertise ment	%	Just watch to advertise ment	%
Male	100	14	14	30	30	33	33	23	23
Female	100	17	17	28	28	29	29	26	26
	200	31		58		62		49	

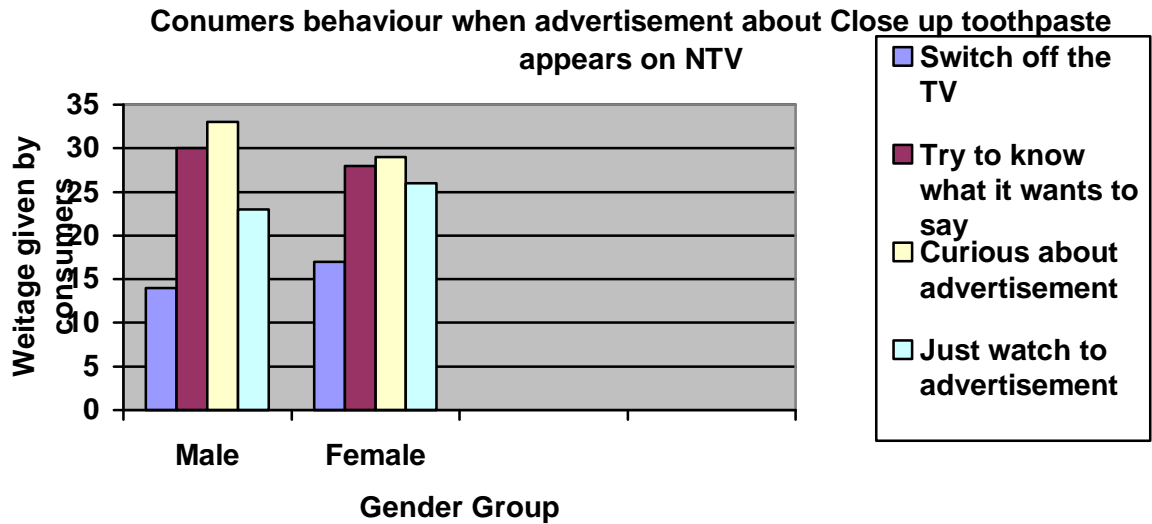
Source: Opinion Survey, 2009

The above table reflects the level of respondents and their behavior when advertisement about Close up tooth paste appears on NTV. Out of total male consumers, 33 percent were curious about advertisement, 30 percent tried to know what the advertisement wants to say, 23 percent just watched to advertisement and remaining 14 percent switched off the television when advertisement about appears on Nepal Television .

Similarly among female consumers 29 percent were to curious about advertisement, 28 percent tried to know what the advertisement wants to say 26 percent just watched to advertisement but only 17 percent switched off the television when advertisement of Close up toothpaste on NTV.

These above responses can also be present by diagram so as to understand it easily.

Figure 4.15



What the above responses indicate is that out of male and female consumer male are, more curious than female to watch the advertising of Close up toothpaste on NTV because it might be the causes of using female actress on an advertisement of Close up toothpaste.

The researcher collected responses from the sample consumers according to occupation to know the consumers behavior with respect to Close up toothpaste advertisement which have been in presented in Table 4.15

Table 4.15
Consumers Behavior When Advertising about Close up toothpaste Appears on Nepal Television (According to Occupation)

Response									
Occupation	Sample	Switch off the TV	%	Try to know what it wants to say	%	Curious about advertisement	%	Just watch to advertisement	%
Student	50	7	14	8	16	24	48	12	24
Jobholder	50	6	12	13	26	17	34	15	30
Farmer	50	9	18	17	34	11	22	11	22
House wife	50	9	18	20	40	10	20	11	21
Total	200	31		58		62		49	

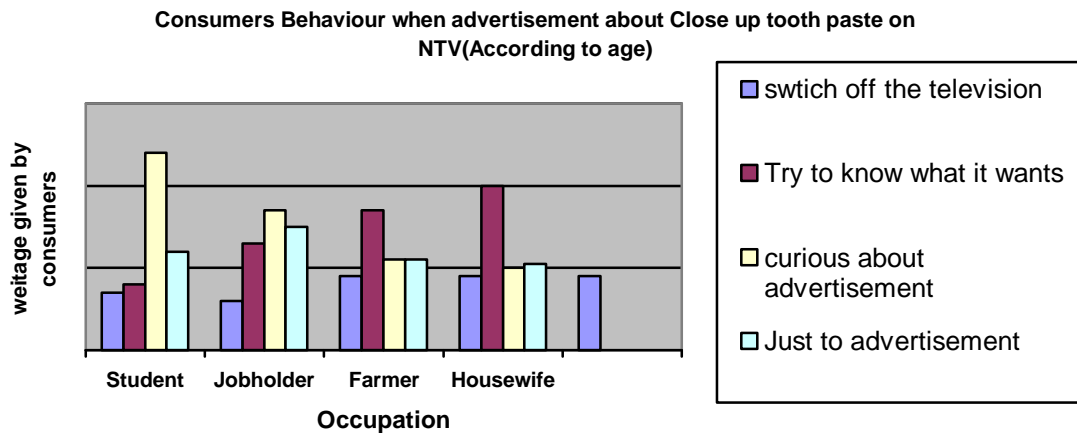
Source: Opinion Survey, 2008

The table 4.15 indicated the behavior of different occupational consumers when advertisement about Close up toothpaste appears on NTV. Under student consumers 48 percent were curious about advertisement, 24 percent just watched advertisement, 16

percent tried to know what the advertisement wants to say and 14 percent switched off t advertisement wants to say 22 percent just watched advertisement, 20 percent were curious about advertisement but 18 percent switched off the television when advertisement of Close up toothpaste appears on NTV.

The following multiples bar diagram has been presented below to understand the above information easily and quickly.

Figure 4.12



This study gives an idea that out of four occupational group students are more curious than others (i.e. 48% of total student respondents)

Hypothesis 6

Ho: There is no significant difference between consumers behavior when advertisement of Close up toothpaste appears on NTV.

HA: There are significant differences between consumer's behavior when advertisement of Close up toothpaste appears on NTV.

Decisions: since the calculated value of chi-square is greater than tabulated value ($11.64 > 7.82$) so null hypothesis (Ho) is rejected. It concludes that there is difference between the consumers behavior when advertisement appears on NTV (According to Appendix-VI)

The researcher collected information according to age regarding to the consumers responses when advertisement of Close up toothpaste appears on NTV Table 4.16.

Table 4.16
Opinions of Consumers About Advertisement that Appears on NTV (According to Age)

Responses									
Age group	Sample	Quite good	%	Attracts	%	So So	%	Boring	%
17-24	50	18	36	10	20	15	30	7	14
25-32	50	16	32	15	30	13	26	6	12
33-40	50	16	32	14	28	12	24	8	16
41-48	50	12	24	19	38	9	18	10	20
Total	200	62		58		49		31	

Source: Opinion Survey, 2009

The table 4.14 shows the consumers response when advertisement of Close up toothpaste appears on NTV. Out of total (17-24) age group, 36 percent consumers expressed their views that the advertisement of Close up toothpaste quite good on NTV, 20 percent expressed attractive and 30 percent expressed So So respectively but 14 percent expressed their views that the advertisement of Close up toothpaste on NTV is boring.

Under 25-32 age group, 32 percent consumers expressed their views that the advertisement of Close up tooth paste is quite good on NTV, 30 percent expressed

attractive and 26 percent expressed So So respectively. But 12 percent expressed their views that the advertisement of Close up toothpaste on NTV is boring.

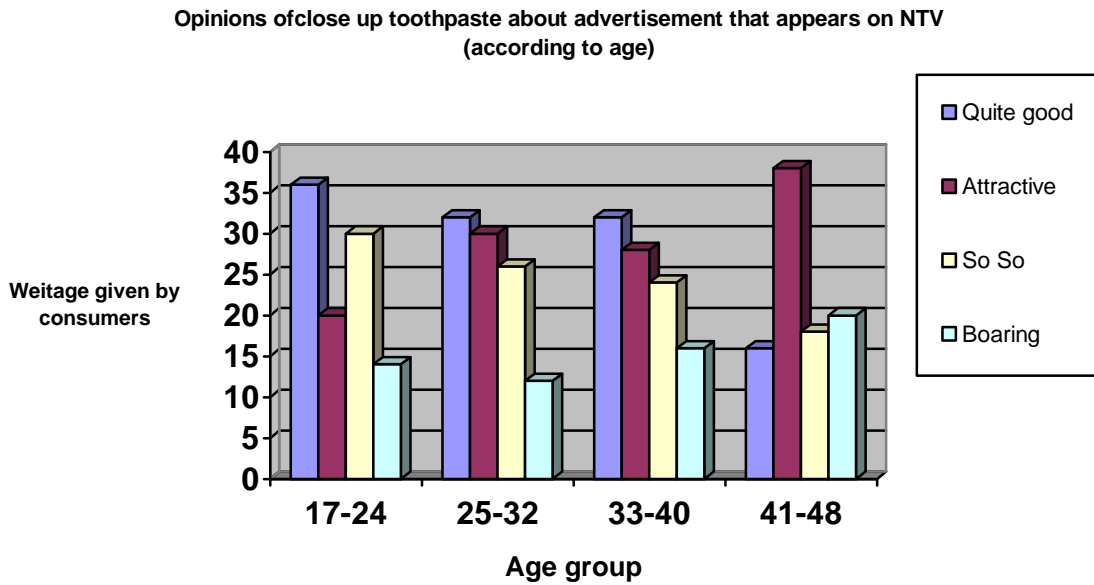
Among 33-40 age groups, 32 percent expressed their views that the advertisement of Close up tooth paste is quite good in NTV 28 percent expressed attractive and 24 percent expressed. So So respectively. But 16 percent consumers expressed their views that the advertisement of Close up toothpaste on NTV is boring.

Under 41-48 age group, 24 percent expressed their views that the advertisement of Red tooth paste on NTV is quite good, 38 percent expressed and attractive and 18 percent expressed So So respectively. But 20 percent expressed their advertisement of Close up toothpaste on NTV is boring.

Similarly, among the total response 31 percent expressed their views that the advertisement of Close up toothpaste on NTV is quite good, 29 percent expressed attractive and 24.5 percent expressed So So respectively .But 15.5 percent consumers expressed their views that the advertisement of Close up toothpaste on NTV is boring.

These above responses have also been presented by Diagram so as to reflect the fact of data easily.

Figure 4.13



What the above response shows is that out to total responses most of the consumers are in favor of Close up toothpaste advertisement because it might be the causes of unique features of Close up toothpaste advertisement than other advertisement. The researcher obtained the response relating to the consumers behavior towards the advertisement of Close up on NTV according to gender in Table 4.16

Table 4.16
**Opinions of consumers about advertisement that appeared on NTV
(According to Gender)**

Gender	sample	Quite	%	Attractive	%	So-so	%	Boring	%
Male	100	27	27	32	32	25	25	16	16
Female	100	65	35	26	26	24	24	15	15
Total	200	62		58		49		31	

Source: Opinion Survey, 2009

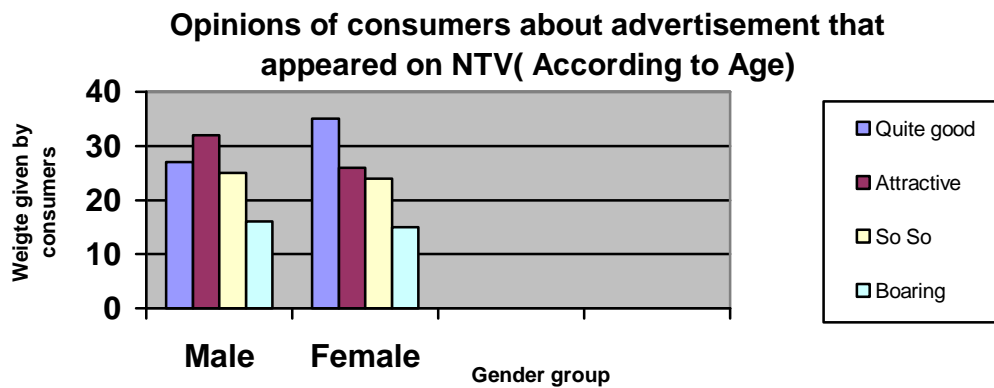
As per Table 4.15, total respondents have been divided into two groups i.e. male and female. Out of total male consumers, 27 percent expressed their views that the

advertisement of Close up toothpaste on NTV is quite good 32 percent expressed their views that the advertisement of Close up toothpaste on NTV is quite good 32 percent expressed attractive and 25 percent expressed neither attractive nor boring (i.e So So and reminding 16 percent consumers expressed the views that the advertisement of Close up toothpaste on NTV is boring.

Similarly, out of total female respondents, 35 percent expressed their views that the advertisement of Close up toothpaste on NTV is quite good 26 percent expressed attractive, 24 percent expressed neither attractive nor boring respectively. But only 15 percent expressed their views that the advertisement of Close up tooth paste on NTV boring.

The above responses have been presented on the following bar-diagram to know the fact of given information easily.

Figure 4.14



This study concludes that out of total market male and female respondent there is not significant different behavior towards the Close up advertisement on NTV.

When views were obtained on the basis of occupation the responses appeared slightly variant in Table 4.16.

Table 4.17
Opinions of consumers about advertisement that appeared on NTV
(According to occupation)

Responses									
Occupation	sample	Quite good	%	Attractive	%	So So	%	Boring	%
Student	50	24	48	8	16	12	24	7	14
Jobholder	50	17	34	13	26	15	30	6	12
Farmer	50	11	22	17	34	11	22	9	18
Housewife	50	10	20	20	40	11	22	9	18
Total	200	62		58		49		31	

Source: Opinion Survey, 2009

As on table 4.17, out of total student respondents 48 percent expressed their views that the advertisement of Close up tooth paste on NTV is quite good 24 percent expressed So-So 16 percent expressed attractive respectively. But 14 percent expressed their views that the advertisement of Close up toothpaste on NTV is boring.

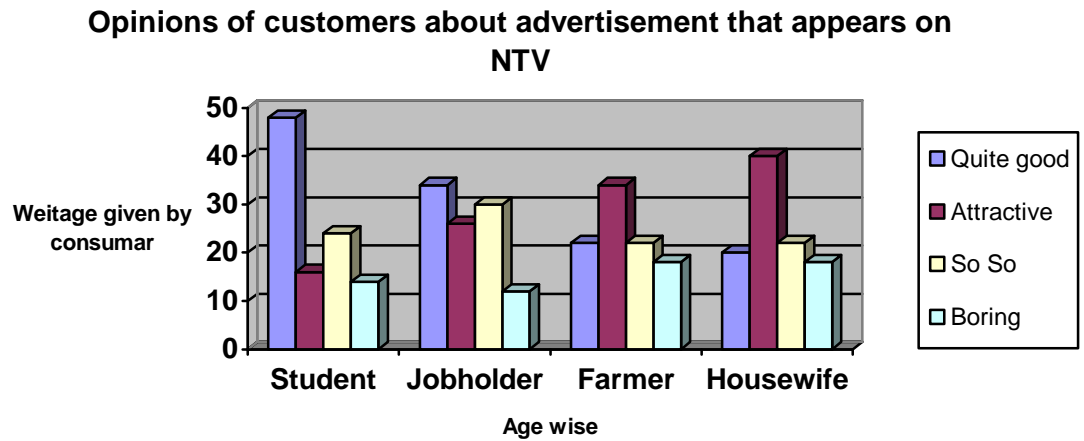
Out of Jobholder respondents, 34 percent expressed their views that the advertisement of Close up toothpaste on NTV is quite good, 30 percent expressed so, so 26 percent expressed attractive and remaining 12 percent expressed boring respectively

Similarly out of farmer respondents of Close up toothpastes attractive 22 percent expressed quite good 22 percent expressed So So respectively. But remaining 18 percent expressed their views that the advertisement is boring.

Among housewife group 40 percent expressed their views that the advertisement of Close up toothpaste on NTV is attractive 22 percent expressed. So So, 20 percent expressed quite goods and reaming 18 percent expressed boring when advertisement of Close up toothpaste appears on NTV.

These responses have also been presented in a Bar-diagram so that reader can understand it easily. This research depicts that student and Jobholder group of respondents Close up toothpaste advertisement but the farmers and housewife are not in of Close up toothpaste advertisement because it might be the lack of the awareness of health.

Figure 4.15



4.9 Consumers Behavior Resulted from Advertisement in the Kantipur Daily Newspaper

To know the consumers behavior when advertisement about Close up toothpaste in the Kantipur Daily Newspaper. Research collected information from the respondents and consumers such views have been presented below according to age occupation and gender. To know the consumer behavior regarding the advertisement of Close up toothpaste research collected the responses from the consumer according to age that have been shown in Table 4.18.

Table 4.18
Consumers Behavior resulted form advertisement in the Kantipur Daily Newspaper (According to Age)

Age group	Sample	Ignore to advertisement	%	Turn off the page	%	Try to know what it wants to say	%	Curious about advertisement	%
17-24	50	10	20	13	26	15	30	12	24
25-32	50	11	22	14	28	12	24	13	26
33-40	50	13	26	16	32	11	22	10	20
41-48	50	13	26	21	42	9	18	7	14
Total	200	47	23.5	64	32	47	23.5	42	21

Source: Opinion Survey, 2009

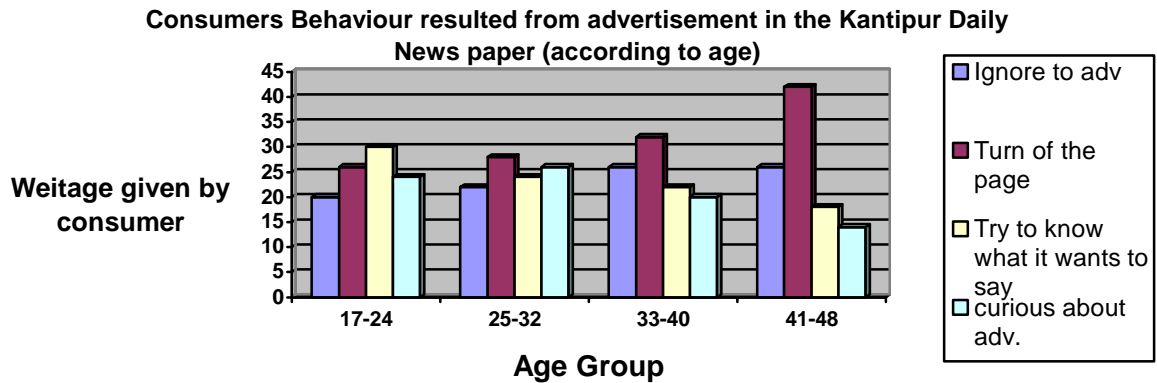
The above table indicates the age level of consumer and their behavior when they see advertisement of Close up toothpaste in Kantipur Daily. Among 17-25 age groups, 20 percent expressed their views that they ignore advertisement 26 percent turn off the page and 30 percent try to know what it wants to say respectively when they see advertisement of the Close up toothpaste in Kantipur Daily. But 24 percent were curious about advertisement of the Close up toothpaste.

Among 33-40 age group, 26 percent consumers expressed their views that they ignore advertisement, 32 percent consumer's turn of the page and 22 percent try to know about advertisement of the Close up toothpaste respectively when they see it in Kantipur Daily. But 20 percent were curious about the advertisement of Close up toothpaste.

Under 41-48 age group, 26 percent consumers expressed their views that they ignore advertisement 42 percent turn off the page and only 18 percent try to know about advertisement respectively when they see advertisement of the Close up toothpaste in when they see advertisement of Close up toothpaste in Kantipur Daily. But 14 percent consumers expressed their views that they are curious when they see advertisement of Close up toothpaste in Kantipur Daily.

Similarly out of total responses taken from consumers 23.5 percent expressed their views that they ignore advertisement and remaining 21 percent were curious when they see the advertisement of Close up toothpaste in Kantipur Daily. These above responses have also been presented by bar-diagram so as to reflect the fact of data easily.

Figure 4.16



This research reveals that, out of various age group, 42 percent of 41-48 age group consumer do not care the advertisement. But only 30 percent of 17-24 age group, 26 percent of 25-32 age groups respondents is a little bit aware about the advertisement.

When opinions were collected on the basis of gender, the responses appeared slightly different in table 4.19.

Table 4.19
Consumers Behavior Resulted from Advertising in the Kantipur Daily Newspaper (According to Age)

Responses									
Age groups	sample	Ignore to advertisement	%	Turn off the page	%	Try to know what it wants to say	%	Curious advertisement	%
17-24	50	10	20	13	26	15	30	12	24
25-32	50	11	22	14	28	12	24	13	26
33-40	50	13	26	16	32	11	22	10	20
41-48	50	13	26	21	42	9	18	7	14
	200	47	23.5	64	32	47	23.5	42	21

Source: Opinion Survey, 2009

The above table indicated the age level of consumer and their behaviour when they see advertisement of Close up toothpaste in Kantipur daily. Among 17-25 age groups, 20 percent expressed their views that they ignore advertisement 26 percent turn off the page

and 30 percent try to know what it wants to say respectively when they see advertisement of Close up toothpaste in Kantipur Daily. But 24 percent were curious about advertisement of Close up toothpaste.

Under 25-32 age group, 22 percent consumer expressed their views that they ignore advertisement, 28 percent turn off the page and 24 percent try to know what the advertisement wants to say respectively when they see the advertisement of Close up toothpaste in Kantipur daily. But 26 percent were curious about the advertisement of Close up toothpaste.

Among 33-40 age group, 26 percent consumers expressed their views that they ignore advertisement, 32 percent consumer turn of the page and 22 percent try to know about advertisement of Close up toothpaste respectively when they see in it Kantipur Daily. But 20 percent were curious about the advertisement of Close up toothpaste.

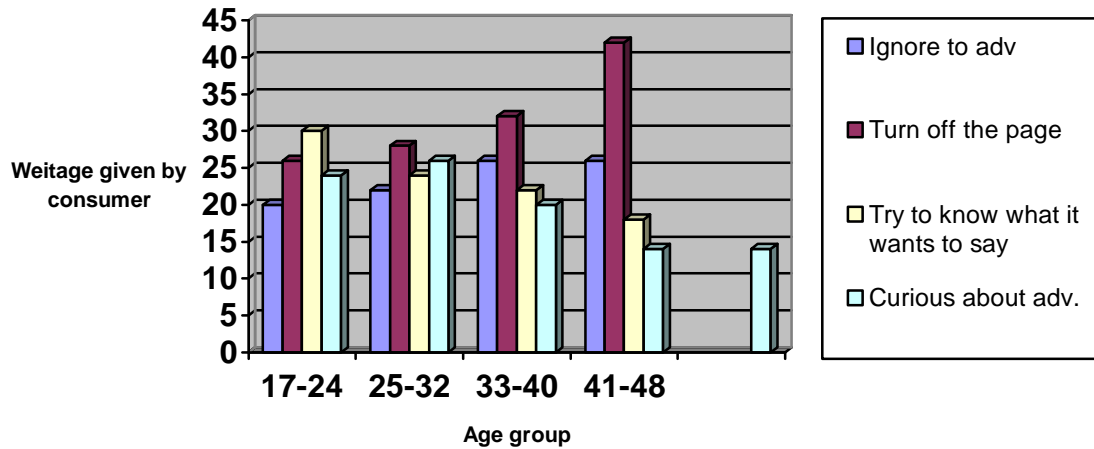
Under 41-48 age group, 26 percent consumer expressed their views that they ignore advertisement, 42 percent turn off the page and only 18 percent try to know about advertisement respectively when they see advertisement of red tooth paste in Kantipur Daily. But 14 percent consumers expressed their views that they are curious when they see advertisement Close up toothpaste in Kantipur Daily.

Similarly out of total response taken from consumers 23.5 percent expressed their views that they ignore advertisement, 32 percent turn off the page, 23.5 percent try to know about advertisement and remaining of Close up toothpaste in Kantipur Daily.

These above responses have also been presented by bar-diagram so as to reflect the fact of data easily.

Figure 4.17

Consumer Behaviour Resulted from Advertising in the Kantipur Daily News paper (According to Age)



This research reveals that out of various age groups, 42 percent of 41-48 age group consumers do not care the advertisement. But only 30 percent of 17-24 age group, 26 percent of 25-32 age group respondents are a little bit aware the advertisement .

When opinions were collected on the basis of gender the response appeared slightly different in Table 4.19.

Table 4.20

Consumers Behavior Resulted form Advertising in the Kantipur Daily Newspaper (According to Sex)

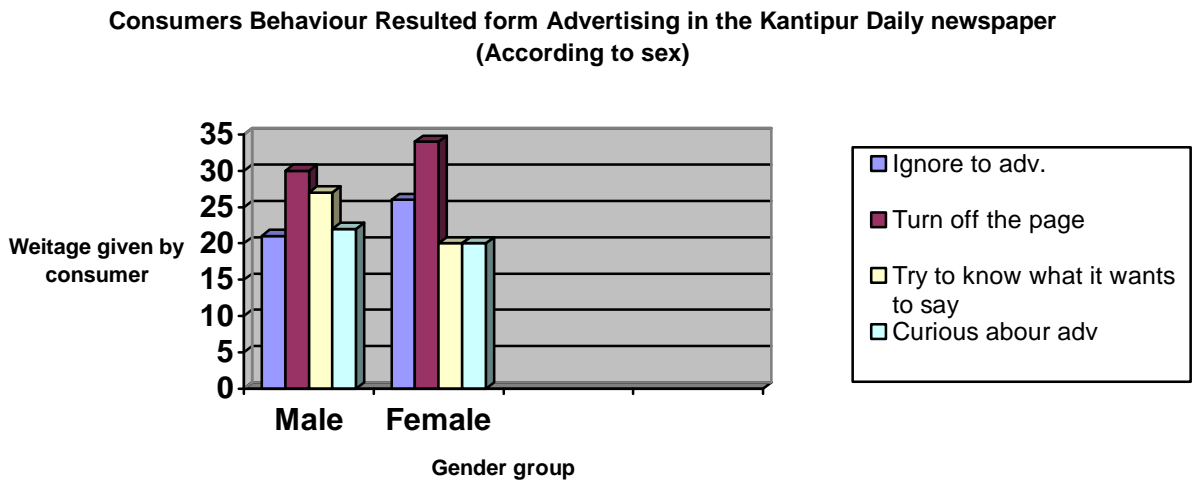
Source: Opinion Survey, 2009

The given table shows consumers behavior according to sex when they see the advertisement of Close up toothpaste in the Kantipur Daily Newspaper Among male consumers, 21 percent expressed their views that they ignore the advertisement, 30 percent turn off he page and 27 percent try to know what the advertisement wants to say respectively when they see the advertisement of Close up toothpaste in Kantipur Daily Newspaper. But 22 percent expressed their views that they are curious about the advertisement of Close up toothpaste when they see it in Kantipur Daily.

Similarly, out of total female consumers, 26 percent expressed their views that they ignore the advertisement, 34 percent turn off the page and 20 percent try to know what advertisement wants to say respectively when they see the advertisement of Close up toothpaste. But only 20 percent expressed their views that they are curious when they see advertisement of Close up toothpaste in Kantipur Daily.

To understand above table easily and quickly, following multiple bar diagram has been presented.

Figure 4.18



This study concludes out of male and female respondents, female does not liked the advertisement of Close up toothpaste on Kantipur Daily than male respondents because of the lack of educated female

Researcher collected views of respondents on the basis of occupation of respondents to find out the behavior of consumer resulted from advertising in the Kantipur Daily Newspaper in Table 4.21.

Table 4.21
**Consumers Behavior Resulted from Advertising in the Kantipur Daily Newspaper
(According to occupation)**

ey, 2008

The given table shows occupation level of respondents and their behavior when they seen advertisement of Close up toothpaste in Kantipur Daily newspaper. Among students group, 20 percent expressed their views that they ignore advertisement. Among students group, 20 percent expressed their views that they ignore advertisement, 26 percent turn off the page and 30 percent try to know about advertisement of Close up toothpaste respectively when they see it in Kantipur Daily.

But 22 percent consumers expressed their views that they are curious when they see advertisement of Close up toothpaste in Kaintpur Daily.

Under Jobholder group, 18 percent expressed their views that they ignore advertisement 30 percent turn off page and 24 percent try to know about advertisement respectively when they see it in Kantipur Daily Newspaper. But 28 percent expressed their views that they curious about the advertisement of Close up toothpaste.

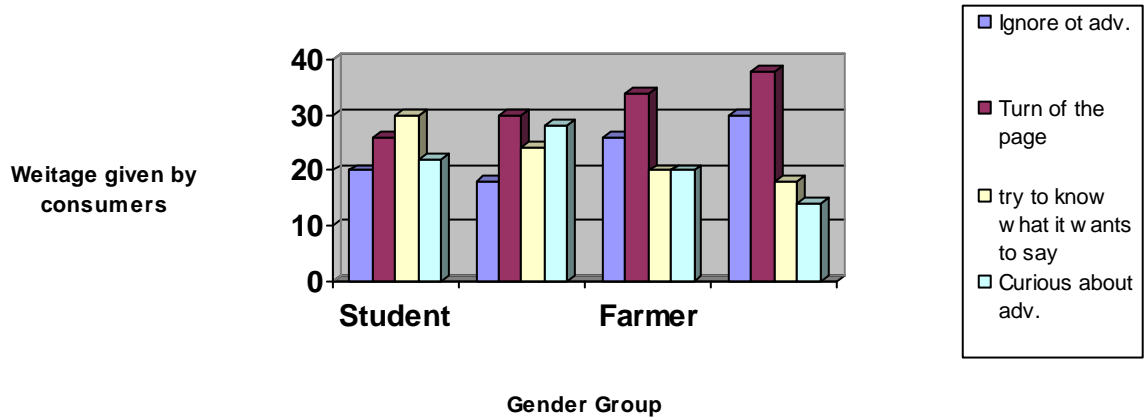
Among farmer group 26 percent expressed their views that they ignore advertisement of Close up toothpaste 34 percent turn off the page and 20 percent try to know about advertisement respectively when they see it in Kantipur Daily. But 20 percent were curious about the advertisement of Close up tooth paste.

Similarly, among housewife group, 30 percent expressed their views that they ignore advertisement of Close up toothpaste, 38 percent turn off the page and 18 percent try to know about advertisement respectively when they see it in Kantipur Daily Newspaper. But only 14 percent expressed their views that they are curious about the advertisement of Close up toothpaste.

These responses have also been presented in multiple bar-diagrams so that one can have reflection of fact to information.

Figure 4.19

**Consumers Behaviour Resulted from advertisement in the Kantipur daily newspaper
(According to Gender)**



This study concludes that student and Jobholder consumers try to know about Close up toothpaste advertisement while farmer and house wife consumers do not like the advertisement turn off the page when they see the advertisement of Close up toothpaste in Kantipur Daily Newspaper.

Hypothesis -7

Ho: There is no significant difference between the consumer's behaviors when advertisement of Close up toothpaste sees in a Kantipur Daily Newspaper.

HA: There is significant difference between the consumer's behavior when advertisement of Close up toothpaste sees in the Kantipur Daily Newspaper.

Decision: Here the calculated value of chi-square is less than tabulated value so null hypothesis is accepted this concludes that there is similarly behavior of consumer when advertisement see in a Kantipur Daily Newspaper

The researcher collected the views to find out consumers behavior on the basis of gender resulted form advertising in Kantipur Daily Newspaper.

Table 4.22
Consumers Behavior Resulted from Advertising in the Kantipur Daily Newspaper
(According to Age)

Response									
Age Group	Sample	Quite good	%	Attractive	%	So So	%	Boring	%
17-24	50	12	24	15	30	11	22	12	24
25-32	50	13	26	12	24	14	28	11	22
33-40	50	10	20	11	22	14	28	15	30
41-48	50	7	14	9	18	18	36	16	32
	200	42	21	47	23.5	57	28.5	54	27

Source: Opinion Survey, 2009

Under 17-24 age group, 24 percent consumers expressed their views that the advertising of Close up toothpaste in Kantipur Daily is quite good, 30 percent expressed their views that the advertisement is attractive, 22 percent expressed their views that the advertisement is neither good nor boar while 24 percent expressed their views that the advertisement of Close up toothpaste published on Kantipur Daily is boring.

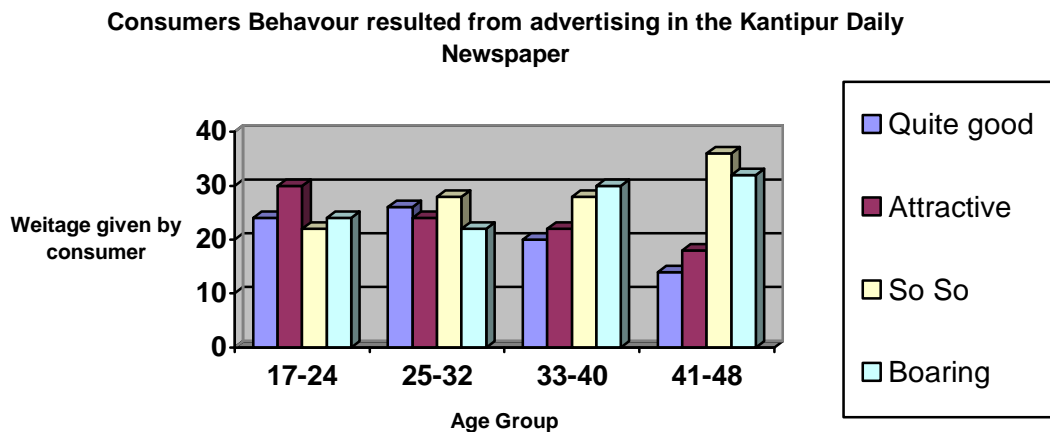
Among 25-32 age group, 26 percent consumers expressed their views that the advertisement of Close up toothpaste in Kantipur Daily, 24 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the

advertisement is neither good nor boar. But 22 percent consumers expressed their views that the advertisement of Clouse toothpaste published in Kantipur Daily is boring.

Under 33-40 age group, 20 percent consumers expressed their views that the advertising of Close up toothpaste in Kantipur is quite good, 22 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the advertisement is neither good nor boar. But 30 percent consumers expressed their views that the advertisement of Close up toothpaste published in Kantipur Daily is boring.

Among 41-48 age group, 14 percent consumer expressed their views that the advertisement of Close up toothpaste in Kantipur Daily is quite good, 18 percent expressed their views that the advertisement is attractive and 36 percent expressed their views that the advertisement is neither good nor boar while 32 percent expressed their views that the advertisement of Close up toothpaste published on Kantipur Daily is boring. Similarly, out of total response, 21 percent expressed their views that the advertisement of Close up toothpaste in Kantipur Daily Newspaper is quite good 23.5 percent expressed their views that the advertisement is attractive and 28.5 percent their views that the advertisement is neither boring nor good while 27 percent views that the advertisement of Close up toothpaste published in Kantipur Daily is boring. To understand the response easily and quickly a multiple bar diagram has been presented.

Figure 4.20



The researcher found that the advertisement that the advertisement of Close up toothpaste in Kantipur Daily Newspaper is not supported by the respondent under the age above 33 while only 26 percent of 25-33 age group respondents expressed the views that the advertisement is quite good because it might be the causes of not making attractive advertisement of Close up toothpaste in KDN.

The researcher collected opinions from the respondent according to gender basis to find out the responses resulted from the advertisement of Close up toothpaste in Kantipur Daily.

Table 4.24
Consumer's Behavior Resulted from Advertisement in the Kantipur Daily Newspaper (sex wise)

Responses									
Gender	Sample	Quite good	%	Attractive	%	SoSo	%	Boring	%
Male	100	24	24	28	28	28	28	26	26
Female	100	18	18	19	19	19	29	28	28
	200	42		47			57	54	

Source: Opinion Survey, 2009

The above table shows male and female consumers and their views regarding the advertisement of Close up toothpaste which is published in Kantipur Daily Newspaper. Among male consumers, 24 percent consumers expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is quite good, 28 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the advertisement is neither attractive nor boring respectively. But 26 percent expressed their views that the advertised of Close up toothpaste published in Kantipur Daily is boring.

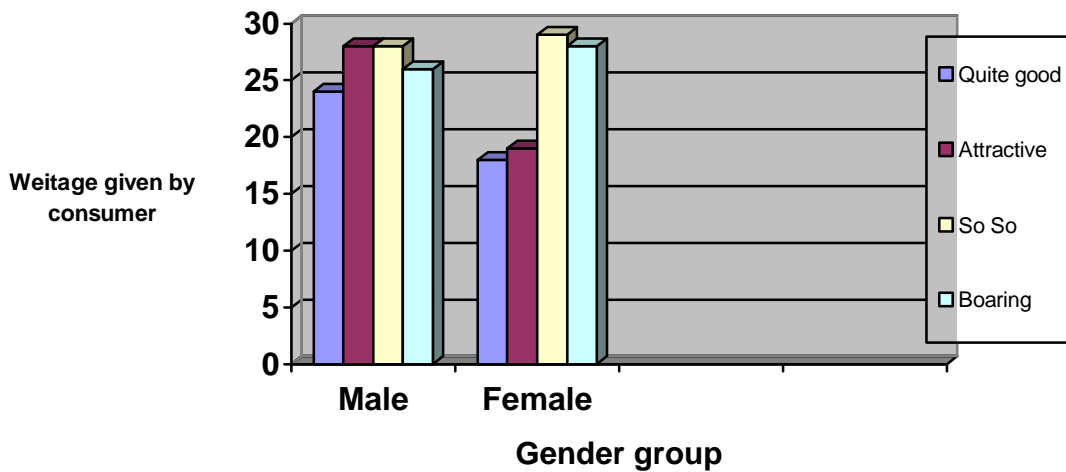
Similarly, under female consumers, 18 percent expressed their views that the advertising of Close up toothpaste published in Kantipur Daily is quite good 19 percent expressed their views that the advertisement is attractive and 29 percent expressed their views that

the advertisement with in attractive nor boring (So So) respectively. But 28 percent expressed their views that the advertisement is boring.

These responses have been presented in the multiple bar-diagram has been presented so that the reader can understand it easily.

Figure 4.21

Consumer Behavior resulted from advertising in the Kantipur daily news paper (according to Gender)



This study reveals that out of total male and female respondent 24 percent of male respondent expressed their views that the advertisement of Close up toothpaste in KDN is quite good. But only 18 percent expressed their views that the advertisement of Close up toothpaste is quite good this means male are in support of Close up toothpaste advertisement than female.

When opinions were gathered of the basis of occupation, the response appeared slightly variants.

Table 4.25
Opinions Gathered on the Basis of Occupation

Responses									
occupation	sample	Quite good	%	Attractive	%	So So	%	Boring	%
Student	50	11	22	16	32	10	20	13	26
Jobholder	50	14	28	12	24	14	28	10	20
Farmer	50	10	20	10	20	16	32	14	28
Housewife	50	7	14	9	18	17	34	17	34
Total	200	42		47		57		54	

Source: Opinion Survey, 2009

Out of total students, 22 percent expressed their views that the advertisement Close up toothpaste which is published in Kantipur Daily is quite good 32 percent expressed their views that the advertisement is attractive and 20 percent expressed their views that the advertisement is neither attractive nor boring respectively. But 26 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is boring.

Among the Jobholder's 28 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is quite good 24 percent expressed their views that the advertisement is attractive and 28 percent expressed their views that the advertisement is neither attractive nor boring (i.e. So-so) respectively. But 20 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is boring.

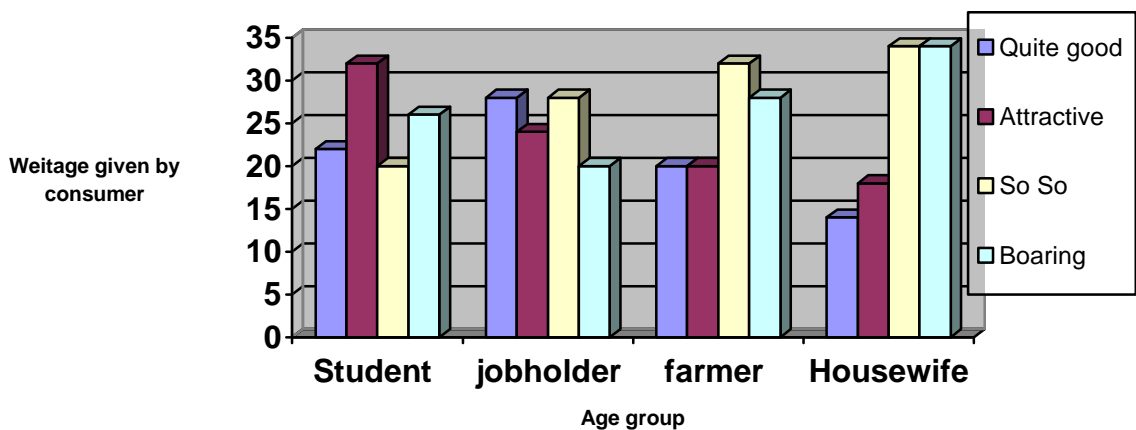
Among the farmers 20 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is quite good 20 percent expressed their views that the advertisement is attractive and 32 percent expressed their views that the advertisement is neither attractive nor boring (i.e. So So) respectively. But 28 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is boring.

Under house wife group, 14 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is quite good 18, percent expressed their views that the advertisement is attractive and 34 percent expressed their views that the advertisement is neither attractive nor boring (i.e. So So) respectively. But 17 percent expressed their views that the advertisement of Close up toothpaste which is published in Kantipur Daily is boring.

To understand the above table easily and quickly multiple bar diagram has been presented.

Figure 4.22

Consumers Behaviour resulted from advertised in the kantipur Daily Newspaper (according to occputation)



This study concludes that out of total student consumers 32 percent forward their views that the advertisement is attractive, 28 percent out of Jobholder forwarded their opinions that the advertisement is quite good.

But most of the farmer and house wife did not like the Close up toothpaste advertisement in Kantipur Daily Newspaper.

In the second stage of this study the information collected from Nepal Lever Limited has been presented and analyzed in such a way that can assists to teach predetermined objectives of this study.

4.10 Major Findings of the Study

From the analysis and interpretation of the response given by prospective consumers and Nepal Lever, the following conclusion has been derived.

- i) When relationship between consumer behavior and advertising media is studied it revealed sales with larger. However these all advertising media affect sales.
- ii) There is a positive relationship between the advertising media and sales higher rate of advertising increase sales.
- iii) By comparing the findings of present study with the finding of a similar study conducted previously in the context of Nepal, the findings of earlier study. The findings are introductory only in the case of relationship consumer buying behavior and advertising media.
- iv) If the company pays high cash in advertising media it helps to increase in sales so advertising media effect in consumer buying behavior.
- v) Among the major decision of consumer effect in advertising media so consumer buying behavior impact in a sales.
- vi) Positive relationship is also observed between advertising media and consumer buying behavior it increases in sales.
- vii) Most of the respondents use Close up tooth paste for its feature of strengthening teeth and shiny white. Among the various age groups, the respondents under 25-32 prefer Close up toothpaste the most. On the basis of gender, it was found that females like Close up toothpaste the most than males. Similarly among the occupational ground the extensive use of close-up tooth paste is by jobholders
- viii) Out of 200 respondents 48.5 % respondents use advertisement as a source of the information while 19.5 respondents get information by the family members. Similarly friends have vital role to flow the information (34 out of 200)
- ix) Among the different electronic media like television radio film e-mail and internet, the most popular medium for promoting sales is television

avored by 55%. The second popular medium is radio with 28%. the third popular medium is email and internet with 10%. Similarly among the non-electronic media like daily News paper, poster, hoarding boards and traveling display the most popular medium for promoting sales is daily newspaper favored by 53%. The second popular medium is hoarding boards with 18%

- x) Out of 200 respondents, only 65% (130) respondents agree to get exact message about products and services by the advertisement. Television and radio have vital role to communicate exact message required by the consumer among the electronic media while daily newspaper poster and hording board have wide coverage to communication exact message about products and services among non-electronic media
- xi) This study revels that the advertisement of Close up toothpaste on NTV is effective than other media because out of 2003, 31 percent (62) were found curious about advertisement.
- xii) Male and more curious about advertisement then females (I.e. 33% out of male respondent) and out of occupation group, students are more curious about ads than other occupational group (i.e.48%)
- xiii) 11. Out of total respondents , 31% used to watch advertisement of Close up toothpaste on NTV due to the quite good advertisement and 29 %(58) respondents watched it due to the attractive advertisement
- xiv) Among 200 respondents interviewed 32% used to turn off the page and 23.5 percent (47) respondents tried to know about advertisement when they saw the advertisement of Clouse up tooth paste in the Kantipur newspaper.
- xv) Similarly only 42 respondents were curious and 23.5 % (47) respondents ignored advertisement when they used to see the advertisement of Clouse up toothpaste in the Kantipur Daily Newspaper.
- xvi) The respondents who were under the age of 32 are a little bit aware about the advertisement while others do not care about it.

- xvii) The advertisement of Close up toothpaste is not so attractive and appealing in the Kantipur Daily Newspaper because out of 200n respondents only 23.5 percent (47) respondents expressed it as attractive and 42 respondents only quite good
- xviii) Nepal Lever Limited has preferred newspapers, radio television and cinema media to advertise products and services similarly according to Table 24 advertising cost of Close up toothpaste is in increasing trend but in diminishing way. Sales of Close up toothpaste have been in fluctuating trend as compared to advertising cost.
- xix) Nepal Lever Ltd has given more preference to television and radio among electronic advertising media. Out of non-electronic advertising media daily newspaper and posters are in the top level of hierarchy. In case of television advertising, NTV and channel Nepal has been preferred to advertise Close up toothpaste. Similarly with respect to non electronic media (i.e. daily newspaper) Kantipur and Samachartatra has got more preference to advertise Close up toothpaste
- xx) Some commercials are more appreciated and others lesser appreciated by the consumers that appreciation indicates that all media are not effective to boost up sales of the product advertised.
- xxi) Finally, this study concludes that out of electronic media Nepal Television and Radio Nepal have been popular among consumers.
- xxii) Similarly out of non-electronic media Kantipur Daily Newspaper and Smacharpatra Daily Newspaper are popular among consumers to get the information about products and services.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Advertising is one of the ways of promoting products, services and ideas among various ways. Advertising has got popularity due to the drastic change in communications sector. Advertising is used to inform persuade and remind about products and services and it influences consumers attitude and purchase behavior. Advertising is essential to manufactures, whole seller's retailers and even to general people. In case of advertising of products and services following critical decisions have to be made-Setting objective.

- Selecting the message
- Choosing appropriate media vehicles

Basically this research aims to study about advertising through media. This study has been divided in to two parts conceptual review of advertising and review of pervious related studies. Television, radio, film, E-mail and internet have been taken as the electronic media while daily newspaper posters hoarding boards and traveling displays have been taken as non-electronic media. This study focuses on advertising of Close up toothpaste through Nepal Television and Kantipur Daily Newspaper to find out appropriate media. Moreover, this study has tried to know effective media among electronic and non- electronic media in terms of consumer's preference.

Various tools techniques and methods have been uses systematically to achieve the objectives of research. Percentage, chi-square test, correlation and regression analysis have been used Kathmandu valley has been chosen as a market segment of this study and to get the opinion of consumers, 115 respondents have been selected a sample of this research but only 100 respondents have given the responses required for this research and 100 respondents have been made two hundreds by multiplying by 2. All the respondents have been divided in to three group age group gender group and occupation group. Structure questionnaire method has been used to get the responses of consumers. Secondary data has been collected form Uni Lever Limited, Kantipur publications Pvt. Ltd., Nepal television. The collected data have been analyzed and interpreted by

preparing tables figures and drawing trend lines. However , in this research use of Close up toothpaste, sources of information used by consumers, watching listening and reading habits of consumer, electronic and on electronic media and its coverage of required information tanked by consumer popular media in consumers mind consumer's behavior when advertisement about Close up toothpaste appears on NTV consumers behavior when advertisement of Close up toothpaste in the Kantipur Daily Newspaper etc. have been studied and analyzed during the research worked Each and every aspect was dealt carefully and solution for each have been reached as much as possible . on the other hand different media used by Nepal Lever Limited advertising cost ratio sales of the company, ranking for electronic and non-electronic media , preference given for NTV and Kantipur Daily Newspaper to advertise Close up toothpaste etc. have also been studied and analyzed chronologically.

However, advertig is a component promotion mix and it is widely used for brand recognition and acceptance, trial purchase, influence at the sight of buying decision, value addition aid in personal selling and sales promotion and reminding the buyers about firm and its products besides these, products quality consumerism have also been taken into consideration that is required for the survival of the company in the competitive market. The study mainly aims to analysis the Consumer buying behavior of advertising media.

1. To examine the relationship between Consumer buying behavior and advertising media.
2. To analyze sales and impact of advertising media in consumer behavior.
3. To analysis sales of these sector can be eliminated through diversification without any cost
4. To provide useful suggestions to the different sector.

5.2 Conclusion

The above mentioned major finding led this study to conclude that there are differenced in media and consumer behavior.

1. The relationship between media and consumer behavior is positive. The main reason behind this is that the media effect on consumer behavior.
2. The advertising impact on sales and there is positive and high degree relationship between advertising and consumer behavior.
3. The impact on advertising of Close up toothpaste of NTV is better than Kantipur Daily Newspaper.
4. The information of different related sector of the company will be suitable on advertising media which has been effect on sales.

5.3 Recommendations

Although a lot of efforts have been made by Nepal Lever Limited to boost up its sales and constitute its images by surviving in the competitive market it seems lagging behind some attentions. Therefore the following recommendations have been made.

1. It is difficult process to select only one media to advertise products and services because of the various target groups of customers having different attitudes towards advertising media. Advertising media should selected according to the target customers group
2. Advertising as such for advertising is not enough to persuade consumers rather it should be well organized with consumers preferences, tastes, attitudes, price and quality of products
3. Nepal television and radio Nepal are popular among the people due to its area coverage and easy availability. So Nepal lever Limited has to give continuity to advertise Close up toothpaste through these two media Basically , Nepal Television especially in the village area has become popular nowadays so more emphasis should be given to NTV.
4. consumers get the information first from advertisement and second from family members so Nepal Lever Ltd should place the advertisement in such a way that give more important to head of family members.
5. Out of non-electronic media daily newspaper has its own place among consumers. Similarly most of the consumers also prefer poster advertising.

So Nepal Lever Ltd. On daily newspaper and poster. It means more emphasize should be given both on daily newspaper and poster advertising

6. As all consumers do not understand the exact information in the advertisement about products, advertisement should be made understandable, easy and quick.
7. Basically, advertisement of Close up toothpaste through Nepal television is satisfactory. So company should maintain it for long time and it should be made in accordance with consumer preference. But the advertisement of Close up toothpaste through Kantipur Daily Newspaper is not satisfactory so company should consider for making good advertisement in Kantipur Daily Newspaper because Kantipur Daily Newspaper is also popular among the people. Now it has becomes as a good cup of tea.

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